

The Billboard

SIXTY-SECOND YEAR

MAY 26, 1956



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

Juke Box Exports, Headaches on Rise

German Shipments to Other Marts Up 11%; French Prefer American-Made Equipment

By BOB DIETMEIER

CHICAGO—As the world juke box market continues to expand in leaps and bounds, the kindred problems associated with supply and demand continue to mount right along with it. Cutting into the world market on juke boxes to a noticeable degree is West Germany, where the manufacture of the coin-operated music machines has displayed brisk ascendancy in the last several years.

Currently, juke box importation licenses in West Germany are going begging with domestic production booming, and an indicated preference by many in the field for German-made equipment.

At the same time, in France the juke box industry is demanding American-made equipment over domestic models, but the government is sitting tight on strict import licenses.

Altho a great number of juke boxes operating in West Germany are American-made, domestic production by approximately eight manufacturers is booming and the German industry itself is accelerating exports.

Sales of German-made juke boxes hit 14,160,000 marks (a German mark is equivalent to roughly 23.5 cents in U.S. currency) for the first quarter of 1956, up 12 per cent above the like period last year.

But for the same period, importation of juke boxes from the U.S. dropped to under 1,000,000 marks, off 16 per cent, while German juke box exports climbed to 2,350,000 marks, a gain of 11 per cent.

Officials in the electro-industry department of the West German economics ministry reported that juke box importation licenses for the first quarter were down, with just 70 per cent of the quota filled.

The explanation is not hard to find: The booming German elec-

tronics industry is flooding the domestic market with new model juke boxes.

Reported Omer Anderson, The Billboard correspondent stationed in Bonn: "Domestic-produced juke boxes are preferred because of easier maintenance; the factory furnishes maintenance crews and there is no need to import parts."

Besides supplying its domestic market, Germany is exporting juke boxes to England, Egypt and the Gold Coast. The West German government has had its eyes opened and instead of going thru with a previous plan to regulate juke box exports, is trying instead to push them under the general German export drive.

The optimism in the potential of the German juke box market is felt thruout the industry. A company official of Gerdes & Son, of Cologne, one of West Germany's biggest distributors, predicted "the second quarter of 1956 should see an increase of 20 per cent in our juke box sales."

Summing up the current market, he declared: "We have just begun to develop the German market. It wasn't until after the war and the American occupation that coin-operated equipment really caught on in Germany. Until now the trouble has been supply and

(Continued on page 90)

POOL, RINK TAX REPEAL OK'D BY HOUSE GROUP

WASHINGTON — The House Ways and Means Committee on Monday (14) voted to repeal discriminatory taxes on persons who patronize swimming pools, skating rinks and bathing beaches, along with juke box milk bars, ferryboats and air taxis.

Pools, rinks, beaches and other private enterprises providing "participation sports" would be exempt from the 10 per cent admission tax which now prevails. The tax applies to admissions over 50 cents. For several years municipally operated pools, rinks and bathing facilities have been exempt from all Federal taxes.

In all, 22 revisions have been passed by the committee in its current overhauling of the excise, or sales taxes. Their adoption would cost the treasury an estimated \$2,900,000 a year.

Association Effort

The favorable committee action has been vigorously sought for five years by the Participating Sports Association of America, which includes many pool and rink operators, and the Roller Skating Rink Operators' Association.

Their plea has been built around the claim of unfair competition from government operated similar units which

(Continued on page 58)

TV Networks Draft 'Better Than Ever' Programs for Fall

Public to See General Improvement, New Spectaculars, Family Shows

By LEON MORSE

NEW YORK—What new programming does the season of 1956-'57 promise the TV viewer? Indications are for an over-all improvement in the quality of programming, a smattering of new shows which will appeal mainly to the all-family audiences and a few new spectaculars.

Probably the most ambitious new concept is being presented by the CBS-TV network—a new hour-and-a-half weekly dramatic show "Playhouse 90," which is to air Thursdays, 9:30. The most ambitious weekly dramatic show ever telecast, "Playhouse 90" will cost \$140,000 each week for production only, \$50,000 of which is earmarked for talent. Red Skelton and Jackie Gleason will be starred in two of these shows, and Humphrey Bogart, Lauren Bacall and Mary Martin are close to being signed.

Major NBC Move

The NBC-TV network's major programming move will be its new hour-and-a-half Friday night spectacular 8:30-10. Produced by Worthington Miner, Fred Coe and Max Liebman, the once-monthly

show will be budgeted at more than \$200,000 for production and emphasize drama except for a few Liebman-produced musical stanzas. On NBC Sunday nights next season George Schaefer will produce about six spectaculars based on proven dramatic properties, two of which will star Maurice Evans.

Most of the new half-hour nighttime vehicles will be in the field of the all-family show, with particular appeal to the kid audience. NBC's "Sir Lancelot," Mondays 8-8:30; "Circus Boy," Sundays 7:30-8; CBS' "Buccaneer," Saturdays 7:30-8; "West Point," Fridays 8-8:30, and the ABC-TV's "Jim Bowie," Friday evenings 8-8:30, are all shows in that category.

Comedy Horizon

On the comedy horizon only two impressive new talents may get a chance to spring into national prominence. The Max Liebman produced "Stanley" will feature a newcomer to network TV, Buddy Hackett, Monday evenings at 8 on NBC. On CBS high hopes are held for Jeanie Carson whose situation comedy, "Jeanie," built around an immigrant Scottish lass, goes Saturdays 9:30-10.

Among the other new dramatic shows to be presented are NBC's Kaiser Aluminum hour, Tuesdays 9:30-10, and ABC's "Wire Service," Thursdays 9-10, a filmed hour about the activities of a news service. Herb Shriner is expected to get his own Tuesday 8:30-9:30 variety show on CBS. Arthur Godfrey will return to CBS in his old-time period, but with a new face lifting, probably of a variety nature. NBC's Monday night spectacular, "Producer's Showcase," promises such stars as Marilyn Monroe, Gregory Peck, Audrey

(Continued on page 3)

Culture Kick Hurts Export

CHICAGO—The 20th century in general and automatic coin-operated equipment such as juke boxes and vending machines in particular, are seen as threats to commerce in some cities of Western Europe where the tourist appeal is solidly based on medieval tradition.

The meticulously preserved medieval city of Rothenberg, Germany, for example, has banned all such equipment. For the industry, of course, this is an alarming development. Germany has a score of cities with pretensions to historic importance and several hundred German cities, notably Heidelberg, make their pitch to the tourist trade strictly on their medieval background.

NEWS OF THE WEEK

New Congressional Groups Hop on TV Probe Wagon . . .
Anxious not to be outdone by their Congressional colleagues, several more Congressional committee chairmen are jumping aboard the investigations bandwagon and are hoping to launch probes of their own. . . . **Page 2**

Movies' Financial Plight Opens More Entries Into Video . . .
Still more movies for TV are portended by the present financial plight of the major motion picture companies. One more significant package of pictures came into TV last week and two other big offerings are imminent. **Page 5**

Mercury Adapts 1¢ Premium Plan To Record Merchandising . . .
Mercury Records is launching a unique package merchandising promotion on the dealer-consumer level during June and July, marking the first use of the one-cent premium sales plan by the disk industry. . . . **Page 12**

Record Industry's Sales Volume For 1st Quarter Biggest Ever . . .
Record industry winds up first quarter of 1956 with record breaking sales volume. Sharp increase attributed to development of the package record market. Upsurge in business bears out predictions early in the year that 1956 may be the industry's biggest. . . . **Page 12**

Both Boston Circuses Suffer Poor Box-Office Action . . .
The Boston circus situation was unpleasant for both sides, with light crowds attending the union-sponsored show as well as the Ringling opposition which the labor outfits are attempting to organize. . . . **Page 66**

Juke Box Ops Mull How to Woo Home Town Folks, Up Play . . .
Publicizing the neighborhood juke box to boost play is no easy task, according to the nation's operators. Advertising costs are high. News releases are more economical, but don't do the individual operator much good, a Billboard poll reveals. Co-operative P-R programs were posed as one method that might show good returns. . . . **Page 91**

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summer merchandising

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SENATE'S CLOSING, BUT—

Broadcast Industry Remains Capitol's Best Whipping Boy

WASHINGTON — Altho the Senate Commerce Committee probe of network TV programming and practices is slated to wind up early next month, the broadcast industry remains the safest whipping boy on Capitol Hill in this election year. The Senate hearings will end a lengthy run after testimony of the three network presidents, with ABC's Bob Kintner the anchor man on June 14.

Already, however, dog fights are raging in the House over the right or need of two of its committee groups to trot out their own scripts of this seemingly endless drama.

House Small Business committee member Joe Evins ran into criticism from GOP colleagues and his group for his demand to probe the Federal Communications Commission, which he said favors industry's tycoons over TV's small businessmen, in moves he said were "directly traceable to the White House."

In the House Judiciary Anti-trust subcommittee, Rep. Emanuel Celler, despite protests by GOP member Kenneth B. Keating, went ahead with plans for his own TV network probe in June.

Bricker Bill

Not to be shut out of the realms of copy resulting from probing the glamorous broadcasters, particularly in an election year, Sen. John Bricker asked the Senate to consider his bill permitting indie TV operators to acquire enough stations to become web operators themselves, with a limitation by coverage of 25 per cent of the

population, rather than by number of stations.

Bricker, a pioneer network prober, said that many webs made up of stations in smaller markets will enable the smaller operator to compete in network programming on a fairer competitive level. The Bricker bill is part of his TV monopoly report to the Interstate Commerce Committee (The Billboard, May 5). The Supreme Court has not yet decided multiple-owner George Storer's battle to invalidate the FCC's present 7-station ownership limitation.

Meanwhile, in Hollywood, even the FBI is now conducting an investigation for possible anti-trust action against the networks. At least half a dozen indie producers have been contacted so far for information on their dealings with the webs. This probe is distinct from the one that took place there three weeks ago (The Billboard, May 5) by counsels of the Senate Commerce Committee.

The FBI probe was launched by the anti-trust division of the U. S. Justice Department in February, prior to the start of Senate hearings. It concerns itself principally with the alleged network practice of "buy my time, buy my program." Producers are being asked whether they ever have sold a program to a sponsor and then were unable to obtain network time for it, or corollary, whether a program renewed by a sponsor was then canceled by the web.

The June opening for Celler's probe has been launched by sending out letters to 15 topnotch agencies in February. He got a "very good response." Among the questions asked were the total quantity of time (Class A, B and C) purchased from each of the major networks in January, the total gross money value of the time purchased and listings by day of week. Also, the name of client, the hour purchased and network and network coverage involved.

Lorillard & Bulova Buy 3/4 of Gleason

NEW YORK — CBS-TV last week moved a long way toward alleviating its Saturday night programming headaches by bringing in Lorillard and Bulova as sponsors of its hour-long Jackie Gleason show for next season. In order to move into the Gleason show, Lorillard and Bulova have given up their stake to the Saturday night 9-9:30 time period, thus opening up the time slot for Nestle to move into next season with "Oh, Susanna" or another show.

Bulova has picked up a half hour every week of Gleason, while Lorillard has tied down a half hour alternate weeks. CBS, as of this writing, had one-fourth of the show still available, tho it's not expected to remain unsold for long. Procter & Gamble and Sheaffer Pen are known to be eying the show together with a batch of other very interested bankrollers.

If Sheaffer picks up the remaining quarter of Gleason, it would give up its stake to the Tuesday 8:30-9 p.m. CBS time slot, a move which would make it easier for CBS to achieve its objective of

L&M Buys 'Wife' Half

NEW YORK — Liggett & Myers picked up half sponsorship of "Do You Trust Your Wife?" from Frigidaire for next season. The film quiz show airs on CBS Tuesdays, 10:30-11 p.m.

slotting its new Herb Shriver show Tuesdays, 8:30-9:30 p.m. It's understood the major obstacle barring that move has been the objections of Sheaffer and Maytag, both of whom find Shriver too expensive for their budgets.

Soup's 'Trial' Aids NBC Fri.

NEW YORK — One more important cog in the NBC-TV Friday night line-up fell into place when Campbell Soup last week purchased a new vidfilm series "On Trial," with Joseph Cotten as host-narrator, to go into its new 9-9:30 time period. It replaces "Star Stage," which runs thru the summer. MCA packages both shows.

Beginning at 8 on NBC, Gulf will present "Life of Riley," Old Gold and perhaps Toni will go into 8:30, with "Truth or Consequences" possibly being the vehicle, and at 9:30 American Tobacco and Simoniz will share the program which has yet to be decided. These last two clients are weighing the fate of "Big Story," their current show.

Gallup on NBC Politico Meets

NEW YORK — Dr. George Gallup has been signed by NBC for TV and radio coverage of the 1956 Republican and Democratic conventions. Gallup will appear on such NBC-TV programs as "Today," the 7:45 p.m. news strip and possibly "Home."

Gallup will present his interpretation of public opinion leading up to the conventions. He will talk about polls and primaries and their significance to the public. Gallup's last regular TV appearance was on the ABC-TV network for coverage of the 1952 conventions.

STANTON HITS BRICKER, OTHER 'WEB ENEMIES'

NEW YORK—CBS President Frank Stanton last week blasted Sen. John W. Bricker and other "enemies of networks" for their attacks on the TV webs.

"The attack on networks," Stanton said, "is serious. It is serious to the marketing functions of television and . . . to the public service function. Should the enemies of networks ever succeed in destroying them," he declared, "a serious deterioration in television programs and national coverage would be a swiftly following consequence . . . It would be a monstrously grotesque backward step."

Networks are necessary and vital to our economy and to our national welfare, Stanton said. Only networks, he stated, could carry out the highly complex and expensive task of providing the American public with live coverage of such events as the political conventions.

"If he (Senator Bricker) is not moved by misinformation or by ignorance, then we shall have to guess what other motives he may have for his proposed suppression of an essential part of our national communications system," Stanton stated.

MANHATTAN OUT

Boost in TV Use Seen in Purex Buy

NEW YORK—The buy-out by Purex Corporation, Ltd., of the Manhattan Soap Company, Inc., this week is expected to build Purex into a still more important network advertiser which will be able to use the medium for a greater variety of products.

Manhattan Soap already uses "Ding-Dong School" on NBC-TV for its Sweetheart brand. Purex is the alternate sponsor of "Big Surprise," Saturdays, 7:30-8 p.m., on NBC-TV and is said to be seeking another network program for next fall.

Purex products are liquid bleach, Beads of Bleach, Trend, Liquid Trend, News and Old Dutch Cleanser. Manhattan, in addition to Sweetheart Soap, has Blue-White Flakes. The Purex agency is Foote, Cone & Belding, Chicago. Manhattan is serviced by Scheideler, Beck, New York.

NBC Revamps Daytime Look

NEW YORK — NBC-TV last week continued its daytime programming plans. The network's newest programming possibility is "Luncheon in the Clouds," a new Don McNeill stanza which would be telecast in Chicago live and go into the 12-12:20 time period set aside for "It Could Be You." The latter show will go into 12:30-1 on June 4 replacing "Feather Your Nest," recently canceled by Colgate.

Tennessee Ernie, now 12-12:30, will shift to the 2:30-3 strip. He was to run until 3:15 but refused to lengthen his show a quarter of an hour each day because of the pressure of his other work. "Matinee" will remain 3-4, and beginning July 4, "Queen for a Day" will run 4-4:45. "Modern Romances" will go into the 4:45-5 p.m. time period.

Ponds Weighs NBC, Mon. 9

NEW YORK—Ponds last week was eying the Monday night 9-9:30 time period on the NBC-TV network for next season.

"Impact," the network's new psychological dramatic series, is the program being considered. Ponds this season is sponsoring half of "Star Stage" on the same network, Fridays 9:30-10 p.m.

Time Open on Wed. Godfrey

NEW YORK—A slice of Arthur Godfrey's new Wednesday night CBS show for next season is up for grabs. CBS-Columbia, one of the four current bankrollers, has decided to bow out of the show and let another advertiser take its place.

The three other bankrollers, all of whom are expected to return, are Toni, Kellogg and Pillsbury. Details of Godfrey's new format, which will differ from that of the current "Godfrey and His Friends," are still in the process of being worked out. Godfrey, it's known, is seeking a format which will require less work for him.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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William D. Littleford

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Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1947, at Post Office, Cincinnati, Ohio, under act of Oct. 3, 1917. Copyright 1956 by The Billboard Publishing Company. The Billboard also publishes a monthly magazine of automobile news. Circulation: one year, \$1.

Vol. 88 No. 21

NBC Feels Nip Of Auto Caution

NEW YORK — The retrenchment going on among automotive advertisers in their network video spending made itself felt last week. NBC-TV had all but concluded a deal with Plymouth to sponsor half of its Friday and Monday night spectaculars when the potential sponsor decided against the commitment. And the same network has had trouble getting a renewal from General Motors for "Wide, Wide World," which is now bankrolling it on Sunday afternoons.

The show has done extremely well for General Motors during the past season, and the network is hopeful that a renewal will be forthcoming shortly. But it has become evident to the web's sales executives that the auto companies are fearful of making decisions until conditions in the industry become better. Autos have been selling slowly this spring.

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WGA May Strike Webs June 4

HOLLYWOOD—Writers Guild of America has voted to strike all three television networks June 4 unless agreement on new contract demands are met.

Controversy centers on web practices of signing per-script writers to exclusive contracts, and on WGA demand that term scripters be permitted separation of rights on their material. Minimum pay scale and residual rights are not involved.

View of Guild is that per-script writers should be permitted to accept outside assignments when not working for the web, specifically while waiting for their options to be picked up. On separation of network writers, and that motion picture, book, and other rights should remain with the author.

David Dortort, president of the TV branch of WGA, was elected to the presidency of the newly combined TV-radio division at Guild's meeting held here last week.

Remington Buys Swayze News Seg

NEW YORK—Remington-Rand this week stepped in and purchased the Tuesday segment of the 7:45-8 p.m. John Cameron Swayze news show on NBC-TV.

The quarter hour was dropped by R. J. Reynolds tobacco which now only has the Monday and Thursday quarter hours. It owned the entire strip for many years.

30-Second Spots Gain Headway at WTMJ-TV

MILWAUKEE — A drive by WTMJ-TV, here, to replace 10 and 20-second spot announcements with 30-second commercials, announced earlier this year, is making slow, but encouraging headway, according to Walter Damm, general manager of the station.

When the 30-second spots were first made available, ad agencies complained to the station that they would be unable to supply film clips for the new length commercials. A number of them since then have spliced together eight and 20-second films to meet the

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CALL US: Huntington, West Virginia, Jackson 5-7661, or our representatives: Edward Petry & Co., Inc.



Quality of Fall TV Better Than Ever

• Continued from page 1

Hepburn, Mel Ferrer and the Lunts.

Jackie Gleason will return to his old full-hour format on CBS, 8-9 Saturdays, which was so popular two seasons ago, and Sid Caesar switches back to Saturdays, 9-10, from his present time on Mondays. Lawrence Welk, who scored so heavily this season on Saturday nights, will also be presented in a new Monday evening program, 8:30-9:30.

It is in the field of feature film programming that viewers will reap their biggest rewards. All the RKO and Warner Brothers pre-1948 product will be available for viewing on local stations. Such RKO pictures as "Gunga Din," the Academy Award winning "Informer" and "None But the Lonely Heart" will be presented. Among the stars to be featured are Cary Grant, Ethel Barrymore, Douglas Fairbanks Jr. and Victor McLaglen. Warner Brothers pictures to be seen include "All This and Heaven Too" (Bette Davis), "Male Animal" (Henry Fonda) and "Dodge City" (Errol Flynn)

And so the coming season figures to generate its own type of excitement and stimulation, both on a national and local basis.

CBS-TV Sells 'Roses'

NEW YORK — CBS-TV has latched on to a bankroller, Quaker Oats, for its "Tournament of Roses" two-hour telecast from Pasadena, Calif., next New Year's Day.

requirements. A few have prepared special 30-second films.

Thirty-second spots currently being used include the station break announcements. Most of the clients are combining their film with live audio, and several are making use of WTMJ-TV's specially developed Color-bal system to prepare color commercials.

Station executives report that they are fully aware that it may take a long time before the 30-second spots become widely accepted in the industry. According to Walter Damm, the need for eliminating the annoying and confusing congestion of spot announcements, particularly at station breaks, grows greater daily. Viewer complaints of over-commercialism and sponsor fears that their air plugs are being "lost" in a welter of ads flashing on the screen could be solved via the lengthier, more dignified, 30-second spots, insists Walter Damm.

NBC and CBS on Cultural Kick for Next Fall's Shows

NEW YORK — Network TV continues on a culture kick. Both NBC-TV and CBS-TV are preparing more high-powered public service programming for next season to entertain and educate the viewer.

Ed Murrow's "See It Now" will most likely move into Sunday afternoons 5-6 p.m. on a once-monthly basis. It will probably share the time with the "Landmark" filmed series, which are popularizations of history published in book form by Simon & Schuster and produced by Goodson-Todman. Murrow's move to Sunday

60-90 MINUTE FUTURE

Long Shows Take Greater Importance in Fall Line-Up

NEW YORK — Tho the network nighttime schedules for next season are still far from completely formed, it has already become evident that the hour and hour-and-a-half shows will be playing an increasingly important role in the program logs than in any previous season, including the one now ending.

Tho there will be some format changes made in several of the current hour entries before they reappear next season, the fact is that no hour-long show has been completely abandoned. In fact, next season will bring with it four hour programs and two hour-and-a-half programs that were not on the nighttime network roster this season.

A study of next season's line-up in comparison with the current season's indicates strongly that the long shows are rapidly replacing half-hour shows as the staple nighttime network programming fare.

Among the new ones on the

nighttime rosters next season, according to current plans, are ABC's "Wire Service," a new ABC Monday night Lawrence Welk show, a Tuesday night CBS Herb Shriner show, CBS' "Playhouse 90," CBS' Jackie Gleason show (which is returning to the hour format after a season's try as a half-hour show) and "Omnibus," which makes its first nighttime appearance on ABC Sunday nights.

The hour shows which have successfully weathered the programming upheavals and will return next season in their present formats are CBS' Ed Sullivan show, "Studio One," "Climax!" the U. S. Steel and 20th Century-Fox hours, NBC's "Goodyear," "Lux Video Theater," the Perry Como show, ABC's Saturday night Lawrence Welk show, "Disneyland," "Warner Bros. Presents" and "Famous Film Festival."

Old Ones

The hour shows that have aired this season and will return next season in some revised form include

AS STARK SEES IT

Daytime Dramas Need Narrator Personality

NEW YORK—Producer Wilbur Stark makes a strong brief for the use of a narrator on video's daytime dramatic shows. The packager feels that those daytime dramatic programs which don't use narrators are losing a chance to fix a personality into this type of format, a personality which can be of inestimable value both in selling the client's goods and moving the action along quickly to center the attention of views.

As Stark sees it, personalities are all important to daytime TV, and he cites as examples Arthur Godfrey, Garry Moore, Bob Crosby and others who have succeeded with their variety shows. He believes that if dramatic shows are to enjoy the same success, they too must employ the same tools to sell the daytime public which he maintains is not as "captive" as evening audiences.

Stark uses Martha Scott as narrator on "Modern Romances," canceled last week by Colgate on NBC-TV but being considered for two other daytime spots in a new half-hour strip format. The producer also suggests that writers who script for daytime TV write self-contained episodes within each program which can be viewed

without losing too much of what has gone before.

"Romances" has such four-minute segments, and it is Miss Scott's narration that the show uses as a bridge between the various segments. Stark points out that because of commercials the daytime shows cannot build mood, but that they must use narration as a substitute and concentrate on action as the main ingredient.

P&G Weighs Caesar 3d

NEW YORK — Procter & Gamble last week was displaying an active interest in the purchase of the one-third of the new Sid Caesar Saturday evening show on NBC-TV which was to be sponsored by the R. J. Reynolds Tobacco Company. Reynolds changed its mind about the purchase almost immediately.

Caesar's sponsors next season will be Quaker Oats, one third, and Bab-O and Knomark shoe polish for one-sixth each.

afternoons will probably dictate the doubling of production in the "See It Now" series for next season.

NBC's newest cultural project is "Telescope," to be produced by Ben Park for the network's Sunday 4-5 p.m. slot, if the go-ahead is given by the program moguls. This program will share time with "Wide, Wide World," which runs from 4-5:30.

Subjects

Among the subjects being considered for presentation is "Maurice Chevalier's Paris," "National Spectacle: Politics '56," "This

Planet Earth: the Crust," "Assignment: Southeast Asia," "Key Picture II: Flight into the Future," "The Anatomy of the Cold War" and "Profile," which will use as its figures world personalities such as Frank Lloyd Wright, Konrad Adenauer or Harry Truman.

Both the CBS and NBC projects are already being pitched to agencies and potential clients. The presentation of "Telescope" will not conflict at NBC with its "Project 20" which considers history, while the former show will emphasize current events and the present world.

NBC's Tuesday 8-9 p.m. show, the Sid Caesar show which shifts from Monday to Saturday, the Sunday 8-9 show which will be headlined by Steve Allen instead of this season's variety of formats. Also there are the alternate Tuesday 9:30-10:30 p.m. dramatic shows which will air in a revised form under the banner of Kaiser Aluminum instead of Pontiac and CBS' Wednesday 8-9 p.m. Godfrey hour which also is slated for a change in format.

In comparison to the stability and longevity of the long shows the half-hour shows appear and disappear with dizzy frequency.

But perhaps the most important fact to be noted is that gradually the networks are scheduling more and more of the lengthy and fewer and fewer of the half-hour shows.

316,000 WATTS

AMERICA'S 10TH TV MARKET

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NBC and CBS

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Channel 8

Multi-City Market

Representative:
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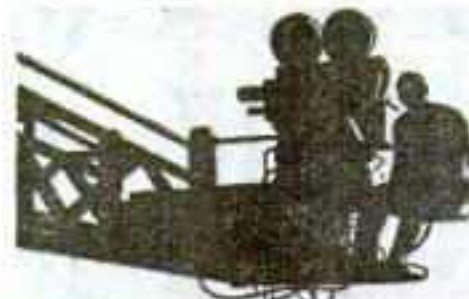
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**NBC Television
Films**

*Programs for
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A DIVISION OF KAGRAN CORPORATION



Ziv Syndicates 'Dr. Christian'; 1st Deal Set?

NEW YORK — Ziv-TV has started syndication sales of "Dr. Christian," starring Jean Hersholt and MacDonald Carey. Coor's Beer is reported to have closed the first regional deal on the show for five markets in the Midwest and Rocky Mountain region.

Ziv held a three-day meeting of its divisional and spot sales managers here last week, apparently to lay sales and promotion plans for "Christian." At the same time it was preparing a national sales effort on its new "Annapolis."

Ziv is also reported to be set to shoot a pilot on "Martin Kane, Private Eye," starring William Gargan, a property that ran live on NBC three years ago. The pilot will be shot in England this summer.

Ziv has seven episodes of "Christian" in the can.

NBC Gets Early Start on Shows

HOLLYWOOD — NBC-TV is getting the production jump on the other webs with five film programs for next season either already before the cameras, or scheduled to roll within the next couple of weeks.

By early June a total of eight series will be shooting. Tho some shows have gotten under way about this time in past years, the current crop is by far the largest.

Reason for the early start is primarily the five-day week in the film industry, instituted in February. By preparing programming well ahead and stocking up a backlog, producers hope to avoid last-minute rushes and overtime pay, which, under the new set-up, could send costs spiraling.

Already shooting for NBC are "Life of Riley," "Dragnet," and the Jane Wyman Show. The Loretta Young Show and Roy Rogers will both get under way the beginning of June.

"Hey, Jeanne," the new Jeanne Carson vehicle produced by Four Star, is the only CBS-TV series that has gotten under way. "I Love Lucy," however, will shoot the first three shows for next year in early June.

Roach Nears 'Destiny' Sale

HOLLYWOOD — Anheuser-Busch and Hal Roach Jr. were reportedly nearing agreement last week on a deal for "Guns of Destiny," new Roach property which Ralph Bellamy hosts and stars in.

Roach was in St. Louis last week talking to company execs. The brewery sponsored "Damon Runyon Theater" for the past year, but canceled at the end of this season.

1956 RELEASES ALREADY 1,753

NEW YORK — National Telefilm Associates' new 20th Century-Fox package is the ninth group of feature films to go on the TV market since January 1. It brings to 1,753 the total number of features to be offered so far this year. If Screen Gems goes ahead with another 104 Columbia pictures, it will raise the 1956 total to 1,857. If Associated Artists Productions gets the M-G-M library thru the Chesler Group's Ridgeway Corporation, it would raise the total to over 2,600.

COMEDIES

WCBS Ups A.M. Ratings With Films

NEW YORK — WCBS-TV here has increased its 9-10 a.m. across-the-board audience by 74 per cent with its "My Little Margie" and "Amos 'n' Andy" reruns, according to advance Telepulse ratings for May. The outlet has pulled audiences away from the three other stations competing with it during that hour and has stretched its rating lead even further. The shows have been on the air only three weeks.

WCBS-TV's average Telepulse rating for the 9-10 a.m. period for May is 5.6, which compares with an April average rating of 3.2. WRCA-TV's rating on Herb Sheldon has dropped from 4.0 in April to 3.3 in May. WABC-TV's "Romper Room" rating similarly dropped from 3.5 to 3.0. WABD's "Sandy Becker" rating tumbled from 4.5 to 3.3.

Heavier Use of TV Tape in CBS Works

PEBBLE BEACH, Calif. — A rapid rise in TV taping, at the expense of both live and film production, was indicated by CBS-TV Vice-President Howard Meighan in a speech here last week. Meighan, who was one of the best informed network executives on the Ampex video tape recorder during its development, addressed the Association of National Advertisers.

At the same time, CBS, apparently completely sold on the machines, ordered seven production models, bringing the total number of recorders it has bought to 10. Three prototypes will be delivered this summer, with delivery on the other seven models expected in approximately a year.

(NBC so far has orders in only for three prototypes, and ABC has yet to place an order. It is to be noted that in radio CBS pioneered the use of audio tape for network broadcast, altho ABC was the first to use record transcriptions for the Bing Crosby show.)

Meighan pointed out that the average half-hour TV film program costs approximately \$10,000 more than the same show produced live. Citing, specifically, the Red Skelton series, of which 10 were filmed and 29 live this season, he said the films averaged out to \$11,400 more.

Tape on the other hand, Meighan averred, will cost no more than live production, yet the quality of the end product is comparable to film.

Movies' Dollar Status Points To Greater Feature Release

Loew's Board Debate on M-G-M Pix Underscores Eventual TV Entry

NEW YORK — The current financial state of the motion picture industry portends a still greater supply of feature films for TV. The failure of the Loew's board of directors to come to any definite disposition of the M-G-M library last week only served to emphasize the certainty that Metro product will get into TV, sooner or later.

Altho the old line managements of the Hollywood majors are no more kindly disposed to TV deals than they were a year ago, the financial interests in the directorships of the several companies are now calling more of the shots now that dividends are slipping. The money boys are inclined to push a TV deal when the balance sheets require additional entries in black ink.

Twentieth Century-Fox took a TV deal this week just in time for

its stockholders' meeting on Tuesday (15). National Telefilm Associates, called in 24 hours before the stockholders were due to convene, walked away with a 10-year lease on 52 pictures, after 20th-Fox decided Hydo Television Films' proposal was too tough in its selection of titles.

The package NTA got consists of 26 Class A pictures and 26 B's. Hygo wanted 40 A's.

NTA will put the package on the market almost immediately. It will probably use the 20th-Fox name as the title of the package.

Meanwhile, Screen Gems is reported to be planning another package of 104 Columbia pictures for sale to TV stations. The Columbia management is said to be resisting the move, even as it did the release of the Hollywood Movie Parade package. The pay-off on the HMP distribution is likely to

be the determining factor in any future TV release. Parade, meanwhile, is sold in upwards of 40 markets at good prices generally.

The Loew's board meeting last week, despite lack of conclusive action, made it abundantly clear that the question is not whether the M-G-M films will come to TV, but how. It was devoted mainly to discussing basic policy questions involved in any TV sale, and never got into detailed specifics of the proffered deals. There are a number of offers for the M-G-M product. The leading contender is said to be the offer of the Chesler group for purchase of the negatives of the pre-1948 library, a deal along the lines Chesler made for the Warner library.

The six management members of Loew's board are said to be opposed to this type of deal. The majority of the other seven, which includes the money men, is said to be strongly in favor of the sell-out principle. The firm's active management would apparently prefer a leasing arrangement or the setting up of a TV distribution operation within M-G-M. Considerable more debate is anticipated before the board makes its final decision on which path it will take, but there is no doubt that the path leads to TV.

The managements of the majors, eying the Columbia-Screen Gems set-up, seem to have strong inclinations toward a TV subsidiary of their own, even tho their own TV ventures in the early days were flops and they are even less aware of the intricacies of TV selling today. NTA has a first refusal on any future TV releases of 20th-Fox features, but the 20th command has indicated that nothing would stop them from setting up their own TV sales force should it decide this was a handier way to reap the TV harvest.

BREAD AND MILK

'Annie's' Sponsors Sign 2-Year Pacts

NEW YORK — A firm two-year sponsorship renewal, which is a rarity in the TV industry, has been closed by Carnation Milk and Continental Baking, each of whom has been co-sponsoring CBS-TV Film Sales' "Annie Oakley" in a large number of markets on a spot basis.

The renewal commits Carnation

to alternate week sponsorship of "Annie" in 141 markets until October, 1958, and Continental to alternate week sponsorship of the show in 73 markets until January, 1959.

The long-term deal provides that 35 new episodes of the show will be shot by Flying A Productions this summer. Each episode will be aired three times over the course of the new two-year contract. In that way, the program costs per week to the advertiser can be kept relatively low. The producer and distributor also gain considerable advantage from such a two-year commitment, which in effect guarantees their receiving residual coin from the second and third runs of each episode without having to incur additional distribution expenses.

The show is currently on the air in a total of 185 markets, in 57 of which both Carnation and Continental are co-sponsors. The series initially hit the air in January, 1954. Before Carnation and Continental picked up the show, Canada Dry and TV Time Popcorn each sponsored the show over a wide spread of stations. There are currently 52 episodes of the series.

Fall Rerun for 'Millionaire'

NEW YORK — Reruns of the first 39 episodes of Don Feddersen's "The Millionaire" will go into syndication in the fall. The rerun title will be "The \$1,000,000 Story." Distribution will probably be handled by MCA-TV.

"The Millionaire" is now in its second season on CBS-TV, sponsored by Colgate thru Ted Bates. It has been renewed for a third year.

ZIV HAS THE HOT SHOWS!

"SCIENCE FICTION THEATRE"



228

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PULSE—Feb. '56

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TO LOCAL ADVERTISERS:

Get Into TV Before It's Too Late, Warns Eells

HOLLYWOOD—Local advertisers were warned this week to get into TV before it is too late. Bruce Eells, Western division vice-president of Television Programs of America, told the Hollywood Ad Club on Monday (21), "If TV continues on its present path, there will be virtually no time franchises left for local advertisers. As national advertisers expand their TV budgets, they will of necessity take over more and more of the time franchises which should instead be snapped up by local advertisers."

Despite the tight time situation, Eells claimed, the local advertiser can get a slot if he watches his opportunities. The TPA sales force sees time opening up continually due to program failures, the end of seasonal campaigns and other factors. "But we also find," he asserted, "that many of these availabilities, rather than being snapped up by local advertisers, are instead grabbed off for national spot supplementation by national advertisers."

Pointing out that 80 per cent of all TV spending is done by 250

Laine Series Adds 10 Mkts.

NEW YORK—Guild Films sold the Frankie Laine show to 10 additional markets last week. Purchases include both the half-hour and 15-minute versions of the musical series.

The new markets are KTTS, Springfield, Mo.; WTOG, Savannah, Ga.; KAVE, Carlsbad, N. M.; WBRZ, Baton Rouge, La.; KSWB, Roswell, N. M.; KWJC, Fort Wayne, Ind.; KOOK, Billings, Mont.; WSTV, Steubenville, O.; CBLT, Toronto, and CMBF, Havana.

network sponsors and 3,000 national and regional spot advertisers, Eells warned that the Main Street merchant will endanger his future success if he continues to shy away from the most potent selling medium available "and one that will be even more powerful as color TV makes its slow but inevitable progress."

Syndication For 'Eagle,' 'Champion'

NEW YORK—Two more kid shows have been released for syndication by CBS-TV Film Sales, which initially is trying to line up national and regional deals before offering the shows to local advertisers.

The programs involved are "Adventures of Champion" and "Brave Eagle," both of which recently aired on CBS-TV over a limited line-up of stations. The shows, according to a CBS Film Sales executive, are first run in markets covering close to 75 per cent of TV homes. There are 26 episodes of each series available.

These two properties are the first of a batch of network reruns that CBS-TV Film Sales is expected to turn loose soon for syndication sale. Other rerun properties being readied for syndication release include "Navy Log," "Our Miss Brooks" and "The Search." The reruns of "My Favorite Husband" and "That's My Boy" may also be syndicated shortly. CBS Film Sales is currently trying to sell them to network sponsors as summer replacements. There are 13 episodes available in each series.

'Digest' to Get Syndication

HOLLYWOOD—"TV Reader's Digest," ABC web show for the past two years, will be placed in syndication this fall. Studebaker-Packard canceled the program last week after the auto maker ran into financial difficulties.

According to Producer Chester Erskine, no deal has as yet been made with any syndication company. William Morris Agency is handling negotiations, with ABC Film division probably having the inside track to the series. Total of 78 half-hours is available.

Possibility exists that ABC may find another sponsor for the anthology next season, but even if this occurs the existing films will be placed on the syndicated market.

G. Fox to Push Live-Film Pkgs.

HOLLYWOOD—Combination live-film packages for local airing will be offered by the George Fox organization to independent stations thruout the country. Fox is launching a national sales effort in June.

The plan is intended to give local stations a chance to put on audience participation programs which they would otherwise not be able to afford. Programs would be emceed locally with a live audience, but would have a considerable portion of their total filmed. Winners of local shows would be flown to Hollywood to appear on filmed segments.

Initial four packages, "I'm the Champ," "Jack to Jill," "Answer Me This," and "It's a Living" have been completed.

'Farrell' Show Set as Summer Sub for 'Lucy'

HOLLYWOOD—"The Charlie Farrell Show" last week was set to replace "I Love Lucy" in the 9-9:30 p.m. Monday CBS slot for the summer. The comedy series will be filmed by Hal Roach Jr. mostly on location in Palm Springs.

In another summer deal, Ina Ray Hutton goes on NBC-TV for Purex (Foote, Cone & Belding) in the 10:30-11 p.m. Wednesday period. Network airing was set for the all-girl ork by agent Hal Jovien.

The Farrell show will be sponsored by Lilt (P&G) thru Grey Advertising, and Sanka (General Foods) thru Young & Rubicam. Gordon T. Hughes, who created the program, will produce.

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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

Product and Advertiser Crisco, Procter & Gamble G. E. Appliances, General Electric Goetz Beer, Goetz Imperial Margarine, Lever Kool-Aid, General Foods Lava, Procter & Gamble Maxwell House Coffee, General Foods Mobil Gas, General Petroleum Murine for the Eyes, Murine Nehi Flavors, Nehi

Product and Advertiser Packard Cars, Packard Division Philip Morris Cigarettes, Philip Morris Qwip, Avoset Raid, S. C. Johnson Revlon Love Pat, Revlon Revlon Moon Drops, Revlon Roloids, American Chicle Royal Crown Cola, Nehi Spic & Span, Procter & Gamble Sunbeam Lawn Mowers, Sunbeam Whitman's Chocolates, Whitman

REGIONAL SUMMARIES

Eastern

Bond Bread, General Baking Brisk Toothpaste, Colgate-Palmolive Brookpark Dinnerware, International Molded Plastics Canada Dry Beverages, Canada Dry Candy, Henry Heide Carter's Little Liver Pills, Carter Cheesecake, Sarah Lee Columbia Bicycles, Westfield Crisco, Procter & Gamble Dairy Products, Wilson Milk Employment, Northrup Aircraft 5 Day Deodorant, 5 Day Labs. Fanny Farmer Candy, Fanny Farmer Fizzles, Emerson Drug G. E. Appliances, General Electric Glamorene, Glamorene Goetz Beer, Goetz Ice Cream, Carvel Imperial Margarine, Lever Ivory Snow, Procter & Gamble Joy, Procter & Gamble Kool-Aid, General Foods Lava, Procter & Gamble Marshmallows, Kraft Maxwell House Coffee, General Foods Mazola Salad Dressing, Corn Products Murine for the Eyes, Murine Nehi Flavors, Nehi Niagara Starch, Corn Products Old Gold Cigarettes, P. Lorillard

Outdoor Equipment, Otto Bernz Packard Cars, Packard Division Philip Morris Cigarettes, Philip Morris Pink Ice, Pedco Plymouth Cars, Plymouth Division Quick Elastic Starch, Hubinger Quick Frozen Foods, Swift Qwip, Avoset "The Rack" Movie, M-G-M Raid, S. C. Johnson Raleigh Cigarettes, Brown & Williamson Revlon Love Pat, Revlon Revlon Moon Drop, Revlon Revlon Satin Set, Revlon Revlon Silken Net, Revlon Revlon Sun Bath, Revlon Rotary Chef, Grant Royal Crown Cola, Nehi Salad Dressing, Pfeiffers Saybon, Corn Products Sheaffer Pens & Pencils, Sheaffer Shredded Wheat Jrs., National Biscuit Socony, Socony Vacuum Spic & Span, Procter & Gamble Sunbeam Lawn Mowers, Sunbeam Table Ready Meats, Swift Tide, Procter & Gamble Tinje, Pedco Whitman's Chocolates, Whitman Wise Potato Chips, Wise Wisk, Lever Zarex, Clayton

Southern

Alka Seltzer, Miles Arrid Deodorant, Carter Bayer Aspirin, Bayer Breeze, Lever Bus Transportation, Trailways Busch Bavarian Beer, Anheuser-Busch Chemicals, Hutchinson Wax Coca-Cola, Coca-Cola Bottling Crest, Procter & Gamble Crisco, Procter & Gamble Duz, Procter & Gamble Facial Frost, Charles Antell G. E. Appliances, General Electric Goetz Beer, Goetz Imperial Margarine, Lever Instant Luzianne Coffee, Wm. B. Reilly

Jewelry, Finks Jewelers Kool-Aid, General Foods Lava, Procter & Gamble Luzianne Coffee, Wm. B. Reilly Maxwell House Coffee, General Foods Motor Oil, Pure Oil Nunnally's Candy, Fine Products Phillips Milk of Magnesia, Sterling Preparation H, Whitehall Pharmaceutical Raid, S. C. Johnson Roman Bleach, Roman Royal Crown Cola, Nehi Silmagic, Charles Antell Spic & Span, Procter & Gamble Sterling Salt, International Salt Sugar, Dixie Crystal

Midwestern

Ban, Bristol-Meyers Big Top Peanut Butter, Procter & Gamble Birds Eye Frozen Foods, General Foods Bulova Watches, Bulova Cereals, Quaker Co. Chesterfield Cigarettes, Liggett & Myers Clorets, American Chicle Crisco, Procter & Gamble Evinrude, Evinrude Motors Goetz Beer, Goetz Haley's M.O.O., Sterling Drug Inn Maid Noodles, Inn Maid Products Foods Instant Maxwell House Coffee, General Ivory Flakes, Procter & Gamble Kaiser Aluminum, Kaiser Kool-Aid, General Foods Ladies' Home Journal, Curtis Publishing Listerine, Lambert Pharmaceutical Maxwell House Coffee, General Foods Mobil Gas, General Petroleum

Morton Frozen Baked Goods, Continental Baking Murine for the Eyes, Murine Packard Cars, Packard Division Peter Hand, Peter Hand Brewery Quaker State Motor Oil, Quaker State Qwip, Avoset Reader's Digest, Reader's Digest Assn. Revlon Love Pat, Revlon Revlon Moon Drops, Revlon Roloids, American Chicle Roto-Broil, Roto-Broil Royal Crown Cola, Nehi Sonny Boy Rice, Louisiana State Rice Milling Spic & Span, Procter & Gamble Spray Gun Kil, Labor Savers Studebaker Cars, Studebaker Division Sunbeam Lawn Mowers, Sunbeam Top Value Stamps, Top Value Stamp Tourist, Michigan Tourist Council Whitman's Chocolates, Whitman

Southwestern

Hacksaw, Grant Co. Kool-Aid, General Foods Nehi Flavors, Nehi Pabst Blue Ribbon Beer, Pabst Brewery

Salad Mixer, Grant Shur-Blaze, Shur-Blaze Co. Wildroot, Wildroot

Rocky Mountain & West Coast

Bosco, Wallerstein Dromedary Cake Mix, Hills Flash Frozen Foods, Armour Foster's Freeze, Old Fashioned Products General Petroleum Products, General Petroleum Hamm's Beer, Hamm's Hotpoint, General Electric Maxwell House Coffee, General Foods Mercury Cars, Mercury Division Mobil Gas, General Petroleum Nabisco Pat Tiny Bits, National Biscuit Nabisco Rice Honeys, National Biscuit Nabisco Wheat, National Biscuit Philip Morris Cigarettes, Philip Morris Poultry, Swift

Profile Bread, Continental Baking Raid, S. C. Johnson Roloids, American Chicle Royal Crown Cola, Nehi Scotch Tape, Minnesota Mining Seven-Up, Seven-Up Snobby Oranges, Pacific Fruit & Produce Sperry Drifted Snow, General Mills Spic & Span, Procter & Gamble Standby Preserves, Pacific Fruit & Produce Sunbeam Lawn Mowers, Sunbeam Sunglasses, Foster Grant Sunglasses Vel, Colgate-Palmolive Zino Foot Pads, Dr. Scholl

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TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Drama Shows

| APRIL RATINGS | | |
|---------------|---|------|
| Rank | Show, Sponsor & Web | Rtg. |
| 1. | Ford Theater Ford (NBC) | 33.1 |
| 2. | The Millionaire Colgate (CBS) | 32.2 |
| 3. | Fireside Theater P&G (NBC) | 31.5 |
| 4. | Lineup Brown & Williamson, P&G (CBS) | 31.4 |
| 5. | Alfred Hitchcock Bristol-Myers (CBS) | 29.3 |
| 6. | Lux Video Theater Lever (NBC) | 28.7 |
| 7. | Playhouse of Stars Schlitz (CBS) | 28.6 |
| 8. | Navy Log Sheaffer, Maytag (CBS) | 27.6 |
| 9. | Loretta Young P&G (NBC) | 26.1 |
| 10. | Robert Montgomery Presents Johnson, Schick (NBC) | 25.8 |

| AMONG MEN | | |
|-----------|---|-------------|
| Rank | Show, Sponsor & Web | Men Per Set |
| 1. | You Are There Prudential (CBS) | .99 |
| 2. | Telephone Time Bell (CBS) | .98 |
| 3. | Goodyear Playhouse Goodyear (NBC) | .97 |
| 4. | Alfred Hitchcock Bristol-Myers (CBS) | .90 |
| 5. | Navy Log Sheaffer, Maytag (CBS) | .89 |
| 6. | Robert Montgomery Presents Schick, Johnson (NBC) | .85 |
| 7. | The Vise Sterling (ABC) | .83 |
| 7. | Big Story Amer. Tobacco, Simoniz (NBC) | .83 |
| 9. | Star Stage Campbell, Chesebrough-Ponds (NBC) | .82 |
| 9. | The Millionaire Colgate (CBS) | .82 |

| AMONG WOMEN | | |
|-------------|---|---------------|
| Rank | Show, Sponsor & Web | Women Per Set |
| 1. | Star Tonight Brillo (ABC) | 1.18 |
| 2. | Alfred Hitchcock Bristol-Myers (CBS) | 1.14 |
| 3. | Big Story Amer. Tobacco, Simoniz (NBC) | 1.12 |
| 4. | Star Stage Campbell, Chesebrough-Ponds (NBC) | 1.10 |
| 4. | Ford Theater Ford (NBC) | 1.10 |
| 4. | Kraft TV Theater Kraft (NBC) | 1.10 |
| 7. | Goodyear Playhouse Goodyear (NBC) | 1.09 |
| 7. | U. S. Steel Hour U. S. Steel (CBS) | 1.09 |
| 9. | Telephone Time Bell (CBS) | 1.08 |
| 9. | Fireside Theater P&G (NBC) | .52 |

| AMONG CHILDREN | | |
|----------------|---|--------------|
| Rank | Show, Sponsor & Web | Kids Per Set |
| 1. | Navy Log Sheaffer, Maytag (CBS) | .77 |
| 2. | TV Reader's Digest Studerbaker-Packard (ABC) | .71 |
| 3. | Telephone Time Bell (CBS) | .62 |
| 4. | Crossroads Chevrolet (ABC) | .60 |
| 5. | You Are There Prudential (CBS) | .57 |
| 6. | The Vise Sterling Drug (ABC) | .54 |
| 7. | Fireside Theater P&G (NBC) | .52 |
| 8. | Playhouse of Stars Schlitz (CBS) | .51 |
| 8. | du Pont Cavalcade Theater du Pont (ABC) | .51 |
| 10. | The Millionaire Colgate (CBS) | .48 |
| 10. | Big Story Amer. Tobacco, Simoniz (NBC) | .48 |

Web Winners

VARIETY SHOWS

One-hour variety shows hold their audiences slightly better, on the average, than one-hour dramatic shows, according to an analysis of the Nielsen TV Index for January and February. There were nine hour variety shows covered and 10 hour dramatic shows. The average home tuning the variety shows watched 39.2 minutes out of a possible 60. The average home tuning the dramatic programs viewed 37.6 minutes. A primary reason for this, according to Nielsen, is that variety shows on the average are aired earlier in the evening.

Films to Watch

ANNIE OAKLEY—CBS TV Film Sales

Continental Baking and Carnation have just put in a big renewal on this series, and a glance at the "Scoreboard" of the past two weeks discloses some of the reasons. Its Pulse national average weighted rating for March was 15.8, which was the fifth highest among all syndicated shows. "Annie" is doing quite well in April, also. Of the 16 cities for which April ratings have been published so far, "Annie" is among the top 10 syndicated shows in eight. It was among the top five in New York, Philadelphia, Minneapolis, Milwaukee and Buffalo.

• ARB Top Shows Among Men

How Network Shows Rated Among Men in April

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

| Rank | Show, Sponsor & Web | Men Per Set | Avg. April Rating |
|------|---|-------------|-------------------|
| 1. | Red Barber's Corner, State Farm (NBC) | 1.20 | 7.9 |
| 2. | Wednesday Night Fights, Pabst, Mennen (ABC) | 1.18 | 17.4 |
| 3. | Ozark Jubilee, Antell, Amer. Home (ABC) | 1.17 | 11.1 |
| 4. | Cavalcade of Sports, Gillette (NBC) | 1.14 | 21.0 |
| 5. | Amateur Hour, Serutan, Pharmaceuticals (ABC) | 1.05 | 19.1 |
| 6. | Lawrence Welk, Dodge (ABC) | 1.02 | 28.2 |
| 6. | Comedy Hour, Avco, Jergens, Brown & Williamson (NBC) | 1.02 | 20.1 |
| 6. | Chance of a Lifetime, Lenthetic, Emerson (ABC) | 1.02 | 28.2 |
| 9. | Meet the Press, Johns Manville, Pan-American (NBC) | 1.01 | 10.8 |
| 9. | Ed Sullivan, Lincoln-Mercury (CBS) | 1.01 | 50.8 |
| 11. | Frontier, Reynolds Metals (NBC) | .99 | 19.4 |
| 11. | Big Surprise, Purex, Speidel (NBC) | .99 | 34.5 |
| 11. | Honeymooners, Buick (CBS) | .99 | 34.4 |
| 11. | You Are There, Prudential (CBS) | .99 | 14.0 |
| 15. | Telephone Time, Bell (CBS) | .98 | 10.7 |
| 15. | Jack Benny, Amer. Tobacco (CBS) | .98 | 42.4 |
| 15. | National Bowling, General Cigar (NBC) | .98 | 13.3 |
| 15. | Stage Show, Nestle (CBS) | .98 | 18.4 |
| 15. | People Are Funny, Paper Mate, Toni (NBC) | .98 | 28.3 |
| 20. | Goodyear Playhouse, Goodyear (NBC) | .97 | 19.4 |
| 20. | Two for the Money, Scheaffer, P. Lorillard (CBS) | .97 | 21.8 |
| 22. | You Asked for It, Skippy-Best Foods (ABC) | .96 | 13.5 |
| 23. | Perry Como, Armour, Dormeyer, International Celucotton, Gold Seal, Noxema (NBC) | .94 | 39.3 |
| 24. | George Gobel, Pet Milk, Armour (NBC) | .93 | 33.1 |
| 24. | Your Hit Parade, Hudnut, Aina, Tobacco (NBC) | .93 | 30.9 |

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Dramas

| MARCH RATINGS | | |
|---------------|-----------------------------------|----------------|
| Rank | Show, Sponsor & Web | Avg. Mar. Rtg. |
| 1. | Doug Fairbanks Presents (ABC) | 13.7 |
| 2. | Dr. Hudson's Secret Journal (MCA) | 13.1 |
| 3. | Science Fiction Theater (Ziv) | 12.6 |
| 4. | Celebrity Playhouse (Screen Gems) | 12.0 |
| 5. | Studio 57 (MCA) | 9.4 |
| 6. | Star and the Story (Official) | 8.5 |
| 7. | Mobil Theater (Socony-Mobil) | 8.1 |
| 8. | Heart of the City (MCA) | 7.4 |
| 9. | Mayor of the Town (MCA) | 5.0 |
| 10. | Famous Playhouse (MCA) | 4.5 |

| VIEWERS/100 HOMES | | |
|-------------------|-----------------------------------|--------------------------------|
| Rank | Show & Distributor | Viewers per 100 Homes Tuned In |
| 1. | Mobil Theater (Socony-Mobil) | 222 |
| 2. | Celebrity Playhouse (Screen Gems) | 216 |
| 3. | Doug Fairbanks Presents (ABC) | 209 |
| 4. | Studio 57 (MCA) | 208 |
| 5. | Star and the Story (Official) | 196 |
| 6. | Times Square Playhouse (Ziv) | 195 |
| 7. | Dr. Hudson's Secret Journal (MCA) | 192 |
| 7. | Science Fiction Theater (Ziv) | 192 |
| 9. | Famous Playhouse (MCA) | 189 |
| 10. | Heart of the City (MCA) | 188 |

| AMONG MEN | | |
|-----------|-----------------------------------|----------------------------|
| Rank | Show & Distributor | Men Per 100 Homes Tuned In |
| 1. | Mayor of the Town (MCA) | .79 |
| 1. | Times Square Playhouse (Ziv) | .79 |
| 3. | Dr. Hudson's Secret Journal (MCA) | .78 |
| 4. | Doug Fairbanks Presents (ABC) | .77 |
| 4. | Science Fiction Theater (Ziv) | .77 |
| 6. | Celebrity Playhouse (Screen Gems) | .75 |
| 7. | Heart of the City (MCA) | .74 |
| 7. | Mobil Theater (Socony-Mobil) | .74 |
| 9. | Famous Playhouse (MCA) | .73 |
| 9. | Studio 57 (MCA) | .73 |

| AMONG WOMEN | | |
|-------------|-------------------------------------|------------------------------|
| Rank | Show & Distributor | Women Per 100 Homes Tuned In |
| 1. | Celebrity Playhouse (Screen Gems) | .93 |
| 2. | Doug Fairbanks Presents (ABC) | .92 |
| 3. | Mobil Theater (Socony-Mobil) | .88 |
| 4. | Famous Playhouse (MCA) | .85 |
| 5. | Times Square Playhouse (Ziv) | .84 |
| 6. | Mayor of the Town (MCA) | .82 |
| 7. | Dr. Hudson's Secret Journal (MCA) | .81 |
| 7. | Star & the Story (Official) | .81 |
| 9. | Studio 57 (MCA) | .80 |
| 10. | Your All-Star Theater (Screen Gems) | .78 |

| AMONG TEENS | | |
|-------------|-------------------------------------|------------------------------|
| Rank | Show & Distributor | Teens Per 100 Homes Tuned In |
| 1. | Science Fiction Theater (Ziv) | .29 |
| 2. | Doug Fairbanks Presents (ABC) | .25 |
| 3. | Star & the Story (Official) | .23 |
| 4. | Mayor of the Town (MCA) | .21 |
| 5. | Heart of the City (MCA) | .20 |
| 5. | Studio 57 (MCA) | .20 |
| 7. | Your All-Star Theater (Screen Gems) | .19 |
| 8. | Celebrity Playhouse (Screen Gems) | .17 |
| 8. | Famous Playhouse (MCA) | .17 |
| 8. | Times Square Playhouse (Ziv) | .17 |

| AMONG CHILDREN | | |
|----------------|-------------------------------------|-----------------------------|
| Rank | Show & Distributor | Kids Per 100 Homes Tuned In |
| 1. | Mobil Theater (Socony-Mobil) | .44 |
| 2. | Your All-Star Theater (Screen Gems) | .37 |
| 3. | Celebrity Playhouse (Screen Gems) | .31 |
| 4. | Science Fiction Theater (Ziv) | .25 |
| 4. | Studio 57 (MCA) | .25 |
| 6. | Mayor of the Town (MCA) | .24 |
| 7. | Star & the Story (Official) | .20 |
| 8. | Heart of the City (MCA) | .19 |
| 9. | Dr. Hudson's Secret Journal (MCA) | .17 |
| 10. | Doug Fairbanks Presents (ABC) | .15 |
| 10. | Times Square Playhouse (Ziv) | .15 |

• Pulse Top Pix Among Men

How Non-Net Films Rated Among Men in March

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

| Rank Order | Title & Distributor of Series | Men Per 100 Homes | Avg. March Rating |
|------------|--|-------------------|-------------------|
| 1. | This Week in Sports (INS) | .91 | 4.1 |
| 2. | Confidential File (Guild) | .89 | 12.7 |
| 3. | Greatest Fights of the Century (Craftsman) | .87 | 5.4 |
| 3. | I Led Three Lives (Ziv) | .87 | 13.9 |
| 5. | Highway Patrol (Ziv) | .86 | 16.4 |
| 5. | Racket Squad (ABC) | .86 | 9.8 |
| 7. | Ellery Queen (TPA) | .85 | 7.0 |
| 7. | Mr. District Attorney (Ziv) | .85 | 16.2 |
| 7. | The Whistler (CBS) | .85 | 8.5 |
| 10. | The Falcon (NBC) | .84 | 6.5 |
| 10. | Foreign Intrigue (Official) | .84 | 7.0 |
| 10. | Inspector Mark Saber (Koeh) | .84 | 4.6 |
| 10. | Man Called X (Ziv) | .84 | 12.5 |
| 14. | Lone Wolf (MCA) | .83 | 5.2 |
| 14. | Mr. & Mrs. North (Shubert) | .83 | 6.4 |
| 16. | Boston Blackie (Ziv) | .82 | 5.7 |
| 16. | Man Behind the Badge (MCA) | .82 | 11.2 |
| 16. | My Little Margie (Official) | .82 | 9.6 |
| 19. | Fabian of Scotland Yard (CBS) | .81 | 7.4 |
| 19. | San Francisco Beat (CBS) | .81 | 7.7 |
| 19. | Sherlock Holmes (UM&M) | .81 | 7.9 |
| 22. | Championship Bowling (Schwimmer) | .80 | 6.8 |
| 22. | City Detective (MCA) | .80 | 9.7 |
| 22. | Death Valley Days (Pacific Borax) | .80 | 11.0 |
| 22. | Facts Forum (Facts Forum) | .80 | 7.7 |
| 22. | Waterfront (MCA) | .80 | 13.8 |

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The Billboard Scoreboard

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

ATLANTA (3 Stations) 176,100 TV Homes

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

- | | |
|---|---|
| 1. \$64,000 Question, WAGA, T.44.7 | 6. Ed Sullivan, WAGA, Su.35.3 |
| 2. I Love Lucy, WAGA, M.43.5 | 7. Dragnet, WSB, Th.34.2 |
| 3. Godfrey's Talent Scouts, WAGA, M.39.8 | 8. December Bride, WAGA, M.33.7 |
| 4. Groucho Marx, WSB, Th.38.9 | 9. I've Got a Secret, WAGA, W.32.5 |
| 5. Burns and Allen, WAGA, M.36.2 | 10. Red Skelton, WAGA, T.32.2 |

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

- | | |
|---|--|
| 1. Mickey Mouse Club, WLW-A, M.-F.15.0 | 7. Eddie Fisher, WSB, W., F.11.8 |
| 2. Dinah Shore, WSB, T., Th.14.0 | 8. Search for Tomorrow, WAGA, M.-F.11.5 |
| 3. News Caravan, WSB, M.-F.13.3 | 9. Arthur Godfrey, WAGA, M.-Th.11.4 |
| 4. Strike It Rich, WAGA, M.-F.12.3 | 9. CBS News, WAGA, M.-F.11.4 |
| 5. *Movie Matinee, WAGA, M.-F.12.1 | 9. Garry Moore, WAGA, M.-F.11.4 |
| 6. Love of Life, WAGA, M.-F.11.9 | |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|--|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Superman (Flamingo), WSB, W.-7:00.....27.4 | 16. Celebrity Playhouse (Screen Gems), WSB, Su.-2:00.....14.9 |
| 2. Mr. District Attorney (Ziv), WAGA, T.-10:30.21.2 | 16. Annie Oakley (CBS), WLW-A, M.-6:00.....14.9 |
| 3. Cisco Kid (Ziv), WAGA, S.-5:30.....21.2 | 18. Steve Donovan, Western Marshal (NBC), WLW-A, Su.-6:00.....14.7 |
| 4. Your All Star Theater (Screen Gems), WAGA, 7:00 p.m.20.5 | 19. City Detective (MCA), WSB, S.-11:00.....13.5 |
| 4. Waterfront (MCA), WAGA, F.-7:00.....20.5 | 20. Kit Carson (MCA), WLW-A, T.-6:00.....13.0 |
| 6. Stars of the Grand Ole Opry (Flamingo), WAGA, S.-7:00.....19.5 | 21. Dr. Hudson's Secret Journal (MCA), WSB, Su.-10:30.....12.5 |
| 7. Highway Patrol (Ziv), WAGA, F.-7:30.....18.7 | 21. Confidential File (Guild), WSB, M.-10:30.....12.5 |
| 7. Jungle Jim (Screen Gems), WLW-A, M.-6:30.18.7 | 23. Soldiers of Fortune (MCA), WAGA, S.-6:00.12.2 |
| 9. I Led Three Lives (Ziv), WSB, T.-7:00.....17.7 | 23. Ramar of the Jungle (TPA), WLW-A, S.-6:00.12.2 |
| 10. Studio 57 (MCA), WSB, T.-10:30.....15.9 | 25. Buffalo Bill Jr. (CBS), WLW-A, W.-6:00.....12.2 |
| 11. Racket Squad (ABC), WSB, Su.-7:00.....15.7 | 26. Gene Autry (CBS), WLW-A, F.-6:30.....11.9 |
| 11. Man Behind the Badge (MCA), WSB, Su.-2:30.....15.7 | 27. Long John Silver (CBS), WSB, Th.-6:00.....11.0 |
| 11. Little Rascals (Interstate), WSB, S.-12:30.....15.7 | 28. Wild Bill Hickok (Flamingo), WLW-A, Th.-6:00.....10.9 |
| 11. The Falcon (NBC), WAGA, Th.-10:30.....15.7 | 29. Great Guildersleeve (NBC), WSB, F.-7:00.....10.2 |
| 15. Science Fiction Theater (Ziv), WAGA, T.-7:00.....15.0 | 29. Count of Monte Cristo (TPA), WAGA, Th.-7:00.....10.2 |
| | 29. *Patti Page (Oldsmobile), WSB, T., Th.-6:30.10.2 |

BUFFALO, N. Y. (3 Stations) 323,800 TV Homes

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

- | | |
|--|---|
| 1. \$64,000 Question, WBN, T.49.7 | 5. Mama, WBN, F.41.2 |
| 2. I Love Lucy, WBN, M.44.5 | 7. Millionaire, WBN, W.39.7 |
| 3. I've Got a Secret, WBN, W.42.2 | 8. Four Star Playhouse, WBN, Th.39.4 |
| 4. Climax, WBN, Th.42.0 | 9. Perry Como, WGR, S.39.3 |
| 5. Ed Sullivan, WBN, Su.41.2 | 10. Our Miss Brooks, WBN, F.39.2 |

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

- | | |
|---|--|
| 1. Mickey Mouse Club, WGR, M.-F.25.6 | 6. *Little Rascals, WBN, M., W., F.14.4 |
| 2. *News (11 p.m.), WBN, M.-F.18.4 | 6. *Range Rider, WBN, M., W., F.14.4 |
| 3. *News, Weather (11 p.m.), WGR, M.-F.17.5 | 8. CBS News, WBN, M.-F.14.3 |
| 4. Guiding Light, WBN, M.-F.14.5 | 8. Search for Tomorrow, WBN, M.-F.14.3 |
| 4. *Headlines, News, Sports (6 p.m.), WBN, M.-F.14.5 | 10. Arthur Godfrey, WBN, M.-Th.14.0 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|---|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Cisco Kid (Ziv), WBN, Th.-7:00.....31.4 | 17. Highway Patrol (Ziv), WGR, T.-10:30.....16.8 |
| 2. Superman (Flamingo), WBN, W.-7:00.....30.2 | 18. I Spy (Guild), WGR, M.-10:00.....16.0 |
| 3. Waterfront (MCA), WGR, S.-7:30.....29.5 | 19. Buffalo Bill Jr. (CBS), WGR, W.-6:00.....15.9 |
| 4. Count of Monte Cristo (TPA), WBN, F.-7:00.....27.5 | 20. Steve Donovan, Western Marshal (NBC), WBN, S.-10:00 a.m.14.5 |
| 4. Annie Oakley (CBS), WBN, T.-7:00.....27.5 | 21. Range Rider (CBS), WBN, M., W., F.-6:15.....14.4 |
| 6. Sherlock Holmes (UM&M), WBN, M.-9:30.25.4 | 23. *Sky King (Nabisco), WGR, T.-6:00.....13.5 |
| 7. Doug, Fairbanks Presents (ABC), WBN, Th.-10:30.....24.5 | 24. Candid Camera (Associated), WBN, Th.-6:15.....13.0 |
| 8. Mr. District Attorney (Ziv), WGR, S.-7:00.23.5 | 25. Hans C. Andersen (Interstate), WGR, M.-6:00.....12.9 |
| 9. Soldiers of Fortune (MCA), WBN, M.-7:00.22.9 | 26. *Patti Page (Oldsmobile), WBN, T., Th.-6:30.....12.2 |
| 10. Liberace (Guild), WGR, Su.-6:30.....22.4 | 27. Tales of Tomorrow (Sterling), WGR, T.-10:00.....11.2 |
| 11. Studio 57 (MCA), WGR, M.-9:30.....21.9 | 28. Hopalong Cassidy (NBC), WGR, Th.-6:00.....10.7 |
| 12. Dr. Hudson's Secret Journal (MCA), WGR, S.-10:30.....21.2 | 29. Confidential File (Guild), WGR, Su.-10:30.....10.2 |
| 13. *Death Valley Days (Pacific Borax), WGR, Th.-10:30.....19.9 | 30. Gene Autry (CBS), WBN, M., W., F.-5:30.10.1 |
| 14. Wild Bill Hickok (Flamingo), WGR, F.-6:00.19.5 | |
| 15. Mayor of the Town (MCA), WGR, Th.-10:00.....17.5 | |
| 16. I Led Three Lives (Ziv), WGR, M.-9:30.....16.9 | |

Top Show Pluggers

WBNS-TV, Columbus: "Christopher Columbus"

A unique approach to the theory of promoting a station is being carried out by WBNS-TV. Such promotion won a first place in The Billboard's 18th Annual Promotion Competition. The belief that public service programming is an integral part of the process of cementing close ties between a station and the community it serves is deeply rooted in the operating philosophy of WBNS.

One of a series of public service "spectaculars" produced and widely promoted by WBNS was its "Christopher Columbus" festival, which culminated in an event that obtained nation-wide publicity for the city of Columbus and for the station itself.

The promotion campaign that was built around the statue presentation included the sending of a three-man team to Genoa. This team brought back a great deal of film and material about Genoa, about the statue, etc. This material was used in the station's campaign, which also consisted of a heavy publicity push, on-the-air promotion, tie-ins with clothing firms featuring the "Italian Look," the featuring of Italian cooking recipes on the air, showings of films about Columbus, lectures on Columbus and Italy at civic and business groups by Chet Long, WBNS news director, and other activities—all culminating in a televised ceremony of the unveiling of the statue.

Reflecting the intense interest WBNS created among the public, the telecast of this ceremony pulled an American Research Bureau rating of over 30, in comparison to the 16.2 rating pulled by its closest competitor, NBC-TV's "Caesar's Hour" show.

(Next week: WCCO-TV, Minneapolis.)

'Topper' May Go Net Again

NEW YORK—"Topper" will be on the networks again if negotiations taking place this week come to a favorable conclusion. NBC-TV is dickering with Bernard Schubert for another ride of the comedy series that would require additional production.

NBC is reported to have suggested the show to General Foods as a summer vehicle in the Sunday, 7-7:30 p.m. slot.

"Topper" reruns were on ABC-TV this past season. The first run was on CBS-TV the season before.

'Round-Up' Sold To 65 Markets

NEW YORK—Flamingo Films has already sold its "Reporter's Round-Up" in 65 markets. The show, now on radio over Mutual, has recently been taken over for distribution.

It is shot in Washington on Wednesdays and available for presentation on Sundays over stations. It is produced in collaboration with Facts Forum.

PULSE LOCAL RATINGS—APRIL

MINNEAPOLIS-ST. PAUL (4 Stations) 347,200 TV Homes

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

- | | |
|---|---|
| 1. \$64,000 Question, WCCO, T.50.4 | 6. December Bride, WCCO, M.32.2 |
| 2. Ed Sullivan, WCCO, Su.42.2 | 6. Person to Person, WCCO, F.32.2 |
| 2. I Love Lucy, WCCO, M.42.2 | 8. Dragnet, WSTP, Th.30.7 |
| 4. Jack Benny, WCCO, Su.33.2 | 9. Godfrey's Talent Scouts, WCCO, M.30.3 |
| 5. Groucho Marx, KSTP, Th.32.4 | 9. Millionaire, WCCO, W.30.3 |

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

- | | |
|---|--|
| 1. *Today's Headlines (10 p.m.), KSTP, M. to F.25.1 | 6. CBS News, WCCO, M. to F.13.4 |
| 2. Mickey Mouse Club, WTCN, M. to F.19.8 | 7. Art Linkletter, WCCO, M. to F.13.3 |
| 3. *Weather, Sports (10:15 p.m.), KSTP, M. to F.18.3 | 8. *Weather, News, Misc. (6 p.m.), WTCN, M. to F.12.1 |
| 4. *C. Adams, Sports (6 p.m.), WCCO, M. to F.13.8 | 9. Queen for a Day, KSTP, M. to F.12.0 |
| 4. *News, Weather (10:30 p.m.), WCCO, M. to F.13.8 | 10. Pinky Lee, KSTP, M. to F.11.7 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|---|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Hopalong Cassidy (NBC), WCCO, S.-6:00.....23.4 | 17. Cowboy G-Men (Flamingo), WTCN, Su.-5:00.14.9 |
| 2. Wild Bill Hickok (Flamingo), WCCO, S.-5:30.21.4 | 18. Abbott and Costello (MCA), WCCO, Su.-11:00 a.m.14.7 |
| 2. Annie Oakley (CBS), WCCO, S.-4:30.....21.4 | 19. *Sky King (Nabisco), WCCO, S.-11:00 a.m.14.5 |
| 4. Looney Tunes (Guild), WCCO, S.-9:00 a.m.18.4 | 20. Texas Rassin' (Tex. Rassin'), KEYD, Th.-8:00.....14.4 |
| 5. Public Defender (Interstate), WTCN, Th.-9:00.18.2 | 21. I Search for Adventure (Bagnall), WCCO, Su.-9:00.....13.9 |
| 6. I Led Three Lives (Ziv), KSTP, T.-9:30.....17.9 | 21. Boston Blackie (Ziv), WTCN, Su.-5:30.....13.9 |
| 7. Steve Donovan, Western Marshal (NBC), WCCO, S.-5:00.....17.2 | 23. City Detective (MCA), KSTP, Th.-10:30.....13.7 |
| 8. Famous Fights (Winik), KSTP, F.-9:45.....17.0 | 24. Life of Riley (NBC), KSTP, Su.-6:00.....13.5 |
| 8. I Married Joan (Interstate), WTCN, Th.-9:30.17.0 | 25. Superman (Flamingo), WTCN, M.-6:30.....13.0 |
| 10. Badge 714 (NBC), KSTP, M.-9:30.....16.9 | 26. Amos 'n' Andy (CBS), WCCO, Su.-3:30.....12.9 |
| 11. Buffalo Bill Jr. (CBS), WCCO, S.-11:30 a.m.16.5 | 26. Man Behind the Badge (MCA), KSTP, F.-7:30.....12.9 |
| 12. Highway Patrol (Ziv), WCCO, Th.-10:00.....15.9 | 26. Cisco Kid (Ziv), WCCO, S.-8:30 a.m.12.9 |
| 13. Science Fiction Theater (Ziv), WCCO, M.-10:00.....15.7 | 29. Dr. Hudson's Secret Journal (MCA), WCCO, Th.-9:30.....11.9 |
| 14. Celebrity Playhouse (Screen Gems), KSTP, Su.-9:30.....15.4 | 30. My Little Margie (Official), KEYD, M. & W. & F.-7:30.....11.3 |
| 14. Hopalong Cassidy (NBC), WCCO, Su.-10:00 a.m.15.4 | |
| 14. Studio 57 (MCA), KSTP, W.-9:30.....15.4 | |

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

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

- | | |
|---|--|
| 1. \$64,000 Question, KWK, T.44.2 | 6. I've Got a Secret, KWK, W.35.2 |
| 2. I Love Lucy, KWK, M.41.9 | 7. Groucho Marx, KSD, Th.34.9 |
| 3. Ed Sullivan, KWK, Su.40.8 | 8. Fireside Theater, KSD, T.34.7 |
| 4. What's My Line? KWK, Su.36.5 | 8. Millionaire, KWK, W.34.7 |
| 5. Lux Video Theater, KSD, Th.35.7 | 10. Judy Garland, KWK, Su.34.3 |

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

- | | |
|--|--|
| 1. Mickey Mouse Club, KWK, M. to F.19.0 | 5. *Looney Tunes, KSD, M. to F.12.9 |
| 2. News Caravan, KSD, M. to F.14.9 | 6. *Fred Moegle, KWK, M. to F.12.6 |
| 3. Howdy Doody, KSD, M. to F.13.6 | 7. Guiding Light, KWK, M. to F.12.5 |
| 3. *News, Weather (6 p.m.), KWK, M. to F.13.6 | 8. Eddie Fisher, KSD, W. & F.12.3 |
| 4. Dinah Shore, KSD, T. & Th.13.0 | 8. *News (6:15 p.m.), KSD, M. to F.12.3 |
| 5. *Look and Learn, Misc., KWK, M. to F.12.9 | 8. Queen for a Day, KSD, M. to M.12.3 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|---|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Follow That Man (MCA), KWK, T.-9:30.....29.2 | 16. Fabian of Scotland Yard (CBS), KWK, Su.-4:00.....17.2 |
| 2. Crosscurrent (Official), KWK, F.-9:30.....24.9 | 17. Foreign Intrigue (Official), KWK, Su.-6:00.....16.9 |
| 3. Confidential (Guild), KWK, Su.-10:00.....23.4 | 18. *Patti Page (Oldsmobile) KSD, F.-10:15.....16.7 |
| 4. Soldiers of Fortune (MCA), KSD, Th.-10:00.22.4 | 19. The Pendulum (Thompson), KWK, Su.-10:30.16.5 |
| 5. I Married Joan (Interstate), KSD, W.-9:30.....21.7 | 20. Ellery Queen (TPA), KWK, S.-6:00.....15.9 |
| 6. Badge 714 (NBC), KSD, M.-9:30.....21.5 | 20. Studio 57 (MCA), KSD, W.-10:30.....15.9 |
| 7. Dr. Hudson's Secret Journal (MCA), KSD, S.-9:30.....21.2 | 22. Hopalong Cassidy (NBC), KWK, S.-5:00.....15.3 |
| 7. Celebrity Playhouse (Screen Gems), KSD, F.-9:45.....21.2 | 23. Science Fiction Theater (Ziv), KSD, T.-10:00.14.9 |
| 9. Mr. District Attorney (Ziv), KSD, M.-10:00.....21.0 | 24. Judge Roy Bean (Screencraft), KWK, Su.-4:30.....14.4 |
| 10. I Led Three Lives (Ziv), KSD, W.-10:00.....20.4 | 25. Superman (Flamingo), KSD, M.-5:30.....14.3 |
| 11. Highway Patrol (Ziv), KWK, Th.-9:30.....19.7 | 26. Dangerous Assignment (NBC), KWK, Su.-3:00.....14.0 |
| 12. The Unexpected (Ziv), KSD, T.-9:30.....19.5 | 27. Buffalo Bill Jr. (CBS), KSD, S.-5:00.....13.9 |
| 12. Waterfront (MCA), KWK, M.-10:00.....19.5 | 28. Liberace (Guild), KSD, F.-10:30.....13.7 |
| 14. Man Behind the Badge (MCA), KSD, S.-10:00.....19.2 | 29. Range Rider (CBS), KSD, S.-11:30 a.m.13.5 |
| 15. Annie Oakley (CBS), KWK, S.-4:00.....18.7 | 30. Looney Tunes (Guild), KSD, M. to F.-5:00.....12.9 |

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES

- CASES OF EDDIE DRAKE**
KRNT, Des Moines: Adv. TBA
- BUFFALO BILL JR.**
KLZ, Denver: Carlisle Frink Dairy
- AMOS 'N' ANDY**
WGBS, Miami, William Bros. of Tampa
WOOD, Grand Rapids, Mich.: Kroger Foods
- WPBN, Traverse City, Mich.: Adv. TBA**
- NEWS FILM**
KOOL, Phoenix, Ariz.: Adv. TBA
KATV, Pine Bluff-Little Rock: Adv. TBA
- ANNIE OAKLEY**
WDSU, New Orleans: Carnation
- LIFE WITH FATHER**
WBRC, Birmingham: Wood Chevrolet
- KRNT, Des Moines: Adv. TBA**
- SAN FRANCISCO BEAT**
WNHC, New Haven, Conn.: Socony Vacuum
- BRAVE EAGLE**
KRNT, Des Moines: Adv. TBA
- TERRYTOONS**
KARK, Little Rock; WGTH, Hartford, Conn.: Adv. TBA
- THE WHISTLER**
KRNT, Des Moines: Adv. TBA
- FILES OF JEFFREY JONES**
KRNT, Des Moines: Adv. TBA
- GUILD FILMS**
FRANKIE LAINE
CBLT, Toronto: CNBF, Havana; KTTS, Springfield, Mo.; WTOC, Savannah, Ga.; KAYE, Carlsbad, N. M.; WBRZ, Baton Rouge, La.; WSTV, Steubenville, O.: Adv. TBA
- LIFE WITH ELIZABETH**
KSWB, Roswell, N. M.; WBT, Charlotte, N. C.; WNAC, Boston: Adv. TBA
- FLORIAN ZABACH**
KSWB, Roswell, N. M.; WBRZ, Baton Rouge, La.: Adv. TBA

CONFIDENTIAL FILE

- Louisville: Lords of Louisville
- I SPY**
Louisville: Lords of Louisville
- LOONEY TUNES**
WTVN, Columbus, O.; KZTV, Reno, Nev.: Adv. TBA
- LIBERACE**
WSAZ, Huntington, W. Va.: Adv. TBA
- THE GOLDBERGS**
CBWT, Winnipeg: Adv. TBA
- CONRAD NAGEL THEATER**
WSTV, Steubenville, O.: Adv. TBA
- MCA-TV**
- FAMOUS PLAYHOUSE**
WTVN, Durham, N. C.: Adv. TBA
- NBC TELEVISION FILMS**
- STEVE DONOVAN**
WTVN, Durham, N. C.: Adv. TBA
- CRUNCH AND DES**
KLZ, Denver: Household Finance Corp.
WWTW, Cadillac, Mich.: Stroh's Beer
- SCREEN GEMS**
- YOUR ALL STAR THEATER**
KWTW, Oklahoma City; WATE, Knoxville; KTVX, Tulsa, Okla.; WSJS, Winston-Salem, N. C.; KCKT, Great Bend, Kan.; WTVR, Richmond, Va.; KOAT, Albuquerque, N. M.: Adv. TBA
- BIG PLAYBACK**
WPIX, New York; KCKT, Great Bend, Kan.; WBTV, Charlotte, N. C.: Adv. TBA
- CELEBRITY PLAYHOUSE**
WATE, Knoxville; KCKT, Great Bend, Kan.: Adv. TBA
- WCNY, Watertown, N. Y.; Carling's Ale KVDO, Corpus Christi, Tex.; Braslau Furniture
- WFA, Montgomery, Ala.: Delchamp Supermarket
- JET JACKSON**
KCKT, Great Bend, Kan.: Adv. TBA

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

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

Issues, beginning with the issue of The Billboard dated the third Saturday of each month.

For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

COLUMBUS, O. (3 Stations).....153,800 TV Homes

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

- 1. Ed Sullivan, WBNS, Su.49.5
2. I Love Lucy, WBNS, M.47.0
3. Jack Benny, WBNS, Su.39.8
4. \$64,000 Question, WBNS, T.39.5
5. Judy Garland, WBNS, Su.38.8
6. December Bride, WBNS, M.36.8
7. Godfrey's Talent Scouts, WBNS, M.36.4
7. Jackie Gleason, WBNS, S.36.4
7. Lassie, WBNS, Su.36.4
10. Climax, WBNS, Th.34.1

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

- 1. CBS News, WBNS, M. to F.25.4
2. *News-Long (7 p.m.), WBNS, M. to F.24.8
3. *Little Rascals, WBNS, M. to F.21.1
4. *Aunt Fran, Misc., WBNS, M. to F.18.9
5. Mickey Mouse Club, WTVN, M. to F.16.6
6. *Western Roundup, WBNS, M. to F.16.1
7. Art Linkletter, WBNS, M. to F.15.1
8. *News, Weather (11 p.m.), WBNS, M. to F.14.8
9. Arthur Godfrey, WBNS, M. to F.13.9
10. *City Final (11 p.m.), WLW-C, M. to F.12.4

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Highway Patrol (Ziv), WBNS, T-10:3028.7
2. Man Called X (Ziv), WBNS, F-9:3025.9
3. Passport to Danger (ABC), WBNS, Su-9:3025.5
4. I Led Three Lives (Ziv), WLW-C, F-9:3024.7
5. Wild Bill Hickok (Flamingo), WBNS, T-6:0023.7
6. Little Rascals (Interstate), WBNS, M. to F-4:3021.1
7. Buffalo Bill Jr. (CBS), S-11:30 a.m.20.4
8. Judge Roy Bean (Screencraft), WTVN, Su-6:0020.2
9. Superman (Flamingo), WBNS, W-6:0020.0
10. Sky King (Nabisco), WTVN, Su-6:3019.5
11. Annie Oakley (CBS), WBNS, Th-6:0018.7
12. Doug, Fairbanks Presents (ABC), WBNS, F-7:3018.5
13. My Hero (Official), WBNS, Su-10:0017.4
14. Life With Father (CBS), WBNS, Th-6:3017.0
15. Hopalong Cassidy (NBC), WTVN, S-6:0015.8
16. Liberate (Guild), WTVN, Su-4:3014.7
17. Dr. Hudson's Secret Journal (MCA), WBNS, Th-10:3013.9

PROVIDENCE (2 Stations).....201,200 TV Homes

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

- 1. Ed Sullivan, WPRO, Su.47.6
2. Groucho Marx, WJAR, Th.47.3
3. Big Story, WJAR, F.42.3
4. Fireside Theater, WJAR, T.40.8
5. Judy Garland, WPRO, Su.40.5
6. Perry Como, WJAR, S.39.5
7. I Love Lucy, WPRO, M.39.3
8. \$64,000 Question, WPRO, T.38.5
9. Life of Riley, WJAR, F.36.8
10. Greatest Show on Earth, WPRO, T.36.5

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

- 1. *Late News (11 p.m.), WJAR, M. to F.28.6
2. News Caravan, WJAR, M. to F.28.0
3. *Salty Shark, WPRO, M. to F.18.4
4. *News, Weather, Misc. (6:30 p.m.), WPRO, M. to F.17.3
5. Dinah Shore, WJAR, T. & Th.16.8
6. CBS News, WPRO, M. to F.16.6
7. Eddie Fisher, WJAR, W. & F.16.5
8. Mickey Mouse Club, WPRO, M. to F.16.0
9. *Reporter, Weather (7 p.m.), WJAR, M. to F.15.6
10. *Patti Page, WPRO, M. & F.15.0

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Liberate (Guild), WJAR, Th-9:0025.5
2. Highway Patrol (Ziv), WJAR, T-10:3023.0
3. Amos 'n' Andy (CBS), WPRO, Th-7:0022.8
4. Count of Monte Cristo (TPA), WPRO, T-7:0022.3
5. Mr. District Attorney (Ziv), WJAR, M-10:3021.3
6. Annie Oakley (CBS), WJAR, M-6:3019.8
7. Passport to Danger (ABC), WPRO, W-7:3019.5
8. Soldiers of Fortune (MCA), WJAR, F-6:3018.8
9. Superman (Flamingo), WJAR, M-6:0018.3
10. Badge 714 (NBC), WJAR, T-6:3017.0
11. Wild Bill Hickok (Flamingo), WJAR, W-6:0017.0
12. Science Fiction Theater (Ziv), WPRO, W-7:0016.8
13. Playhouse 15 (MCA), WPRO, M-7:1516.5
14. Patti Page (Oldsmobile), WPRO, M. & F-7:0015.0
15. Waterfront (MCA), WPRO, S-7:3014.8
15. I Led Three Lives (Ziv), WJAR, Su-10:3014.8
17. Buffalo Bill Jr. (CBS), WJAR, S-11:30 a.m.14.5
17. Looney Tunes (Guild), WJAR, M. to F-5:0014.5
19. Terry and the Pirates (Official), WJAR, S-5:0013.3
19. Capt. Gallant (TPA), WJAR, S-12:00 N.13.3
21. San Francisco Beat (CBS), WPRO, T-11:1512.8
22. Renfrew of the Mounted (Bagnall), WJAR, S-4:0012.5
22. Col. March of Scotland Yard (Official), WJAR, M-11:1512.5
24. Sky King (Nabisco), WPRO, S-11:00 a.m.12.3
25. Hopalong Cassidy (NBC), WPRO, Su-1:0011.3
25. The Falcon (NBC), WPRO, Su-11:1511.3
27. Hans Christian Andersen (Interstate), WPRO, S-3:0011.0
28. Sherlock Holmes (UM&M), WPRO, S-11:0010.8
29. Laurel and Hardy (Governor), WJAR, Su-12:00 N.10.3
29. Racket Squad (ABC), WPRO, M-11:3010.3

MILWAUKEE (3 Stations).....267,300 TV Homes

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

- 1. Groucho Marx, WTMJ, Th.38.8
2. \$64,000 Question, WXIX, T.37.8
3. Dragnet, WTMJ, Th.36.4
4. George Gobel, WTMJ, S.35.4
5. Perry Como, WTMJ, S.34.6
6. Loretta Young, WTMJ, Su.32.8
7. Father Knows Best, WTMJ, W.31.2
7. Ford Theater, WTMJ, Th.31.2
9. *Saturday Night Theater, WTMJ, S.30.9
10. Robert Montgomery, WTMJ, M.30.8

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

- 1. Mickey Mouse Club, WISN, M. to F.21.9
2. Howdy Doody, WTMJ, M. to F.16.6
3. Flaky Lee, WTMJ, M. to F.15.6
4. *Patti Page, Misc., WTMJ, W. & F.15.9
5. News Caravan, WTMJ, M. to F.13.6
6. *News, Misc. (10:15 p.m.), WTMJ, M. to F.12.8
7. Dinah Shore, WTMJ, T. & Th.12.5
8. Eddie Fisher, WTMJ, W. & F.11.3
9. *Foreman Tom, WTMJ, M. to F.11.1
9. Queen for a Day, WTMJ, M. to F.11.1

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Man Behind the Badge (MCA), WTMJ, F-7:3025.2
2. I Led Three Lives (Ziv), WTMJ, Su-10:0023.0
3. Mobil Theater (Socony-Mobil) WTMJ, W-9:3022.7
4. Annie Oakley (CBS), WTMJ, Su-6:0020.9
5. Sky King (Nabisco), WTMJ, S-5:3019.7
6. Mr. District Attorney (Ziv), WTMJ, S-11:0018.8
7. The Whistler (CBS), WXIX, T-10:0017.7
8. Soldiers of Fortune (MCA), WTMJ, Su-5:0017.5
9. I Death Valley Days (Pacific Borax), WXIX, F-10:0016.4
10. Playhouse 15 (MCA), WTMJ, Th-10:0016.3
11. Doug, Fairbanks Presents (ABC), WXIX, Th-10:0016.0
12. Wild Bill Hickok (Flamingo), WISN, S-6:0015.9
13. Patti Page (Oldsmobile), WTMJ, W. & F-10:0015.0
14. City Detective (MCA), WXIX, W-10:0014.9
15. Dangerous Assignment (NBC), WXIX, F-10:3014.7
16. Highway Patrol (Ziv), WTMJ, Th-10:3013.9
17. Championship Bowling (Schwimmer), WXIX, S-10:0013.2
18. Your Star Showcase (TPA), WISN, F-9:3012.9
19. Count of Monte Cristo (TPA), WXIX, M-10:3012.8
20. Cisco Kid (Ziv), WISN, W-6:0012.5
21. Science Fiction Theater (Ziv), WTMJ, F-10:3012.2
21. Your All Star Theater (Screen Gems), WXIX, W-10:3012.2
23. New Orleans Police Dept. (UM&M), WISN, M-10:0012.0
24. Life of Riley (NBC), WXIX, S-6:0011.4
24. Follow That Man (MCA), WXIX, Th-10:3011.4
26. Hopalong Cassidy (NBC), WISN, Su-3:3011.2
26. Great Gildersleeve (NBC), WTMJ, W-10:3011.2
28. Superman (Flamingo), WISN, Su-3:0010.9
29. Sherlock Holmes (UM&M), WISN, W-10:0010.4
30. Florian ZaBach Show (Guild), WISN, Su-5:309.7

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

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

- 1. Ed Sullivan, WBBM, Su.47.9
2. \$64,000 Question, WBBM, T.44.7
3. I Love Lucy, WBBM, M.40.8
4. What's My Line? WBBM, Su.38.9
5. Judy Garland, WBBM, Su.36.8
6. \$64,000 Challenge, WBBM, Su.35.9
7. December Bride, WBBM, M.35.9
8. Alfred Hitchcock, WBBM, Su.34.7
9. Perry Como, WNBQ, S.34.5
10. Jack Benny, WBBM, Su.32.4

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

- 1. Mickey Mouse Club, WBKB, M-F.19.9
2. *Little Rascals, WBKB, M-F.15.9
3. *Weather, Connors (10 p.m.), WNBQ, M-F.14.3
4. Art Linkletter, WBBM, M-F.14.1
5. Bob Crosby, WBBM, M-F.13.1
6. *News Roundup (10 p.m.), WBBM, M-F.12.8
7. *News-J. Bentley (6:15 p.m.), WBBM, M-F.12.3
8. Big Payoff, WBBM, M-F.12.0
9. *Sports Comments (6 p.m.), WBBM, M-F.11.9
10. Guiding Light, WBBM, M-F.11.8

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Dr. Hudson's Secret Journal (MCA), WNBQ, S-10:0022.0
2. Cisco Kid (Ziv), WBKB, Su-5:0020.2
3. Great Gildersleeve (NBC), WNBQ, M-9:3018.7
4. Science Fiction Theater (Ziv), WNBQ, S-10:3018.4
5. Long John Silver (CBS), WBKB, Su-2:001.75
6. I Led Three Lives (Ziv), WGN, T-9:3015.9
7. Sky King (Nabisco), WBKB, S-3:3015.4
8. Gangbusters (Gen. Teleradio), WBKB, Th-9:3015.2
9. Capt. Z-Ro (Atlas), WBKB, Su-3:0014.7
10. Badge 714 (NBC), WGN, T-8:0014.4
11. Highway Patrol (Ziv), WBKB, Th-9:0014.2
11. Confidential File (Guild), WBKB, W-10:0014.2
11. Racket Squad (ABC), WGN, T-8:3014.2
14. Championship Bowling (Schwimmer), WNBQ, S-11:0013.9
15. City Detective (MCA), WGN, F-9:3013.0
15. Annie Oakley (CBS), WBBM, S-5:0013.0
17. Waterfront (MCA), WGN, Th-9:0012.7
17. Gene Autry (CBS), WBBM, Su-12:3012.7
19. Soldiers of Fortune (MCA), WBKB, Su-5:3012.5
19. Man Called X (Ziv), WGN, Th-9:3012.5
21. Superman (Flamingo), WBKB, S-5:0011.9
22. Foreign Intrigue (Official), WBKB, W-10:3011.5
22. Guy Lombardo (MCA), WNBQ, F-7:3011.5
24. Man Behind the Badge (MCA), WBBM, Su-10:0011.0
24. Mr. and Mrs. North (Schubert), WGN, F-8:0011.0
26. Wild Bill Hickok (Flamingo), WBBM, S-9:00 a.m.10.0
26. Doug, Fairbanks Presents (ABC), WBKB, Th-10:0010.0
28. Studio 57 (MCA), WBKB, T-10:009.9
29. Range Rider (CBS), WBBM, Su-12:00 N.9.2
30. Patti Page (Oldsmobile), WBBM, W-6:309.0

FEATURE FILMS
KGBT, Harlingen, Tex.; WDSU, New Orleans; KAKE, Wichita, Kan.; WCAU, Philadelphia; KREM, Spokane; KPFE, Fresno, Calif.; WLAC, Nashville: Adv. TBA
JUNGLE JIM
WABT, Birmingham; Mobile, Ala.; WNDU, South Bend, Ind.; KCKT, Great Bend, Kan.: Adv. TBA
TALES OF THE TEXAS RANGERS
KRBC, Abilene, Tex.; WBRZ, Baton Rouge, La.; WGAN, Portland, Me.; KIMA, Yakima, Wash.; WNDU, South Bend, Ind.: Adv. TBA
TOP PLAYS OF '55
WJBK, Detroit; KTVX, Tulsa, Okla.: Adv. TBA
SCREENCRAFT
JUDGE ROY BEAN
WKOW, Madison, Wis.; KROD, El Paso, Tex.; KARD, Wichita, Kan.: Adv. TBA
STERLING TELEVISION
BOWLING TIME
KGLO, Mason City, Ia.: Adv. TBA
CARTOONS
WICS, Springfield, Ill.: Adv. TBA
KING'S CROSSROADS
KRIS, Corpus Christi, Tex.: Adv. TBA
LIBRARY FILMS
WABD, New York: Adv. TBA
TALES OF TOMORROW
WSM, Nashville: Adv. TBA
TEXAS RASSLIN'
WMAZ, Macon, Ga.: Adv. TBA
ZIV TELEVISION PROGRAMS
MR. DISTRICT ATTORNEY
WTOC, Savannah, Ga.: Adv. TBA
KALB, Alexandria, La.: Lion Oil Co.
SCIENCE FICTION THEATER
KALB, Alexandria, La.: Conoco
MAN CALLED X
WDAK, Columbus, Ga.: Cities Service Stations
KARK, Little Rock: Coleman Dairy
YESTERDAY'S NEWSREEL
Monaco, Luxembourg, Radiodiffusion-Television Francaise: Adv. TBA

Standard of Calif. Firm on 'Stage 7'

NEW YORK—Standard Oil of California will not cancel "Chevron Hall of Stars" ("Stage 7") if it were to buy "The Sea Hawk" or any other show at this time, according to Mickey Sillerman, executive vice-president of Television Programs of America. He pointed out that TPA has a firm 52-week contract with Standard on the "Stage 7" series. This contract does not expire until the end of December.

MCA Sets Pacific Northwest Office

SEATTLE — The Film Syndication division of MCA-TV, Ltd., has set up a new Pacific Northwest district office here. John Von Herberg has been named Northwest district manager, working under Robert Greenberg, vice-president and Western sales manager. In Salt Lake City, Will Thomas will take over the operation from George Carlson, who has been named to head the Boston office.

Mahoney Leaves B&B for C&W Job

NEW YORK—Edward H. Mahoney has resigned as head of commercials for Benton & Bowles to become the director of the TV-radio department of Cunningham & Walsh. He replaces John Sheehan. Cunningham & Walsh is said to be reading a campaign to get the Texaco business currently held by the Kudne. agency.

Gen. Foods May Nix Half of 'Fury'

NEW YORK — General Foods is expected to go alternate weeks with "Fury," its Saturday morning 11-11:30 a.m. vidfilm series produced by Television Programs of America. This is the show's first season on TV during which it has been entirely sponsored by General Foods.

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

Commercial Cues

FIRST FOR INDEPENDENCE

TV's first major independent studios have been set up by Telestudios, Inc. Located at Times Square, in New York, the studios offer complete camera, kinescope and film production facilities. They also feature closed-circuit systems to clients and plan pre-testings via closed-circuit in several thousand homes. Ampe. video tape equipment is on the future agenda. George Gould is president; Nat Schekter, production management specialist.

UPA SPREADING OUT

In the course of moving into its new offices in New York, UPA Pictures increased its permanent staff by about 30 per cent. It now employs 50 in New York. Further expansion includes the opening of a studio in London, which already has an order for TV commercials from a British advertiser, and the building of a new plant on the West Coast. UPA will probably be the only animation outfit with operating studios in three cities.

ID'S

Miami Productions, Inc., first union studio in Miami, has completed a series of Bulova Watch commercials and two featurettes for TV and theaters. Specialists in underwater filming, the studio is now working on three full-length features in Honduras, Peru and Miami. . . . The Commercial division of Guild Films is producing a special color feature starring Charlton Heston for the National Arthritis and Rheumatism Foundation to be shown on TV and elsewhere. Playhouse Pictures is recuperating from a 25G fire nicely, thank you. On the boards are 32 full and partial animation spots and 10 new full animation ones for U.S. Navy Recruiting. . . . George Blake Enterprises has a new production manager. He's Walter Sachs.

Diskeries Get Record-Breaking \$\$ Volume in First '56 Quarter

Package Volume Gives Columbia, Capitol, RCA And Decca Hefty Percentage Boost

NEW YORK—The record business has completed one of the best—and quite possibly the best—quarter in its history, and may well be on its way to fulfilling predictions early in the year that dollar volume would reach an all-time peak in 1956. A chief factor in the profitable sales story has been the continued growth of the package record market and the constant promotional impetus that has been maintained in this field.

Statistics at this time are not all-inclusive. Some of the manufacturers have revealed more than others. But the total information is undeniable.

Harry Fox, publisher's agent and trustee, estimating the first quarter of 1956 on the basis of royalty returns to his publisher clients, states that the quarter appears to be 26 per cent ahead of the quarter last year. The package business, says Fox, accounts for most of the upsurge.

Most detailed estimates have been revealed by Columbia Rec-

ords, which estimates that its dollar volume for the first quarter of this year was 37 per cent ahead of the comparable quarter in 1955. The Columbia estimate does not include sales thru its Club plan. Breaking down the quarter into categories, Columbia estimates its pop album sales as 58 per cent ahead of last year; its classical packages at 68 per cent ahead, and its singles business as 13 per cent ahead.

The over-all record industry, according to Columbia's thinking, is about 12 per cent ahead for the quarter—and with the month of April counted in about 17 per cent ahead of the comparable period in 1955.

It is pertinent to note that the heavy increase in Columbia's first quarter business does not include "My Fair Lady," which promises to be one of the greatest sales

items in album history. Too, it does not include the upcoming "Most Happy Fella" package, nor the Columbia "Buys of the Month." One of the latter, the Oistrakh Mendelssohn Concerto, is the No. 1 album in the classical best selling charts.

In other words, Columbia's second quarter would seem already in very high gear. (See separate story for indication of Columbia's anticipated business based on "My Fair Lady" music).

Big Columbia sellers in the singles market during the first quarter included such hits as the Four Lads' "Moments to Remember" and "No, Not Much," Don Cherry's "Band of Gold" and the Four Voices' "Lovely One." Big selling packages included the Oistrakh-Stern Vivaldi Double Concerto, which is still high on charts, *(Continued on page 44)*

Walker Named Loew's Inc., V-P

NEW YORK—Frank B. Walker, general manager of M-G-M Records since the firm's beginning 11 years ago, has been named a vice-president of Loew's Inc., parent company of the diskery.

Following his discharge from the Armed Forces at the close of World War I, Walker served as vice-president of Columbia Records from 1921 to 1933, when he left to become a vice-president of RCA Victor Records.

Always known as a prime developer of talent, Walker was responsible for a number of important performers' ascendance to the top, including Bessie Smith and Hank Williams. He will continue in his post as top man in the disk division of M-G-M, as well as serving on the Loew's board of directors.

GILBERT STILL COAST TOPPER

HOLLYWOOD — L. Wolfie Gilbert, chairman of the ASCAP West Coast committee, took steps last week to correct the erroneous impression that he would no longer serve as head of the Coast group because of his recent unsuccessful bid for the ASCAP presidency.

Gilbert notified ASCAP members on the Coast that he and other members of the committee would continue to serve their needs as they have in the past. Other members include Leo Robin, William Grant Still, Johnny Green, Harry Warren and Jimmy McHugh.

Gilbert told Coast ASCAP members that "we will cooperate, consult and coordinate with our new president, Paul Cunningham, and with the board of directors in an effort to preserve and harmoniously further the Society."

Mercury to Launch Novel 1c Sale Plan

June-July Twofer Disk Coupon Deal Designed to Benefit Big and Small Dealers

By JUNE BUNDY

NEW YORK — Mercury Records will launch a unique package merchandising promotion next month, marking the first use of the 1-cent premium sales plan in the disk field. The plan was introduced here Friday (18) by Mercury's top brass at a meeting of the label's Eastern distributors and salesmen.

During June and July, every purchaser of a \$3.98 Mercury, Wing or EmArcy LP will receive a premium coupon, which entitles him to purchase two more LP's (any in the Mercury, Wing or EmArcy catalog) for \$3.99-\$3.98 for one and 1-cent for the other—a merchandising gimmick similar to the 1-cent sale traffic-builders utilized so successfully in the drug and grocery industries.

A consumer may receive any amount of coupons by purchasing additional 12-inch LP's during June and July, but the coupons must be redeemed sometime before August 31, 1956. Under the coupon plan, the average cost to the consumer per record is \$2.65.

Decca Plugs 'King and I' Cast Album

NEW YORK—Decca Records is setting up a heavy schedule of renewed promotion on its original cast album of "The King and I." The diskery reports revived sales activity has also been felt and it's expected to increase leading up to the forthcoming release of the film version of the show.

The pattern is the same as that already experienced by the label on its original-cast packages on "Oklahoma!" "Carousel" and "Guys and Dolls" and plans are being pushed to take full advantage of the potential via dealer displays and disk jockey coverage.

The plan, which is designed to create additional traffic for the small and big dealer alike, is set up so that all coupons are issued to the consumer thru the dealer. The dealer in turn purchases these *(Continued on page 18)*

Warner Music Firms Sale Appears Likely

HOLLYWOOD — Despite unconfirmed reports that the Warner Bros.' music publishing firms would be beyond the financial reach of most established competitors, a sale of MPHC nevertheless appears likely.

Trade speculation has the price of MPHC at anywhere between eight and 12 million dollars, with little likelihood of any of the catalogs, Harms, Remick & Witmark being split and sold separately.

With an estimated ASCAP income of between \$1,400,000 and \$1,600,000 the Warner firms appear to be a plum for any prospective investor. Other factors enter into a determination of a price

SPA Re-Elects All Officers

NEW YORK—Songwriters' Protective Association has returned all officer incumbents for new terms. These include Abel Baer, president; Louis Alter, vice-president; Walter Bishop, 2d vice-president; Joseph Meyer, secretary, and Leonard Whitcup, treasurer. Edgar Leslie will serve as chairman of the board.

Re-elected council members include Oscar Hammerstein II, Otto Harbach, Charles Tobias, Arthur Schwartz, Jack Yellen, Edgar Leslie and Louis Alter.

'LADY' DISK \$\$ ASTRONOMICAL

NEW YORK — Columbia Records anticipates a total dollar volume of literally millions from "My Fair Lady" music alone. The original cast album is already beyond the 250,000 sales mark. In addition, the diskery will shortly release two instrumental albums, one by Percy Faith and the other by Sammy Kaye.

Adding to the total take, of course, will be the dollar volume derived from the Columbia singles on "Lady" music. These include Vic Damone's "On the Street Where You Love," already a very strong seller; Rosemary Clooney's "I Could Have Danced All Night," which Mitch Miller re-recorded, when he felt Columbia's West Coast headquarters had not quite come up to his ideas for the disk, and Percy Faith's "The Rain in Spain" and "With a Little Bit of Luck."

Epic Buys Album Rights On New Revue

NEW YORK — Epic Records, the Columbia subsidiary label, has landed its first original cast show album. The diskery has acquired the rights to "The Little Revue," which will open at the off-Broadway Phoenix Theater Tuesday (29). The score is by Vernon Duke and Ogden Nash.

Included in the cast are Joel Gray, Larry Storch, Charlotte Rae, Beverly Bozeman and Tommy Morton.

The show has been scheduled for an eight-week run, but can be held over thru the summer if business warrants.

tho, since a good many of the firm's copyrights are either entering public domain and or coming up for renewal. There isn't much likelihood of Warners having too much difficulty in securing renewal rights, tho such a final determination to some extent hinges on the outcome of the present Billy Rose *(Continued on page 18)*

MORGAN SCANS BAND BIZ

Calls Good Music the Cure For Trade's So-Called Ills

HOLLYWOOD — "There's nothing wrong with the band business today that playing good music won't cure." So opined veteran band leader Russ Morgan, here last week, averring that "by and large 'ho musicians in a majority of bands working today are exhibitionists interested in exploiting their own talent."

"What is ridiculous about it," said Morgan, "is that some of the leaders join them, and others allow it to exist."

Morgan declared that "people haven't stopped dancing, it's the bands who have stopped playing dance music." He pointed out that some of the bands have indicated concern about playing for the kids. "The kids don't drink," said Mor-

Lawrence Welk Tops \$2 Mil. Mark in 1955

HOLLYWOOD—The nation's hottest band leader, maestro Lawrence Welk, grossed better than \$2,000,000 during 1955, with the peak figure attained thru records, television and the limited number of playing dates afforded thru his tight schedule.

Held to a minimum number of personal appearances because of his weekly ABC television show, Welk reportedly will have additional open dates this year in which to play live engagements. The band leader is currently the subject of much dickering, with NBC board chairman Pat Weaver in Detroit now in an effort to snag Welk away from ABC. Latter network has already announced plans for a second Welk hour teleshow via ABC next season, with NBC reportedly willing to settle for either of the Welk stanzas.

Further indication of the band leader's wide spreading popularity was shown in the recent TV ratings in which Welk trounced the opposing salute to Gershwin.

Wexler Leaves Columbia

NEW YORK—Paul J. Wexler, vice-president in charge of Columbia's Electronics Products division, has resigned from the company to enter private business.

James B. Conkling, Columbia Records president, announced Wexler's resignation with regret, and added: "Mr. Wexler leaves behind many achievements at Columbia Records, where he began his career in 1941 upon graduation from the University of Pennsylvania. As vice-president in charge of sales from 1951 to 1955, he contributed importantly toward increasing the company's sales volume over 50 per cent. As vice-president in charge of Electronics Products, Mr. Wexler directed the very successful Columbia Phonograph Department, Epic Records and Columbia Transcriptions."

Thus far no replacement has been named, and the various department heads of the division will report to Conkling and Goddard Lieberman.

gan, "and they aren't spenders either."

Referring to the efforts of Dance Orchestra Leaders of America (DOLA), Morgan indicated that he doubts the organization would do anything to help the business. "As far as I'm concerned the business is great," he said. "The competition I had five years ago doesn't exist today."

Entering his 20th year in the band business, Morgan declared that there would be a gradual return to ballrooms, hotel dance locations and other band spots, if the bands returned to giving the public what they wanted. "You don't hear Lawrence Welk, Guy Lombardo or Jan Garber crying about the business," he said.

Diskers Cool To Special EP Juke Packages

Evidence of That Seen in Failure To Add to Issues

HOLLYWOOD—Despite additional promotion and a hard selling campaign of the juke box industry, the major record companies are not apparently as solidly sold on special extended play operator packages as are the music machine manufacturers.

The lack of concentrated effort on juke box operator EP promotion on the part of the diskeries is seen in the failure of the record companies to substantially add to operator packages issued many months ago.

RCA Victor, Columbia and Capitol all have specially designed operator EP packages in current stock, with RCA the sole company

(Continued on page 94)

Col's Buy Pkg. Is Big Pay-Off

NEW YORK — How traffic builders can pay off in big gold chips is being amply illustrated by Columbia Records.

Reports from widely scattered dealers have given some indication of the impact of the diskery's "Buy-of-the-Month" promotion, but the most impressive proof so far was seen in the emergence this week in the number one slot on The Billboard's best selling classical album chart of Columbia's May Masterworks "Buy" package. The album features David Oistrakh performing the Mendelssohn Violin Concerto and the Mozart Violin Concerto No. 4 with the Philadelphia Orchestra.

The diskery is figuring on generating the same kind of heavy traffic

(Continued on page 18)

Smith Leaves WINS for WOR

NEW YORK—Bob Smith has resigned as program director of WINS here and moved over the WOR as program chief, under the outlet's new manager Bob Leder, his ex-WINS boss.

At the same time, WINS' early-morning deejay team, Bob and Ray, reportedly are set to bow off the station, with Wendy Barrie mentioned as a possible replacement. Prior to joining WINS two and a half years ago, Smith served as musical program director of WRCA here for two years, and as a producer-director at Manhattan indie, WNEW, for 10 years.

C. & W. FOLK CONVERGE ON MERIDIAN THIS WEEK

MERIDIAN, Miss. — Ernest Tubbs, president of the Jimmie Rodgers Memorial & Health Foundation, and Hank Snow, Monday (21) announced the program for the Jimmie Rodgers National Country Music Day celebration to be held here Friday and Saturday (25-26). Tubbs and Snow are co-sponsors of the event.

Program includes two remote broadcasts from Meridian, the NBC network portion of "Grand Ole Opry" and the "Ernest Tubbs Mid-

2D JACKPOT FOR PRESLEY

NEW YORK — Elvis Presley, the phenom from Mississippi, is still setting precedents. This week, for the second time, the RCA Victor artist hit the No. 1 spot on six charts with his version of "Heartbreak Hotel."

This makes E.P. the first "double-Triple Crown" winner in the history of The Billboard's record charts. He topped the retail, jockey and juke box lists in both the pop and country and western categories.

In addition, Presley's LP held its position as the No. 1 album on The Billboard's Best Selling Pop Album chart.

Sheldon Music Pacts Freed To Pub Deal

NEW YORK—Alan Freed, the rock and roll mahoff, signed an "educational" publications deal last Wednesday (16) with Sheldon Music. The deal is an exclusive, whereby Sheldon, a Broadcast Music, Inc., firm, will handle all folios of BMI material bearing Freed's name. It will be in effect thru 1959.

Under the contract, Sheldon or its affiliates, will publish song books, orchestrations, combo-orks, choral arrangements and what-not, tying in with Freed's popularity among teen-agers. The first of these, designed so that Freed can sell them via vendors wherever Freed's in-person shows play, is already in preparation. It will be called "Alan Freed's Rock 'n' Roll Party," and will contain a liberal number of pix taken of the deejay with most of the country's top r.&cr. attractions.

Sheldon also will sell the book thru the regular sheet jobbers and thru the Double Dot rack outfit, which supplies the Woolworth stores. In an unique pitch, for the educational field, Sheldon will

(Continued on page 17)

Read Group Maintains Control Over AFM Bd.

HOLLYWOOD—With a congressional subcommittee scheduled to hold hearings here this week investigating the American Federation of Musicians' music performance trust fund, forces behind Cecil Read, leader of the dissident faction facing expulsion from the AFM, pulled a coup expected to bring violent denunciation from union President James C. Petrillo. Four members of the pro-Read

forces, all of whom face one-day expulsion as recommended by Trial Referee Arthur Goldberg, last week resigned their positions from the board of directors of Local 47 and immediately named interim board members to succeed them. In so doing, Read and his followers will be able to maintain control of the board of directors. Warren Baker, Bill Atkinson, Jack Dumont and Uan Rasey resigned their posts and were replaced by Maurice Harris, Herbie Harper, Virgil Evans and Warren Barker. A new election of board members will not be necessary until December.

The union expulsion, if sustained by the international executive board on May 22 would have made an election necessary to these posts on June 25. Other members of the board include Ray Toland, John Clyman and Read himself, and the pro-Petrillo faction of John te Groen, Maury Paul, Bob Hennon and C. R. Drucker.

It was definitely ascertained that Petrillo would not attend the congressional hearings here or any subsequent hearings in Washington. Rep. Joe Holt (R., Calif.) de-

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M. O. Clubs Big Hypo for European Disk Market

Competition Will Likely Force Drastic Switch in Retail Selling

By BILL SIMON

NEW YORK—The mail order record clubs are riding high in Europe. During the past year they have been the biggest single factor in the remarkable expansion of the disk-buying market, and in selling the public on the idea of long-playing disks.

It now appears likely that their competition will force retail stores to make drastic changes in their merchandising methods and also force the older general companies to reduce the price of regular-line LP disks.

This applies to all of the major companies in France, West Germany, Switzerland, Austria, Italy and the Benelux countries.

The glaring weaknesses of most of the European retailers as revealed here last summer following a Continental study tour by a group of RCA executives, apparently has provided club operators, most of whom are based right here in the U. S. A., with a wide-open field. At that time, it was reported that most of the European shops had resisted attempts to modernize—that self-service and display were virtually non-existent. Most of the

merchandise was kept in closed cabinets, under lock and key. Some of the regular labels are now producing lower or popular-priced lines of LP's, but as one recently-returned observer pointed out: "Try to get the dealers to sell you a low-priced record. They'll bend every effort to sell you a higher-priced version."

West Germany, the clubs are finding, is their most fertile territory.

Distribs Pay Scale to Disk Hop Artists

PITTSBURGH — Artists are making personal appearances at deejay record hops here again, via the courtesy of local disk distributors, who in recent weeks have been shelling out for the scale fee required by the American Guild of Variety Artists. Deejay plugs

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New Faces Beef Up Cap's Talent Roster

HOLLYWOOD—In what undoubtedly represents the greatest talent activity in the 14-year history of the company, Capitol Records is currently augmenting its artist roster at a highly accelerated pace with more than one-third of its total complement of 132 recording artists in the "new faces" category.

In a great many instances the names aren't new to the trade or music fans. They're merely new additions to the growing Capitol family. The additions reflect ap-

parent Capitol policy to bolster its talent pacts with veterans of the business and with relative neophytes on the entertainment scene. The influx of new names to the music business hasn't been restricted to Capitol. A glance at the Music Popularity Charts of The Billboard is firm indication enough that the newcomers have as much of a chance as do the old reliable names.

40 New Names

As of last April, Capitol had more than 40 new names on its talent roster, including such veterans as Patty Andrews, Nat Brandwynne, Les Brown, Dennis Day, Judy Garland, the Four Girls, Helen Forrest, Harry James, Guy Lombardo, Dick Haymes, Glen Gray, Woody Herman and others. All of the aforementioned are relative new additions to the Capitol talent list, with

(Continued on page 17)

DJA Holds First Annual Convention

CHICAGO — The Jazz, Rhythm and Blues Disk Jockey Association held its first annual convention here over the weekend, with the group's prime discussion target being the current controversy raging over the effect of rock and roll music on teen-agers.

Altho the group stoutly denied rhythm and blues music is a contributory factor in juvenile delinquency, they did go on record as being opposed to the term "rock and roll" and "smutty lyrics." At the same time, the Association voted to set up two annual scholarships for deserving high school and college students. The meet was presided over by President Jack Gibson, WEVD, Atlanta, and veepee Tommy Smalls, WWRL, New York.

There, it is estimated that between 35 and 50 per cent of all classical sales are made by the clubs. Except for the Jazztone Society, recently introduced there by the Concert Hall group, the clubs deal exclusively in classical material.

The largest factor in the German club field at present is George Mendelssohn's Vox catalog. Vox denies that it is involved in the actual operation of the German clubs, stating that its role is that of supplier. The biggest outfit in the Vox group is Heim und Buch, a tremendous book club which claims 1,700,000 members in West Germany alone. This outfit also has obtained the use of a large library of tapes acquired by the Industrie Bank of Berlin via legal action against a certain American low-priced disk producer.

Whereas most of the disk dealers in Germany are still trying to sell \$7.50 disks, Heim und Buch offers its 12-inchers at about \$4.25 and its 10-inchers at less than \$3. Philips and some of the other labels have series that are similarly priced, but dealers apparently don't push them as energetically as they might.

The European Phono Club, also supplied by Vox, has comparable prices on 12 and 10-inch disks. The Ring der Musik Freunde has

(Continued on page 17)

Goody Sues Audio Firms For 750G

NEW YORK—The story saga of that cut-rating mahoff, Sam Goody, entered a new chapter last week. This time, he is going after a group of audio equipment outfits demanding equal rights . . . \$750,000 worth.

Goody's complaint, filed in Federal District Court on behalf of himself and the Goody Audio Center, Inc., is an anti-trust action against Hudson Radio Corporation, which is described as a competitor, and several equipment manufacturers and suppliers, which Goody alleges have conspired to refuse to sell to him. These include R. T. Bozak Sales Company and Electro-Voice, Inc.

It is Goody's contention that both Bozak and Electro-Voice had been selling to him, until Hudson put the heat on them to desist. Hudson, he stated, advised those suppliers that, unless they stopped selling to Goody, it would stop buying from them and also induce other outlets to follow suit. Both allegedly have complied with Hudson's wishes, refusing to accept orders from Goody.

Goody further charges that several officers of Hudson also happen to be in control of Keystone Electronics, a corporation in Stamford, Conn., which makes electronic and sound equipment, and that this outfit has been able to buy equipment from Bozak and Electro-Voice at manufacturers' prices, which are substantially lower than those charged retail dealers. This has been done with the knowledge that such equipment will go to Hudson, says Goody, and enable that outfit to injure and destroy competition.

Damage to Goody in loss of

(Continued on page 24)



BIG
BAND
SMASH

Ralph Marterie

AND HIS ORCHESTRA

"LAST CALL"

A GREAT SIDE WITH A HIT BEAT

COUPLED WITH

"JAMAICAN RHUMBA"

MERCURY 70874



CHICAGO 1, ILLINOIS

LP's Getting Bigger Play From Deejaays

Cross-Country Jocks
Become More
Album Conscious

DETROIT—In line with the current trend for deejays to program more and more LP's, Robin Seymour, jockey-program director of WKMH here, reports that his station is now programming more than nine hours a day of album music.

Seymour, who also acts as programming consultant for WKMF, Flint, Mich.; WSAM, Saginaw, Mich., and WKHM, Jackson, Mich., now devotes an hour every day on his own show to LP's (one side from each new package), while Joe Van features an album a day on his morning program. The station's 1 to 6 a.m. time period is exclusively programmed with LP selections, and classical LP's are spotlighted for two hours every night on "Sugar 'n' Spice" from 8 to 10 p.m.

Seymour is currently negotiating with RCA Victor representatives here on a deal, whereby the jockey will launch an "album of the day" promotion, plugging a different selection from the LP every hour, on the half-hour, thruout the day. A group of 18 local record dealers buy time on the station. Seymour is also pushing his stepped-up LP programming policy at WKMF, WSAM and WKHM.

Same Pattern

Programming policies of other stations across the country also continue to reflect the swing toward LP's. Ken Rowland, KSAL, Salina, Kan., plays albums on all three of his shows. On his morning ainer he plugs selections from one album exclusively each day for half an hour, while on his afternoon seg he spotlights an "album of the week" and plays one selection a day from the package Monday thru Friday. On his 90-minute "Honor Roll of Hits" show, Rowland plays "old-timers" only, with about 75 per cent of the sides

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WBT Explains Why It Fired Bob Raiford

CHARLOTTE, N. C. — Management of station WBT have replied to listeners who wrote letters commenting on the station's dismissal of its former jockey, Bob Raiford.

Shortly after the Birmingham, Ala., incident involving Nat (King) Cole, Raiford toured the city of Charlotte, with a tape recorder (property of the station) soliciting comments from citizens on their views of the affair. The next night, Raiford was fired from his job as staff announcer and jockey, following his use of some of the taped material on the air.

In the letter, Charles H. Crutchfield, executive veepee and general manager of the station, declared that Raiford was fired: Because (1) he disobeyed explicit instructions by airing taped material which was improperly gathered and which he had been told not to use on the air, and (2) he exceeded his bounds by criticising the station on the station's own facilities. Crutchfield said Raiford's opinions on race relations had no bearing on the dismissal.

RTES HOSTS 'OPRY' STARS

NEW YORK—Gov. Frank G. Clement of Tennessee and stars of ABC-TV's "Grand Ole Opry" were scheduled to be guests Monday (21) at the annual meeting of the Radio and Television Executives' Society at the Hotel Roosevelt. Governor Clement, guest speaker, was scheduled to talk on country music. Line-up of televised performers from Nashville, home of the "Opry," included Carl Smith, June Carter, Ferlin Huskey and Chet Atkins.

'MR. RHYTHM'

Hub Gives Laine Sock Welcome

BOSTON — Altho following such record-breakers as the McGuire Sisters, Joni James and Julius La Rosa, Columbia's star Frankie Laine burst into Stanley Blinstrub's massive boite in the midst of what looked like a mob scene from a DeMille production. The dramatic quality of his showmanship set the place on fire before he had even begun to roll out a program entirely made up, with the exception of his opening medley, of his big-selling records.

His antics and bumps delighted the more than 1,700 patrons, when "Mr. Rhythm" went into such ditties as "Jezebel," "That Old Feeling," and the swoons and gasps for "Desire" could be felt for blocks. After "Woman in Love" and "Lucky Ol' Sun," which brought roars of applause, there was a church-like silence as he went into "I Believe."

Attesting to Laine's local popularity, is the fact that he is in for a 10-day stint instead of the usual week, with the spot booked solid for the run. He could have kept going all night doing requests from his platter hits, but he finally bowed off with a blazing "Jealousy" that had the rafters wobbling. Mike Gaylord's 12-piece ork and accompanist Al Lerner contributed fine backing to make Laine's visit a festive occasion.

Cameron Dewar.

Burrell Exits Capitol Post

HOLLYWOOD—Capitol Records will henceforth handle the promotion of its country and western records at the company branch level, returning responsibility for c.&w. promotion to district Sales Manager Don Comstock, with headquarters out of Capitol's Atlanta branch.

Move was occasioned by the resignation of country promotion chief Bob Burrell, who reportedly will move over in a similar position at Columbia Records. Reports that Capitol might reduce its personnel and effort in the c.&w. field because of declining sales were denied by Cap execs here. A spokesman for the company agreed that single sales had decreased somewhat, but pointed to Capitol's increased successful schedule of album releases in the country field as firm indication of the prosperity of the country business.

In last week's issue of The Billboard, the preferred side of the current Four Lads record in the Baltimore area was given incorrectly. For the past month the "A" side there has been "My Little Angel."

DEALERS' CHOICE

**'Kangaroo'
No. 1 TV Plug
For Kid Disks**

NEW YORK—"Captain Kangaroo," CBS-TV's early morning (8-9 a.m.) children's show, is considered the No. 1 network TV plug in the kid disk fields these days.

Unlike most top-rated kiddie video shows, which usually concentrate on live music for their own platters (e.g., "Howdy Doody," "Mickey Mouse Club," etc.), "Captain Kangaroo" spotlights at least five records each day. Since the labels' names are never mentioned on the air, Keeshan-Miller Enterprises, which produces the show, makes up weekly listings of records (giving name, label and catalog number) played on the show.

These mimeographed listings are supplied free of charge to viewers who write in each week, and the show's record co-ordinator, Harriet Perlo, reports that mail pull on the records runs into the thousands each week. Miss Perlo notes that record companies, which were somewhat reluctant to supply her with disks when she first instigated the disk programming six months ago, now reports that the plugs are paying off where it means the most—in record counter sales.

To date, "Captain Kangaroo" has featured disks cut by more than 40 different record companies. At first, the programming was limited strictly to children's material, but recently emcee Bob (Captain) Keeshan has branched out into the pop and light classical field, having discovered that kids like practically anything with a beat or a rhythmic gimmick. (e.g., Leroy Anderson's "Waltzing Cat," Richard Hayman's "Carriage Trade," etc.).

**Reiskind Dies,
RCA Technician**

NEW YORK — Hillel I. Reiskind, chief engineer at RCA Victor's Record Division, died here Monday (7).

Reiskind, who was 49, was in town for conferences with Victor executives when he was stricken. He had made his headquarters at the company's Indianapolis plant. Originally, he joined RCA in 1938 as technical advisor for RCA Film Recording Operations, and in 1939 and 1940, he was development engineer for the sound track of Walt Disney's "Fantasia," which was considered a milestone in sound recording.

The burial took place in Indianapolis, and was attended by top Victor officials.

**Coral Plugs
Carr Ditties**

CINCINNATI—Capitalizing on thrush Cathy Carr's success with "Ivory Tower" on the Fraternity label, Coral Records this week re-released a pair of ditties cut by Miss Carr on Coral several years ago. Platter is "I'll Cry at Your Wedding" b.w. "Heartbroken." The tunes were not back-to-back on the original pressing.

The re-release is being plugged via a photo campaign, with a likeness of Miss Carr going with each disk. Coral's move caused a bit of confusion in the trade this week, many feeling that Miss Carr had

**Sholes Bucks
Tradition Again**

NEW YORK — The breaking down of market boundaries in the record field, rampant now via the rock and roll craze, is getting a firm assist from RCA Victor's specialty disks chief, Steve Sholes.

Sholes, who stuck his neck way out last year to cut Eddy Arnold's "Cattle Call" with a purely pop style string backing, is continuing to fly in the face of tradition this month with two more unusual entries. The first of these was a Martha Carson's coupling of "Dixieland Roll" and "Music Drives Me Crazy." This thrush, whose previous disks were of the country-sacred variety, was cut with a Dixieland band that included such jazzmen as Billy Butterfield and Ernie Caceres. It's aimed straight at the pop market, according to Sholes.

The second special is the Sons of the Pioneers' "The Searchers" and "Song of the Prodigal," which were sliced with fiddles, violas, cellos and French horns. "Deliberately pop treatment," says Sholes.

Sholes also has pointed out that such country-bred artists as Guitarist Chet Atkins and the singers, Elvis Presley, Janis Martin and Jim Reeves, are promoted by Victor in both the country and pop fields, and that their sales in the pop field, as well as the play they get from pop deejays, are on the rise.

Especially Presley's, we might add.

**Strike Possible
At Major Plants**

HOLLYWOOD — With the threat of a possible strike of record plant employees looming, the major record companies have already taken precipatory action by increasing factory production schedules.

Existing union contracts at the Columbia, RCA and Capitol plants in Hollywood are due to expire July 15, while pacts in the East expire May 31, according to union spokesmen. Eastern plants are reported to be working on a constant three-shift basis, with some distributors and company owned branches already contacted by the the majors to store the huge product output. Spokesmen at Local 1710, International Brotherhood of Electrical Workers, would not confirm that strike was imminent, but indicated that Coast members were urging the settlement of a new pact and would support a strike by the Eastern membership.

Meanwhile, another union, the United Automobile Workers (UAW-CIO) signed contracts covering record pressing plant employees in 17 independent plants in the Los Angeles area. The move had the support of the Western Record Pressers' Association, with pacts covering minimum wages and hours of press operators, packers and shippers.

left Fraternity to return to the Coral fold.

Miss Carr, whose next release on the Fraternity label is scheduled for late June, is set for an appearance on the Perry Como TVer June 2. She is also the subject of a human-interest yarn slated for the June 17 issue of American Weekly.

On June 15-16, Miss Carr appears in Moonlight Garden at Coney Island here with the Clyde Trask orchestra. Booking was arranged by Frank Hanshaw, of the local GAC office.



THE UNUSUAL
RENDITION
OF A
GREAT
HIT SONG

Lola Dee

SINGS

**"Born To Be
With You"**

COUPLED WITH

"HOT ROD HENRY"

MERCURY 70870



CHICAGO 1, ILLINOIS

2

A NOBLE

HIT!



Nick Noble

*"She
Loves Me,*

SHE LOVES ME NOT"

A Great Voice! A Great Record!

COUPLED WITH

"THE BIG, BIG LADDER"

MERCURY 70851

CHICAGO 1, ILLINOIS



Rodgers Day in Meridian

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within the industry who has been an important contributor to country music for at least five years. The second award, to be presented to both a male and female personality, is known as the Jimmie Rodgers Achievement Award.

Confirmations for convention attendance have been received from Jim Reeves, the Wilburn Brothers, Lefty Frizzell, Jean Shepard, Hawkshaw Hawkins, Jimmy Newman, Whitey Ford (Duke of Paducah), Gary Williams, Curtis Gordon, Jack Cardwell, Lonnie Barron, Wilf Carter, Charlie Walker, Audrey Williams, Freddie Hart, Justin Tubbs, Jimmie Rodgers Show, Dave Rich, Jim Wilson, Charline Arthur, Skeets Yaney and Linda Flannagan. A number of other artists are expected to attend the celebration.

Program Schedule

Friday, May 25

Registration, 8 a.m. to 12 p.m., at the Lamar Hotel, convention headquarters.

9 p.m. to 12 p.m.: Dance at Key Field, with R. D. Hendon and band, the Texas Troubadours, and the Rainbow Ranch Boys, plus names in the country music field. American Legion, sponsor.

Saturday, May 26

10 a.m.: Parade, featuring floats sponsored by firms and individuals, and marching units from schools.

2 p.m.: Memorial Service and Ground Breaking.

4:5:30 p.m.: Mrs. Jimmie Rodgers Reception.

7 p.m.: Stageshow, including network broadcast of "Grand Ole Opry."

11 p.m.: Open House Reception given by Ernest Tubbs and Hank Snow to attending artists, deejays, radio and press.

12 p.m.-1 a.m.: Remote broadcast to WSM of the "Ernest Tubbs Midnight Jamboree."

Cap Execs to Make Biz Trek

HOLLYWOOD—Francis Scott, Capitol Records album repertoire chief, along with classical a.&c.r. Producer Dick Jones are slated to join Capitol President Glenn Wallichs and manufacturing Vice-President Jim Bayless in business treks abroad next month.

Scott will attend a series of meetings with EMI repertoire men in London, and will be joined there by Jones following discussions by him in Spain with Frank Sinatra.

The addition of two of the firm's album executives to the London meetings with EMI toppers, heightened speculation that the parent company's HMV pact with RCA Victor would shortly be dispensed with. Capitol is certain to acquire the entire HMV catalog for distribution in this country, though no financial determination has as yet been made in this respect.

On another front, Capitol administrative Vice-President Dan Bonbright last week named Tad Margolis, formerly of the Rohr Aircraft Corporation, to the post of executive staff analyst, with duties including special staff assignments from Bonbright.

Distributors Pay Scale

• Continued from page 13

are valued highly here, and the distributors look upon the transaction as a smart promotional move.

Forbes Distributors paid Cathy Carr scale to appear at one of Jay Michaels (WCAE) hops here recently, and Standard came thru with a check for the Hilltoppers to guest at another Michaels dance a couple of weeks ago. In accordance with AGVA's new requirements, the distributors also arranged for the bookings to go thru an accredited local agent, Don DeCarlo, with a check going to the artist in advance of the hop.

Pittsburgh is just about the "happiest" city in the country right now (Michaels stages seven a week, Barry Kaye, WJAS, does around 60 via tape, etc.) Some traders opine the distributors may be creating a Frankenstein, in that what one jock gets the other usually wants, and even at scale that could add up to plenty of cash.

Local night club operators are frankly unhappy over the situation, since it was their squawks that originally sparked AGVA's city-wide crackdown on gratis appearances by record artists (making local club engagements) at deejay hops—the nitery men contending that these guest shots cut down on club attendance. Michaels, for instance, draws around 2,000 people at his Thursday night dances.

In addition to Michaels and Kaye, other Pittsburgh jocks active in the record field include Art Pallan, KDKA; Al Nobel, KQV; Jim Williams, WWSW; Bill Powell, WILY, and P. Chedwick, WHOD.

Disk Names Top 'Alley' Kick-Off

NEW YORK—Broadway's new nitery Tin Pan Alley will kick off its first two weeks with 12 top disk names booked in succession on a nightly basis, starting opening night Friday (25).

The line-up includes Pat Boone, May 25; Joni James, 26; Tony Bennett, 27; Johnny Desmond, 28; Mills Brothers, 30; Alan Dale, 31; Dream Weavers, June 1, Georgia Gibbs, 2; Cathy Carr and Bob Manning, 3; Jerry Vale, 5; a repeat, 6, and the Rover Boys, 7.

The nitery will also spotlight dance music provided nightly by Jimmy Sedlar's band and Bob Walter's orchestra, which will play the show. Sedlar's aggregation includes canary Judy Gaye and a vocal group. A nightly deejay show, originating from the club's lobby, will be carried over WAAT from midnight to 1 a.m.

In keeping with the club's policy of catering to the Brill Building and record fans in general, Sedlar will feature a special book tagged "Best of Tin Pan Alley," made up of best selling tunes—past and present. A piano will be stationed in the lobby so that visiting songwriters may perform their own tunes on the WAAT remote.

The club, designed to cater to youngsters on a small entertainment budget, will have no minimum and a food and drink price range from 25 cents to 75 cents per item, with beer the only alcoholic beverage sold.

M-G-M Pacts Four Artists

NEW YORK—M-G-M Records has signed Dean Jones, star of the upcoming M-G-M flick, "Tea and Sympathy," to a disk pact. Other new entries in the diskery's stable of artists include pianist Luther Henderson; Fred Wamble, a country singer who operates as a jockey in Montgomery, Ala., and Andy Starr, billed as the label's answer to Elvis Presley.

Hypo for European Market

• Continued from page 13

the most diversified line physically. This outfit mails 10's and 12's and also 45 r.p.m. EP's. It recently introduced its own patented eight-inch 33 1/2 r.p.m. LP, which carries 11 minutes per side, and sells for about \$1.45, the same price as the EP's.

Price Attraction

Each of the Vox outfits issues 24 12-inch classical LP's per year, and all of the monthly issues remain in the catalog, available to purchasers at any time. The main attraction is price, and bonus disks are rarely a part of the deal. The Ring publishes a big, general music magazine each month, which is mailed free to club subscribers. Occasionally, a club will offer a free disk to new members, and some will offer a free disk for every two new members enrolled by a current subscriber. The book club will sometimes offer a "pre-publication" special — a 12-inch platter for \$1.50 to members.

One successful gimmick has been a special payment plan: A member may agree to take four records a year, for \$15. His payments then are made in 12 monthly installments.

Concert Hall, with its Musical Masterpieces Society, Opera Society and Jazztone, is operating in virtually all European countries, but its biggest operation is in West Germany. Its per-disk prices are \$3 for 10-inch and \$4 for 12-inch, but according to company exec Sam Josefowitz, price is not the sole selling factor. "Pre-selection advice is what many of the buyers are looking for," he told The Billboard. The clubs, in their mail campaigns, have sold the members on their ability to pick proper material for them. Josefowitz also pointed out that most of the artists featured by the clubs are big names in Europe, altho many of them have been new to American buyers. There isn't the same persistent demand for a Toscanini or a Heifetz that there is here.

Concert Hall's disks, incidentally, are also sold by many retailers.

Music Treasures, a wing of the Sutliff-Stevenson operation in the States, which also runs Children's Record Guild, Young People's Records and American Recording Society, recently opened up a Classic Platter Club in Germany and Switzerland, and in Austria under a different name. So far, all records of this club have been pressed in America and exported. In American money, they sell there for \$3.79 and \$2.85—slightly less in Switzerland.

In France, Vox is committed strictly to the retailers, but the Concert Hall group and at least three other domestic clubs are in active operation. In Italy, Concert Hall has one domestic competitor. In Holland, Concert Hall originally launched its Musical Masterpieces line in the retail shops. Since going into the club business there, the outfit insists that its retail sales have increased substantially.

Concert Hall varies its operation in each country. Many of its disks are pressed in the States. Some are made in one European country and shipped into another. In some countries, the outfit simply supplies the disks to a local mail order promoter, in others it maintains its own organization.

Eyes on England

All of the clubs have been eying Great Britain, but so far only the domestic World Record Club, a limited operation, has made the try. This set-up, run by Norman Lonsdale, gets some of its masters from Eli Oberstein. The problems that have to be licked there include the currency situation, restrictive postal regulations, the high cost of pressings, and what several clubmen have described as the "mental attitude" of the public, which is opposed to anything as

"reckless" as mail-order purchasing.

The clubs are unanimous in their feeling that they have created thousands of new record buyers thru their persistent pitches in magazines, newspapers and via direct mail circularization. Directly, they believe, they have stimulated a new interest in good sound which bodes well for the phonograph industry. The European public is only now becoming high-fidelity conscious.

With all of this, the traders are predicting that the European record business, for clubs and retailers alike, will increase substantially in the next year.

Cap's New Faces

• Continued from page 13

few releases to their credit at this writing.

It's an open secret that Capitol has been anxiously trying to sign a girl singer to take up the gap left when Kay Starr exited and signed with RCA Victor. Despite numerous attempts with both newcomers and veteran names, the company hasn't enjoyed a success similar to that which Kay Starr accounted for, tho they have unquestionably managed to do very well without a female vocalist. Such artists as Les Baxter, Nelson Riddle, Frank Sinatra and Nat Cole have repeated with hits time and again to more than make up for the absence of a girl singer.

Capitol has been reported close to signing a number of important girl singers recently, among them Doris Day, who recently renewed with Columbia. Latest report is that Capitol and Rosemary Clooney might get together, with Miss Clooney's contract due to expire shortly.

Many Vets Signed

The influx of music business veterans from other labels is to the credit of Capitol since it indicates a growing faith and trust placed by artists in the young diskery. Included among the lesser known Cap artists inked within the last year are Carole Bennett, Frank Brown, Bert Convy (latter with the Cheers), Freddie Frank, Eddy Akridge, Bernice Gooden, Hazel Houser, the Jumping Jacks, Madam Agi Jambor, the Jodimars, Tommy Leonetti, Kathy Lloyd, Meg Myles, Bob Roubian, Lonnie Sattin, Dakota Staton and Anita Tucker.

All indications point to a continued swell of talent at Capitol, with a constant weeding out of artists who cannot make the grade and retention of those who can. The heavy talent roster carried by the company has often given rise to speculation that Capitol might start a subsidiary label, the latter thus far proven to be inaccurate with Cap execs vehemently declaring that no such plans are contemplated.

Sheldon Music

• Continued from page 13

push the Freed material thru record rack jobbers as well.

Instrumental arrangements will be grouped under the head, "Alan Freed Presents the Big Beat," which presumably will pack appeal, even if the term "rock 'n' roll" should one day lose its luster. It's considered possible that Freed and Sheldon will find a way of tying his Coral band recordings into a package with arrangements for school bands or dance units.

This deal can boost Freed's stock abroad. Sheldon's deal includes world rights, and the outfit is represented in Europe by Chappell. With rock and roll scheduled to invade the Continent this fall, anything is possible.

CATCHING ON

LIKE WILDFIRE!

Marie KNIGHT

SINGS

"Tell Me
Why"

COUPLED WITH

"AS LONG
AS I LOVE"

WING 90069



WING RECORDS

A SUBSIDIARY OF MERCURY RECORD CORPORATION

THE POOR PEOPLE OF PARIS

(Jean's Song)

* Recorded by:

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

*Records listed alphabetically by companies.

REG. CONNELLY MUSIC, INC.

Inspired by The M-G-M Film Production "GABY"

GABY

LEO FEIST, INC.

GIVE TO DAMON RUNYON CANCER FUND

Mercury 1-Cent Sale Plan

Continued from page 12

coupons (in books of 20) for a small fee from his local distributor. The three LP's involved per coupon are to be drawn from the dealer's stock. After the customer has redeemed his coupon and completed the three-LP purchase, the dealer forwards the coupon to the distributor with an order for three records, but is only billed for two.

The dealer, allegedly can't lose under the plan, since he isn't required to purchase a minimum amount of coupons and, according to Mercury, will be able to hold his gross profit to 36 per cent. The dealer also is assured that the coupon must be redeemed at his store (dealer retains one portion of the coupon, with customer's name and address). Dealers will be given full credit for coupons returned by August 10, and in case some customers don't redeem their coupons before the deadline, Mercury will refund the small fee on receipt of the dealer portion of the unused coupon stub.

In order to facilitate stocking of Mercury LP's for the plan, the label is offering shipments on a 60-day deferment basis during June and July. Mercury distributors will handle the coupon premium-exchange in a similar manner buying books of coupons from the label, etc.

Altho the possibility obviously exists that a dealer might issue coupons on sales of LP's other than Mercury, Treasurer Irwin Steinberg, who presented the 1-cent premium sales plan at the distributor meeting here, said the label is banking on the "integrity of the dealer." RCA Victor reportedly ran into a few cases, where dealers were issuing the label's save-on-records coupons with purchases of other companies' LP's.

Mercury is kicking off the 1-cent premium sales plan with an extensive national advertising and promotional campaign. The plan will be set forth in detail by Mercury execs Friday in Chicago at a meeting of the label's Midwest and Western distributors and salesmen, following which a series of dealer meetings will be held by the distributors in their own territories.

More than 60 sales staffers and distributors attended the Friday meeting here. The label's president, Irving Green, reviewed important changes in the industry, emphasizing the current sales shift to package goods, and predicting a \$400,000,000 gross for the industry by 1960.

Also on the speaker-roster were veepee-artist and repertoire chief, Art Talmadge, who introduced Mercury's package goods program (The Billboard, May 19) sales veepee Morris Price; Peter Fabri, head of Mercury's new merchandising program; Wilma Cozart, classical a.&r. director; Jim McCormack, art director; Kenny Myers promotion manager; Joe Martin, rack jobber exec, and Bob Shad, jazz and r.&b. a.&r. chief.

Warner Sale

Continued from page 12

vs. Bourne action in the New York courts.

Potential Buyers

Potential buyers mentioned include present Warner Bros. topper Herman Starr, who it has been said would be in a position to head a syndicate for such a purchase. Another name mentioned includes Decca Records-Universal International Studios, largely because of the close relationship between Serge Semenenko, who bought the Warner studio assets last week, and Milton Rackmil, president of Decca-U-I. Semenenko, thru the First National Bank of Boston, originally loaned Decca some \$5 million and later was influential in Decca's purchase of U-I stock and the eventual control of the latter studio.

Conversely, other reports point out that few people including Herman Starr actually know what course of action is to be taken until such time as Si Fabian, who has been named to head the Warner Bros. studio operation, determines whether or not to accept the post and divest himself of his theater interests as suggested by the Justice Department.

Sale Logical

The sale of the Warner music firms is logical according to reliable sources here, on the premise that the Semenenko group would recoup their entire investment, later approximately \$25 million, by disposing of Music Publishers' Holding Corporation at an estimated \$10 million or more and the sale of Warner theater assets in England.

A definite course of action remains to be charted at RKO where no studio owned music publishing company exists. As yet the studio hadn't demanded that writers put their film music product into the RKO-Unique music publishing subsidiary, with writers apparently enjoying the liberty of taking their music to publishers of their own choice.

Mills Music definitely has no further contractual agreement with RKO, altho it has been determined that General Teleradio execs did sound out Mills toppers on a buy-out proposal some time ago.

summer sampler now being issued (see story in Summer Merchandising section, this issue) figures to keep the label perking plenty during the summer kick-off period.

Columbia is also looking to the current seven-inch LP disk pressed for a special Gillette Razor offer (The Billboard, May 12) to be a happy promotion item in its own right. The disk, featuring excerpts from the "Great Moments in Sports" LP, is being offered as a Father's Day premium free with a new Gillette Razor kit. If those father's have any sport interest at all, label execs figure, they'll come in to the nearest record store to pick up the full "Sport" package, and maybe buy some other merchandise as well.

CARL PERKIN'S SMASH!

BLUE SUEDE SHOES

- * Recorded by:
- BOB ROUBIAN & CLIFFIE STONE Capitol
 - SID KING Columbia
 - LAWRENCE WELK Coral
 - ROY HALL Decca
 - JIM LOWE Dot
 - BOYD BENNETT King
 - SAM TAYLOR M-G-M
 - JERRY MERCER Mercury
 - CARL PERKINS Sun
 - PEE WEE KING Victor
 - ELVIS PRESLEY (album) ... Victor

*Records listed alphabetically by companies.

HI LO MUSIC, INC.

HILL & RANGE SONGS, INC.

The everglowing standard

MOONGLOW

Sensationally featured in the Columbia Picture "Picnic"

MILLS MUSIC, INC.

- Watching the World Go By
 - Ticky-Ticky-Tic
 - Bonjour Paris
 - Who's Gonna Take You to the Prom
 - While the City Sleeps
 - Maruzella
- Bourne, Inc. 136 W. 52nd St. N.Y.C., N.Y.

Once Heard, Never Forgotten

Heart of Paris

Recorded by: DON COSTA on Am-Far, EDDIE BARCLAY on Mercury, RICHARD MALTEY on Vik, ROBERT CLARY on Epic and more on the way.

B. F. WOOD Inc. 1619 Bway. NYC

"RATTLE MY BONES"

JODIMARS

Capitol 3436

MYERS MUSIC, INC. 122 N. 12th St., Philadelphia 7, Pa.

"IT ONLY HURTS FOR A LITTLE WHILE"

The Ames Bros. R.C.A. 47-6481

Advanced Music Corp.

Another Smash!

JOHN HENRY

(By Merle Travis)

"Tenn." ERNIE FORD Capitol #3421

AMERICAN MUSIC, INC. 9109 Sunset Blvd., Hollywood, Calif.

"HOOK, LINE AND SINKER"

as recorded by JERRY TYFER

Wing 90061

Valleybrook PUBLICATIONS INC. 112 E. 5th Street CHESTER, PENNA.

BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

| | Billboard | Cash Box | Variety |
|---|----------------|---------------------|-----------|
| THE BIG BIG LADDER (George George) NICK NOBLE (Mercury) | 77 (Good) | Best Bet | Good |
| FOOL OF THE YEAR (Gil) GEORGIA GIBBS (Mercury) | 78 (Good) | Disk of the week | Best Bet |
| THE GIRL OF MY DREAMS (Modern-Roosevelt) | | Sleeper of the week | Very Good |
| THE FOUR LOVERS (Victor) | 75 (Good) | R&B | |
| THE CLIQUES (Modern) | Best Buy | Sure Shot | |
| GRADUATION DAY (Sheldon) | | | Best Bet |
| THE ROVER BOYS (ABC-Paramount) | Best Buy | Sure Shot | |
| THE FOUR FRESHMEN (Capitol) | 77 (Good) | Sure Shot | |
| HONEY LOVE (Progressive) | 81 (Excellent) | Sleeper of the week | |
| THE FOUR LOVERS (Victor) | | | |
| HOT AND COLD RUNNING TEARS (Maggie) | | Disk of the week | Best Bet |
| SARAH VAUGHAN (Mercury) | Spotlight | | |
| I'M IN LOVE AGAIN (Reeve) | | Disk of the week | |
| FONTANE SISTERS (Dot) | Spotlight | R&B | |
| FATS DOMINO (Imperial) | Best Buy | Sure Shot | |
| JOHN HENRY (American) | | Disk of the week | |
| "TENNESSEE" ERNIE FORD (Capitol) | Spotlight | Disk of the week | |
| LONNIE DONEGAN (London) | | Disk of the week | |
| KISS ME ANOTHER (E. B. Marks) | | | Very Good |
| GEORGIA GIBBS (Mercury) | Best Buy | Sure Shot | |
| LOST IN THE SHUFFLE (Robert Mellin) | | Disk of the week | Very Good |
| JAYE P. MORGAN (Victor) | 76 (Good) | | |
| LUCKY PIERRE (Zodiac) | | B (Very Good) | Excellent |
| JOE "FINGERS" CARR (Capitol) | 74 (Good) | | |
| OLD ENOUGH (Celebrity) | | B (Very Good) | |
| MARGARET WHITING (Capitol) | Spotlight | | |
| PLEASE DON'T LEAVE ME (Commodore) | | Sleeper of the week | |
| THE FOUR LOVERS (Victor) | 81 (Excellent) | | |
| RIGHT NOW, RIGHT NOW (Sylvia) | | Best Bet | |
| ALAN FREED BAND (Coral) | Spotlight | | |
| THE ROCK 'N ROLL EXPRESS (Danby) | | Disk of the week | |
| VAUGHN MONROE (Victor) | 79 (Good) | | |
| SHE LOVES ME, SHE LOVES ME NOT (BMI) | | Best Bet | Good |
| NICK NOBLE (Mercury) | 78 (Good) | | |
| YOU'RE THE APPLE OF MY EYE (Shalimar) | | Sleeper of the week | Best Bet |
| THE FOUR LOVERS (Victor) | 76 (Good) | | |

Col's Buy Pkg.

Continued from page 13

fic with its June monthly counter selection, a performance of the Rachmaninoff Piano Concerto No. 2, by pianist Eugene Istomin, also with the Philadelphia Orchestra. The June pop selection is another likely entry, Michel LeGrand's "Castles in Spain" album, which will be tied in with additional plugging on three previous LeGrande packages. These packages, linked with the colorful pop

Number of Releases This Week

| Label | Pop | C&W | R&B |
|---------------|-----|-----|-----|
| ABC-PARAMOUNT | 2 | — | — |
| ACCENT | 1 | — | — |
| ATLANTIC | — | — | 2 |
| ATLAS | — | — | 1 |
| BARCLAY | 1 | — | — |
| BUDDY | 1 | — | — |
| CADENCE | 2 | — | — |
| CAPITOL | 4 | 3 | — |
| CHECKER | — | — | 1 |
| CHESS | — | — | 1 |
| COLUMBIA | 1 | 3 | — |
| CORAL | 3 | — | — |
| DECCA | 3 | 1 | — |
| EPIC | 1 | — | — |
| ERA | 1 | — | — |
| EVENT | — | 1 | — |
| FIESTA | 3 | — | — |
| FOUR STAR | — | 1 | — |
| GRAND | 1 | — | 1 |
| HARMAD | 2 | — | — |
| HIGH TIME | — | 1 | — |
| IMPERIAL | — | — | 2 |
| INTRASTATE | — | 1 | — |
| JUBILEE | 1 | — | — |
| KING | 2 | — | — |
| LIBERTY | 1 | — | — |
| MAR-VEL | — | 2 | — |
| MCI | — | 1 | — |
| MELBA | — | — | 1 |
| MERCURY | 2 | 2 | — |
| METEOR | — | 2 | — |
| M-G-M | — | 1 | — |
| MIDDLE-TONE | 1 | — | 2 |
| REAL | 1 | — | — |
| RKO-UNIQUE | 4 | — | — |
| SARG | — | 1 | — |
| SAVOY | — | — | 1 |
| SPECIALTY | — | — | 2 |
| STARDAY | — | 1 | — |
| UTOPIA | 1 | — | — |
| VEE-JAY | — | — | 1 |
| VERVE | 3 | — | — |
| VICTOR | 8 | 3 | — |
| VIK | 1 | — | — |
| VITA | — | — | 1 |
| TOTAL | 51 | 24 | 16 |

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PATTI PAGE



"ALLEGHENY MOON"

A WONDERFUL, WONDERFUL WALTZ BY THE SINGING RAGE

COUPLED WITH

"The Strangest Romance"

MERCURY 70878



CHICAGO 1, ILLINOIS

RECORDS—PHONOS—RADIOS

summer merchandising section

Album Push Is Dealers' Answer To Traditional Dog-Day Slump

Foresighted Retailers Plan Sales
Tie-Ups to Combat Summer Doldrums

By REN GREVATT

Packaged records shape up as the kicker behind practically all dealer promotion planning as they gear up to battle the 1956 version of the traditional summer slump. That's the impression gained from numerous contacts made with representative dealers last week in key markets of the nation.

With the slump reportedly taking hold at the single record level even earlier than usual, dealers are placing their hopes on a continuing high plateau of album sales as the one factor that may bail them out of an otherwise soft spot in the annual sales activity.

Another point that looms clearly is the fact that Columbia Records has made significant strides in erasing dealer ill-will, originally generated by the label's mail-order club operation. The smoothing over is directly traceable to the label's \$2.98, "Buy of the Month" plan. In many cases, dealers reported the cut-price monthly specials as a highly successful traffic builder already, and one which they expected to continue its beneficial effect right thru the doldrum months directly ahead.

Dealers, however, are not counting on Columbia's "Buy of the Month," or RCA Victor's "Save on Records" coupon plan, to do all their customer wooing for them. At least, a portion of retailers are not throwing the towel in, but are going to some lengths to get the buyers into the store in the hot months ahead.

C. of C. Tie-up

Graymat Music, of Morristown, New Jersey, for example, ties in with two separate Chamber of Commerce inspired sales festivals

in June and August, in a move calculated to keep up the level of all retail activity in the town. The Chamber assesses each merchant a participation fee for the promotion, based on each store's front footage and its location in primary or secondary business zones.

Graymat's fee runs to about \$20. Word of the festival is spread thru-out the trading area via saturation spot buying on WMTR, local radio station, heavy advertising in the local newspaper and a free-distribution shopping guide. Feature of the festival is an across-the-board slice of 20 per cent on all merchandise and this is carried out in the Graymat store on all disks in stock. Store management says volume goes substantially up during the sale, and that many new customers are made who help make the festivals of long-term value by follow-up visits to the store.

The Archie Bleyer Record Center in Hempstead, N. Y., is kicking

off a special push on the Dictograph hi-fi line via a mailing to its customer list of better than 8,000 names. A free record, specially cut for Dictograph from the SAC Capitol series, is offered with each of the units.

The Bleyer store also has a June sale in the works and deals are reportedly being worked out for personal appearances by disk artists in the store, in conjunction with the sale. Another angle to be promoted with the sale is the store's personal delivery service on any size purchase, one of the few services of its kind known to exist in the retail record field.

National Music Store in Montclair, N. J., highlights the increasing emphasis on album material. The store management has worked out plans to increase packaged record display space, starting early in June. Another traffic builder for June will be a special rack set up to display packaged items.

(Continued on page 24)

Diskeries Figure LP's the Lure For Dealers' Summer Bait-Casting

Major record labels, almost without exception, now have in the works or will shortly break substantial merchandising efforts in order to lick the traditional summer slump.

Moving directly with the unmistakable trend toward greater-than-ever proportions of packaged disk sales, the record companies are placing their chips on the most

likely slump-busters, albums. Volume of album releases about to be pumped out, shapes up as nearly the equal of release schedules in normally heavy sales months.

In most cases, it's indicated that singles will hold close to normal summer release patterns. One firm, in fact, plans a marked decrease in single disks during the summer period, but will give the singles heavier promotion.

The proven sales potential of albums, however, opens new vistas of summer business for diskeries large and small. There are bigger-than-ever opportunities to cash in on the magic of album cover appeal, and labels are planning on just that, with much artwork now on the drawing boards and in the field keyed to themes of vacations, holidays and how to keep "cool."

RCA Victor broke its "Save on Records" coupon plan last April with one eye peeled on July as the month for its first free record bonus. Customers can be expected to visit stores where they originally bought their coupon books during that month to pick up the gratis disks. Knowing that increased store traffic can be expected, Victor is prepping what it calls a choice package of new albums for June release, albums which will be on dealers' shelves during the July "bonus record" month.

Gearing the release to a youthful pitch, the label is bringing out

new 12-inch disks by Tony Martin, Harry Belafonte, the Three Suns, Bobby Dukoff, Tony Scott, the Ames Brothers, Tito Puente and Max Steiner. Other features include a two LP Limited Edition package of Tommy Dorsey Catalog material, a new Elvis Presley EP and a package by the Symphonic Gypsies entitled "Strictly From Hungary."

As a late summer hypo to bolster business, Victor will convert 32 of its best selling 10-inch pop album catalog items highlighting top past and present artists, into 12-inch packages. Release of the converted sets will be in August.

Current release of the "Picnic" album, not related to the motion picture of the same name, but carrying Boston Pops catalog selections, is an example of the focus on the holiday and outdoor theme.

Columbia Sampler

Tying in with its two class "Buy of the Month" entries (Michel Legrand's "Castles in Spain" and the "Rachmaninoff Second Piano Concerto" featuring pianist Eugene Istomin with Eugene Ormandy and the Philadelphia Orchestra) for June, Columbia Records has set a sampler LP with unusually heavy appeal potential.

The sampler disk features a dozen top artists with present or former ties with the label. Line-up

(Continued on page 22)

EDITORIAL

Forecasts early this year predicted that the record industry in 1956 would experience the best dollar volume in its history. According to all indications the first five months of the year have borne out this early promise. Packaged merchandise has taken hold as never before. On the manufacturing level the output of quality product has held to a tremendous pace. On the dealer-consumer level the acceptance has been broad. In the equipment field, a similar situation exists. Each of the interdependent industries records and equipment has contributed to the success of the other.

The summer months ahead are crucial. It may well be that dealers, manufacturers and distributors will come thru the traditionally dull

period in splendid economic condition. Traffic stimulators—the samplers, coupon plans, buy-of-the-month, etc., have proven effective. Promotional plans have crystallized. Teamwork between the manufacturer and dealer levels is essential, in order that the industry might reap the fullest advantage of the upcoming sales drive. No dealer should overload his inventory. But, dealers with foresight and courage may well take advantage of many generous manufacturer-sponsored plans. The prospects of continued high dollar volume are bright.

The record industry has long sought to flatten out the year's economic peaks and valleys. Achievement of this aim was never nearer.

DOLDRUM CONSCIOUS

Phono & Radio Firms Plot Sales Boosts

Phonograph and radio equipment manufacturers, with record increases in first quarter sales figures already chalked up, are setting their sights on a variety of ways to handle the traditional summer slack period.

One of the most active firms in the coming months will be the V-M Corporation, which has just introduced two new portable phonos, one a hi-fi unit, designed to sell in the upcoming graduation market. V-M will also continue to push hard on its recently inaugurated "Teen Time" portable program. On this low-cost phono, the pitch is keyed to the juvenile element.

Part of the display is a counter card and a package of forms promoting the top 10 tunes of the week. Slogan is "The Top 10 Sound Better on V-M." Another tie-in with the plan is the "learn to dance" mambo and jitterbug pocket, flip-over movie set.

Westinghouse is one of the firms keying current merchandising to

radio sets. The "Shower of Gifts" summer promotion runs from now thru July. Part of the deal, which includes distributor prize awards, brings a special display stand for dealers with the purchase of any 12 radios.

Du Mont will break a new line of radios and phonographs June 13 in Atlantic City, New Orleans and San Francisco. Up till now, Du Mont has had one console phono and one radio-phono combination. For summer business, the firm is introducing its first portable radio and the new line will be further expanded to five table-model radios and three hi-fi sets.

At CBS Columbia, two successful spring merchandising efforts will be continued into the summer to catch the graduation and wedding gift business. With the purchase of a Model 360 table phono, the customer gets a matching table. With a portable model phono a matching record carrying case is offered. A new line of phonos is now in the works, but no presentation date has yet been set.

Altho details could not be confirmed, it is understood that RCA Victor has a complete new line of hi-fi equipment which will be broken at the firm's upcoming sales conclave in Miami. A special player promotion is also in the works in an attempt to maintain summer sales levels.

Following release of considerable amounts of stereophonic tape, tradesters close to Victor definitely indicate the company will unveil its first stereophonic tape playing equipment at the Miami meetings.

Crescent Industries will continue featuring several special customer lures right into the summer. With the Model A699 table phono unit, a metal chairside table is offered and the phono itself is equipped with a Dutch-imported Ronnette "tropic-powered" cartridge, designed for warm-weather use.

Dealers can also get in on the Crescent "Lucky Seven" deal. With the purchase of seven Model 642 phonos, retailers can get eight albums of 78 r.p.m. Mercury records in hard library covers, a retail value of \$4.89 each. The albums are shipped to dealers in packs of eight and one is offered free by the dealer to each buyer of the phono. Another offer which, like the other, will remain effective till July 23, is five pop 45 r.p.m. records free with the purchase of each portable 45 r.p.m. player.

Philco, which brought out new hi-fi units in April, will continue its free diamond needle deal for purchasers of hi-fi players thru the end of June. At that time, new models are to be introduced at a meeting of distributors.

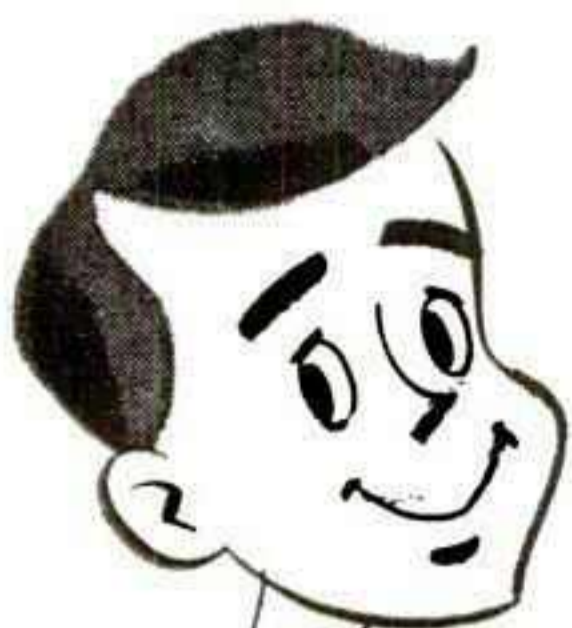
Currently, Motorola business in

(Continued on page 24)



Cook Laboratories are pushing a series of LP disks featuring steel band and oil-drum music known as "The Caribbean Series." The diskery set up this sample window display to promote the series in the Phonograph Shop, Stamford, Conn. Cook spokesmen indicate that consignments can be made for some stores to cover full-blown window spreads.

You Wonderful V-M Dealers...



V-M SALES ARE SIZZLING You V-M dealers are terrific! Your sizzling-hot phonograph and tape-o-matic® sales performance almost buried our production facilities. Thanks . . . for a stupendous selling job!

V-M PRODUCTION SETS NEW RECORDS First quarter shipments of V-M products were up as much as 65% over '55 . . . an all-time boom year. Even this rapid rise in production was overshadowed by your avalanche of orders.

UNPRECEDENTED DEMAND FOR V-M PRODUCTS V-M underestimated the de-

mand on many models. It seemed like the Christmas rush all over again. But now our production is "super-g geared" to meet this overwhelming and unprecedented demand for V-M products. Production schedules have been doubled and redoubled!

JUST PROFITS AND MORE PROFITS . . . FOR V-M DEALERS We don't have to tell you V-M Dealers what this terrific consumer demand means to you. Just a pocket full of profits, that's all . . . and far more profits in the future. As you know, it pays to push the products the customer wants . . . V-M.



V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS



6 "RED-HOT" REASONS FOR ZOOMING V-M SALES

Reason No. 1 . . . 'Fidelis'® Table Model. America's most sensational seller! The only phonograph in its price range with tone-o-matic®; exclusive 'Super-Fidelis' changer with Siesta-Matic; and many other "Most-Wanted" features. Blonde or Mahogany, Model 560, \$149.50* list. Also Walnut or Ebony finish.

Reason No. 2 . . . V-M tape-o-matic Tape Recorders. In a class by themselves! V-M offers the only tape recorder in its price field with BINAURAL PLAYBACK! And it has many features not found on recorders costing considerably more. It's the one quality tape recorder built specifically to tap the mass market . . . that means profits, profits and more profits! Model 711, with binaural playback, \$209.95* list.

Reason No. 3 . . . V-M High Fidelity Portable Phonograph. Flash out in front of the hi-fi portable parade! Profit with V-M's authentic high-fidelity; 4-speed 'Super-Fidelis' changer with Siesta-Matic; tone-o-matic; and a host of other "Parade-Leader" features. Model 556, \$119.95* list.

Reason No. 4 . . . V-M 'Teentime' 4S Automatic Portable. There're profits galore in the "pops" market. And 'Teentime' paces the "pops" . . . beauty, sturdy construction, front-opening speaker plus that "sweet-and-low" price tag! Terrific for turnover and profits! Model 625, only \$39.95* list.

Reason No. 5 . . . V-M 'Playtime' 4-Speed Portable. Smashing choice for the "youth" market . . . only front-opening speaker at this low price; all steel base plate; "built-to-take-it" case; smart two-tone styling. Model 210, \$29.95* list.

Reason No. 6 . . . V-M 'Fidelis' Console Phonograph. You can dominate the console high fidelity market with the fabulous 'Fidelis'. By far the most outstanding in its price class . . . your customer wants 'Super-Fidelis' changer with sensational Siesta-Matic, tone-o-matic, tri-o-matic® spindle, authentic high fidelity reproduction . . . and all the other famous V-M 'Fidelis' features. Model 565, Blonde or Mahogany only \$199.95* list. Walnut a bit more. *Slightly higher in the West.

profit pick of the month!

4 Hits from Broadway's Biggest Show...only 79¢



At the price, this instrumental record of four hit numbers from "My Fair Lady" is sure to be the most attractive buy in the store! Includes: On the Street Where You Live, I've Grown Accustomed to Her Face, I Could Have Danced All Night and Show Me. Feature it where every customer can see it! Watch it sell! In magnificent "New Orthophonic" High Fidelity sound, featuring the Domenico Savino Orch. 45 EP (CAE-357) 79¢

big name recordings at 1/2 the big name price

\$1.98 for each 12" Long Play

GLADYS SWARTHOUT
Sings your favorites
One of the great voices of our time sings all-time hits in "Plus Fidelity" sound. 12" Long Play (CAL-280) \$1.98

DAVID WHITEHALL conducting
The Symphony Orchestra of Rome
DAVID WHITEHALL conducting the Symphony Orchestra of Rome
Symphony in a high fidelity tour composed by Savino. 12" Long Play (CAL-298) \$1.98

Music for Organ
by CESAR FRANCK
CHARLES M. COURBOIN Organist
Organist of St. Patrick's Cathedral, N. Y., in an album of special interest to collectors. 12" Long Play (CAL-285) \$1.98

79¢ for each 45 EP

Miliza Korjus
SINGS SELECTIONS FROM
THE GREAT WALTZ
and others
Brilliant coloratura in a 4-selection tie-in with MGM's re-release of "The Great Waltz." 45 EP (CAE-317) 79¢

the Wayne King Style
4 standards by the waltz king. When I Lost You, I'll Be With You in Apple Blossom Time, others. 45 EP (CAE-327) 79¢

TODAY'S HITS
79¢
BOB CARROLL EARL SHELDON AND HIS ORCHESTRA
I'll Be Home, Ivory Tower, Held For Questioning, To You My Love. Bob Carroll with Orch. 45 EP (CAE-331) 79¢



Order through your RCA Victor Record Distributor NOW.

Nationally Advertised Prices—Optional

Diskeries Figure LP's the Lure

Continued from page 20

includes Andre Kostelanetz, Percy Faith, Louis Armstrong, Sammy Kaye, Les Elgart, Erroll Garner, Frankie Laine, Buck Clayton and Frank Sinatra, among others. The sampler has a list price of \$1.49 with the dealer's price of \$1.04. The package has a die-cut cover thru which appears the cover illustration of a booklet carrying a listing of the entire Columbia 500 series. One hundred album covers are illustrated in full color with the balance of listings bringing the total to about 350.

The sampler album carries the title, "Having Wonderful Time, Wish You Would Hear," which keys it closely to summer buying. An almost complete change in dealer display material is accompanying release of the sampler. Between this release and the two June "Buy-of-the-Month" items, the label expects to rack up retail sales of close to \$1,250,000 in June.

Another June release viewed as a major item at Columbia is the original cast album for the Broadway smash, "The Most Happy Fella." The diskery has recorded the entire show for release on a three LP package to list at \$14.98. A separate single LP package will carry highlights of the show.

Releasing of the LeGrande LP, Columbia execs believe, will kick up addition action on the French artist's three previous albums, "I Love Paris," "Vienna Holiday" and "Holiday in Rome" and additional promotion will back this effort. Pianist Istomin gets a special send-off as a new Columbia artist via the "Buy-of-the-Month" disk release.

Altho Decca Records has not set up any new summer promotions, the label expects continued good returns from current efforts on its "Holiday" series. The company now has 15 albums on the market in its "Holiday" set, including six new packages released last week (The Billboard, May 12). With a special jockey sampler and dealer window display contest and heavy consumer mag schedules, it's expected that sales momentum will carry on well into July.

Welk Package

Coral Records has readied a new Lawrence Welk package for a heavy June push. The set consists of two LP, one of current pop hits and the other 12 medleys consisting of 36 danceable tunes. Third unit is an EP of hits from "My Fair Lady." Backing the releases will be dealer material consisting of glossy photos of all Welk performers; two streamers, one listing new numbers and the other carrying the catalog items in the set, and easels with dummy album covers. A dealer window contest is also in the works.

No cut-price sales or gimmicks of any kind are planned by Coral or the parent company, Decca, a company spokesman said.

Capitol Records carried 28 new albums in its May-June release (The Billboard, April 21) and altho the label plans no discounts or samplers in connection with the set, greater use of window display and in-store material is being pushed.

Capitol Display

Basic Capitol display has three new units which carry photo reproductions of the various covers. These are elaborate and formerly were sold to dealers. Now, however, they are being given to the retailers. Normal level of dealer aid material is being maintained for the summer selling period.

The previously announced "Go Kapp" program, launched by Kapp Records, is expected to have a heavy impetus stretching into the summer months, according to proxy Dave Kapp, even tho officially the promotion ends May 31 (The Billboard, May 5). Under the plan, dealers receive a free LP of their choice for every dozen LP, with at least seven titles, ordered. A consumer ad campaign via radio and publications is backing up the promotion.

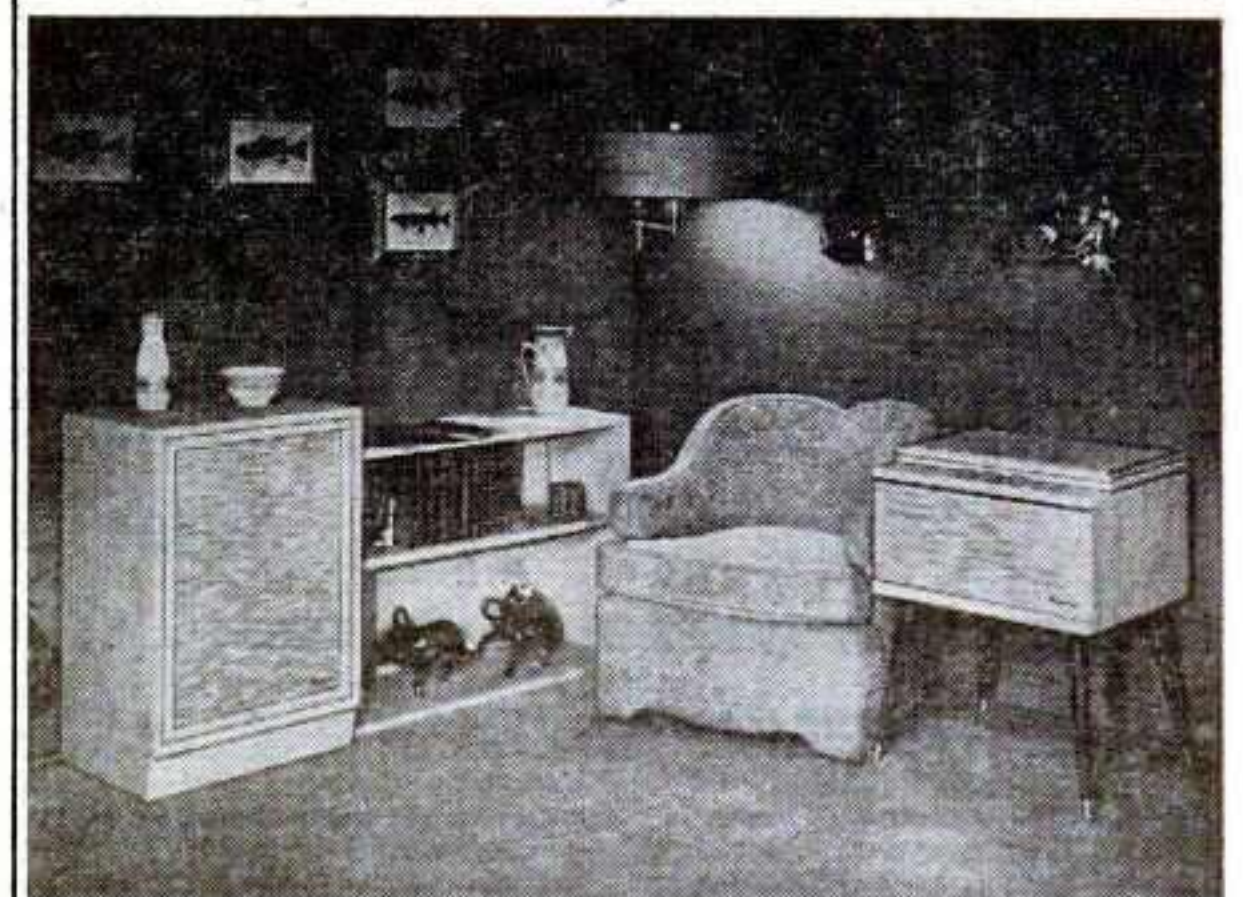
Jubilee Records has launched a summer-long promotion on its new LP releases involving a bonus plan for dealers similar to the Kapp program. For every dozen albums ordered the dealer gets a free LP of his own choosing from the diskery's catalog.

Liberty Records, silent for several months on the packaged record front, has set eight new album releases for June, with a new Julie London package to follow up the smash original London LP.

One of the few single disk promotions keyed to summer is one now being launched by Enoch Light's Grand Awards label. Starring "Knuckles O'Toole" and his honky tonk piano, the disk is called the "Baseball Special" and dealers, jocks and operators are being sent small pennants for display purposes, which carry the title of the record and a cartoon drawing of the piano man.

M-G-M Records has on the drawing board a special summer promotion on 10-inch LP records carrying catalog items, altho full details of the plan were not available at press time.

In the spoken word field, Caedmon has a summer release of readings from the works of Mark Twain by Walter Brennan and Brandon de Wilde. A counter merchandiser, titled "Caedmon's Latest Release," is available to dealers on request.



Magnavox has introduced the Concerto Model T264B hi-fi phono system pictured above. Cabinet contains three speakers, and a terminal provides for the addition of the remote speaker system Model S-14 which contains two speakers. The Concerto lists at \$119.50, while the remote unit carries a \$59.50 price at retail.

Announcing a great new sell-up line of RCA Victor portables in the non-breakable "IMPAC" case that made portable history!

Handsome new styles! Wonderful new sound! Full five-year guarantee on "Impac" case!

RCA Victor announces a full new line of portable radios — in the "Impac" case that won't chip, dent or crack! Improved, up-to-the-minute models of the portable that outlasted all others in 1955!

At every price — from \$27.95 to \$139.95 — RCA Victor offers new styles and colors — plus ear-

filling "Golden Throat" tone. And best of all, the famous non-breakable "Impac" case — backed by RCA Victor's full five-year guarantee!

Within a few weeks, millions of televiewers in every state will see the "Impac" case "crash-tested" from a hovering helicopter. Millions more will hear the same test on the radio. Top newspapers and magazines will carry the great news to every

city and town!

With great new features like the new "Wavefinder" Directional Antenna that turns until you find the strongest signal and the guaranteed non-breakable "Impac" case in a rainbow of colors — plus famous "Golden Throat" tone — RCA Victor gives you the chance to sell portable radios like you've never sold them before!



**"IMPAC"
MEANS SALES!**

CRASH-TESTED! In a rugged test-drop from a hovering helicopter, the non-breakable "Impac" case came out intact! Not a chip, dent, split or crack!



Lowest priced RCA Victor portable in non-breakable "Impac" case. Plays 3 ways! Your choice of flame red, two-tone green or two-tone gray. The Shipmate. Model 78X5. \$29.95.



Compact 3-way portable with new turning "Wavefinder" antenna. In horizon gray, antique white or aqua. Non-breakable "Impac" case. The Midshipman. Model 78X6. \$34.95.



High-style 3-way portable with new precision tuning — new "Wavefinder" antenna. Non-breakable "Impac" case. In aqua or horizon gray. The Wanderlust. Model 78X7. \$39.95.



New sensitivity — new selectivity! Extra-powerful 3-way portable with "Wavefinder" antenna. Gray or aqua non-breakable "Impac" case. The New "Globe Trotter." Model 78X8. \$49.95.



3-way portable with extra marine band! New "Wavefinder" antenna that turns for strongest signal. In surf green non-breakable "Impac" case. The New Yachtsman. Model 78X9. \$69.95.



New 7-Band portable powered to pick up the world! Plays 3 ways. Telescoping and two built-in antennas. Tan simulated leather case. The Strata-World II. Model 78X10. \$139.95.

More fast-selling RCA Victor portable favorites



Lowest priced RCA Victor portable! Battery operated with room-size volume. Red or white polystyrene case. The new "Personal." Model 684. \$24.95. Deluxe "Personal" in gray "Impac" case. Model 685. \$27.95.



Tiny . . . and the tone's terrific! Transistorized portable in non-breakable "Impac" case. Sounds like a full-sized radio. Weighs less than a pound. Aluminum and gray. The Transistor Six. Model 78T9. \$65.00.



Transistorized! Handsome new portable with battery life of over 500 listening hours. "Golden Throat" tone. In rich genuine russet leather. The Transistor Seven. Model 78T10. \$75.00.



RCA VICTOR
RADIO CORPORATION OF AMERICA
CAMDEN 8, NEW JERSEY

All prices less batteries. Suggested nationally advertised list prices shown, subject to change without notice. Slightly higher in Far West and South. See the actual "crash-test" on Martha Raye Show, April 17th, Milton Berle Show, May 15th. And on the spectacular "Producers' Showcase," May 28th.

A Fidelity NEEDLE MADE TODAY'S RECORD CHANGERS POSSIBLE



Plenty of folks remember
the old play 'em once,
wind 'em twice phonographs
—but the modern
record changer makes music
listening easy and popular.

And the phonograph needles most
called for today bear the same name that
pioneered the way . . .

Fidelity

PHONOGRAPH NEEDLES

DIAMOND, JEWEL OR PRECIOUS METAL TIPS

PERMO, INC. CHICAGO 26

Album Push Dealers' Answer

• Continued from page 20

long-standing in inventory. These albums will go at sharply reduced prices. National Music is also about to inaugurate its own record club altho details could not be learned at press time.

Own Disk Club

In White Plains, N. Y., the Burt & Walker record department is counting on its own disk club, started late in March, to keep the pot bubbling during the summer. Under the club plan, members are given a special card. With each purchase, the sale is entered on the card by the cash register, which indicates automatically when the buyer is entitled to his bonus. With every 10 records purchased in a given grouping (45 single, 78 single, or LP) the member receives a free bonus record of the same category. With 350 members now on the list, the store has high hopes for continuing summer volume.

ABC Recordteria, a suburban Chicago outlet, is planning a June push on all playing equipment, looking to the introduction of new models coming on the market later in the summer. In line with this, a clearance sale will be run on much of the current standing record inventory. Old stock 78 and 45 r.p.m. disks will go for 25 cents, while LP's formerly tagged at \$2.98 will go for as little as \$1.98 and 98 cents. Ads will be run on the entire promotion in the local daily neighborhood paper.

Met Music, of Chicago, will concentrate largely on the Columbia "Buy of the Month" plan with a special direct mail effort going to customer lists early in June, promoting its offerings. Chicago's Hudson Ross will also hit hard on the RCA Victor and Columbia special merchandising plans.

Record Center, another Chicago store, has tied in its move to new quarters with the start of the summer sales period. In connection with their new opening, they'll use direct mail, newspapers, radio and TV to promote phono and disk sales.

Disk dealers checked in Southern California plan to stimulate summer sales via the introduction and continuance in some cases, of special sales in which album items will be offered at discounts ranging from 10 to 25 per cent off list prices.

Other dealers indicated that they will offer customers their choice of a Columbia LP record with the purchase of a Columbia phonograph.

Further exposure of the Columbia "Buy of the Month" program is also indicated for dealers in West Coast areas. More than 20,000 units have reportedly been sold in the Southern California area since the diskery introduced the first packages, and dealers in general report exceptional response to the plan.

Phono, Radio Firm Plot Sales

• Continued from page 20

phonos is running 250 per cent above the same period last year, and the present successful line will be sold hard thru June. The firm will hold a national convention of distributors June 21 in Chicago. At that time, reportedly, a number of new units will be unveiled, bringing the over-all Motorola line to a substantial net increase in total units available.

Admiral is continuing its spring gimmick of offering a \$25 record storage table with a \$69.95 table model radio-phonograph for a total price of \$79.95, saving customers \$15. The company also has just made

delivery to dealers of its "sun-powered" portable radio, first of its kind on the market, and a natural for summer sales.

Webster-Chicago broke its "Magic Mine" automatic speed changer feature in national consumer ads early in April. According to spokesmen, the exclusive Webcor feature has been a tremendous selling point, and plans now call for continuing the pitch into the summer.

Most companies have plans to unveil at least some new phono, radio and combination units, if not a complete new line, either at June or early July distributor meetings or at the Music Industry Trade Show in New York during the last week in July. But in almost every case, firms indicate a continuing hard push on all current goods right up to the unveiling of the new merchandise, tying in directly with the disk industry's own heavy promotion of new packaged records.

Goody Sues Audio Firms

• Continued from page 13

business and good will is set at \$250,000. The plaintiff is asking treble damage, plus costs and attorneys' fees. In addition, Goody is asking that the defendants be enjoined against refusal to sell him and that they be ordered to sell to him upon the same terms and conditions that they sell to his competitors.

Goody's brief contains an exposition on the great advance in the quality of phonograph records in recent years. This, it states, has led to the development of excellent sound equipment, which has been a matter of great interest to his record customers. In 1952, to meet their demands, he set up his Goody Audio Center, Inc., which has become an integral part of his \$5,000,000 a year business.

He acknowledges that the Bozak speakers and Electro-Voice tuners, cartridges, etc., are of "high quality, extensively advertised and in demand." And also that: "The failure of a retailer such as the plaintiff to carry a full line of such products will cause customers and potential customers to trade elsewhere, not only for such items but as well for related products."

Goody is represented by the legal firm of Telsey and Lowenthal.



Harold D. Weiler's book, "Tape Recorders and Tape Recording," has been published by Radio Magazines, Inc. The 192-page volume is written in simple language for the amateur tape recordist and contains 100 illustrations. The book lists for \$2.95 in paper backed form and sells for \$3.95 in the hard cover edition.



the cole porter song book

32 of his greatest
compositions

sung by the
incomparable

ella fitzgerald

ALWAYS TRUE TO YOU IN MY FASHION
NIGHT AND DAY
WHAT IS THIS THING CALLED LOVE
TOO DARN HOT
ANYTHING GOES
BEGIN THE BEGUINE
YOU DO SOMETHING TO ME
LOVE FOR SALE
EASY TO LOVE
IT'S DELOVELY
FROM THIS MOMENT ON
ALL OF YOU
RIDIN' HIGH
ACE IN THE HOLE
LET'S DO IT
GET OUT OF TOWN
I AM IN LOVE
I LOVE PARIS
MISS OTIS REGRETS
ALL THROUGH THE NIGHT
DO I LOVE YOU
IT'S ALL RIGHT WITH ME
I'VE GOT YOU UNDER MY SKIN
SO IN LOVE
IN THE STILL OF THE NIGHT
DON'T FENCE ME IN
WHY CAN'T YOU BEHAVE
YOU'RE THE TOP
JUST ONE OF THOSE THINGS
I CONCENTRATE ON YOU
I GET A KICK OUT OF YOU
EV'RY TIME WE SAY GOOD-BYE

orchestral accompaniment by
buddy bregman

Verve
Records

A PANORAMIC TRUE
HIGH FIDELITY RECORD

Verve MGV-4001 Package of Two Twelve-Inch Long-Playing Records
Now at Your Dealer (9.96 suggested list price)

The Billboard Buying and Programming Guide

BEST SELLING PACKAGED RECORDS

• Classical Albums (Over-all)

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

1. MENDELSSOHN: VIOLIN CONCERTO; MOZART: VIOLIN CONCERTO NO. 4—Oistrakh, Philadelphia Orchestra (Ormandy)..... Columbia ML 5085
2. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN—Minneapolis Symphony (Dorati)..... Mercury MG 50054
3. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Gilels, Chicago Symphony (Reiner)..... RCA Victor LM 1969
4. BACH: GOLDBERG VARIATIONS—Glenn Gould..... Columbia ML 5060
5. VIVALDI: CONCERTO IN A MINOR FOR TWO VIOLINS; BACH: VIOLIN CONCERTOS NOS. 1 AND 2—Oistrakh, Stern, Philadelphia Orchestra (Ormandy)..... Columbia ML 5087
6. SHOSTAKOVITCH: VIOLIN CONCERTO—Oistrakh, New York Philharmonic (Mitropoulos)..... Columbia ML 5077
7. RIMSKY-KORSAKOFF: SCHEHERAZADE—Pittsburgh Symphony (Steinberg)..... Capitol P 8305
8. GROFE: GRAND CANYON SUITE; COPLAND: EL SALON MEXICO—Boston Pops Orchestra (Fiedler)..... RCA Victor LM 1928
9. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler)..... RCA Victor LM 1817
10. MOZART: THE MAGIC FLUTE—Streich, Stader, Rias Symphony (Fricsay)..... Decca DX 134
11. BEETHOVEN: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg)..... Capitol P 8313
12. BEETHOVEN: SYMPHONY NO. 5; SCHUBERT: SYMPHONY NO. 8 ("UNFINISHED")—Boston Symphony (Munch)..... RCA Victor LM 1923
13. BEETHOVEN: SYMPHONY NO. 3 ("EROICA")—Pittsburgh Symphony (Steinberg)..... Capitol P 8334
14. BEETHOVEN: SYMPHONY NO. 6 ("PASTORALE")—New York Philharmonic (Szell)..... Columbia ML 5057
15. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini)..... RCA Victor LM 6009
16. BRAHMS: DOUBLE CONCERTO IN A MINOR—Stern, Rose, New York Philharmonic (Walter)..... Columbia ML 5076
17. RAVEL: COMPLETE PIANO WORKS—Walter Gieseking.... Angel 3541
18. AN OPERATIC RECITAL BY RENATA TEBALDI..... London LL 1255
19. DELIUS: SEA DRIFT; PARIS—Royal Philharmonic Orchestra (Beecham)..... Columbia ML 5079
20. FAVORITE CLASSICS—Leonard Pennario..... Capitol P 8312

• Popular Albums (Over-all)

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

1. ELVIS PRESLEY..... RCA Victor LPM 1254
2. BELAFONTE—Harry Belafonte..... RCA Victor LPM 1150
3. CAROUSEL—Sound Track..... Capitol W 694
4. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..... Capitol W 653
5. THE MAN WITH THE GOLDEN ARM—Sound Track.... Decca DL 8257
6. MY FAIR LADY—Original Cast..... Columbia OL 5090
7. PICNIC—Sound Track..... Decca DL 8320
8. FOUR FRESHMEN AND FIVE TROMBONES..... Capitol T 683
9. BUBBLES IN THE WINE—Lawrence Welk..... Coral CRL 57083
10. OKLAHOMA!—Sound Track..... Capitol SAO 595
11. SERENADE—Mario Lanza..... RCA Victor LM 1996
12. THE BENNY GOODMAN STORY, VOLS. 1 AND 2, Decca DL 8252, 8253
13. JULIE IS HER NAME—Julie London..... Liberty 3006
14. MIDNIGHT RHAPSODY—Joe Bushkin..... Capitol T 711
15. THE EDDY DUCHIN STORY—Sound Track..... Decca DL 8289
16. GENTLEMEN BE SEATED (Minstrel Show)..... Epic LN 3238
17. SPARKLING STRINGS—Lawrence Welk..... Coral CRL 57011
18. WALTZES OF IRVING BERLIN—Mantovani Orchestra... London LL 1452
19. THIS LUSTY LAND (Tennessee) Ernie Ford..... Capitol T 700
20. BALLADS OF THE DAY—Nat (King) Cole..... Capitol T 680

• Chamber Music

1. MOZART: THE LAST QUARTETS—Budapest String Quartet..... Columbia SL 228
2. BEETHOVEN: PIANO QUINTET, OP. 16; MOZART: PIANO QUINTET, K. 452—Gieseking, Philharmonia Wind Quartet..... Angel 35303
3. BEETHOVEN: STRING QUARTETS, VOLS. 1-3—Budapest String Quartet..... Columbia SL 172-174
4. BRAHMS: STRING QUARTETS—Budapest String Quartet..... Columbia SL 225
5. PROKOFIEFF: VIOLIN & PIANO SONATA NO. 1; LECLAIR: VIOLIN & PIANO SONATA NO. 3; LOCATELLI-YSAÏE: VIOLIN & PIANO SONATA IN F MINOR ("AU TOMBEAU")—Oistrakh, Yampolsky... RCA Victor LM 1987
6. SMETANA: QUARTET IN E MINOR ("FROM MY LIFE")—Hollywood String Quartet..... Capitol P 8331
7. SCHUBERT: QUINTET IN A MAJOR FOR PIANO AND STRINGS ("TROUT")—Badura-Skoda, Vienna Konzerthaus Quartet..... Westminster 5025
8. DEBUSSY: DANSES SACREES ET PROFANES; RAVEL: INTRODUCTION AND ALLEGRO FOR HARP AND STRINGS—Stockton, Hollywood String Quartet..... Capitol P 8304
9. MOZART: VIOLIN AND PIANO SONATAS, K 378 & 454—Heifetz, Bay..... RCA Victor LM 1958
10. RAVEL: VIOLIN AND PIANO SONATA—Francescatti, Balsam... Columbia ML 5058

• Jazz

1. THE BENNY GOODMAN STORY—Sound Track..... Decca DL 8252, 8253
2. JAZZ: RED, HOT AND COOL—Dave Brubeck.... Columbia CL 699
3. COAST CONCERT—Bobby Hackett..... Capitol T 692
4. IN THE LAND OF HI-FI—Georgie Auld..... EmArcy 36060
5. PARIS CONCERT—Gerry Mulligan..... Pacific Jazz 1210
6. IN THE LAND OF HI-FI—Sarah Vaughan..... EmArcy 36058
7. THE GREAT BENNY GOODMAN..... Columbia CL 820
8. CHRIS CONNOR.... Atlantic 1228
9. BRUBECK TIME—Dave Brubeck..... Columbia CL 622
10. LULLABY OF BIRDLAND..... RCA Victor LPM 1146
10. FONTESSA—Modern Jazz Quartet..... Atlantic 1231

• Pop Vocal

1. ELVIS PRESLEY..... RCA Victor LPM 1254
2. BELAFONTE—Harry Belafonte..... RCA Victor LPM 1150
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..... Capitol W 653
4. FOUR FRESHMEN AND FIVE TROMBONES..... Capitol T 683
5. JULIE IS HER NAME—Julie London..... Liberty 3006
6. THIS LUSTY LAND—(Tennessee) Ernie Ford..... Capitol T 700
7. BALLADS OF THE DAY—Nat (King) Cole..... Capitol T 680
8. SO SMOOTH—Perry Como.... RCA Victor LPM 1085
9. IN THE LAND OF HI-FI—Sarah Vaughan..... EmArcy 36058
10. SOMETHING COOL—June Christy..... Capitol T 516

• Ballet

1. RIMSKY-KORSAKOFF: SCHEHERAZADE — Pittsburgh Symphony (Steinberg)..... Capitol P 8305
2. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler)..... RCA Victor LM 1817
3. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony (Stokowsky)... RCA Victor LM 1894
4. RAVEL: DAPHNIS ET CHLOE—Boston Symphony (Munch)..... RCA Victor LM 1893
5. CHOPIN: LES SYLPHIDES; J. STRAUSS: GRADUATION BALL—Boston Pops Orchestra (Fiedler)..... RCA Victor LM 1919
6. DELIBES: COPPELIA; SYLVIA—Boston Symphony (Monteux)... RCA Victor LM 1913
7. TCHAIKOVSKY: SWAN LAKE—Minneapolis Symphony (Dorati)..... Mercury OL 3-102
8. TCHAIKOVSKY: SLEEPING BEAUTY—Paris Opera Orchestra (Rosenthal)..... Capitol P 18005
9. STRAVINSKY: THE FIREBIRD—Orchestre de La Suisse Romande (Ansermet)..... London LL 1272
10. TCHAIKOVSKY: SWAN LAKE—Kostelanetz Orchestra..... Columbia CL 715

BUY OF THE MONTH *June 1956*



**CL 888
CASTLES IN SPAIN**

Espana, Sentir De La Alhambra, La Danse Du Feu, Andalucia, El Gato Montès, Tango, España Cañi, Jungle Drums, Oriental, Malaqueña, Andaluza, La Violetera, El Choclo, Rondella Aragonesa, Sant Marti Del Canigo.

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and THE PHILADELPHIA ORCHESTRA**

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● Review Spotlight on . . .

ALBUMS

Jazz

STAN KENTON IN HI-FI (1-12") — Capitol W 724

A library of Kenton classics of his early years freshly re-recorded by the maestro and an assembly of musicians from his present and past bands. In the mid-40's Kenton and his principal arranger, Pete Rugolo, were a center of controversy, but their work has won a permanent place for itself in the affections of many jazz fans by now. Thanks to hi-fi and the enthusiastic and dedicated music-making, Kenton's new "Artistry in Boogie," "Artistry Jumps," "Interlude," "Collaboration," "Peanut Vendor," "Southern Scandal," "Eager Beaver" and all the others seem to partake of a new scope, subtlety

and brilliance. Should be one of the summer's better sellers.

THE CHICO HAMILTON QUINTET IN HI-FI (1-12")—Pacific Jazz PJ 1216

Hamilton's first 12-inch LP (PJ 1209) was an unusual success—commercially and critically. If anything, this new release is even more outstanding. The degree of integration that the fivesome has achieved, down to the subtlest of details, is remarkable. Drums (Hamilton), bass (Carson Smith), guitar (Jim Hall) and cello (Fred Katz) provide a delicate "chamber music-like" backdrop for the blowing of Buddy Collette who successively wields alto, tenor, clarinet and flute. A varied, fascinating program that holds up to the best to come out of West Coast recording studios this year.

● Reviews and Ratings of New Popular Albums

IN LONDON IN LOVE80
Norris Paramor Ork (1-12")
Capitol T 10025

The impeccable taste of the British, their remarkable way with pop standards, is amply illustrated in this package, one of the "Capitol of the World Series." It's mood music with a lush sound, a gentle persuasive tempo, and the far-away sexy voice of an undoubtedly beautiful female blending violins, violas, etc. Tunes include "The Nearness of You," "Embraceable You," "Stars Fell on Alabama," etc. There is a frightening amount of mood music albums; but here's one of extra quality.

AMONG MY SOUVENIRS77
Jesse Crawford, Organ (1-12")
Decca DL 8276

Jesse Crawford has a steady following and this LP should continue the organist's dependable sales record. Selections, wrapped up in Crawford's tasteful style and augmented by Ann Mason Stockton's harp, include such memorable standards as the title theme, "Smoke Get in Your Eyes," and "I'll See You Again."

JACKIE DAVIS AT THE HAMMOND75
(1-12")
Capitol T 686

The scope of the Hammond organ as a jazz instrument is amazingly demonstrated by Davis with these performances, which include "Time Was," "It All Comes Back to Me Now," "The Night Is Young," etc. Delicacy of sound, driving power and techniques are here a-plenty.

NEAPOLITAN SONGS74
Sergio Bruno (1-12")
Capitol T 10018

One of the "Capitol of the World Series," this album contains a dozen Neapolitan songs sung by Sergio Bruno, accompanied by maestro Giuseppe Anapeta. No attempt has been made to adapt these selections for the American taste. They are, rather, the real thing as sung by one of Naples' top warblers. Bruno is a tenor, with a lyric, emotional style. A moderate sale can be expected.

HENRI SALVADOR71
(1-12")
Columbia ML 5089

Henri Salvador is a big favorite with collectors of French vocal art, and this LP's appeal is enhanced by the presence of Michel Legrand's orchestra on the backing, since Legrand has had a couple of best-selling chart albums to his credit here. Salvador warbles with warmth and sensitivity on 12 charmingly simple chansons—"Le Roi du Fox-Trot," "Clop-Clopant," etc. A romantic, infectious paced album, which should move briskly in its market.

PATACHOU'S PARIS69
(1-12")
Columbia ML 5092

Patachou, one of the reigning queens of the Montmartre scene, along with Piaf, represents a very small group of genuine Parisian stylists who have made the transatlantic hop into smart clubs on this side with success. There have been a number of American natives who scored here with a certain Continental gloss, but here is one of the real Parisians, who, she sings entirely in French, has an electric quality about her that gets over fine on wax. There are a dozen French songs and the notes carry translations. They're smart songs, smartly sung, and in the right circles this should do well.

HILDEGARDE68
(1-12")
Secco CELP 400

Secco has recorded Hildegard's current night club act intact during "an actual performance at the Hotel Pierre's Cotillion Room in New York City." The veteran chanteuse undoubtedly kills the people in person with her chic gowns and coy bon mots, but her personality loses considerably in the transition from visual to an audio-only medium. The Milwaukee-born niteray star sings some special material with arch charm, but registers better record-wise on standards—"Wunderbar," "The Last Time I Saw Paris," etc. For Hildegard fans and the chi-chi set.

PARIS REVISITED68
Yvette Giraud, Les Quatre de Paris (1-12")
Capitol T 10036

Yvette Giraud and Les Quatre de Paris (The Paris Four) do a dozen tunes, some of which are well known to Americans—as "Unchained Melody" and "I Love Paris." Others are "Le Musiciens," "Le Planteur de Tahiti," "Mon Petit Fichu." Well-recorded and, of course, with the Gallic flavor, this album can expect a moderate sale. Much of this Continental material is on the market, and competition is very stiff.

RENDEZVOUS62
Claude Dauphin (1-12")
Bald Eagle LP 711

The distinguished French actor Claude Dauphin makes his wax debut on this LP. Unfortunately the showcase doesn't do justice to his talents. Dauphin, who has quite a following here as a result of his appearances on Broadway, TV and U. S. pictures, talks a song (in French and English) delightfully, but the monologues he delivers between selections (telling the tune titles into a love story) are pure corn, à la the Continental. Limer notes are also penned in a flamboyant prose—e.g., "Holding you in his arms, Claude tastes the heady wine of your charms, etc." Dauphin's personal popularity may account for some sales.

Rhythm & Blues

BLOWS ALL NITE LONG74
Joe Houston, Tenor Sax (1-12")
Modern LMP 1206

The driving tenorman, playing with a six-piece group, impresses with his attack and virtuosity. "All Night Long," "Rockin' With Joe," "Crazy Sax," "Joe's Gone" are some of the sides. Lovers of this type of jazz, and those interested in the transition between rhythm and blues and jazz, will like this package.

Spiritual

SPIRITUAL MOMENTS78
Lillian Randolph Singers (1-12")
Dootone DL 221

The good spiritual group presents 17 great spirituals, including "Room Enough," "Joshua," "Leaning on the Lord," "Go Tell It on the Mountain," etc. The group includes director and baritone soloist Thurston Frazier, and such soloists as contralto Dorothy Walker, alto Wilma Goggins, tenor Elcan Ward, soprano Robbie Preston Williams and tenor Joseph Randolph Richardson. Should have a steady sale.

Folk

JONAH JONES AT THE EMBERS79
(1-12")
Groove LG 1001

Here's one of the most appealing jazz issues of recent weeks. It should sell to a broad clientele of swing and even cocktail-jazz fanciers because the music is both virile and intimately scaled. The tune selection is a tip-off, with such "smart" tunes as "It's All Right With Me," "From This Moment On," "Something's Gotta Give," etc., and such standard jazz items as "Muskrat Rumble," "High Society," "Lullaby of Birdland," and "Tin Roof Blues." It's just what one might hear at the Embers, where Jones is a virtual fixture with that timeless, rich-toned trumpet of his. Support is by piano, drums and bass.

RUSS FREEMAN TRIO: RICHARD TWARDZIK TRIO77
(1-12")
Pacific Jazz LP 1212

The two pianists featured here came before the public most prominently in association with the Chet Baker Quartet. Twardzik was touring Europe with Baker last fall when an unimplied death cut off what promised to be an important musical career. His keyboard style was full-chorded and aggressive, juicy with ideas. He had an original concept, unusual rhythmic freedom and a mature grasp of his material. Freeman, with Gibraltar-solid rhythm support from Shelly Manne and Joe Mondragon, offers a more relaxed, more sophisticated contrast in his six selections. A top-notch modern commercial entry.

A NEW SOUND-A NEW STAR76
Jimmy Smith, Organ (1-12")
Blue Note 1514

In New York this past winter, Smith occasioned much interest with his unusual jazz work on the Hammond organ. Count Basie and others have found this instrument to have possibilities from a rhythm point of view; few have explored it tonally or coloristically, however. This is Smith's discovery. The contrasting timbres, clean phrasing and unclouded modern harmonies he achieves are commendable, considering how the instrument tends to resist just such exploitation. Other than "Deep Purple," "Moonlight in Vermont" and Gillespie's "The Champ," Smith uses only his own material.

YOUNG FATS WALLER72
(1-12")
Riverside RLP 103

These 12 Waller performances were transcribed from piano rolls made between 1923 and 1927 and, as such, the recording sound is modern. It's head-on stride piano, still free from many of the later cute Waller tricks that were to obscure much of his

● Reviews and Ratings of New Classical Releases

JOHANN STRAUSS JR.: LE BEAU DANUBE (BALLET MUSIC) (1-12")—Orchestra of the Paris Opera; Manuel Rosenthal, Cond. Capitol P 1800685

Potential of this issue is high, altho it faces current competition from the London Philharmonic version which also manages to include Rossini's "William Tell" ballet music on the same single disk. The sound is stunning, and Rosenthal, who compiled "Gaité Parisienne," is a name to be reckoned with. The music in this is a compilation by Desormiere of a flock of Strauss polkas, marches and, at the climax, the "Blue Danube Waltz." It's one of the most popular pieces of ballet music extant and any version recorded with such good sound has to sell.

THE CADET CHAPEL ORGAN, WEST POINT (1-12")—Claire Cocl, Organ. Vox DL 21080

The organ in the chapel of the U. S. Military Academy is the largest in the United States—and also one of the finest. On it, Claire Cocl, the official organist of the New York Philharmonic, plays the following works of Bach: "Tocatta and Fugue in D Minor," "Prelude and Fugue in A Minor," "Passacaglia and Fugue in C Minor" and the chorale prelude on "Nun komm, der Heiden Heiland." All are popular with organ music fanciers, and they will appreciate the thoro musicianship and brilliant technical mastery of Miss Cocl. This de luxe package contains a fascinating booklet on the West Point organ, and details its present registration. A handsome set that should sell well, even at \$6.95.

SIBELIUS MASTERPIECES (1-12") — London Symphony Orchestra; Anatole Fistoulari, Cond; Royal Opera House Orchestra, Covent Garden; John Hollingworth, Cond; Arthur Winograd String Orchestra; Arthur Winograd, Cond. M-G-M E 333278

Included are "Finlandia," "The Swan of Tuonela," "Valse Triste," "Festivo,"

real jazz talent. In fact, it's close to the rent-party style of his late, great teacher, James P. Johnson. Most of the tunes are obscure today, altho they're loaded with the early struttin', big town flavor. Fats' own "Squeeze Me" and "Tain't Nobody's Biz-ness if I Do" are perhaps the best known. This can be sold outside of the collectors' clique.

SHADES OF THINGS TO COME70
Jack Millman All Stars (1-12")
Liberty LJM 6007

Along with trumpeter Millman, we have Jimmy Giuffre on baritone and clarinet, Buddy Collette on tenor and flute, Larry Bunker on drums, etc. It's competent, but run-of-the-Rogers-mill West Coast jazz. Incidentally, like Shorty Rogers, Millman plays a flugelhorn, which has a little deeper tone than a trumpet. Flashy cover and title may help sales, but this faces heavy competition from more distinctive entries in the same vein.

OH, FATHER!68
Earl Hines, Piano (1-12")
Epic LN 3223

A package for collectors. Hines, one of the great jazz pianists—and one whose influence on other stylists and on jazz in general has been great, is presented here on a dozen sides. Eight of these, including "Ridin' a Riff," "Darkness," "Cavernism" and "Pianology" are his own compositions. All the selections were recorded in the 1930's, and are significant examples of his work. Album can be a fair seller in shops with a jazz collectors' trade.

N.O.R.K.: NEW ORLEANS RHYTHM KINGS WITH JELLY ROLL MORTON67
(1-12")
Riverside RLP 102

This one is strictly for the collectors, but for the more serious-minded, it's a must library item. Riverside has dubbed these from the old Gennett originals, which date from the early 1920's, and which have been among the more valuable shellac rarities for years. To jocks who program instructive jazz shows, these are invaluable illustrations of the link between Negro New Orleans and Chicago white jazz, especially since four of the tracks have Jelly Roll on piano. The recordings, naturally, show their age.

HAVE SWING, WILL TRAVEL66
Mickey Sheen and the Swing Travelers (1-12")
Herald HLP 0105

Sheen's group, with Sonny Russo on trombone, Marty Napoleon on piano, Harry Sheppard on vibes, Mort Herbert on bass and Sheen on drums, has been playing high school and college concerts in the East, and may have built up a respectable following that could get this off the ground. The unit gets an unusual and robust sound in a modern swing groove, but lacks sufficient distinctive appeal to create wide-spread interest. Nor do the men have big enough names to carry it.

"Romance in C" and "Rakastava." In sum, these are the most popular of Sibelius' shorter works, all dating from his early, romantic period. The music is easily accessible and this full program should not be hard to sell. The recording throat has that fine English sound, and the interpretations are generally good. An excellent medium-light classical entry.

SHOSTAKOVICH PLAYS SHOSTAKOVICH (1-12")—Capitol P 1801379

The composer is heard here in six Preludes and Fugues from the set of 24 in Opus 87. The numbers played are 6, 7, 8, 20, 22 and 24. With Bach's "Well Tempered Clavier" as his model, Shostakovich also wrote Preludes and Fugues in all keys and in strict contrapuntal form. The contrast between the various selections is great; No. 6, for example, is grand and stately while No. 7 is cheerful, almost pastoral; No. 8 is jocular and ironic, while in No. 20 the voices of old Russia can be heard. No. 24 is a grand sonorous summing-up that is an impressive homage to Bach. Virtuosi like Gilels (who has recorded some of these for Angel) are better equipped technically for these difficult pieces than the composer, but students will always be interested in Shostakovich's own interpretation. Sound is excellent, even tho recorded in the U.S.S.R.

STRAVINSKY: CONCERTO FOR PIANO AND WIND INSTRUMENTS; CAPRICCIO FOR PIANO AND ORCHESTRA (1-12")—Nikita Magaloff, Piano; L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond. London LL 139274

Both of these piano vehicles were written in the '20's, and are products of what is often called Stravinsky's "neo-classic" period. Many important works of that period, including the two recorded here, are not as widely known as they deserve to be. Both "Capriccio" and the Piano Concerto are light in spirit and not difficult to digest. Magaloff brings them off with the restraint and regard for form that they require. The conductor renders unusually sensitive support. Sound is excellent, and on that score alone the London disk is preferred over the competing readings.

SCHUBERT: PIANO SONATA IN B FLAT MAJOR, OP. POSTH.; SONATA IN A MAJOR, OP. 120 (1-12") —Paul Badura-Skoda, Piano. Westminster WN 1815474

Among the extensive Schubert recordings of this young Viennese pianist, his reading of the B Flat Sonata must be ranked very near the top. This work, written shortly before the composer's death, is the summit of Schubert's achievement in this idiom—and Badura-Skoda has caught its spirit and plumbed its depths. The A Major Sonata is less complex, but charming and engaging in its own way. The "Scherzo" of the B Flat and the finale (Allegro) of the A Major are the best samples for quick demonstration. Other good versions are available of both Sonatas but these meet the competition and will have to be reckoned with.

MOZART: STRING QUARTET IN G MAJOR (K. 88); STRING QUARTET IN F MAJOR (K. 138); STRING QUARTET IN D MAJOR (K. 136); STRING QUARTET IN B FLAT MAJOR (K. 137) (1-12")—Baryll Quartet. Westminster WN 1815073

The Baryllis face little competition on these particular quartets in the current catalogs, and at any rate, their superbly styled renditions would be difficult to top. (All but the first, incidentally, are listed by other companies as "Divertimenti.") These are the first four Mozart quartets, and this disk is part of the excellent group's projected complete coverage. Any store that handles chamber music should be able to move this.

HAYDN: CONCERTO FOR HARPSCORD, D MAJOR; CONCERTO FOR HARPSCORD, G MAJOR (1-12") — Helma Elsnér, Harpschord; Pro Musica Chamber Orchestra, Stuttgart; Rolf Reinhardt, Cond. Vox FL 981073

The great, famous D Major Concerto, and the lesser-known G Major can serve as perfect warm-weather music. The interpretations rendered in this set have the proper flavor to satisfy the connoisseurs, altho no great knowledge is required to appreciate these fresh, delightful works. There is some recent competition from the Westminster dishing which throws in the F Major Concerto for good measure, but dealers who stock this will find it easy to sell by recommendation.

BACH: COMPLETE ORGAN WORKS, VOL. II (1-12")—Carl Weinrich; Westminster WN 1814870

The works recorded in this volume are: "Tocatta and Fugue in D Minor (Dorian)," "Tocatta in E Major," "Alla breve in D Major" and "Canzona in D Minor." These pieces date from the years 1707-1709, from Bach's early 20's, in other words, some time before he had achieved artistic maturity. Yet there is far more than mere academic interest in these selections. The Tocatta in E Major is a brilliant display piece that was very

(Continued on page 52)



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THE NATION'S TOP TUNES

For survey week ending May 16

| This Week | Last Week | Weeks on Chart | This Week | Last Week | Weeks on Chart |
|--|-----------|----------------|--|-----------|----------------|
| 1. Heartbreak Hotel | | 5 12 | 6. Blue Suede Shoes | | 6 12 |
| By Axton, Durden & Presley—Published by Tree (BMI) Best SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985. | | | By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill and Range Songs, Inc. (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; E. Presley, Vic EPA-747; EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral. | | |
| 2. Moonglow and Theme From Picnic | | 3 7 | 7. Standing On the Corner | | 12 4 |
| By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 61618. | | | By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: N. Heftli, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887. | | |
| 3. Ivory Tower | | 2 8 | 8. Magic Touch | | 8 8 |
| By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; G. Storm, Dot 15458; O. Williams, De Luxe 6093. RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1310. | | | By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819. | | |
| 4. Hot Diggity | | 1 11 | 9. Why Do Fools Fall In Love? | | 7 14 |
| By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427. | | | By Lyman-Goldner—Published by Patricia Music (BMI) BEST SELLING RECORDS: Teen-Agers, Gee 1002; G. Storm, Dot 15448. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Dec 29832. | | |
| 5. Poor People of Paris (Jean's Song) | | 4 15 | 10. Wayward Wind | | 16 4 |
| By La Gaulante 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, Groova 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592. | | | By Stan Lebusky-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORD AVAILABLE: T. Ritter, Cap 3430. | | |
| Second Ten | | | | | |
| 11. A Tear Fell | | 9 12 | 16. Happy Whistler | | 17 4 |
| By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORDS AVAILABLE: A. Carter, Vic 6482; I. J. Hunter, Atlantic 1086. | | | By Don Robertson—Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3391. | | |
| 12. Walk Hand In Hand | | 19 4 | 16. Mr. Wonderful | | 13 13 |
| By J. Cowell—Published by Republic (BMI) BEST SELLING RECORD: T. Martin, Vic 20-6493. RECORDS AVAILABLE: D. Vaughan, Kapp 143; A. Williams, Cadence 1288. | | | By Buck Holofcener-Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: P. Lee, Dec 29834. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King, Vic 20-6392; S. Vaughan, Mercury 70777; Mello-Larks, Epic 9146; B. A. Steele, ABC-Paramount 9669. | | |
| 13. Long, Tall Sally | | 11 7 | 18. Lisbon Antigua | | 10 22 |
| By E. Johnson—Published by Venice (BMI) BEST SELLING RECORDS: Little Richard, Specialty 372; F. Boons, Dot 15457. RECORD AVAILABLE: M. Robbins, Col 40679. | | | 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. | | |
| 14. Picnic | | 21 3 | 19. Rock Island Line | | 17 8 |
| By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 61627. RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Martierle, Mercury 70836. | | | 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. Drestlar, Mercury 29883; J. Gavin, Epic 9161; G. Jones, King 4918; R. McKuen, Liberty 55019; M. Moore, Cap 3397; J. Work, Dot 1279. | | |
| 15. Main Title Molly-O (Man With the Golden Arm) | | 13 9 | 20. I'm In Love Again | | 22 3 |
| By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) BEST SELLING RECORD: E. Bernstein, Dec 29869. RECORDS AVAILABLE: L. Elgart, Col 40664; Gaylords, Mercury 70778; T. Heath, London 1644; D. Kaye, Dec 29904; R. Maltby, Vik 0196; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61606; B. Morrow, Wing 90063; R. Young, Dec 29833. | | | By Domino & Bartholmew—Published by Reene (BMI) BEST SELLING RECORD: F. Domino, Imperial 964. RECORD AVAILABLE: Fontane Sisters, Dot 15462. | | |
| Third Ten | | | | | |
| 21. Rock and Roll Waltz | | 15 21 | 25. Graduation Day | | - 1 |
| By Dick Ware and Shorty Allen—Published by Sheldon (BMI) RECORDS AVAILABLE: A. O'Day, Verve 2000; K. Starr, Vic 20-6359; L. Welk, Coral 81128. | | | By Joel Sherman & Noel Sherman—Published by Sheldon Music (BMI) RECORDS AVAILABLE: Four Freshmen, Cap 3410; Rover Boys, ABC-Paramount 9700. | | |
| 22. I'll Be Home | | 20 16 | 27. On the Street Where You Live | | 29 3 |
| By Washington & Lewis—Published by Are (BMI) RECORDS AVAILABLE: P. Boons, Dot 15443; Flamingos, Checker 330. | | | By Lerner & F. Lowe—Published by Chappell (ASCAP) RECORDS AVAILABLE: V. Damone, Mercury 40650; E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153. | | |
| 23. Church Bells May Ring | | 28 3 | 28. No, Not Much | | 22 18 |
| By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI) RECORDS AVAILABLE: Cadets, Modern 985; Diamonds, Mercury 70836; Willows, Melba 102. | | | By Stillman & R. Allen—Published by Beaver Music (ASCAP) RECORDS AVAILABLE: Four Lads, Col 40629; P. Beltran, Vic 20-6498. | | |
| 24. I Want You to Be My Girl | | 24 2 | 28. I Could Have Danced All Night | | - 1 |
| By Goldner & Barrett—Published by Kohl (BMI) RECORD AVAILABLE: Teen-Agers, Gee 1012. | | | By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12220; F. Carle, Vic 20-6460; R. Clooney, Col 40676; D. Shore, Vic 20-6469; S. Syms, Dec 29903. | | |
| 25. Can You Find It In Your Heart? | | 26 3 | 30. My Blue Heaven | | - 1 |
| By Stillman & R. Allen—Published by Witmark (ASCAP) RECORD AVAILABLE: T. Bennett, Col 49667. | | | By G. Whiting & W. Donaldson—Published by Lee Feist (ASCAP) RECORD AVAILABLE: F. Domino, Imperial 5386. | | |

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



Buyboard

CAPITOL'S TEN BEST SELLERS!

| | | | | |
|---|---|---|--|--|
| DON ROBERTSON THE HAPPY WHISTLER <small>record no. 3391</small> | LES BAXTER THE POOR PEOPLE OF PARIS <small>record no. 3336</small> | "TENNESSEE" ERNIE FORD THE ROVIN' GAMBLER <small>record no. 3421</small> | FRANK SINATRA HOW LITTLE WE KNOW <small>record no. 3423</small> | DEAN MARTIN STANDING ON THE CORNER <small>record no. 3414</small> |
| JOE "FINGERS" CARR PORTUGUESE WASHERWOMEN <small>record no. 3418</small> | LES BAXTER TANGO OF THE DRUMS <small>record no. 3404</small> | NELSON RIDDLE LISBON ANTIGUA <small>record no. 3287</small> | FOUR FRESHMEN GRADUATION DAY <small>record no. 3410</small> | TEX RITTER THE WAYWARD WIND <small>record no. 3430</small> |

NEW NEW NEW NEW NEW NEW NEW NEW NEW

GENE VINCENT
WOMAN LOVE
BE-BOP-A-LULA
record no. 3450



TOMMY LEONETTI
FREE
IT'S WILD
record no. 3442




FARON YOUNG
SWEET DREAMS
UNTIL I MET YOU
record no. 3443



ONESIME GROSBOIS
THE LEFT BANK
(C'EST A HAMBOURG)
THE SUN
(LE SOLEIL)
record no. 3449



THE JODIMARS
RATTLE MY BONES
LOT'SA LOVE
record no. 3436



MEG MYLES
MY MELANCHOLY BABY
PAST THE AGE OF INNOCENCE
record no. 3437




GORDON MACRAE
I ASKED THE LORD
ONE MISTY MORNING
record no. 3438



BIG BEN BANJO BAND
I. O. U. POLKA
ANNA LISA
record no. 3439



HANK THOMPSON
YOU CAN GIVE ME
BACK MY HEART
WEEPING WILLOW
record no. 3440



THE NILSSON TWINS
OOK-AH-GA-DEEK
HONEST I LOVE YOU
record no. 3431



LOU BUSCH
JATO
TANGO AFRIQUE
record no. 3432



GAROTO
BRAZILIAN POLKA
THE NIGHTINGALE
BAION
record no. 3433





JACK CARROLL

Orchestra Arranged and Conducted by JOE LEAHY



GABY

From the MGM
Production "Gaby" b/w

HOW AM I
GONNA SLEEP
TONIGHT

RKO-UNIQUE #337



UNIQUE

Announces their



LYNN ROBERTS

Orchestra Arranged and Conducted by JOE LEAHY



WHILE THE CITY SLEEPS

From The RKO Film
"While The City Sleeps"

b/w A LIBERAL EDUCATION

RKO-UNIQUE #336

BUY





JOE LEAHY ORCHESTRA AND CHORUS DUTCH TREAT

b/w
TO LOVE YOU
(I Only Live to Love You)

From The Paramount Picture "The Proud and Profane"
RKO-UNIQUE #339

A New Name in Recording

First Releases...



JACK SMITH THE PROUD AND PROFANE

(BALLAD OF COLIN BLACK)
From the Paramount Picture
"THE PROUD AND PROFANE"
With JEFF ALEXANDER Orchestra and Chorus

b/w
KOO-KEE-KOO

(From the Musical Play "Bomba") With JOE LEAHY Orchestra and Chorus RKO-UNIQUE #338

UNIQUE RECORDS

• Best Sellers in Stores

For survey week ending May 16

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. HEARTBREAK HOTEL (BMI)— E. Presley | 1 | 12 |
| I Was the One (BMI)—Vic 20-6420 | | |
| 2. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff | 4 | 6 |
| Theme From "Picnic" (ASCAP)—Dec 29888 | | |
| 3. HOT DIGGITY (ASCAP)—P. Como | 2 | 12 |
| Juke Box Baby (ASCAP)—Vic 20-6427 | | |
| 4. WAYWARD WIND (BMI)—G. Grant | 11 | 4 |
| No More Than Forever (ASCAP)—Era 1013 | | |
| 5. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates | 7 | 6 |
| Rio Batucada (ASCAP)—Coral 61618 | | |
| 6. I'M IN LOVE AGAIN (BMI)— F. Domino | 12 | 4 |
| MY BLUE HEAVEN (ASCAP)— Imperial 964 | | |
| 7. IVORY TOWER (ASCAP)—C. Carr | 8 | 7 |
| Please Believe Me (ASCAP)—Fraternity 734 | | |
| 7. STANDING ON THE CORNER (ASCAP)—Four Lads | 10 | 5 |
| MY LITTLE ANGEL (BMI)— Col 40674 | | |
| 9. BLUE SUEDE SHOES (BMI)— C. Perkins | 3 | 12 |
| Honey, Don't (BMI)—Sun 234 | | |
| 10. MAGIC TOUCH (BMI)—Platters | 6 | 9 |
| Winner Take All (ASCAP)—Mercury 70819 | | |
| 11. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter | 5 | 15 |
| Theme From "Helen of Troy" (ASCAP)— Cap 3336 | | |
| 12. HAPPY WHISTLER (ASCAP)— D. Robertson | 16 | 4 |
| You're Free to Go (ASCAP)—Dec 29870 | | |
| 13. LONG, TALL, SALLY (BMI)— Little Richard | 15 | 8 |
| Slippin' and Slidin' (BMI)—Specialty 572 | | |
| 14. CHURCH BELLS MAY RING (BMI)—Diamonds | 23 | 3 |
| Little Girl of Mine (BMI)—Mercury 70835 | | |
| 15. A TEAR FELL (BMI)—T. Brewer | 18 | 13 |
| Bo Weevil (BMI)—Coral 61590 | | |
| 16. I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers | 13 | 3 |
| I'm Not a Know-It-All (ASCAP)—Gee 1012 | | |
| 17. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers | 9 | 15 |
| Please Be Mine (BMI)—Gee 1002 | | |
| 18. ROCK ISLAND LINE (BMI)— L. Donegan | 14 | 9 |
| John Henry (BMI)—London 1650 | | |
| 18. PICNIC (ASCAP)—McGuire Sisters | — | 1 |
| Delilah Jones (ASCAP)—Coral 61627 | | |
| 20. IVORY TOWER (ASCAP)— O. Williams | 19 | 7 |
| In Paradise (BMI)—DeLuxe 6093 | | |
| 21. IVORY TOWER (ASCAP)—G. Storm | — | 1 |
| I Ain't Gonna Worry (BMI)—Dot 15458 | | |
| 22. MAIN TITLE ("MAN WITH THE GOLDEN ARM") (ASCAP)— E. Bernstein | 20 | 8 |
| Clark Street (ASCAP)—Dec 29869 | | |
| 23. CAN YOU FIND IT IN YOUR HEART? (ASCAP)—T. Bennett | 24 | 4 |
| Forget Her (ASCAP)—Col 49667 | | |
| 24. LISBON ANTIGUA (ASCAP)— N. Riddle | 17 | 22 |
| Robin Hood (ASCAP)—Cap 3287 | | |
| 25. WALK HAND IN HAND (BMI)— T. Martin | — | 1 |
| Flamenco Love (ASCAP)—Vic 20-6493 | | |

• Most Played in Juke Boxes

For survey week ending May 16

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

| This Week | Last Week | Weeks on Chart |
|--|-----------|----------------|
| 1. HEARTBREAK HOTEL (BMI)— E. Presley | 1 | 9 |
| I WAS THE ONE (BMI)— Vic 20-6420 | | |
| 2. BLUE SUEDE SHOES (BMI)— C. Perkins | 2 | 10 |
| Honey, Don't (BMI)—Sun 234 | | |
| 3. HOT DIGGITY (BMI)—P. Como | 4 | 10 |
| JUKE BOX BABY (BMI)— Vic 20-6427 | | |
| 4. MAGIC TOUCH (ASCAP)—Platters | 6 | 7 |
| Winner Take All (ASCAP)—Mercury 70819 | | |
| 5. IVORY TOWER (ASCAP)—C. Carr | 7 | 4 |
| Please Believe Me (ASCAP)—Fraternity 734 | | |
| 6. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter | 3 | 14 |
| Theme From "Helen of Troy" (ASCAP)—Cap 3336 | | |
| 7. A TEAR FELL (BMI)—T. Brewer | 5 | 10 |
| Bo Weevil (BMI)—Coral 61590 | | |
| 8. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers | 8 | 13 |
| Please Be Mine (BMI)—Gee 1002 | | |
| 9. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates | 11 | 3 |
| Rio Batucada (ASCAP)—Coral 61618 | | |
| 9. IVORY TOWER (ASCAP)—G. Storm | 16 | 2 |
| I Ain't Gonna Worry (BMI)—Dot 15458 | | |
| 11. LONG, TALL SALLY (BMI) P. Boone | 12 | 4 |
| Any Place in Heaven (ASCAP)—Dot 15457 | | |
| 12. I'LL BE HOME (BMI)—P. Boone | 9 | 13 |
| Tutti Frutti (BMI)—Dot 15443 | | |
| 13. ROCK ISLAND LINE (BMI)— L. Donegan | 17 | 6 |
| John Henry (BMI)—London 1650 | | |
| 14. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff | 17 | 2 |
| Theme From "Picnic" (ASCAP)—Dec 29888 | | |
| 15. LISBON ANTIGUA (ASCAP)— N. Riddle | 10 | 17 |
| Robin Hood (ASCAP)—Cap 3287 | | |
| 16. LONG, TALL SALLY (BMI) Little Richard | — | 3 |
| Slippin' and Slidin' (BMI)—Specialty 572 | | |
| 17. ROCK AND ROLL WALTZ (BMI)— K. Starr | 14 | 20 |
| I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359 | | |
| 17. WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm | 20 | 12 |
| I Walk Alone (BMI)—Dot 15448 | | |
| 19. MY BLUE HEAVEN (ASCAP)— F. Domino | 17 | 2 |
| I'M IN LOVE AGAIN (BMI)— Imperial 964 | | |
| 19. STANDING ON THE CORNER (ASCAP)—Four Lads | — | 1 |
| My Little Angel (BMI)—Col 40674 | | |

• Best Selling Sheet Music

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. Hot Diggity (Roncom) | 1 | 11 |
| 2. Poor People of Paris (Connelly) | 2 | 14 |
| 3. Ivory Tower (E. H. Morris) | 3 | 5 |
| 4. Moonglow (Mills-Columbia Pictures) | 8 | 2 |
| 5. Standing on the Corner (Frank) | 14 | 2 |
| 6. Walk Hand in Hand (Republic) | 7 | 3 |
| 7. Heartbreak Hotel (Tice) | 4 | 6 |
| 8. Blue Suede Shoes (Hi Lo) | 6 | 7 |
| 9. Rock and Roll Waltz (Sheldon) | 5 | 19 |
| 10. Mr. Wonderful (Laurel) | 9 | 9 |
| 11. Picnic (Shapiro-Bernstein) | 10 | 1 |
| 12. On the Street Where You Live (Chappell) | — | 3 |
| 13. A Tear Fell (Progressive) | 11 | 5 |
| 14. Theme From "The Three Penny Opera" (Moritat) (Harms) | 12 | 14 |
| 15. Lisbon Antigua (Southern) | 13 | 19 |

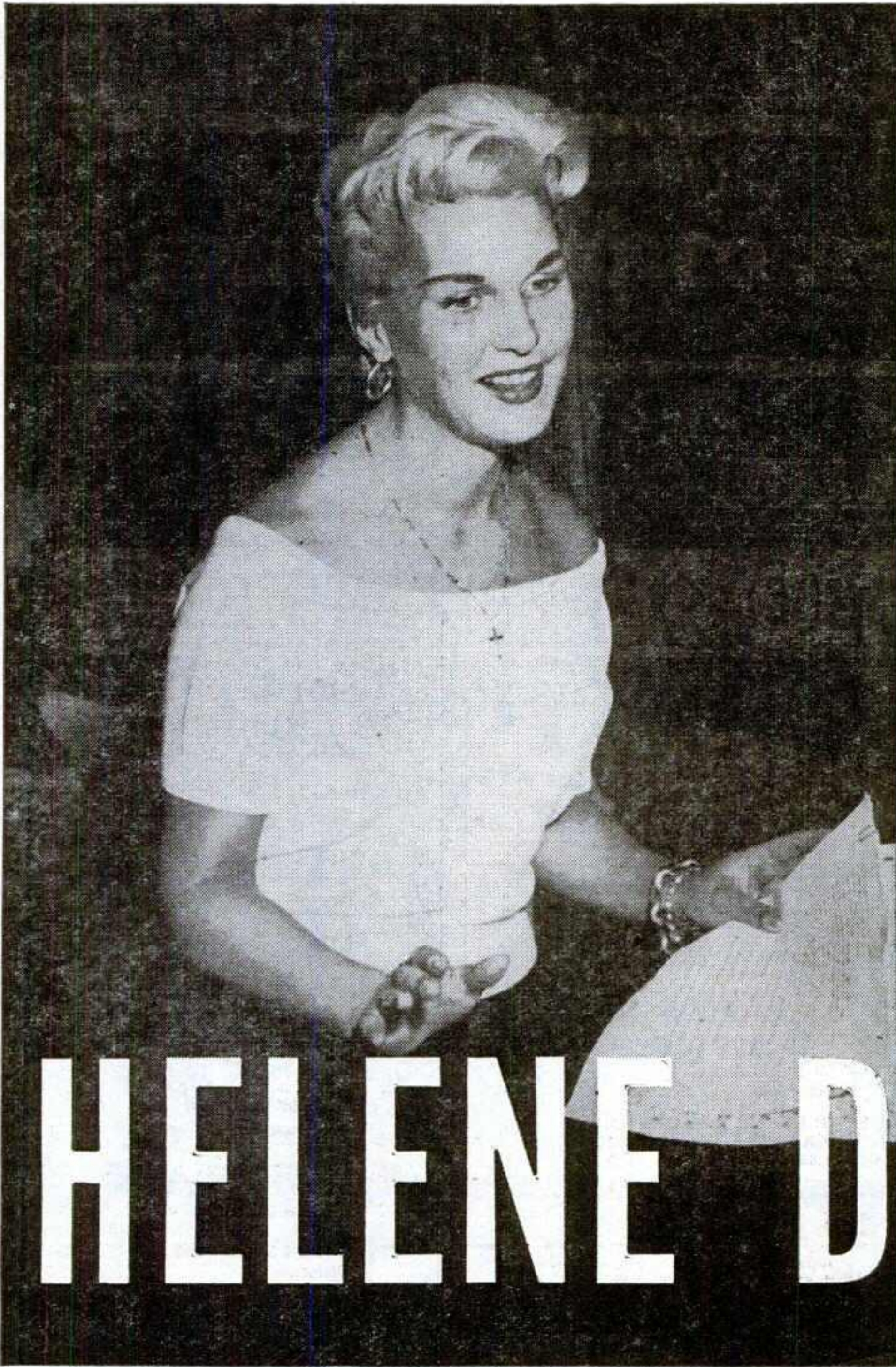
• Most Played by Jockeys

For survey week ending May 16

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. HEARTBREAK HOTEL (BMI)— E. Presley | 1 | 12 |
| I Was the One (BMI)—Vic 20-6420 | | |
| 2. HOT DIGGITY (ASCAP)—P. Como | 2 | 11 |
| Juke Box Baby (BMI)—Vic 20-6427 | | |
| 3. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff | 4 | 6 |
| Theme From "Picnic" (ASCAP)—Dec 29888 | | |
| 4. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter | 3 | 15 |
| Theme From "Helen of Troy" (ASCAP)— Cap 3336 | | |
| 5. STANDING ON THE CORNER (ASCAP)—Four Lads | 7 | 4 |
| My Little Angel (BMI)—Col 40674 | | |
| 6. IVORY TOWER (ASCAP)—G. Storm | 6 | 3 |
| I Ain't Gonna Worry (BMI)—Dot 15458 | | |
| 7. WAYWARD WIND (BMI)—G. Grant | 12 | 3 |
| No More Than Forever (ASCAP)—Era 1013 | | |
| 8. HAPPY WHISTLER (ASCAP)— D. Robertson | 9 | 4 |
| You're Free to Go (ASCAP)—Cap 3391 | | |
| 9. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates | 8 | 6 |
| Rio Batucada (ASCAP)—Coral 61618 | | |
| 10. MAGIC TOUCH (BMI)—Platters | 5 | 7 |
| Winner Take All (ASCAP)—Mercury 70819 | | |
| 11. BLUE SUEDE SHOES (BMI)— C. Perkins | 13 | 10 |
| Honey, Don't (BMI)—Sun 234 | | |
| 12. IVORY TOWER (ASCAP)—C. Carr | 10 | 5 |
| Please Believe Me (ASCAP)—Fraternity 734 | | |
| 13. IVORY TOWER (ASCAP)— O. Williams | 11 | 5 |
| In Paradise (BMI)—DeLuxe 6093 | | |
| 14. A TEAR FELL (BMI)—T. Brewer | 15 | 10 |
| Bo Weevil (BMI)—Coral 61590 | | |
| 15. PICNIC (ASCAP)—McGuire Sisters | — | 1 |
| Delilah Jones (ASCAP)—Coral 61627 | | |
| 16. WALK HAND IN HAND (BMI)— T. Martin | — | 1 |
| Flamenco Love (ASCAP)—Vic 20-6493 | | |
| 17. GRADUATION DAY (BMI)— Rover Boys | 25 | 2 |
| I Hear Music (BMI)—ABC-Paramount 9700 | | |
| 18. MR. WONDERFUL (ASCAP)—P. Lee | 16 | 10 |
| Crazy in the Heart (BMI)—Dec 29834 | | |
| 19. LISBON ANTIGUA (ASCAP)— N. Riddle | 14 | 21 |
| Robin Hood (ASCAP)—Cap 3287 | | |
| 20. CAN YOU FIND IT IN YOUR HEART (ASCAP)—T. Bennett | — | 1 |
| Forget Her (ASCAP)—Col 49667 | | |
| 21. CHURCH BELLS MAY RING (BMI)— Diamonds | — | 1 |
| Little Girl of Mine (BMI)—Mercury 70835 | | |
| 22. ROCK ISLAND LINE (BMI)— L. Donegan | 21 | 7 |
| John Henry (BMI)—London 1650 | | |
| 23. STANDING ON THE CORNER (ASCAP)—D. Martin | — | 1 |
| Watching the World Go By (ASCAP)—Cap 3414 | | |
| 24. TOO YOUNG TO GO STEADY (ASCAP)—Nat (King) Cole | 24 | 4 |
| Never Let Me Go (ASCAP)—Cap 3390 | | |
| 25. NO, NOT MUCH (ASCAP)— Four Lads | 17 | 17 |
| I'll Never Know (BMI)—Col 40629 | | |

ROLL OVER BEETHOVEN (and tell Tchaikovsky the news)



*her
first release
on
VIK*

HELENE DIXON

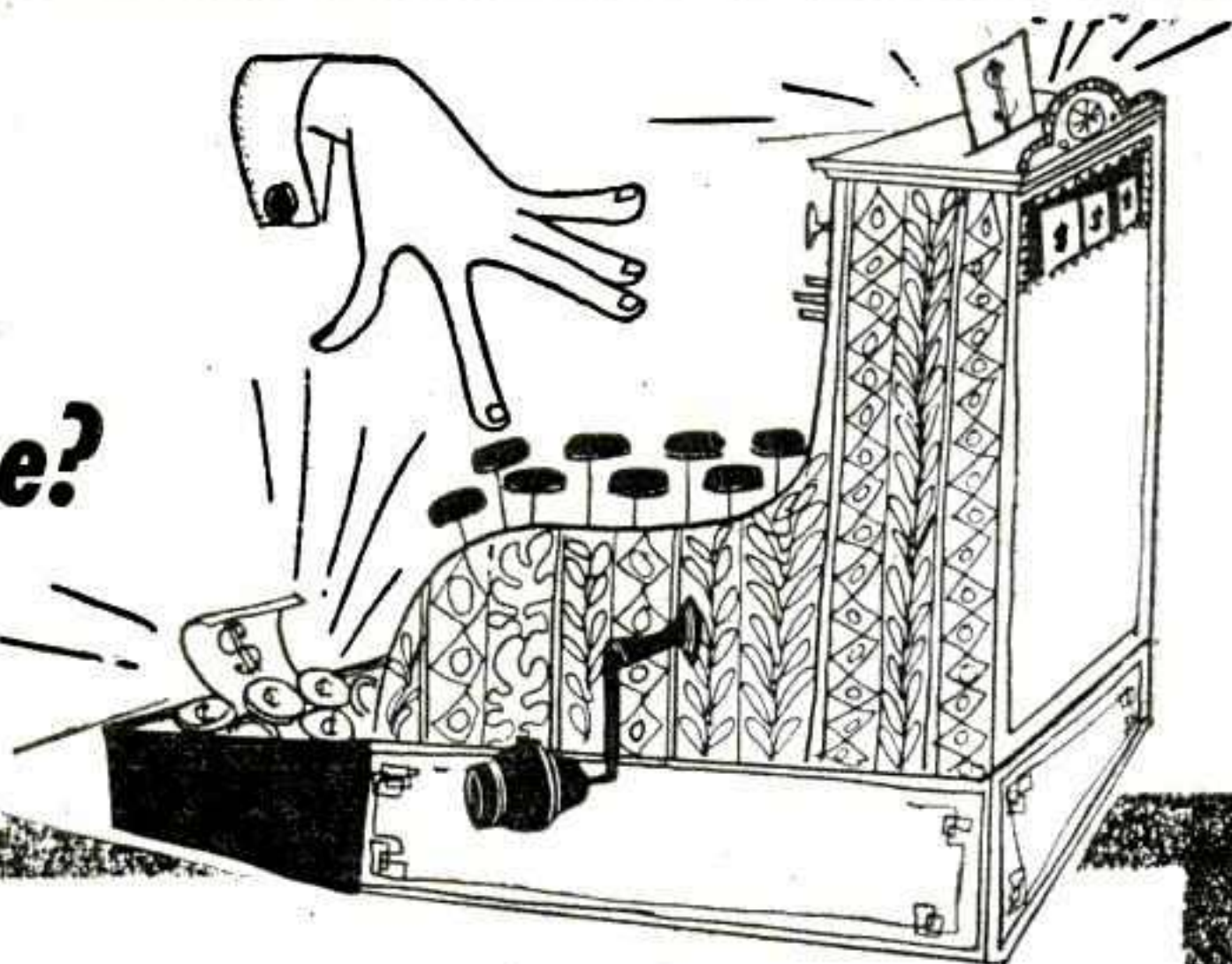
VIK X/4X-0212

**B/W A TEENAGER
SINGS THE BLUES**



DEALERS!

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



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

Sell him extra records when he gets there!

Get the customers into your store!

TODAY'S TOP TUNES

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

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

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

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



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

DISK DERBY KIT

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



2 BIG SPLASH COLOR POSTERS

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



3 FULL-SIZE AD REPRINTS

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

Plus 5 COPIES OF "THE NATION'S TOP TUNES" AVAILABLE EVERY OTHER WEEK

THE BIG PLAY KIT

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



2 BIG SPLASH COLOR POSTERS

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



FULL SIZE AD REPRINTS

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

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

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

905

TODAY'S TOP TUNES

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

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

Store name, address and phone printed as shown:

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

DISK DERBY PROMOTION KIT

- Please send me 10 every-other-week DISK DERBY promotion kits plus 1 extra kit free (introductory offer)
 \$5 payment enclosed Bill me
- Send me _____ kits @ 50c every-other-week
 I enclose \$ _____ Bill me

NAME OF COMPANY _____
Attention _____
Address _____
City _____ Zone _____ State _____

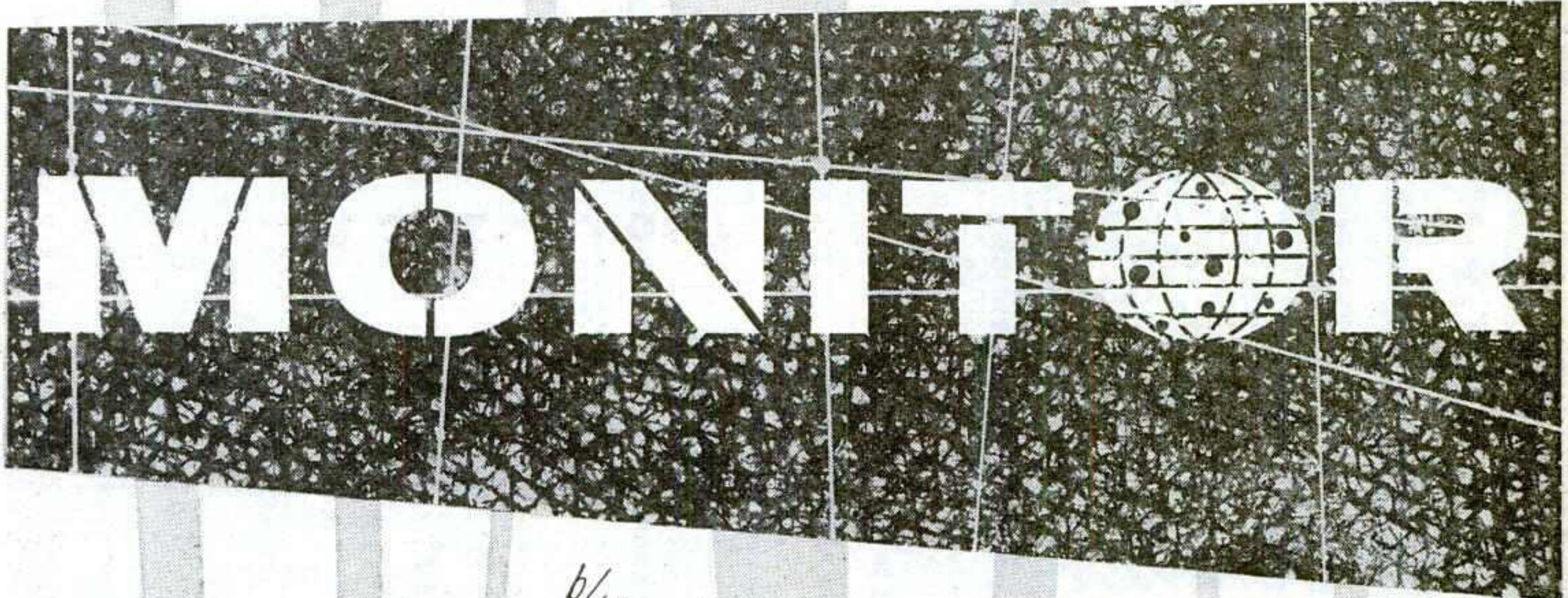
USE THIS HANDY ORDER BLANK TODAY TO START YOUR MERCHANDISING SERVICES

America's Fastest Selling Records

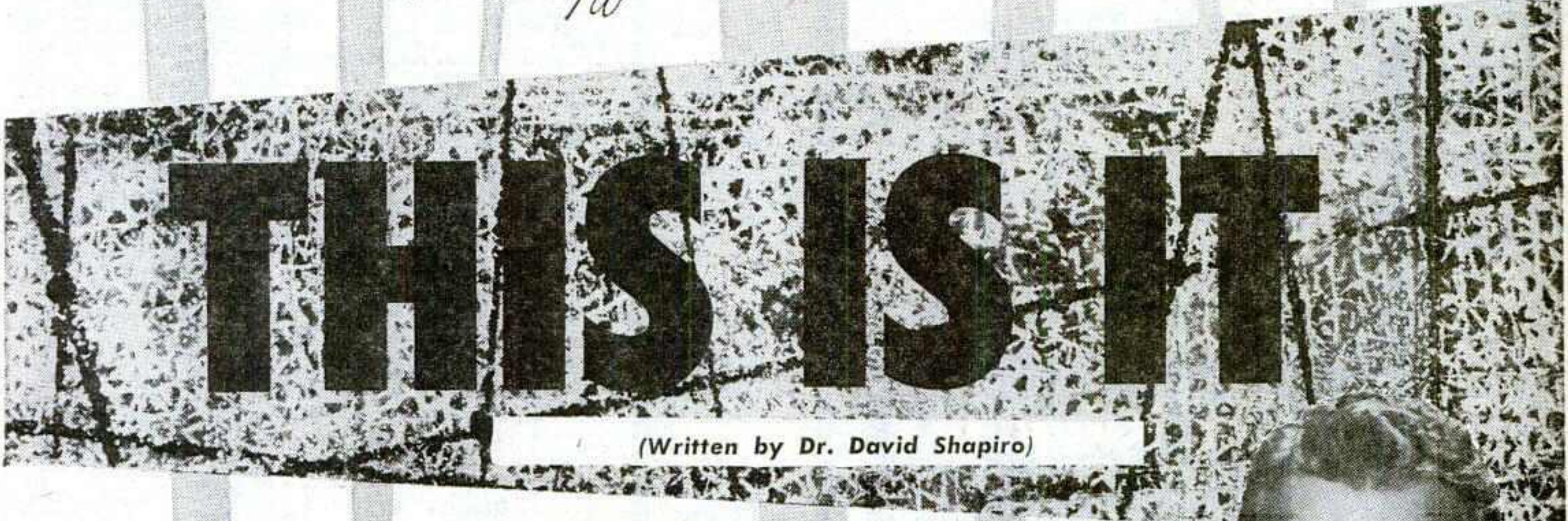


DECCA
RECORDS

THIS IS IT !!



b/w



(Written by Dr. David Shapiro)

DECCA 29899 9-29899

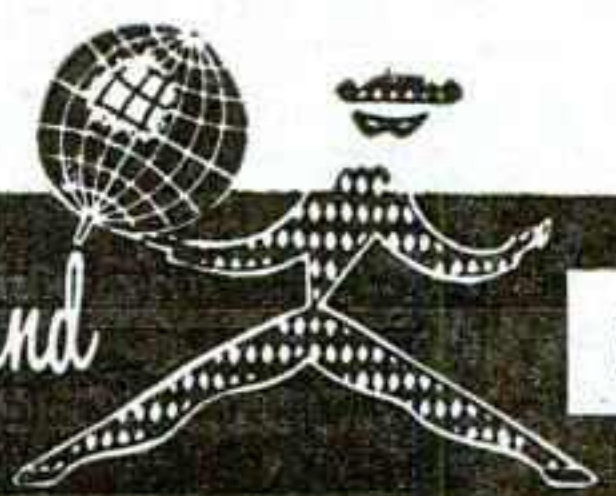
Teddy Phillips
and his orchestra



Personal Management
AL TRACE

Current Decca Album Release
"CONCERT IN THE SKY"
DL 5554 ED 715

A New World of Sound



DECCA records

• Territorial Best Sellers

For survey week ending May 16

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

Atlanta

1. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Main Title (Man With the Golden Arm), B. May, Cap.
4. Ivory Tower, C. Carr, Fty.
5. Happy Whistler, D. Robertson, Cap.

Baltimore

1. Heartbreak Hotel, E. Presley, Vic.
2. My Little Angel, Four Lads, Col.
3. I Want You to Be My Girl Teen-Agers, Gee
4. I'm in Love Again, F. Domino, Imp.
5. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
6. Wayward Wind, G. Grant, Era
7. It Only Hurts for a Little While Ames Brothers, Vic.
8. In a Shanty in Old Shanty Town S. Smith, Epi.
9. Graduation Day, Rover Boys, Pmt.

Boston

1. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Wayward Wind, G. Grant, Era
4. Standing On the Corner, Four Lads, Col.
5. Poor People of Paris, L. Baxter, Cap.
6. On the Street Where You Live V. Damone, Col.
7. Happy Whistler, D. Robertson, Cap.
8. Ivory Tower, C. Carr, Fty.
9. Kiss Me Another, G. Gibbs, Mer.

Buffalo

1. Hot Diggity, P. Como, Vic.
2. Heartbreak Hotel, E. Presley, Vic.
3. My Blue Heaven, F. Domino, Imp.
4. Magic Touch, Platters, Mer.
5. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
6. Kiss Me Another, G. Gibbs, Mer.

Chicago

1. Heartbreak Hotel, E. Presley, Vic.
2. Moonglow and Theme From "Picnic" G. Cates, Cor.
3. Wayward Wind, G. Grant, Era
4. Ivory Tower, C. Carr, Fty.
5. Hot Diggity, P. Como, Vic.
6. Blue Suede Shoes, C. Perkins, Sun
7. Standing On the Corner, Four Lads, Col.
8. Church Bells May Ring, Diamonds, Mer.
9. I'll Be Home, P. Boone, Dot

Cincinnati

1. Church Bells May Ring, Diamonds, Mer.
2. Heartbreak Hotel, E. Presley, Vic.
3. Long, Tall Sally, Little Richard, Spe.
4. Hot Diggity, P. Como, Vic.
5. Moonglow and Theme From "Picnic" G. Cates, Cor.
6. Ivory Tower, C. Carr, Fty.
7. Magic Touch, Platters, Mer.
8. Blue Suede Shoes, C. Perkins, Sun
9. Happy Whistler, D. Robertson, Cap.

Cleveland

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Picnic, McGuire Sisters, Cor.
3. Ivory Tower, C. Carr, Fty.
4. Heartbreak Hotel, E. Presley, Vic.
5. Treasure of Love, C. McPhatter, Del.
6. Wayward Wind, G. Grant, Era
7. My Little Angel, Four Lads, Col.
8. Graduation Day, Four Freshmen, Cap.
9. I Want You to Be My Girl, Teen-Agers, Gee

Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Hot Diggity, P. Como, Vic.
4. Wayward Wind, G. Grant, Era
5. Poor People of Paris, L. Baxter, Cap.
6. Happy Whistler, D. Robertson, Cap.

Denver

1. Heartbreak Hotel, E. Presley, Vic.
2. Hot Diggity, P. Como, Vic.
3. Wayward Wind, G. Grant, Era
4. Ivory Tower, O. Williams, Del.
5. Church Bells May Ring, Diamonds, Mer.
6. Magic Touch, Platters, Mer.

Detroit

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Heartbreak Hotel, E. Presley, Vic.
3. Can You Find It in Your Heart T. Bennett, Col.
4. Picnic, McGuire Sisters, Cor.
5. I Want You to Be My Girl Teen-Agers, Gee
6. Portuguese Washerwoman J. (Fingers) Carr, Cap.
7. Graduation Day, Rover Boys, Pmt.
8. Happy Whistler, D. Robertson, Cap.
9. Magic Touch, Platters, Mer.

Kansas City

1. Heartbreak Hotel, E. Presley, Vic.
2. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
3. Wayward Wind, G. Grant, Era
4. Happy Whistler, D. Robertson, Cap.
5. I'm in Love Again, F. Domino, Imp.
6. My Baby Left Me, E. Presley, Vic.
7. Blue Suede Shoes, C. Perkins, Sun
8. Ivory Tower, C. Carr, Fty.
9. Standing On the Corner, Four Lads, Col.

Los Angeles

1. Heartbreak Hotel, E. Presley, Vic.
2. Hot Diggity, P. Como, Vic.
3. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
4. Blue Suede Shoes, C. Perkins, Sun
5. Poor People of Paris, L. Baxter, Cap.
6. Main Title (Man With the Golden Arm) E. Bernstein, Dec.
7. Why Do Fools Fall in Love? Teen-Agers, Gee

8. Moonglow and Theme From "Picnic" G. Cates, Cor.
9. Rock Island Line, L. Donegan, Lon.
10. Wayward Wind, G. Grant, Era

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. Standing On the Corner Four Lads, Col.
6. Can You Find It in Your Heart T. Bennett, Col.
7. Blue Suede Shoes, C. Perkins, Sun
8. Happy Whistler, D. Robertson, Cap.
9. Main Title Molly O (Man With the Golden Arm), D. Jacobs, Cor.

Minneapolis-St. Paul

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Heartbreak Hotel, E. Presley, Vic.
3. Rock Island Line, L. Donegan, Lon.
4. It Only Hurts for a Little While Ames Brothers, Vic.
5. Ivory Tower, C. Carr, Fty.
6. Lovely One, Four Voices, Col.
7. I'm in Love Again, F. Domino, Imp.
8. Standing On the Corner Four Lads, Col.
9. My Little Angel, Four Lads, Col.
10. Wayward Wind, G. Grant, Era

New Orleans

1. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Hot Diggity, P. Como, Vic.
4. A Little Love Can Go a Long, Long Way, Dream Weavers, Dec.
5. Standing On the Corner, Four Lads, Col.
6. Magic Touch, Platters, Mer.
7. Poor People of Paris, L. Baxter, Cap.
8. Graduation Day, Four Freshmen, Cap.
9. Portuguese Washerwoman J. (Fingers) Carr, Cap.

New York

1. Poor People of Paris, L. Baxter, Cap.
2. Hot Diggity, P. Como, Vic.
3. Lisbon Antigua, N. Riddle, Cap.
4. Heartbreak Hotel, E. Presley, Vic.
5. Magic Touch, Platters, Mer.
6. Kiss Me Another, G. Gibbs, Mer.
7. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
8. Ivory Tower, C. Carr, Fty.
9. Mr. Wonderful, S. Vaughan, Mer.

Philadelphia

1. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Ivory Tower, C. Carr, Fty.
4. Wayward Wind, G. Grant, Era
5. Poor People of Paris, L. Baxter, Cap.
6. Blue Suede Shoes, C. Perkins, Sun
7. Hot Diggity, P. Como, Vic.
8. Why Do Fools Fall in Love? Teen-Agers, Gee
9. Too Close for Comfort, E. Gorme, Pmt.

Pittsburgh

1. I'm in Love Again, F. Domino, Imp.
2. Hot Diggity, P. Como, Vic.
3. Heartbreak Hotel, E. Presley, Vic.
4. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
5. Picnic, McGuire Sisters, Cor.
6. Moonglow and Theme From "Picnic" G. Cates, Cor.
7. Graduation Day, Four Freshmen, Cap.
8. Casual Look, Six Teens, Flo.
9. My Little Angel, Four Lads, Col.

St. Louis

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Happy Whistler, D. Robertson, Cap.
3. Wayward Wind, G. Grant, Era
4. Ivory Tower, C. Carr, Fty.
5. Standing On the Corner, Four Lads, Col.
6. Dilliah Jones, McGuire Sisters, Cor.
7. Walk Hand in Hand, T. Martin, Vic.
8. Hot Diggity, P. Como, Vic.
9. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.

San Francisco

2. Heartbreak Hotel, E. Presley, Vic.
1. Hot Diggity, P. Como, Vic.
3. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
4. Poor People of Paris, L. Baxter, Cap.
5. Why Do Fools Fall in Love? Teen-Agers, Gee
6. Blue Suede Shoes, C. Perkins, Sun
7. Main Title (Man With the Golden Arm) E. Bernstein, Dec.
8. Lisbon Antigua, N. Riddle, Cap.
9. Magic Touch, Platters, Mer.
10. Ivory Tower, C. Carr, Fty.

Seattle

1. Wayward Wind, G. Grant, Era
2. Church Bells May Ring, Diamonds, Mer.
3. Little Girl of Mine, Clefstones, Gee
4. Heartbreak Hotel, E. Presley, Vic.
5. Hot Diggity, P. Como, Vic.
6. It Only Hurts for a Little While Ames Brothers, Vic.
7. I Want You to Be My Girl Teen-Agers, Gee
8. You're the Apple of My Eye Four Lovers, Vic.

Toronto

1. Heartbreak Hotel, E. Presley, Vic.
2. Hot Diggity, P. Como, Vic.
3. Moonglow and Theme From "Picnic" M. Stolfoff, Dec.
4. Church Bells May Ring, Diamonds, Mer.
5. Blue Suede Shoes, E. Presley, Vic.
6. A Tear Fell, T. Brewer, Cor.
7. Poor People of Paris, L. Baxter, Cap.
8. Why Do Fools Fall in Love? Teen-Agers, Gee
9. Magic Touch, Platters, Mer.

THE BEST!
DANNY KATZ
 -Sings-
THE SEARCHERS
(RIDE AWAY)
 MGM 12252
 K 12252

Joni James

I WOKE UP CRYING THE MAVERICK QUEEN
 (From Republic picture)

MGM 12213 • K12213

Dick Hyman Trio IT'S GOT "THAT" WHISTLE

WHEN YOU'RE SMILING

ROLLIN' THE BOOGIE

MGM 12258 • K12258

Connie Francis

FORGETTING

and

SEND FOR MY BABY BIG PLUGSON NBC-TV SHOW "MODERN ROMANCES"

MGM 12251 • K12251

Hot!

The King's TV

YOU'RE ON TRIAL

and

STUMBLING

MGM 12247 • K12247

David Rose

FORBIDDEN PLANET THEME FROM "The Swan"

(Inspired by the MGM film "The Forbidden Planet") (From the MGM film "The Swan")

MGM 12243 • K12243

SAM THE MAN TAYLOR

A KISS BEFORE DYING and **BLUER THAN BLUE**

MGM 12249
K12249

GEORGE DE WITT

THE FOUNTAIN OF THE BELLS and **DO YOU!**

MGM 12238
K12238

NEW MGM STAR

DEAN JONES

THE TENNESSEE ROCK 'N' ROLL and **IN THE HEART OF TOWN**

MGM 12264
K12264

ROGER ROGER

THE LEFT BANK and **LISETTE**

MGM 12265
K12265

JILLA WEBB

WHAT DO YOU THINK IT DOES TO ME! and **YOU GOTTA LOVE ME NOW**

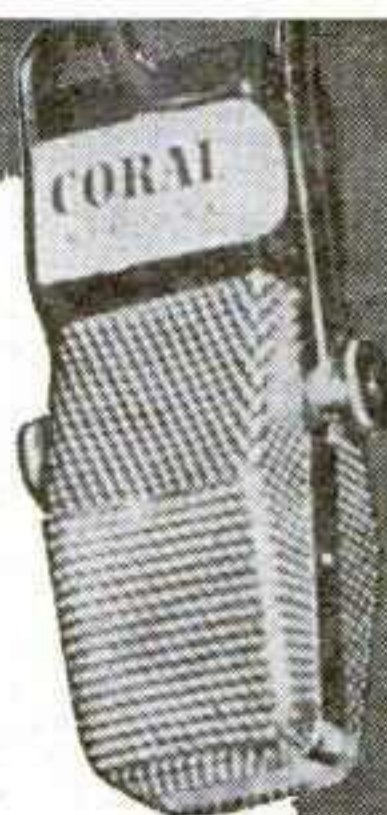
MGM 12235
K12235

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

707 SEVENTH AVE. NEW YORK 30, N.Y.

LITTLE
MISS MUSIC
 with a
BIG NEW HIT



Teresa Brewer

**GOODBYE
 JOHN**

**A SWEET
 OLD
 FASHIONED
 GIRL**

CORAL
 61636
 4-61636

orchestra conducted by DICK JACOBS

As Introduced
 by Teresa
 on the
 Ed Sullivan
 Show.

CORAL RECORDS
America's Fastest Growing Record Company

THE NOVELTY HIT OF THE YEAR

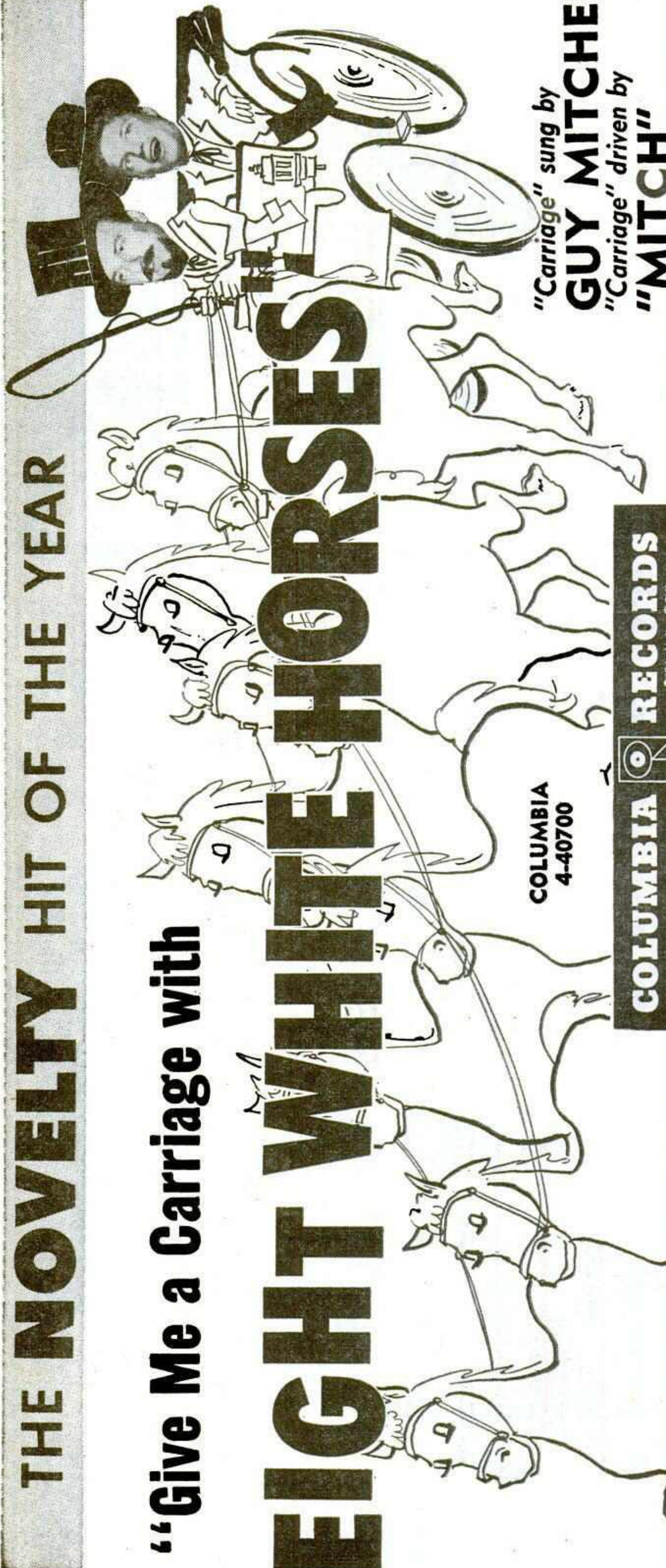
"Give Me a Carriage with

EIGHT WHITE HORSES

COLUMBIA
4-40700

COLUMBIA RECORDS

"Carriage" sung by
GUY MITCHELL
"Carriage" driven by
"MITCH"



• COMING UP STRONG

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

1. My Baby Left Me
I Want You, I Need You, I Love You
.....*Elvis Presley*
(BMI); (BMI) RCA Victor 6450
2. On the Street Where You Live...*Vic Damone*
(ASCAP) Columbia 40054
3. Kiss Me Another.....*Georgia Gibbs*
(BMI) Mercury 70850
4. It Only Hurts for a Little While
.....*Ames Brothers*
(ASCAP) RCA Victor 6481
5. Portuguese Washerwoman
.....*Joe (Fingers) Carr*
(ASCAP) Capitol 3418
6. Graduation Day.....*The Rover Boys*
(BMI) ABC-Paramount 9700
7. Graduation Day.....*The Four Freshmen*
(BMI) Capitol 3410
8. In a Shanty in Old Shanty Town
.....*Somethin' Smith*
(ASCAP) Epic 0168
9. I Could Have Danced All Night...*Sylvia Sims*
(ASCAP) Decca 29903
10. I'm in Love Again.....*Fontane Sisters*
(BMI) Dot 15462

• THIS WEEK'S BEST BUYS

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

ON THE STREET WHERE YOU LIVE (Chappell, ASCAP)—*Vic Damone*—Columbia 40654—The beginning was quiet, but gradually this disk has snowballed into something very big. The consensus of most sources thruout the country was that this will be a durable seller for some time to come, with its potential only partially tapped now. Eddie Fisher's reading may also come in for plenty of attention, but Damone appears to be firmly enough entrenched so that this will not impede his own trek to the charts. Flip is "We All Need Love" (Remick, ASCAP).

PORTUGUESE WASHERWOMAN (Remick, ASCAP)—*Joe (Fingers) Carr*—Capitol 3418—Every now and then novelties like this take off with effortless spontaneity. The past two weeks have seen this instrumental taking over juke boxes and deejay programs in almost all sales markets. Detroit and New Orleans already list it in their top 10; it is doing extremely well in Los Angeles, Atlanta, Chicago, Cleveland, Philadelphia, Baltimore and Buffalo also. Flip is "Lucky Pierre."

I COULD HAVE DANCED ALL NIGHT (Chappell, ASCAP)—*Sylvia Sims*—Decca 29903—Many people must be gratified to see the veteran chanteuse breaking into the commercial market so successfully. Long appreciated in New York hip circles, she is now wowing them in Atlanta, St. Louis, Detroit, Milwaukee, Pittsburgh and other spots far removed from Gotham, and is currently running ahead of Rosemary Clooney on this tune. Flip is "The World in My Corner" (Northern, ASCAP).

GRADUATION DAY (Sheldon, BMI)—*The Four Freshmen*—Capitol 3410—*The Rover Boys'* version of this tune (a previous Best Buy) is still the national favorite, but sales have stepped up on the Freshmen's record so much recently that it now also seems chart-bound. This week it placed on the Pittsburgh, Cleveland and New Orleans territorial charts. Boston, New York, Buffalo, Milwaukee and Detroit also reported very good volume. Flip is "Lonely Night in Paris" (Starlight, ASCAP).

IN A SHANTY IN OLD SHANTY TOWN (Witmark, ASCAP)—*Somethin' Smith*—Epic 9168—From almost the week of release, this record made an immediate hit with the juke box operators. One-stops in Boston, New York, Philadelphia, Baltimore, Buffalo and other cities promptly sold out. Not it is beginning to show excitingly at the retail level, too, and shaping up into a disk of hit proportions. Flip is "Coal Dust on the Fiddle" (Planetary, ASCAP).

IT'S YOUR MOVE FOR THE BIGGEST
SUMMER EVER... ON →



HEADIN' HOME

c/w

DAYBREAK SERENADE

Della Reese

Jubilee # 5247



The One in a million voice
Enzo Stuarti

O' MADONNA

c/w

YOURS IS MY HEART ALONE

Jubilee # 5243

The Capri Sisters

AFTER SCHOOL ROCK AND ROLL

c/w

THE OCARINA ROCK

Jubilee # 5244

The Four Tunes

DANCING WITH TEARS IN MY EYES

c/w

FAR AWAY PLACES

Jubilee # 5245

Jimmy Ricks
and his Rickateers

SHE'S MINE — SHE'S FINE

c/w

THE UNBELIEVER

Josie # 796

Steve Clayton

THE MAN WITH SEVEN LOVES

c/w

STRAIGHT FROM THE SHOULDER

Jubilee # 5242

The Stylers

HUFFIN' AND PUFFIN'

c/w

LOST JOHN

Jubilee # 5246

The Cadillacs

"ZOOM"

Josie # 792

The Limelighters

MY SWEET NORMA LEE

c/w

CABIN HIDEAWAY

Josie # 795

Day, Dawn & Dusk

WHO ARE YOU KISSING

c/w

ANYTIME

Josie # 794

Vinni Monte

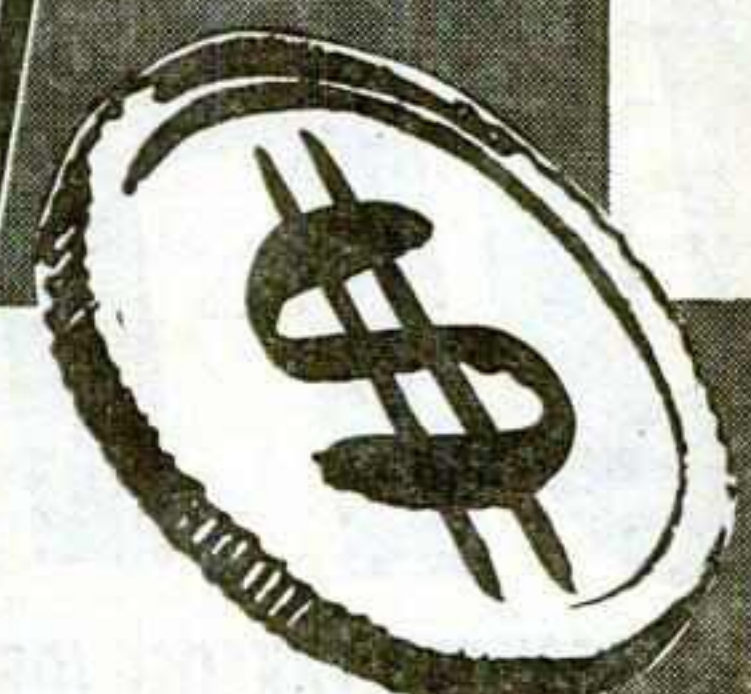
YOUR CUTE LITTLE WAYS

c/w

WITHOUT YOUR LOVE

Josie # 793

Josie Records
1650 Broadway,
New York City



READY TO ZOOM

THE INSTRUMENTAL RECORD OF THE YEAR!



JATO

JET ASSISTED TAKEOFF (OF COURSE)

b/w

TANGO AFRIQUE

Capitol 3432

ARRANGEMENT MADE—
ORCHESTRA CONDUCTED

BY

LOU BUSCH



THE TOP 100

For survey week ending May 16

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

| Pos. | Song | Artist | Label | Last Week |
|------|---|-------------------|------------|-----------|
| 1. | HEARTBREAK HOTEL | E. Presley | Victor | 1 |
| 2. | HOT DIGGITY | P. Como | Victor | 2 |
| 3. | MOONGLOW AND THEME FROM PICNIC | M. Stoloff | Decca | 7 |
| 3. | POOR PEOPLE OF PARIS | L. Baxter | Capitol | 3 |
| 5. | BLUE SUEDE SHOES | C. Perkins | Sun | 5 |
| 6. | MAGIC TOUCH | Platters | Mercury | 4 |
| 7. | IVORY TOWER | C. Carr | Fraternity | 6 |
| 7. | MOONGLOW AND THEME FROM PICNIC | G. Cates | Coral | 7 |
| 9. | STANDING ON THE CORNER | Four Lads | Columbia | 19 |
| 10. | IVORY TOWER | G. Storm | Dot | 16 |
| 11. | A TEAR FELL | T. Brewer | Coral | 9 |
| 12. | WAYWARD WIND | G. Grant | Era | 18 |
| 13. | HAPPY WHISTLER | D. Robertson | Capitol | 12 |
| 14. | IVORY TOWER | O. Williams | De Luxe | 14 |
| 15. | ROCK ISLAND LINE | L. Donegan | London | 13 |
| 16. | WHY DO FOOLS FALL IN LOVE | Teen-Agers | Gee | 11 |
| 17. | LISBON ANTIGUA | N. Riddle | Capitol | 10 |
| 18. | PICNIC | McGuire Sisters | Coral | 26 |
| 19. | I'M IN LOVE AGAIN | F. Domino | Imperial | 21 |
| 20. | I'LL BE HOME | P. Boone | Dot | 15 |
| 21. | CHURCH BELLS MAY RING | Diamonds | Mercury | 26 |
| 21. | LONG, TALL SALLY | Little Richard | Specialty | 16 |
| 23. | CAN YOU FIND IT IN YOUR HEART? | T. Bennett | Columbia | 24 |
| 24. | MR. WONDERFUL | P. Lee | Decca | 23 |
| 25. | I WANT YOU TO BE MY GIRL | Teen-Agers | Gee | 25 |
| 26. | WALK HAND IN HAND | T. Martin | Victor | 42 |
| 27. | LONG, TALL SALLY | P. Boone | Dot | 21 |
| 28. | NO, NOT MUCH | Four Lads | Columbia | 20 |
| 29. | WHY DO FOOLS FALL IN LOVE? | G. Storm | Dot | 29 |
| 30. | WHY DO FOOLS FALL IN LOVE? | Diamonds | Mercury | 30 |
| 31. | GRADUATION DAY | Rover Boys | mount | — |
| 32. | TOO YOUNG TO GO STEADY | Nat (King) Cole | Capitol | 4? |
| 33. | MAIN TITLE (MAN WITH THE GOLDEN ARM) | R. Maltby | Vik | 26 |
| 34. | IT ONLY HURTS FOR A LITTLE WHILE | Ames Brothers | Victor | 32 |
| 35. | MAIN TITLE (MAN WITH THE GOLDEN ARM) | E. Bernstein | Decca | 38 |
| 36. | EDDIE, MY LOVE | Fontane Sisters | Dot | 33 |
| 36. | MY LITTLE ANGEL | Four Lads | Columbia | 43 |
| 38. | MY BLUE HEAVEN | F. Domino | Imperial | 40 |
| 39. | STANDING ON THE CORNER | D. Martin | Capitol | 51 |
| 40. | KISS ME ANOTHER | G. Gibbs | Mercury | 54 |
| 41. | BLUE SUEDE SHOES | E. Presley | Victor | 37 |
| 42. | MAIN TITLE, MOLLY O (MAN WITH THE GOLDEN ARM) | D. Jacobs | Coral | 36 |
| 42. | MR. WONDERFUL | S. Vaughan | Mercury | 67 |
| 44. | R-O-C-K | B. Haley | Decca | 39 |
| 45. | WILD CHERRY | D. Cherry | Columbia | 35 |
| 46. | LOVELY ONE | Four Voices | Columbia | 49 |
| 47. | ROCK AND ROLL WALTZ | K. Starr | Victor | 31 |
| 48. | CORRINE, CORRINA | J. Turner | Atlantic | 63 |
| 49. | TOO CLOSE FOR COMFORT | E. Gorme | mount | 54 |
| 50. | ON THE STREET WHERE YOU LIVE | V. Damone | Columbia | 46 |
| 51. | I COULD HAVE DANCED ALL NIGHT | S. Syms | Decca | 56 |
| 52. | DELILAH JONES | McGuire Sisters | Coral | 60 |
| 52. | PORTUGUESE WASHERWOMAN | J. (Fingers) Carr | Capitol | 61 |
| 54. | WALK HAND IN HAND | A. Williams | Cadence | 68 |
| 55. | TO LOVE AGAIN | Four Aces | Decca | 47 |
| 56. | GRADUATION DAY | Four Freshmen | Capitol | 58 |
| 56. | HOW LITTLE WE KNOW | F. Sinatra | Capitol | 87 |
| 58. | I WAS THE ONE | E. Presley | Victor | 40 |
| 58. | LITTLE GIRL OF MINE | Cletones | Gee | 57 |
| 60. | JUKE BOX BABY | P. Como | Victor | 50 |
| 61. | LITTLE LOVE CAN GO A LONG, LONG WAY | Dream Weavers | Decca | 33 |
| 62. | SLIPPIN' AND SLIDIN' | Little Richard | Specialty | 53 |
| 63. | ROVIN' GAMBLER | T. Ernie | Capitol | 77 |
| 64. | BLUE SUEDE SHOES | B. Bennett | King | 78 |
| 64. | I'M IN LOVE AGAIN | Fontane Sisters | Dot | — |
| 64. | MAIN TITLE (MAN WITH THE GOLDEN ARM) | B. May | Capitol | 70 |
| 67. | TO YOU MY LOVE | N. Noble | Mercury | 64 |
| 68. | MAIN TITLE (MAN WITH THE GOLDEN ARM) | L. Elgart | Columbia | 85 |
| 68. | MY BABY LEFT ME | E. Presley | Victor | — |
| 70. | PORT-AU-PRINCE | N. Riddle | Capitol | 61 |
| 71. | PICNIC | R. Marterie | Mercury | 74 |
| 72. | WALK HAND IN HAND | D. Vaughan | Kapp | 74 |
| 73. | POOR PEOPLE OF PARIS | R. Morgan | Decca | 71 |
| 73. | THEME FROM THE THREE PENNY OPERA (MORITAT) | D. Hyman | M-G-M | 52 |
| 75. | ROCK ISLAND LINE | D. Cornell | Coral | 84 |
| 76. | MONEY HONEY | E. Presley | Victor | 80 |
| 77. | TANGO OF THE DRUMS | L. Baxter | Capitol | 68 |
| 78. | POOR PEOPLE OF PARIS | L. Welk | Coral | 97 |
| 79. | LOOK HOMEWARD ANGEL | Four Esquires | London | — |
| 80. | NO OTHER ONE | E. Fisher | Victor | 90 |
| 81. | PLAY FOR KEEPS | J. P. Morgan | Victor | — |
| 82. | I WOKE UP CRYING | J. James | M-G-M | 72 |
| 82. | MAIN TITLE (MAN WITH THE GOLDEN ARM) | B. Morrow | Wing | 89 |
| 84. | CHURCH BELLS MAY RING | Willows | Melba | 78 |
| 84. | EDDIE, MY LOVE | Chordettes | Cadence | 81 |
| 86. | TREASURE OF LOVE | C. McPhatter | Atlantic | — |
| 87. | HELD FOR QUESTIONING | R. Draper | Mercury | 74 |
| 88. | STANDING ON THE CORNER | Mills Brothers | Decca | — |
| 89. | SAINTS ROCK AND ROLL | B. Haley | Decca | 65 |
| 90. | I WANT YOU, I NEED YOU, I LOVE YOU | E. Presley | Victor | — |
| 90. | YOU'RE THE APPLE OF MY EYE | Four Lovers | Victor | — |
| 92. | INNAMORTA | J. Vale | Columbia | 88 |
| 92. | LOST IN THE SHUFFLE | J. P. Morgan | Victor | — |
| 92. | HI LILI HI LO | R. Williams | Kapp | — |
| 95. | MOCKING BIRD | Four Lads | Columbia | 94 |
| 97. | JOEY JOEY JOEY | P. Lee | Decca | 90 |
| 98. | I'M GROWN ACCUSTOMED TO YOUR FACE | R. Clooney | Columbia | — |
| 98. | OUR LOVE AFFAIR | T. Charles | Decca | — |
| 100. | INNAMORATA | D. Martin | Capitol | 72 |

CAUTION TO DEALERS AND JUKE BOX OPERATORS

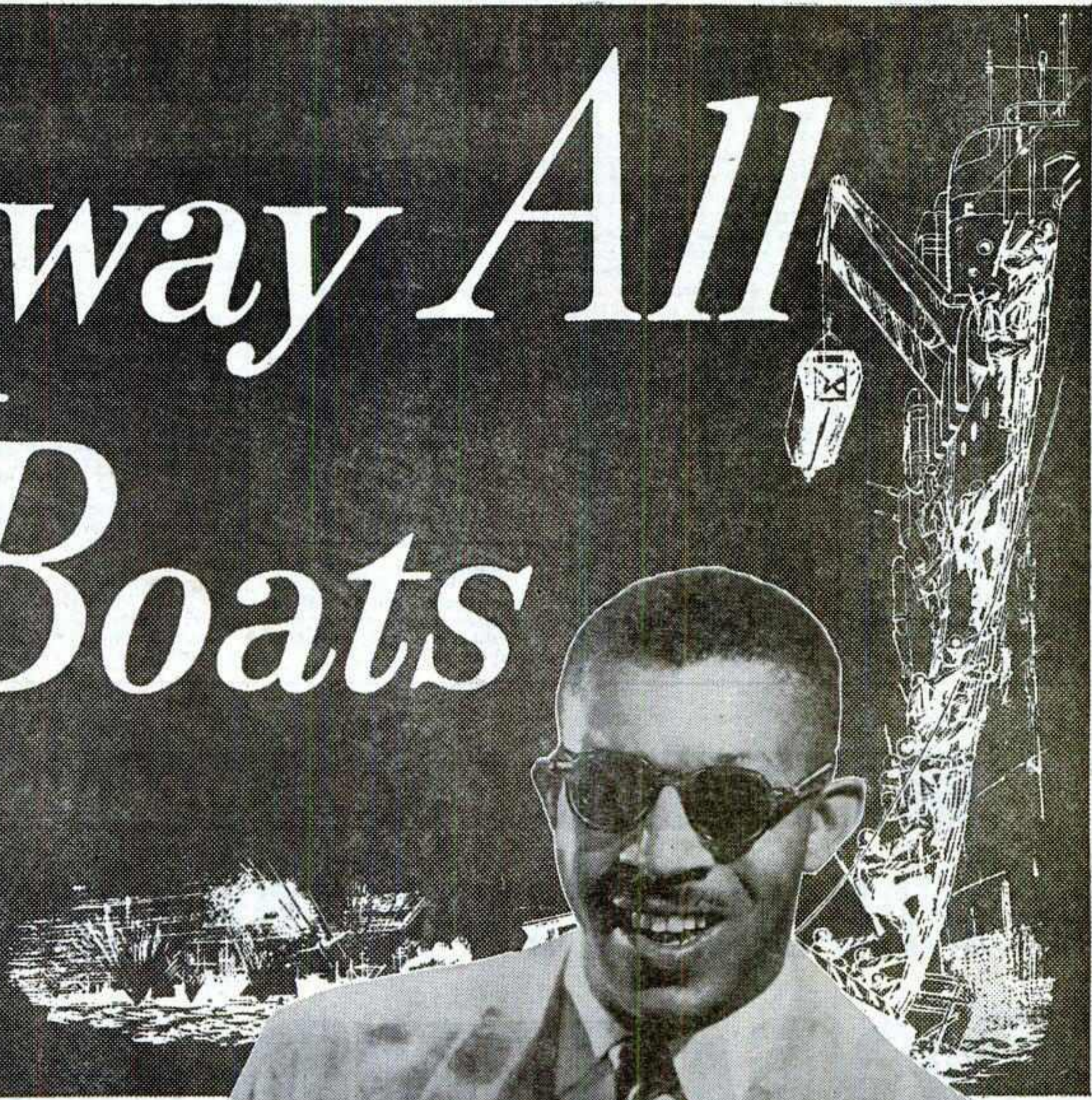
The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.

America's Fastest Selling Records



DECCA
RECORDS

Away All Boats



Based on a theme from the UNIVERSAL-INTERNATIONAL PICTURE

Away All Boats!

COLOR BY TECHNICOLOR IN VISTAVISION

— JEFF CHANDLER · GEORGE NADER · JULIE ADAMS · LEX BARKER

— KEITH ANDES · RICHARD BOONE · JOCK MAHONEY · WILLIAM REYNOLDS

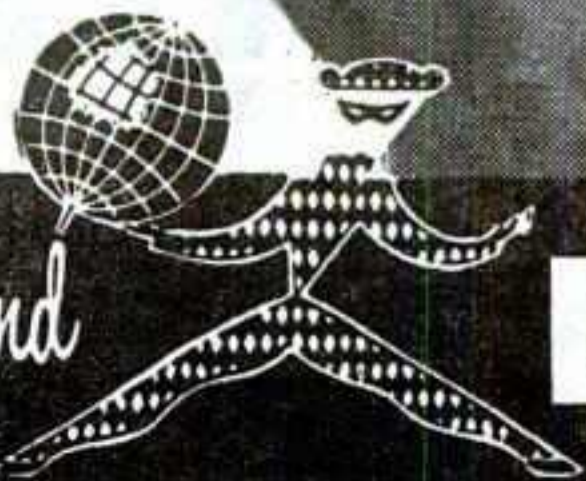
CHARLES MCGRAW · JOHN MCMINTIRE

AL HIBBLER

Vocal With Orchestra Directed by JACK PLEIS

DECCA 29950 (78 RPM)
and 9-29950 (45 RPM)

A New World of Sound



DECCA records

VOX JOX

By JUNE BUNDY

RECORD HOPS: Jerry Nesler, KBAB, San Diego, Calif., is making plans for the "first major record hop by a top deejay to be filmed and televised." The show will be aired from San Diego's Palladium Ballroom. . . . Fourteen-year-old spin-stress, Candy Lee, is now playing records for dancing at P.T.A. carnivals and other fund-raising programs, where she not only meets her young fans and their parents, but even manages to get in a dance or two herself. . . . Chuck Renwick and Ken Clark, WSAM, Saginaw, Mich., recently drew a record crowd of 862 teenagers at one of their weekly record hops at the Saginaw Auditorium.

GAB BAG: Dave Cummins, WLEC, Sandusky, O., writes: "I think it would be a good idea if songwriters would send deejays background info on their songs—what inspired them to write it, etc. It would be interesting to our listeners." . . . "Big Joe" Rosenfield, WMGM, New York, will emcee the seventh annual dinner of the Association for the Help of Retarded Children at the Sheraton-Astor this week. . . . Paul (Duke) Kneipp, WGAL, Lancaster, Pa., who needs jazz wax, has an interesting programming gimmick for jazz deejays.

Once a week he gives a "jazz lesson," playing a "straight" version of the tune first, then segueing into a jazz version of the same ditty. "Maybe somebody else can use the idea, if they live in a jazz-arid area," adds Kneipp.

OLDER DO...LS DIG PRESLEY: Dean Hunter, WMGM, New York, has heretofore by-passed Elvis Presley disks, on the theory that RCA Victor's new star primarily appeals to teen-agers, whereas Hunter's audience is made up of housewives. Recently, tho, just for kicks, he asked his listeners to write and let him know if this theory was correct. Two to one of the replies (from women in the middle-aged bracket ordered "Play Presley." Enlightened Hunter now spins "Heartbreak Hotel" regularly.

Terry Sullivan is back spinning pop records at WPTR, Albany, N. Y., and is "interested in mail pull gimmicks." . . . Dick Clark, WFIL, Philadelphia, is now doing the Tastykake TV commercials during the Philadelphia ball games, in addition to his regular deejay stints. . . . Deejay Bill Robinson is the new director of operations at WILE, Cambridge, O., while Bill

YESTERYEAR'S TOPS—

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

MAY 25, 1956

1. The Gypsy
2. Laughing on the Outside (Crying on the Inside)
3. Oh! What It Seemed to Be
4. All Through the Day
5. Sioux City Sue
6. Prisoner of Love
7. Shco-Fly Pie and Apple Pan Dowdy
8. They Say It's Wonderful
9. Cement Mixer
10. I'm a Big Girl Now
11. Full Moon and Empty Arms
12. You Won't Be Satisfied (Until You Break My Heart)
13. Seems Like Old Times
14. In Love in Vain
15. Come Rain or Come Shine

MAY 26, 1951

1. How High the Moon
2. On Top of Old Smoky
3. Mockin' Bird Hill
4. Too Young
5. Sound Off
6. I Apologize
7. Be My Love
8. Loveliest Night of the Year
9. If
10. Old Soldiers Never Die

Kensley (mike name Bob Terry) is new deejay at the same outlet, and jock Dave Lorimer is doubling over into WILE's sales and production department.

Diskeries Set \$\$ Record

Continued from page 12

Oistrakh's Shostakovich Concerto, Glenn Gould's Bach "Goldberg Variations," Winston Churchill's "I Can Hear It Now" album, Michel LeGrande's three packages, etc.

Capitol
Dan Bonbright, Capitol Records' administrative vice-president, said that "in the face of lower prices as to part of our catalog, Capitol has continued its 1955 record-breaking performance into 1956. January of 1956 was the largest sales month in Capitol's history, and sales in the first several months of 1956 were almost double the sales for the comparable period in 1955."

Cap reportedly achieved a sale approaching 10 million disks via "18 Tons," "Memories Are Made of This," "Love and Marriage," "Lisbon Antigua." The label's "Oklahomal" and "Carousel" albums alone are reported to have both topped 100,000 each for a minimum of one million dollars alone at the retail level. Firm occupied 11 of the top 30 positions in The Billboard's best selling pop album charts recently.

Victor

Victor has issued no specific figures on its business for the first quarter of this year. Diskery claims the "figures are so good you wouldn't believe them." Singles field for Victor has been good, with the diskery chalking up three million sellers. However, last year's comparable period was also a

strong one singles-wise, so the percentage increase is not as marked as with package merchandise. In the classical field, for instance, a random sampling of the best selling lists in mid-February credits Victor with nine of the top best selling packages. Items include the Filels "Piano Concerto" of Tchaikowsky, Boston Pops "Gaité Parisienne," the NBC Symphony's "Swan Lake," Rome Opera's "Aida" and many others, and in the pop album field such sellers as Belafonte and Perry Como's "So Smooth."

Decca

Decca's profits have continued to climb the first quarter, and according to a report issued several weeks ago the diskery's net earnings for the period amounted to \$890,444, including the company's share in the undistributed earnings of Universal Pictures. This compares with \$816,339 for the same period last year. The net for the 1956 quarter was equal to 55 cents per share as against 50 cents last year. The Coral subsidiary may be credited with a substantial role.

Situation is essentially the same with other labels. Mercury reports the quarter 25 per cent ahead of last year's record gross. London states the first part of 1956 was the best quarter in the label's history and M-G-M also reports the quarter substantially ahead of last year.

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• 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 | Television |
|--|--|
| Birds and the Bees (R) (F)—Gomalco—ASCAP | A Handful of Rice (R)—Springfield—BMI |
| Born to Be With You (R) — Mayfair—ASCAP | Birds and the Bees (R) (F)—Gomalco—ASCAP |
| Brazil (R)—Southern—ASCAP | Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI |
| Can You Find It in Your Heart? (R)—Witmark—ASCAP | Bo Weevil (R)—Reeve—BMI |
| Dance If You Want to Dance (R)—Herbert—ASCAP | Brazil (R)—Southern—ASCAP |
| Flamenco Love (R)—Bregman, Voeco & Conn—ASCAP | Can You Find It in Your Heart? (R)—Witmark—ASCAP |
| Heart of Paris (R)—B. F. Wood—ASCAP | Charleston Parisien (R)—Duchess—BMI |
| Hot Diggity (R)—Roncom—ASCAP | Dance On (R)—Southern—ASCAP |
| I Could Have Danced All Night (R) (M)—Chappell—ASCAP | Great Pretender (R)—Southern—ASCAP |
| It Only Hurts for a Little While (R)—Advanced—ASCAP | Heartbreak Hotel (R)—Tree—BMI |
| I've Grown Accustomed to Your Face (R) Chappell—ASCAP | Hot Diggity (R)—Roncom—ASCAP |
| Ivory Tower (R)—E. H. Morris—ASCAP | I Could Have Danced All Night (R) (M)—Chappell—ASCAP |
| Magic Touch (R)—Panther—ASCAP | In a Little Spanish Town (R)—Feist—ASCAP |
| Moonglow (R) (F)—Mills—ASCAP | I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP |
| Moonglow-Picnic Theme (R) (F) — Mills-Columbia Pic—ASCAP | Ivory Tower (R)—E. H. Morris—ASCAP |
| Mr. Wonderful (R) (M)—Laurel—ASCAP | Juke Box Baby (R)—Winnerton—BMI |
| Never Let Me Go (R)—Famous—ASCAP | Lazy River (R)—Peer—BMI |
| On the Street Where You Live (R) (M)—Chappell—ASCAP | Moonglow (R) (F)—Mills—ASCAP |
| Poor People of Paris (R) — Connelly—ASCAP | Moonglow-Picnic Theme (R) (F) — Mills-Columbia Pic—ASCAP |
| Port-au-Prince (R)—E. B. Marks—BMI | Mr. Wonderful (R)—Laurel—ASCAP |
| Portuguese Washerwoman (R)—Remick—ASCAP | On the Street Where You Live (R) (M)—Chappell—ASCAP |
| Searchers (R) (F)—Witmark—ASCAP | Picnic (R)—Columbia Pic—ASCAP |
| Serenade (R) (F)—Harms—ASCAP | Play for Keeps (R)—Korwin—ASCAP |
| Somebody Somewhere (R) (M) — Frank—ASCAP | Poor People of Paris (R) — Connelly—ASCAP |
| Standing on the Corner (R) (M)—Frank—ASCAP | Rock Island Line (R)—Hollis—BMI |
| To Love Again (R) (F)—Columbia Pic—ASCAP | Standing on the Corner (R)—(M)—Frank—ASCAP |
| Too Close for Comfort (R) (M)—Laurel—ASCAP | Sweet Heartaches (R)—Pincus—ASCAP |
| Too Young to Go Steady (R)—Robbins—ASCAP | Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP |
| Wayward Wind (R)—Warman—BMI | To Love Again (R) (F)—Columbia Pic—ASCAP |
| What a Heavenly Night for Love (R)—Tee Kaye—ASCAP | Too Close for Comfort (R) (M)—Laurel—ASCAP |
| Without You (R)—Broadcast—BMI | What a Heavenly Night for Love (R)—Tee Kaye—ASCAP |

• Best Selling Pop Records in Britain

(For Week Ending May 12)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

| This Week | Last Week |
|---|-----------|
| 1. NO OTHER LOVE—Ronnie Hilton (HMV) | 1 |
| 2. POOR PEOPLE OF PARIS—Winnifred Atwell (Decca) | 2 |
| 3. MY SEPTEMBER LOVE—David Whitfield (Decca) | 7 |
| 4. ROCK AND ROLL WALTZ—Kay Starr (HMV) | 6 |
| 5. A TEAR FELL—Teresa Brewer (Vogue/Coral) | 5 |
| 6. IT'S ALMOST TOMORROW—Dream Weavers (Brunswick) | 3 |
| 7. ONLY YOU—Hilltoppers (London) | 3 |
| 8. I'LL BE HOME—Pat Boone (London) | 9 |
| 9. LOST JOHN/STEWBALL—Lonnie Donegan (Nixa) | 8 |
| 10. MAIN TITLE—Billy May Orchestra (Capitol) | 10 |
| 11. THE HAPPY WHISTLER—Don Robertson (Capitol) | 11 |
| 12. THEME FROM "THE THREE PENNY OPERA"—Louis Armstrong (Phillips) | — |
| 13. YOU CAN'T BE TRUE TO TWO—Dave King (Decca) | 12 |
| 14. HEARTBREAK HOTEL—Elvis Presley (HMV) | 15 |
| 15. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral) | — |
| 16. SEE YOU LATER, ALLIGATOR—Bill Haley Comes' (Brunswick) | 13 |
| 17. ROCK ISLAND LINE—Lonnie Donegan (Decca) | 20 |
| 18. MEMORIES ARE MADE OF THIS—Dave King (Decca) | 14 |
| 19. BLUE SUEDE SHOES—Carl Perkins (London) | — |
| 20. TOO YOUNG TO GO STEADY—Nat (King) Cole (Capitol) | — |

• Best Selling Sheet Music in Britain

(For Week Ending May 12)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

| | |
|--|---|
| No Other Love—Chappell (Williams) | The Ballad of Davy Crockett—Disney (Disney) |
| It's Almost Tomorrow—Macmelodies (Northern) | Zambezi—Fields (Shapiro-Bernstein) |
| My September Love—Bron | Out of Town—Kassner (Kassner) |
| The Poor People of Paris—Berry (Connelly) | The Dambusters March—Chappell (Chappell) |
| Rock and Roll Waltz—Maddox (Sheldon) | Only You—Sherwin (Wildwood) |
| Memories Are Made of This—Montclare (Montclare) | Young and Foolish—Chappell (Chappell) |
| Willie Can—Frank (Acuff-Rose) | Don't Ringa Da Bell—Michael Reine (Regent) |
| A Tear Fell—Robbins (Progressive) | The Great Pretender—Southern (Panther) |
| You Can't Be True to Two—Dash (Joy) | Robin Hood—New World (Official) |
| Theme From "The Three Penny Opera"—Arcadia (Harms) | Come Next Spring—Frank (Frank) |

Read Group Maintains Control

• Continued from page 13

clared that his office had received a wire from Petrillo stating that the matter was an internal one that could be handled within the framework of the Federation.

Holt openly admitted that he had received pressure from the executive branch of the government to "call off the hearings." Ostensibly such pressure came directly from the White House. The three-man subcommittee will hear approximately 40 witnesses from all phases of music activity during the two-day hearings in Los Angeles. Committee is composed of Holt, James Roosevelt (D., Calif.) and

Phil Landrum (D., Ga.). Chief investigator for the subcommittee, Russell C. Derickson, arrived here last week and immediately set up a schedule of witnesses who will give testimony.

Among those expected to appear are Lud Gluskin, music director for CBS on the West Coast and recently suspended from the AFM; telefilm producer Dick Powell, actor-producer Desi Arnaz, attorney Dean Johnston, representing the Alliance of TV Film Producers, band leader Bob Crosby, Read, deposed Local 47 president John te Groen and rank and file musicians.



OTIS WILLIAMS AND HIS
CHARMS
IVORY TOWER
DeLuxe 6093

THAT'S YOUR MISTAKE
DeLuxe 6091

LITTLE WILLIE JOHN
F E V E R
LETTER FROM MY
DARLING
King 4935

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

MAC CURTIS
IF I HAD ME A WOMAN
JUST SO YOU CALL ME
King 4927

MOON MULLICAN
ROCK AND ROLL,
MR. BULLFROG
I'M MAD WITH YOU
King 4915

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

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

NEW RELEASES!!

EARL BOSTIC and
BILL DOGGETT
MEAN TO ME
THE BO-DO ROCK
King 4930

BILLY GAYLES
IF I HAD NEVER
KNOWN YOU
I'M TORE UP
Federal 12265

THE DRIVERS
SMOOTH, SLOW
AND EASY
WOMEN
De Luxe 6094

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SAN ANTONIO ROSE

LES MARY
PAUL FORD



record no. 3444



The BIG HITS

are on



(The Billboard, 5-19-56)

This Week's Best Buys

SHE'S GOT ME HOOK, LINE AND SINKER (Reeve, BMI)
PLEASE LISTEN TO ME (Reeve, BMI)—Smiley Lewis—
 Imperial 5389—Lewis is coming up quickly now with
 this two-sided threat. Excellent reports are being re-
 turned on both sides, with the disk racking up very
 good sales in New Orleans, Memphis, Nashville,
 Durham, Baltimore, St. Louis, Detroit and
 Philadelphia in the past two weeks. A previ-
 ous Billboard "Spotlight" pick.

TAGGED FOR STARDOM

Smiley Lewis

**'SHE'S GOT ME HOOK
 LINE AND SINKER'**

b/w

'Please Listen To Me'

#5389

(The Billboard, 5-19-56)

Review Spotlight on . . .

ERNIE FREEMAN
Funny Face (Reeve, BMI)—Imperial 5391—"Free-
 man's "Lost Dreams" disk is still a strong play
 item, and his new platter should chalk up an
 equally successful sales story. It's a pleasant
 rhythm-instrumental with an easy, infectious
 beat, and potent juke appeal. Flip is another
 solid instrumental, "Rainy Day" (Reeve, BMI).

PICKED FOR A HIT

Ernie Freeman

'FUNNY FACE'

b/w

'Rainy Day'

#5391

(The Billboard, 5-19-56)

Best Sellers in Stores

12. I'M IN LOVE AGAIN (BMI)—
 F. Domino 14 3
 MY BLUE HEAVEN (ASCAP)
 Imperial 964

ONE OF AMERICA'S
 BEST SELLING RECORDS

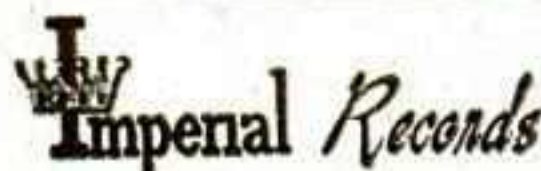
Fats Domino

'I'M IN LOVE AGAIN'

b/w

'My Blue Heaven'

#964



6425 Hollywood Blvd., Hollywood 28, Calif.

Review Spotlight on . . .

RECORDS

KAY STARR . . . RCA Victor 6451 **SECOND FIDDLE**
 (Shapiro-Bernstein, ASCAP)

Miss Starr renders a poignant ballad in a warm and fetching style. The tune itself has much of the appeal of "Tennessee Waltz" and "Rock and Roll Waltz," and figures to be a highly successful follow-up to the latter. Flip is "Love Ain't Right," a rollicking, folkish ditty (Starstan, BMI).

PERRY COMO . . . RCA Victor 6554 **GLENDORA**
 (American, BMI)

MORE (Shapiro-Bernstein, ASCAP)
 Como could make hits out of either of these strong, new sides. "Glendora" is a happy, rollicking ditty with an insistent toe-tapping beat, while the flip is a waltz, rendered in the usual relaxed and crooning style. With solid exposure via the singer's smash TV-er, sales seem assured.

TERESA BREWER . . . Coral 61636 **A SWEET OLD-FASHIONED GIRL**
 (Valor, ASCAP)

The change of pace within this tune gives the side distinction. Gimmick finds the gal introing on a rickety-tick kick followed by a quick switch to a driving rhythm beat, with a solid teen-age pitch in the lyrics. Plenty of chart potential here. Flip is "Goodbye, John" (Mellin, BMI).

MARION MARLOWE . . . Cadence 1292 **RING, PHONE, RING**
 (Regent, BMI)

Miss Marlowe handles this tune in a clean, simple touching style that's refreshingly out of the ordinary. A distinctive enough job to win lots of spins. Flip is "The Hands of Time," an appealing country-style tune, rendered in pop fashion (Dandelion, BMI).

TALENT

JOHNNY BURNETTE . . . Coral 61651 **YOU'RE UNDECIDED**
TEAR IT UP

Burnette shapes up as an impressive country talent in the popular country rock and roll vein. On the basis of a tremendous primitive quality, the lad rates plenty of exposure, both on disks and in other entertainment mediums.

DISK JOCKEY PROGRAMMING

ELLA FITZGERALD . . . Verve 2012 **A BEAUTIFUL FRIENDSHIP**
 (Kahn, ASCAP)

STAY THERE (Kahn, ASCAP)
 The great silken pipes get a fine workout on these two listenable sides. Jocks will do their audiences a big favor by slotting both efforts prominently. Her smartest disk so far on the label.

RALPH MARGERIE . . . Mercury 70874 **LAST CALL**
 (Webster, BMI)

A wailing bari sax leads the way on this walkin', weaving' rock and roll job, one of the classiest instrumental sides in quite a spell. It's great dance material and jocks who know their teeners should latch on to it fast.

Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

80-100, Tops
 60-79, Excellent
 40-59, Good
 20-39, Satisfactory
 0-19, Limited
 0-19, Poor

HELENE DIXON
Roll Over Beethoven 86

VIK 0212—The comely chirp, who has moved to the label from Epic, belts out the Chuck Berry material in potent, growling rock and roll style to strong backing. This would seem a certain money-maker for the label. (Arc, BMI)

A Teen-Ager Sings the Blues . . . 84

This side is an extremely torchy lament with a feeling similar to that of "Teen-Age Prayer." The thrush renders it with great warmth, and this side also could catch hold. (Iris-Trojan, BMI)

LES PAUL-MARY FORD
Cimarron 85

CAPITOL 3444—Both sides have country-western appeal and the coupling represents a good juke bet. The usual multi-dubbing by both guitarist and thrush. Tune is a Western standard with big sweeping lines. Strongest entry for the team in several issues.

San Antonio Rose . . . 82

Fans of Paul's glittering guitar work have a satisfying item here. This treatment of the big country and pop standard merits plenty of juke spotting. Instrumental.

SAMMY DAVIS JR.
Get Out of the Car 84

DECCA 29929 — Here's a sock pop version of the Trenier Twins' amusing novelty, which stirred up a little action when they recorded it for the r.&b. market some months ago. This one should grab off considerable play. (Mobile, BMI)

Without You I'm Nothing . . . 75

Sammy Davis Jr. sells an attractive ballad from his current Broadway show, "Mr. Wonderful," with style and showmanship. (Laurel, ASCAP)

THE BLUE STARS
Broadway at Basin Street 80

MERCURY 70877—The "Stars" open up with some celestial sounds—then follow thru with tingling harmonies an offering that smacks of "Lullaby of Birdland." The group does this one in English and the effect is impressive. Watch it. (Admont, ASCAP)

The Kissing Dance . . . 77

There is an appealing Latin touch to the rhythm here and the French octet comes thru in fine style on a smart piece of arranging. Click potential here, too. (Feist, ASCAP)

LOU BUSCH ORK
Tango Afrique 79

CAPITOL 3432—The Busch ork gets off some wild, orgiastic sounds in this smartly arranged tango. Alto sax leads the way thru the jungle. Good jockey fare. (Chatsworth, ASCAP)

JATO . . . 77

Here's a musical picture of a "jet-assisted take-off" right from the ground into the wide, blue stratosphere. A novel idea which could grab jockey action. (Chatsworth, ASCAP)

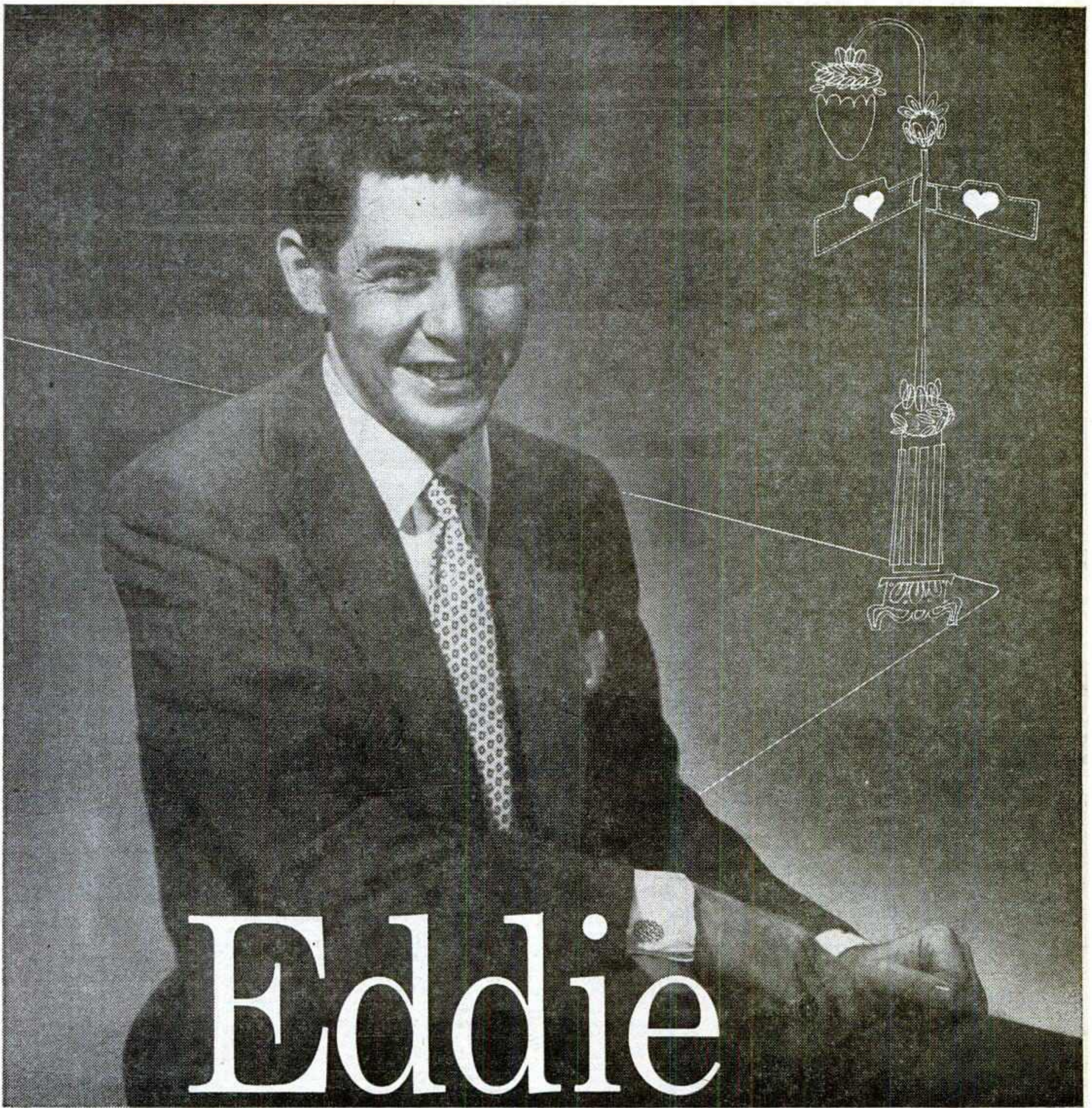
MONCHITO
Yo Arriba 78

FIESTA 068—A top-grade mambo with authentic solo and group chanting and powerful rhythm. Sure-fire dance stuff for dealers, boxes and for spinners who use Latin wax. (Pemora, BMI)

Pao Pao . . . 78

The same holds true for this heavily-stressed cha-cha-cha side. Should do great in the cities. (Pemora, BMI)

(Continued on page 50)



corners the hit market singing

SWEET HEARTACHES

ON THE STREET WHERE YOU LIVE

(from the hit Broadway Musical "My Fair Lady")

with Hugo Winterhalter's Chorus and Orch.


20/47-6529

"New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



Going Great!
THE CHORDETTES
 "BORN TO BE WITH YOU"
 b/w
 Love Never Changes
 Cadence 1291

cadence
 RECORDS

When answering ads . . .
**SAY YOU SAW IT IN
 THE BILLBOARD!**

• **Reviews of New Pop Records**

• Continued from page 48

JACK CARROLL
 How Am I Gonna Sleep Tonight . . . 77
 RKO-UNIQUE 337—Carroll chants a moving ballad with feeling, expressive phrasing and a strong rock and roll beat. If this one gets proper exposure it could be a sleeper. (Sikorsky, BMI)

Gaby . . . 75
 A warmly sincere vocal interpretation of the pretty title theme from the new M-G-M movie. Picture promotion should help platter grab off jockey play. (Fejst, ASCAP)

STEVE GIBSON
 Love Me Tenderly . . . 76
 ABC-PARAMOUNT 9702 — Damita Jo contributes a warmly perceptive thrushing stint on a tender ballad.

(Lowell, BMI)
Rock and Roll Stomp . . . 75
 Gibson and vocalist Dave Patillo blast across a sock rhythm item with an insistent beat. (Lowell, BMI)

THE STYLERS
Lost John . . . 76
 JUBILEE 5246—A showmanly reading of the old Lead Belly tune. Lonnie Donegan's version is already getting some action, but this one is good enough to pull plays anyway. (Ludlow, BMI)

Huffin' and Puffin' . . . 74
 The boys sing out with enthusiasm and vitality on a bouncy rock and roll rhythm item. (Jimskip, BMI)

DON, DICK 'N' JIMMY
Ya Gotta Have Eyes . . . 76
 VERVE 2010—The group, formerly on the Crown label, offers a smart side for their Verve debut. The sharp lyrics and bright arrangement of this jazzy opus will attract a lot of deejay attention. Should sell well. (JATAP, BMI)

I Never Knew . . . 72
 The oldie is spruced up with new lyrics here and given a suave harmony job that will stimulate much interest too. Two classy sides. (Commander, ASCAP)

JOE REISMAN ORK
Rock and Roll Rhapsody . . . 75
 VICTOR 6526—Using basic rock and roll riffs and harmonic devices, a rather handsome instrumental has written here which ought to do well in the market. (Shapiro-Bernstein, ASCAP)

Broadway at Basin Street . . . 74
 This is a pretty tune that summons "Lullaby of Birdland" to mind. It is very attractive in this cleverly worked out choral and orchestral arrangement. Makes a smart deejay programmer. (Admont, ASCAP)

PEREZ PRADO ORK
Hawaiian War Chant . . . 75
 VICTOR 6538—A bright, vigorously paced instrumental that shows the Prado forces well drilled and happily swinging. Marvin Brown's muted trumpet solo threads thru the arrangements with an appealing saucy air. (Miller, ASCAP)

Cuban Rock . . . 73
 As the title suggests, there are elements of both rock and roll and Latin-American in this instrumental. It is strong on percussion and rhythmically is very exciting. (Peer, BMI)

TEDDY PHILLIPS ORK
Monitor . . . 75
 DECCA 29899—NBC Radio's week-end series is the inspiration for this bouncy instrumental job, complete with the show's vari-toned bleeps and bleeps, simulated by an organ. Might become a good theme for the show, but it's unlikely that jocks on competing stations will touch it. (Frederick, BMI)

This Is It . . . 69
 This one has the rhythm, mood and arrangement of "Hernando's Hideaway," with male group singing the staccato lyrics in unison. Could be some jocks will spin it. (Brandom, ASCAP)

THE NEAL HEFTI SINGERS
The Wayno . . . 74
 EPIC 9167—Hefti waxes a bright, danceable job with the singing limited entirely to "La-La's." Emphasis is on the sound and a nice medium-tempo beat here. On that kick, it does okay for itself. (Hefti, ASCAP)

Maruzella . . . 73
 The singers voice an ode to a Spanish lady, with the band lending a bolero back-up. Fresh sound of the vocalizing makes for relaxed listening. (Bourne, ASCAP)

AL RUSS ORK
Ska-Cha-Cha . . . 74
 FIESTA 066—A good big-band cha-cha-cha instrumental featuring a full-toned alto sax and some "progressive" brass ensemble. Fine for dancers and deejays. (Femora, BMI)

St. Louis Blues Cha Cha Cha . . . 73
 An okay big-band rendition of the inevitable, with alto sax featured. The idea will sell some disks and invite initial spins from jocks, but it's disappointing. (Handy, ASCAP)

BOBBY DARIN
Blue-Eyed Mermaid . . . 74
 DECCA 29922 — Here's a spirited rendition about a sailor's dream. The verse is related to "Ghost Riders," but the side is right in the groove with current favor and will bear watching. (Songsmiths, ASCAP)

Silly Willie . . . 72
 The young singer comes up with a fast and furious bit of nonsense about Silly Willie and his dream. Jaybirds group gets in the spirit of things with fancy backing sounds. Excitement could kick off juke spins. (Songsmiths, ASCAP)

THE RHYTHMETTES
Boom-Boom . . . 74
 VICTOR 6539—A swingy blues with an unusual lyric. As chanted by the

Rhythmettes it moves right along. Deejays will like this lively side. (Danby, BMI)

Hoola' Pigeon . . . 71
 A ballad, showing the r.&b. influence in construction and in the backing. The Rhythmettes do a fair job chanting this material. (David, BMI)

THE MERRY MACS
The Erie Canal . . . 74
 ERA 1016—The historical song with the typical multi-versed structure swings along at a happy pace. Voices are in good form and some of that good old harmony comes thru. Jocks may spin this. (Thunderbird, ASCAP)

One Happy Family . . . 68
 The Macs wave the flag a bit in marching style, the "Happy Family" meaning all us Americans. The spoken bits, about the pioneers clearing the woods, are nobly meant but don't click. The group has sounded better. (Thunderbird, ASCAP)

THE LENNON SISTERS
Graduation Day . . . 74
 CORAL 61648 — Lawrence Welk's young Lenons don cap and gown for this cover job of already active version by the Rover Boys and the Four Freshmen. On the strength of the Welk name, there may be spins but the rivals have a big edge. (Sheldon, BMI)

Toy Tiger . . . 67
 The title tune of UT's new film gets a pleasant reading by the youngsters. They get on a "Teddy Bear's Picnic" kick which is largely aimed at the kiddies. Flip has more potential. (Northern, ASCAP)

GAROTO BAND
The Nightingale Balon . . . 73
 CAPITOL 3433 — Nice, easy-going, slightly sensuous samba rhythms from the Garoto band in a particularly well-waxed job. Recording was made in Brazil. (Beechwood, BMI)

Brazilian Polka . . . 73
 A bright-eyed polka with an intriguing Latin accent makes for a superior, different instrumental side. A treat for terpers and jaded deejays. (Beechwood, BMI)

JOE LEAHY ORK
To Love You . . . 73
 (I Only Live to Love You) . . . 73
 RKO-UNIQUE 339 — Pleasant warbling by a chorus on a lovely theme from the forthcoming movie, "The Proud and Profane." It's a big picture, and this disk should reap spins. (Famous, ASCAP)

Dutch Treat . . . 72
 A brightly instrumental treatment of a sprightly rhythm theme, with a hand-clapping gimmick. (Canford, BMI)

TONI ARDEN
Believe in Love . . . 73
 VICTOR 6536—Toni Arden sings a rhythmic ballad about love, springtime and dreams. It has a lush backing with plenty of strings, and many deejays should like it. (Robbins, ASCAP)

How Sweet My Love . . . 70
 Three-beat ditty with a touch of folk quality about it. (Sheldon, BMI)

GENE KRUPA BIG BAND
Apple Cider . . . 72
 VERVE 2011—With a male quartet (The Waiters) featured, Krupa and his boys swing thru a rock and roll number in slow tempo. Cute and appealing. (Banks, BMI)

You'd Better Stop . . . 70
 Another rock and roll swinger with a humorous vocal by the Waiters and solid dance beat by Krupa et al. (BMI)

LUCY ROBERTS
Who But a Devil Like You . . . 72
 VIK 0210—Intense, dramatic piping on a moving ditty with good lyrics. (Wable, ASCAP)

Great Gosh, Mr. Willerkins . . . 69
 The gal sings with a strong beat and commendable vitality on a rhythm-novelty with a rock and roll beat. (Marian, ASCAP)

CHRIS DANE
My Isle of Golden Dreams . . . 72
 CADENCE 1290 — The Gus Kahn oldie gets suitably languid, pseudo-Hawaiian treatment from the Danish warbler and twangy guitar. Can do business on certain jukes. (Remick, ASCAP)

Serenade of the Mandolins . . . 69
 The tune is a pretty, typical Italian adaptation. Dane's soft styling is attractive, as is the mandolin backing. Hit potential is not readily apparent, however. (Bregman, Vocco & Conn, ASCAP)

MICHAEL RAYE AND JUDY SHAYE
Herman . . . 72
 VICTOR 6534—Herman, who was her man, took it on the lam. This ditty is done to a marked beat and interesting arrangement. (Kellern, ASCAP)

When You Held Me Tight . . . 68
 Tender ballad, in leisurely tempo, chanted adequately by this duo. (Kellern, ASCAP)

JERRY DORN
Wishing Well . . . 72
 KING 4932—The subject matter is in the vein of "Three Coins," rock and roll style. Dorn belts it full voice


(Continued on page 52)




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• Reviews of New Pop Records

• Continued from page 50

and with deep sincerity. Some jocks may like this. (Wemar, BMI)
Sentimental Heaven... 65
The singer slows the pace with this tenderly styled ballad entry. Flip rates more attention. (Feist, ASCAP)

THE NILSSON TWINS
Look-ab-ga-deek.....71
CAPITOL 3431—Bowing on the label, the twin gals give voice to a fiery, swinging rendition of the Honolulu rock 'n' roller. The guy is a "cool cat from Walkiki" and the gals get in the spirit. A solid debut job. (Navajo, BMI)
Honest I Love You...71
This r.&b. styled ditty is in the "Eddie, My Love" groove except that in this case the lyrics go nowhere. The gals sing with big-voiced enthusiasm but the flip has more solid appeal. (Kahl, BMI)

LYNN ROBERTS
A Liberal Education.....70
RKO-UNIQUE 336—Cheerful piping on a bouncy rhythm ditty with clever lyrics. (Lamas, ASCAP)
While the City Sleeps...69
Another movie title theme (RKO-Unique evidently believes in keeping it in the industry) is waxed by one of the label's artists. The thrush sings sweetly on the moody tune. (Horne, ASCAP)

JOE WARD
Freckle Face.....70
KING 4931—Eight-year-old Joe Ward, longtimer on the "Juvenile Jury" TV show, again turns to dishing with this tome to a freckle lady. Gal turns out to be "Mother," which gives a cute twist. The lad shows okay juvenile-styled showmanship and the disk could win some kiddie action. (Goday, BMI)
Rock and Roll Merry-Go-Round...68
This is on the same basic idea as another opus titled "Rock Around Mother Goose," and the side has the same market appeal. (Jay & Cee, BMI)

JEANNE GARRY
Love Is My Lighthouse.....70
BARCLAY 1308—Love is her lighthouse that lights up life's dark highways. Material is attractive but slotting a strictly pop voice with strictly rhythm and blues backing in this case doesn't quite click. (Alroy, BMI)
Mama's Tired...68
This side has a pounding blues pattern and the gal belts it hard. Miss Garry still gives the feeling that she would be better off with a nice pop ballad. (Alroy, BMI)

CATHY CARR
I'll Cry at Your Wedding.....70
CORAL 61646—The "Ivory Tower" vocalist is heard here in a piece of material with strong c.&w. overtones. She has a bright, open sound that many will find winning, even tho the tune is not strong commercially. (True Blue, ASCAP)
Heartbroken...66
A bouncy weeper with simple backing by organ, rhythm and male group. The singer reads it smoothly and with sincerity, but again has to buck so-so material. (True Blue, ASCAP)

JACK SMITH
Koo-kee-koo.....69
RKO-UNIQUE 338—Smith wraps up the happy novelty-oldie with plenty of vitality and appropriate bounce. (Feist, ASCAP)
The Proud and Profane
Ballad of Collin Black...68
Smith over-acts a bit on this dramatic ditty from the forthcoming William Holden-Deborah Kerr movie, "The Proud and Profane." The folksy material isn't Smith's style. (Famous, ASCAP)

DAVE BURTON
Rock 'n' Roll Ruby.....69
VICTOR 6535—A spirited reading of a country rock and roll item that is clicking currently. Burton's has more polish than Warren Smith's original, but he will have a hard time catching up now. (Hill & Range, BMI)
Don't Explain...66
Burton styles this ballad in a relaxed rock and roll vein too. The teenage market should take kindly to his efforts. Leroy Kirkland's ork supplies the solid beat and congenial sounds. (Oxford, ASCAP)

FRANKIE MASTERS ORK
What a Heavenly Night for Love....67
UTOPIA 1954—RKO's first venture into the recording field is a pleasant old-fashioned lilt. Vocal is handed a crisp reading to plucked banjo a la Somethin' Smith. (Tee Kaye, ASCAP)
Baby Buggy Boogie...66
Nursery rhymes and baby talk are cleverly woven into the lyrics of this peppy up-beat opus. Cute and listenable if not a high-powered commercial bet. (Bregman, Vocco & Conn, ASCAP)

PAUL MUSSARRA
You're My Wonderful One.....65
BUDDY 9000—This one smacks of romantic gypsies and perhaps a bright

Latin moon as well. It's tango-tempo stuff and Mussarra has a pleasant crooning style. (George, BMI)
Forgive and Forget...62
This side moves faster and Mussarra delivers the innocuous vocal in creditable style. The side may have an appeal for the terpers. (Pineus, ASCAP)

JACK DAILEY
Then I'll Be Tired of You.....65
ACCENT 1041—A great obscure standard by Dietz and Schwartz, even tho sung sensitively by Dailey, is unlikely to sell as a single. Some all-night jocks will go for this. (Harms, ASCAP)
Hello...58
The warbler has charm, but the ditty is pretty slim pickin's. (Meteor, BMI)

ROCKIN' HORSES
House Rocker.....59
GRAND 139—Okay easy-rockin' r.&r. opus loses by an affected gravel-tone vocal. Otherwise, it's danceable. (Myers, ASCAP)
Blarney Rock...58
An unidentified gal sings this Irish rock and roll adaptation. Not much here. (Myers, ASCAP)

MARY HOWARD
Little Candy Heart.....50
HARMAD 110—Precious little ditty won't go far with today's hip youngsters. An uncommercial entry. (Okun, BMI)
Ooh What You Do...48
Performance, material and backing are not up to market standards. (Chateau, BMI)

• Reviews of New Sacred Records

CHESTER SMITH AND HAZEL HOUSER
Send Down.....80
CAPITOL 3435—Flavorsome back-country duelling of an appealing, hand-clapping refrain spelled by meditative verses. (Central, BMI)
All the Way With Jesus...80
This one's from the pen of Tommy Collins. Another lively bit of preaching for Bible Belt buyers. (Central, BMI)

• Other Records Released This Week

Popular
Cha Cha in Nocturne; Vem Vem—The Cha Cha Rhythm Boys, Fiesta 067
Foxy; Please Take Me—Riff Rubbin's Combo, Middle-Tone 010
In the Night; Get Out-a My House—Ellen Farren, Harmad 111
Please Don't Talk About Me When I'm Gone; I Cried for You—Don (Mr Butler) Virgil, ABC-Paramount 9686
To You, My Love; Ivory Tower—Lalo Guerrero, Real 1310
Wedding Day; Cottonwood—Ken Curtis, Liberty 55014

Rhythm & Blues
I Promise; Do You Love Me—Sonny Woods and the Four Winds, Middle-Tone 008

Jazz
Dizzy Atmosphere; Tenderly—Eddie (Lock-jaw) Davis Trio, King 4928
A Foggy Day; Makin' Whoopes—Art Tatum-Buddy DeFranco Quartet, Clef 89170

March
March of the Parachutists; Rotary March—Band of the Guides, Decca 29893

Spiritual
Jesus Came at Midnight; In the Garden—The Kansas City Soul Revivers, Dootone 395

Sacred
His Name Is Jesus; Will the Lord Be With Me—The Stamps Quartet, Columbia 21520

Country & Western
Samson; I've Got Peace in My Heart—The Vaughn Family, Sarg 130
Turkeys in the Pen Patch; I Want Somebody to Love Me—Shorty Ashford, Marvel 902

• Reviews and Ratings of New Classical Releases

• Continued from page 28

popular in Bach's day (and among organ students today). The D Minor Toccata, with its grandiose fugue, is also an impressive virtuoso work. The "Alia breve" and "Canzona" are a little more austere but also have fascinating fugal sections. Weinrich's organ is that of the Varfrukyria in Skanninge, Sweden, and his playing is on the same high level of the first set. For library builders.

NIELSEN: SYMPHONY NO. 3 ("Sinfonia Espansiva") (1-12)—The Danish National Orchestra; J. Frandsen, Cond. Epic LC 322569
Nielsen, the great Danish composer, 25 years after his death, is gradually attaining world renown denied him during his lifetime. His Third Symphony (written in 1911) is a muscular, big-boned work aptly characterized in mood by its nickname "Espansiva." Its harmonic structure and the rhythmic elan are reminiscent of the mature Brahms, with a touch here and there of Mahler and Richard Strauss. Most appealing perhaps is the pastoral second movement with its use of wordless baritone and soprano voices, woven delicately into the orchestral fabric. Frandsen, the conductor, a Nielsen specialist, makes a powerfully moving tour de force of this performance. Sound is unusually full-bodied. For dealers who will take the time to plug it.

ALBERTO GINASTERA: QUARTET NO. 1; LASZLO LAJHTA: QUARTET NO. 7 (1-12)—Paganini Quartet. Decca DL 982364
The low numerical rating here has little to do with the quality of the sound, music or performance. It is simply that these composers, the first an Argentine, and the second a Hungarian, are virtually unknown contemporaries, and string quartets are hardly the works to introduce them to a mass audience. Connoisseurs, however, will find these colorful, nationalistic pieces interesting novelties. The Paganini group plays magnificently, and its sound is well captured. For specializing shops.

CARLOS SURINACH: DOPPIO CONCERTINO FOR VIOLIN, PIANO AND CHAMBER ORCHESTRA; CARLOS CHAVEZ: SONATINA FOR VIOLIN AND PIANO; SILVESTRE RUELTAS: THREE PIECES FOR VIOLIN AND PIANO (1-12)—Anahid and Maro Ajemian, Violin and Piano; M-G-M Chamber Orchestra; Carlos Surinach, Cond. M-G-M E 318063
Schools and libraries that make it a point to collect contemporary music recordings may pick up three previously unrecorded works in this set. The Spanish influence in Surinach and the Mexican pieces are the most interesting, but none of these is likely to find much of a market.

FRANCK: STRING QUARTET IN D MAJOR FOR STRINGS (1-12)—Loewenguth Quartet. Epic LC 322767
Franck's richly romantic quartet is similar in many ways to his popular D Minor Symphony, written during the same period. This French group plays it competently, and while other worthwhile versions are available, stores catering to chamber music buyers will want to carry it. Average stores, looking for a good quartet example for newly-interested patrons, can do worse than push this edition.

LP's Get Play

• Continued from page 14

culled from LP's. The jockey said that local dealers report his daily across-the-board plugs for an "album of the week" have paid off best for them sales-wise. Rowland, incidentally, cautions jocks always to mention that the side they're playing is from an LP, since otherwise it "causes confusion on the retail level."

Other LP-prone jocks include Joe Ryan, WALL, Middletown, N. Y., who is featuring album selections an hour a night; Mike Heuer, KMA, Shenandoah, Ia., who spotlights LP's exclusively on his Sunday show, "Platter Party," and Don Bell, KRNT, Des Moines, Ia. Bell claims he was way ahead of the current trend, since he has been featuring two albums a week on his evening show for the past five years. In contrast to the interest now shown by the major labels in jockey programming of LP's, Bell notes that the companies were decidedly indifferent to album plugs when he first initiated the feature on his show.

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• This Week's Best Buys

I WALK THE LINE (Hi-Lo, BMI)

GET RHYTHM (Hi-Lo, BMI)—Johnny Cash—Sun 241—Cash is following his "Folsom Prison Blues" hit with an even faster moving steamroller. Now that his name has been established, dealers and one-stops in both North and South were not surprised to find demand for Cash's new release keen from the outset. In Memphis this record is already one of the top 10, and is also a good seller in New Orleans, Nashville, Richmond and Durham. Both sides are moving, but "I Walk the Line" is the favorite. A previous Billboard "Spotlight" pick.

YOU CAN'T DIVORCE MY HEART (Smoky Mountain, BMI)—Johnny and Jack With Ruby Wells—RCA Victor 6508—The solid following of these artists is snapping up their latest essay with real enthusiasm. In addition to the key Southern markets, Chicago, St. Louis and Cincinnati also indicated excellent sales. One of the best selling of the "traditional" country disks currently in circulation. Flip is "Baby, It's in the Making" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

FARON YOUNG

Sweet Dreams (Acuff-Rose, BMI)

Until I Met You (Lancaster, BMI)—Capitol 3443—Here's a potent entry for deejay and juke coin. Young warbles with effective sadness on "Sweet Dreams," a moving ballad with tender lyrics. The flip spotlights another winning reading on an appealing song.

LITTLE JIMMY DICKENS

Big Sandy (Acuff-Rose, BMI)—Columbia 21515—This is Dickens' most powerful side in quite a few entries, and it should be a strong seller in the boxes and over the counter. The folksy ditty has a strong walking beat and a standout melodic riff, which punch home the lyrics with force. Flip is "It Scares Me Half to Death" (Central Songs, BMI).

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

W. E. (Lucky) Moeller, now a booker with Lou Black's Top Talent, Inc., Springfield, Mo., was in Cincinnati last Thursday (17) to set an "Ozark Jubilee" unit for an engagement at the Taft Theater there for Thursday of this week (24). The group, which played Canton, O., Sunday (20) Erie, Pa., Monday (21), comprises Red Foley, Bill Wemberly and His Country Rhythm Boys, Porter Waggoner, Bobby Lord, Marvin Rainwater, Wanda Jackson, the Foggy River Boys and Pete Stampler. Next Sunday (27) Moeller has another "Ozark" contingent, headed by Webb Pierce, going into the 6,500-seat Milwaukee Auditorium. A similar unit chalked a hefty play there a month ago, Moeller says.

Hawkshaw Hawkins and Jean Shepard hopped into Ottumwa, Ia., Sunday (20) to begin a six-day skip thru the State with Lonzo and Oscar. Tour is promoted by T. B. Skarming, Minneapolis. After winding up at Waterloo, Ia., Friday (25), Hawk and Jean will fly to Meridian, Miss., for the Jimmie Rodgers Day celebration. On June 15 they begin a 12-day jaunt thru Oklahoma, Mississippi, Missouri, Colorado, Wyoming, Utah and New Mexico, winding up at Cortez, Colo., June 26. From Cortez they fly to Toronto for a seven-day stand at the Casino Theater.

Bob Ferguson, for the last four months with the Charlie Lamb Agency, Nashville, has gone into the publicity business on his own in the Tennessee city. Already signed to go under Ferguson's wing publicitywise are Ferlin Huskey (Capitol), Ray Price (Columbia) and Mac Wiseman (Dot), with others set to come in soon. The Midwesterners, square-dance group with WLW's "Midwestern Hayride," move into the Roosevelt

Hotel, New Orleans, June 21 for a four-week stand.

Stew Carnall has set a package, featuring Bill Monroe and His Blue Grass Boys, the Maddox Brothers and Rose, Terry Fell and Tex Carman, for Lubbock, Tex., May 23; Houston, 24, and Odessa, Tex., 25. Monroe and the Blue Grass lads follow with San Angelo, Tex., May 26; Buchanan, Tex., 27; Pflugerville, Tex., 28; Abilene, Tex., 29; Las Vegas, Nev., 31, and San Diego, Calif., June 1. The Monroe unit will play thru California and Oregon before returning to Nashville and the "Opry."

The May 26 "Grand Ole Opry" spec over the ABC-TV network will feature Roy Acuff, Johnny and Jack, Kitty Wells, Anita Carter, Rod Brasfield, Minne Pearl, Jimmy Dickens, Ray Price and George Morgan. The DeMarco Sisters (Decca) and the Junior Kentucky Briarhoppers will be special guests. . . . Hank Snow and Ernest Tubb will be the stars of the Prince Albert portion of "Grand Ole Opry" over the NBC radio network when it originates from Meridian, Miss., May 26 in conjunction with the Jimmie Rodgers Day celebration.

Ferlin Huskey's newest on the Capitol label is "Aladdin" b.w. "That Big Old Moon. . . . Red Mansel, until recently with Starday, has his first release on the Allstar label coming up May 28. Tunes are "Johnny on the Spot" coupled with "Would You Ever Believe It's True?" The former is said to be a rock 'n' roller with a country flavor. . . . Mary Sue Clere, 14-year-old singing accordionist, June 2 begins her seventh year with her own radio program over KWSH, Seminole, Okla. Mary Sue concentrates on westerns, hill-billy and hymns. . . . Big Jim Reeves, now heading westward on personals, is set for St. Louis May 27; Saffree, Ariz., 30, and Compton, Calif., June 1-3.

(Continued on page 54)

• C & W Territorial Best Sellers

For survey week ending May 16

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. Heartbreak Hotel, E. Presley, Vic.
2. Little Rosa, R. Sovine-W. Pierce, Dec.
3. Blue Suede Shoes, C. Perkins, Sun
4. Blackboard of My Heart H. Thompson, Cap.
5. Hold Everything R. Sovine-W. Pierce, Dec.
6. Yes, I Know Why, W. Pierce, Dec.
7. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.

Charlotte

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. I Was the One, E. Presley, Vic.
4. Baby, Let's Play House, E. Presley, Vic.
5. You and Me, R. Foley-K. Wells, Dec.
6. Blackboard of My Heart H. Thompson, Cap.
7. Little Rosa, R. Sovine-W. Pierce, Dec.
8. Hoping That You're Hoping Louvin Brothers, Cap.
9. It's You, Only You, That I Love H. Snow-A. Carter, Vic.
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. 'Cause I Love You, W. Pierce, Dec.
4. Folsom Prison Blues, J. Cash, Sun
5. I Was the One, E. Presley, Vic
6. You and Me, R. Foley-K. Wells, Dec.
7. My Baby Left Me, E. Presley, Vic.

Houston

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. For Rent, S. James, Cap.
4. Honky Tonk Man, J. Horton, Col.
5. I Was the One, E. Presley, Vic.
6. Duck Tail, R. Grayzell, Sdy.
7. I'm Ragged But I'm Right G. Jones, Sdy.

Memphis

1. Rock 'n' Roll Ruby, W. Smith, Sun
2. Blue Suede Shoes, C. Perkins, Sun
3. Heartbreak Hotel, E. Presley, Vic.
4. Crazy Arms, R. Price, Col.
5. I Walk the Line, J. Cash, Sun.
6. For Rent, S. James, Cap.

Nashville

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Yes, I Know Why, W. Pierce, Dec.
4. Crazy Arms, R. Price, Col.
5. Uncle Pen, P. Wagoner, Vic.
6. Little Rosa, R. Sovine-W. Pierce, Dec.
7. So Doggone Lonesome, E. Tubb, Dec.
8. Honky Tonk Man, J. Horton, Col.

New Orleans

1. Heartbreak Hotel, E. Presley, Vic.
2. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
3. I've Changed, C. Smith, Col.
4. Blue Suede Shoes, C. Perkins, Sun
5. You're Free to Go, C. Smith, Col.
6. R'n, Boy, R. Price, Col.

Richmond, Va.

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Will You, Willyum? J. Martin, Vic.
4. You're Free to Go, C. Smith, Col.
5. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
6. Rock 'n' Roll Ruby, W. Smith, Sun

St. Louis

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. You and Me, R. Foley-K. Wells, Dec.
4. I Forgot to Remember to Forget E. Presley, Vic-Sun.
5. I've Got Five Dollars, F. Young, Cap.
6. Seasons of My Heart, J. Newman, Dot

• Reviews of New C & W Records

MIMI ROMAN

Little Lovin' . . . 78
DECCA 29930—Miss Roman gives a rock and roll tune the fem Elvis Presley treatment with listenable results, which should pay off in considerable play, both country and pop. (Pianetary, ASCAP)
I'm Ready If You're Willin' . . . 77
An attractively styled vocal on a pleasant rhythm-ballad with a happy beat. (Golden West, BMI)

JOHNNY BOND

I'll Be Here (After You're Gone) . . . 77
COLUMBIA 21521—Bond is always impressive in humorous material of this type. His matter-of-fact, tongue-in-cheek delivery over a solid rhythm foundation is delightful and will be much appreciated by fans. (Vidor, BMI)
The Little Rock Roll . . . 76
Bond doesn't move very far out of the traditional country field on this r.&b. inspired material; yet he has a strong enough side to hold the interest of rock and rollers as well as traditional fans. (Red River, BMI)

DICK WILLIAMS

Rock Hearted Mama . . . 77
VICTOR 6523—The oldie gets a solid performance by Dick Williams, and the side is produced with toe-tapping beat. A strong one for the jocks and boxes. Watch it. (E. B. Marks, BMI)
A Man Is Ten Feet Tall . . . 75
The inspirational ditty gets fine production here, with Williams' vocal backed by a chorus and an instrumental arrangement that moves right along. A strong coupling. (Piedmont, ASCAP)

JUNIOR THOMPSON

Mama's Little Baby . . . 76
METEOR 5029—Elvis Presleys seem to be springing up on every label. Few come as close as Thompson, however, to capturing his sound and general excitement. His material is excellent; it rocks hard and has the proper funky guitar backing. (Meteor, BMI)
Real Deal . . . 75
In the same "back shack" idiom, Thompson stirs up the emotions effectively. Both sides should have easy entry into pop, r.&b. and country markets. (Meteor, BMI)

SANFORD CLARK

Lonesome for a Letter . . . 75
MCI 1003—Clark has a small but highly effective range and an intriguing style—sort of a restrained Elvis Presley sound. With proper exposure, this might catch on. (Desert Palms, BMI)
The Fool . . . 75
Same comment. (Debra, BMI)

BILLY WALLACE

What'll I Do . . . 75
MERCURY 70876—This one has an old-fashioned folk flavor, unusual in today's market. But it has a genuine ring that could spell some action, particularly in the Southwest. (Green Hills, BMI)
That's My Reward . . . 74
A romping country blues that also

has some of the old-time flavor suggestive of Jimmie Rodgers. (Alpine, BMI)

JIMMY HEAP AND THE MELODY MASTERS

Conscience, I'm Guilty . . . 75
CAPITOL 3434—Peck Williams is the lusty warbler appealing to his conscience not to let him cheat again. He's worried he "might talk in his sleep." Some tangy lines, but it's generally routine. (Central, BMI)
Heap of Boogie . . . 66
A danceable, but not overly intriguing instrumental boogie. (Beechwood, BMI)

JERRY REED

When I Found You . . . 74
CAPITOL 3429—Jerry Reed belts out a country blues with considerable drive and style. (Lowery, BMI)
Mister Whiz . . . 73
He's a whiz with the women, and he loves 'em all—fat and small. A novelty country item, which moves right along. (Lowery, BMI)

NITA, RITA AND RUBY

Last Night in My Dreams . . . 74
VICTOR 6532—Mighty sweet thrashing by the girls on an appealing three-beater that carries a rock and roll trace in the backing, altho it is primarily country-pop. (Reis, ASCAP)
At the Old Town Hall . . . 72
This is a lively side; a country-style polka that the girls belt gaily. A good lead-off item for country deejays. (Barton, BMI)

LUCKY WRAY

It's Music She Says . . . 73
STARDAY 552—A rollicking item with a smart lyric and catchy instrumental backing. A nice side for the deejays. (Starrite, BMI)
Sick and Tired . . . 69
Lucky Wray does a smooth job with this ballad, and it has the meri of good instrumental production. (E. B. Marks, BMI)

ANDY STARR

Rockin', Rollin' Stone . . . 73
M-G-M 12263—Still another disciple of Elvis Presley! Solid beat will have some appeal to rock and rollers. (Hill & Range, BMI)
I Wanna Go South . . . 68
In this blues plaint, the warbler is a more intimate edition of Elvis Presley. Appeal of the material will be limited to the South. (Hill & Range, BMI)

ROY DRUSKY

I Just Can't Help My Lovin' You . . . 72
COLUMBIA 21516 — A restrained tear-jerker in a smooth, polished reading that shows off Drusky's pipes. (Lowery, BMI)
So In Love Again . . . 70
The singer is in love and happy as a lark. The cheerful mood and bouncy beat here are very appealing. (Lowery, BMI)

JOEY GILLS

Consolation Prize . . . 72
MERCURY 70867—There is compe- (Continued on page 54)



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'FATHER'
c/w
"PLEASE DON'T TAKE HIM FROM ME"
#101

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FOLK TALENT AND TUNES

Continued from page 53

Joe Reagan and the Buckskins and Ann Jones and Her Western Sweethearts arrived in Tokyo early last week to kick off a 14-week trek for the 8th Army in the Far East. They are currently on a 30-day tour of Korea, and follow with Okinawa and Iwo Jima. Tour was arranged by Connie B. Gay, of Town and Country Productions. . . . Faron Young begins shooting on his new picture, "Stampede," at Kanab, Utah, around mid-June.

Jean Shepard has just released her first album for Capitol Records, titled "Songs of a Love Affair." . . . Webb Pierce set for a stop-over at Newark, N. J., June 3, and then heads northward into Canada, with stops at St. Johns, N. S., June 5; Halifax, N. S., 6; New Glasgow, N. S., 7; Glace Bay, N. S., and Corner Brook, Newfoundland. . . . Latest routing on Roy Acuff, Johnny and Jack and Kitty Wells has them stopping off at Hammond, Ind., May 27; Salem, Ind., 28; Paducah, Ky., 29; Clarksdale, Miss., 30; Natchez, Miss., 31; Gulfport, Miss., June 1, and Birmingham, 2.

Buck Lake Ranch, Angola, Ind., cracks its new season May 27, featuring Lonzo and Oscar, of the "Opry," and Joe Taylor and His Indiana Red Birds, of WGL, Fort Wayne, Ind. . . . Jimmy and Ardis Wells and their bands are still holding forth in the Flame Room, Minneapolis. They had Tex Ritter as a guest last Wednesday (16). . . . Bill Carlisle and his unit are set for a fortnight's tour of Hawaii, beginning June 30.

Lendon Smith, currently playing the tri-city area of Sheffield, Florence and Tusculumbia, Ala., has a new release on the Meteor label titled "Lost Love." Flip is "Women." Backing him on the tunes are a combo comprising Quinton Blanch, electric guitar; Jody Chastain, steel guitar; Bill Cantrell and Kenneth Loveless, twin fiddles and Henry Huffman, rhythm guitar. . . . New rock 'n' roll country singer is Johnny Carroll, now playing theaters thru the South for Top Ten Music Corporation, Dallas. . . . Following the Jimmie Rodgers Day celebration in Meridian, Miss., May 25-26, Justin Tubbs plays Gainesville, Ga., May 29; Maysville, Ga., 30; Tignall, Ga., 31; Monroe, Ga., June 1, and St. Louis June 3.

Charline Arthur and Hank Locklin last Tuesday (15) concluded a swing thru Canada on a package with Carl Smith. Hank is expected to rejoin "Big D Jamboree," Dallas, in late June. A West Texas promoter has Charline set on a string of Saturday night dates which will keep her off of "Big D" for some time. . . . Fred Wamble's initial release on M-G-M is due to hit the racks this week. Sides are "Since My True Love" and "Let's Don't Wait."

"Big D Jamboree," Dallas, was lookin' to chalk a fat one at the box office last Saturday (19) with Carl Perkins, the "Big D" gang and a group from "Grand Ole Opry," including Ferlin Huskey, Simon Crum, Cowboy Copas, Tommy Hall, and the Hushpuppies. A bargain price of 60 cents prevailed for the three-hour show. No report yet on business.

Lewis A. Talley, who recently launched the Lu-Tal Publishing Company and the Talley Record Company in

Bakersfield, Calif., has supervised his first session for the Talley label, with Bonnie and Jo Ann (Bonnie Owens and Jo Ann Miller), the Kern County Sweethearts, doing "Father" b.w. "Please Don't Take Him From Me." Another who cut for the new label was Fuzzy Owen, who did "Yer Fer Me" and "You're Everything I Wish She Could Be." Talley, rhythm guitarist and co-writer of "Dear John," until recently appeared on Cousin Herb's "Trading Post" on KERO-TV, Bakersfield. Bonnie and Jo Ann and Fuzzy are still with "Trading Post." Owen also is in his third year as band leader at the Clover Club, Bakersfield, which features c.&w. music six nights a week.

The Frontiersmen (Sage and Sand) and Joannie Hall, heard on the same label, head up a new show appearing each Saturday night at the American Legion Hall, Newhall, Calif. . . . Mary Jane Johnson, formerly of WLW's "Midwestern Hayride," has announced her engagement to Bill Huber, non-pro, with the nuptials slated to take place in Las Vegas, Nev., July 21. . . . Bonnie Sloan (Columbia) has left the Pee Wee King show and is back with the cast at "Town Hall Party" in Compton, Calif. Other recent additions to the "Town Hall" cast are the Cochran Brothers.

Little Jimmy Dickens and His Country Boys are set for a week's engagement at the Casino Theater, Toronto, beginning May 24. . . . Merv Shiner and His Gentlemen of Western Swing, featuring Billie Willow, are in their second month at Toronto's Coq D'Or Tavern, also known as Olympia Tavern. . . . Mary Lou, of "Town Hall Party," Compton, Calif., who recently inked a waxing pact with High Time Records, has as her first release "Ain't That Just Like a Man" b.w. "Ashes or Flames." The record was handled thru Texas Tiny, also of "Town Hall," and features Marian Hall on the steel with the Town Hall Band. Deejays may obtain a copy by writing Texas Tiny at ABC Radio, Los Angeles.

The Miller Bros.' Band leaves its club in Wichita Falls, Tex., May 26 to begin a 14-week tour opening the next day in Houston and following with Folydada, Tex., 28; Sheppard Air Force Base, Texas, 29; Ville Plate, La., 30; Baton Rouge, La., 31; Alexandria, L., June 1; Shreveport, La., 2; Lawton, Okla., 3; Sheppard Air Force Base, Texas, 4; Lamar, Colo., 5; Gunnison, Colo., 6; Vernal, Utah, 7-9; Ogden, Utah, 10; Ontario, Ore., 11; Lewiston, Idaho, 12; Mountain Home, Idaho, 13; Potlach, Idaho, 14; Moses Lake, Wash., 15; Spokane, Wash., 16-17; Mountain Home, Idaho, 18-19; Twin Falls, Idaho, 20; Grand Junction, Colo., 21; Albuquerque, N. M., 22; Farmington, N. M., 23; Pueblo, Colo., 26; Guernsey, Wyo., 27; Lander, Wyo., 28; Cheyenne, Wyo., 29; Grand Junction, Colo., 30.

Bill Richards, Toronto, who specializes in old-time fiddling, has as his first release on the Spiral label "Carleton County Breakdown" b.w. "Ottawa Valley Jig" both from his own pen. . . . One of the top fem c.&w. artists in the Toronto sector is Terry Parker, singer and yodeller, who has guested recently on such pro-

Reviews of New C & W Records

Continued from page 53

tion already on this weepin' and wailin' job. Guy makes his misery mighty real and if the tune makes the grade, there could be some gray here. (Fairway, BMI)
 (I'm Like) a Dog Without a Bone . . . 76
 Gills has a genuine "down-home" singing sound on this plaintive "lost love" lament. Guitar lends more traditional feel. (Acuff-Rose, BMI)

GENE CALLAWAY
 The Gold at the
 End of My Rainbow . . . 71
 INTRASTATE 34—Dance hall couples will find this fine Western style waltz-time music with attractive Autry styled singing by Callaway. (Homestead, BMI)
 City of Sin . . . 70
 Great homespun philosophy here and it comes alive with Callaway's fine Western warbling. Three-quarter time rhythm makes it another good terp entry. (Homestead, BMI)

LENDON SMITH
 Women . . . 70
 METEOR 5030—Smith has some acid comments to offer on the petty vices of the fairer sex. Alternating between recited and sung stanzas, he humorously jabs at feminine foibles. Good disk jockey item. (Meteor, BMI)
 Lost Love . . . 68
 A pretty weeper in the old-fashioned manner. Smith's touching vocal is etched against nostalgic fiddle and guitar backing. (Meteor, BMI)

THE COUNTRY PARTNERS
 Another Old Dog in the Race . . . 69
 VICTOR 6530 — Good old-fashioned pickin' and singin', with authentic country sound. Lyric is a good one, with novelty appeal. For deejays. (Acuff-Rose, BMI)
 Have Mercy on You . . . 69
 Another traditional type ditty, with real back country sound and excellent pickin' and fiddlin'. (Acuff-Rose, BMI)

SAMMY MASTERS
 Pink Cadillac . . . 68
 4 STAR 1695—There are some "No Money Down" and "Chicken" overtones to this rockin' tribute to the king of the road. It's a "real gone" car and Masters swings in a driving rhythm groove to tell the tale. (4 Star Sales, BMI)
 Some Like It Hot . . . 64
 Focus is on rhythm here, with the single lesson being "some like it hot and some like it cold." Good rock and roll terp material. (4 Star Sales, BMI)

BOB BURTON
 Tired of Rocking . . . 67
 MAR-VEL 953 — The singer "puts down" rock and roll in this humorous protest. Deejays that share Burton's sentiment will find occasion to program this often. Those that don't, still can appreciate his style and the solid beat of the backing. (BMI)
 Can't Live My Life All Alone . . . 63
 A happy ballad in the traditional country style. Burton's vocal is sincere and unaffected. (BMI)

CHARLIE BAILEY
 Memory of Your Smile . . . 66
 EVENT 4256—The oldie is chanted with real country flavor.
 Darling Nellie Across the Sea . . . 66
 This folk-flavored oldie with an inspirational message, gets a very sincere reading.

MERRY LOU
 Ashes or Flames . . . 65
 HIGH TIME 176—A moving weeper is wrapped up with pathos and heart by the plaintive-voiced canary. (Clock, BMI)
 Ain't That Just Like a Man . . . 64
 The thrush sells an amusing rhythm novelty with a breezy vocal style. (Clock, BMI)

grams as "Holiday Ranch" on CBLT-TV and the CKNX (Wingham) "Saturday Night Barn Dance." She also has appeared on the "Crag Plaza Jamboree" in Toronto. . . . Chuck Fortune and His Chuck Wagon Ramblers are appearing at the 'unior Farmers' Hall, Brampton, Ont., each Saturday night.

Bob Wills and his band, who will put in most of the Saturday nights during the summer at the M B Corral, Wichita Falls, Tex., is set for the remainder of May and June as follows: Imperial, Calif., May 28; Tucson, Ariz., 29; Duncan, Ariz., 30; Socorro, N. M., 31; Carlsbad, N. M., June 1-2; Amarillo, Tex., 3; Chickashaw, Okla., 5; Mingus, Tex., 6; Lawton, Okla., 7; . . .
 (Continued on page 57)

Best Sellers in Stores

For survey week ending May 16

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

| This Week | Last Week | Weeks on Chart |
|--|-----------|----------------|
| 1. HEARTBREAK HOTEL (BMI)—E. Presley | 1 | 13 |
| I WAS THE ONE (BMI)—Vic 20-6420 | | |
| 2. BLUE SUEDE SHOES (BMI)—C. Perkins | 2 | 15 |
| Honey, Don't (BMI)—Sun 234 | | |
| 3. YES, I KNOW WHY (BMI)—W. Pierce | 6 | 12 |
| 'CAUSE I LOVE YOU (BMI)—Dec 29805 | | |
| 4. YOU AND ME (BMI)—R. Foley & K. Wells | 4 | 18 |
| No One But You (BMI)—Dec 29740 | | |
| 5. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley | 3 | 37 |
| Mystery Train (BMI)—Vic 20-6357, Sun 223 | | |
| 6. BLACKBOARD OF MY HEART (BMI)—H. Thompson | 8 | 8 |
| I'm Not Mad, Just Hurt (BMI)—Cap 3347 | | |
| 7. FOLSOM PRISON BLUES (BMI)—J. Cash | 5 | 15 |
| SO DOGGONE LONESOME (BMI)—Sun 232 | | |
| 8. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce | 9 | 23 |
| Missing You (BMI)—Dec 29755 | | |
| 9. LITTLE ROSA (BMI)—R. Sovine & W. Pierce | 13 | 4 |
| Hold Everything (BMI)—Dec 29976 | | |
| 10. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers | 10 | 18 |
| In the Middle of Nowhere (BMI)—Cap 3300 | | |
| 10. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE (BMI)—P. Wagoner | 10 | 9 |
| How Can I Refuse Him Now? (BMI)—Vic 20-6421 | | |
| 12. I'VE GOT FIVE DOLLARS (BMI)—F. Young | 7 | 8 |
| You're Still Mine (BMI)—Cap 3369 | | |
| 13. FOR RENT (BMI)—S. James | 12 | 5 |
| My Stolen Love (BMI)—Cap 3357 | | |
| 14. I TAKE THE CHANCE (BMI)—J. E. & M. Brown | — | 1 |
| Goo Goo Dada (BMI)—Vic 20-6480 | | |
| 15. HONKY TONK MAN (BMI)—J. Horton | 14 | 2 |
| I'm Ready If You're Willing (BMI)—Col 21504 | | |

Most Played in Juke Boxes

For survey week ending May 16

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. HEARTBREAK HOTEL (BMI)—E. Presley | 1 | 11 |
| I WAS THE ONE (ASCAP)—Vic 20-6420 | | |
| 2. BLUE SUEDE SHOES (BMI)—C. Perkins | 2 | 12 |
| Honey, Don't (BMI)—Sun 234 | | |
| 3. YES, I KNOW WHY (BMI)—W. Pierce | 3 | 10 |
| 'CAUSE I LOVE YOU (BMI)—Dec 29805 | | |
| 4. SO DOGGONE LONESOME (BMI)—J. Cash | 5 | 11 |
| FOLSOM PRISON BLUES (BMI)—Sun 232 | | |
| 5. LITTLE ROSA (BMI)—R. Sovine & W. Pierce | 10 | 2 |
| HOLD EVERYTHING (BMI)—Dec 29876 | | |
| 6. I'VE GOT FIVE DOLLARS (BMI)—F. Young | 9 | 4 |
| YOU'RE STILL MINE (BMI)—Cap 3369 | | |
| 7. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers | 8 | 11 |
| In the Middle of Nowhere (BMI)—Cap 3300 | | |
| 8. YOU AND ME (BMI)—R. Foley & K. Wells | 6 | 9 |
| No One But You (BMI)—Dec 29740 | | |
| 8. BLACKBOARD OF MY HEART (BMI)—H. Thompson | — | 5 |
| I'm Not Mad, Just Hurt (BMI)—Cap 3347 | | |
| 10. MYSTERY TRAIN (BMI)—E. Presley | 4 | 28 |
| I FORGOT TO REMEMBER TO FORGET (BMI)—Vic 20-6357; Sun 223 | | |

Most Played by Jockeys

For survey week ending May 16

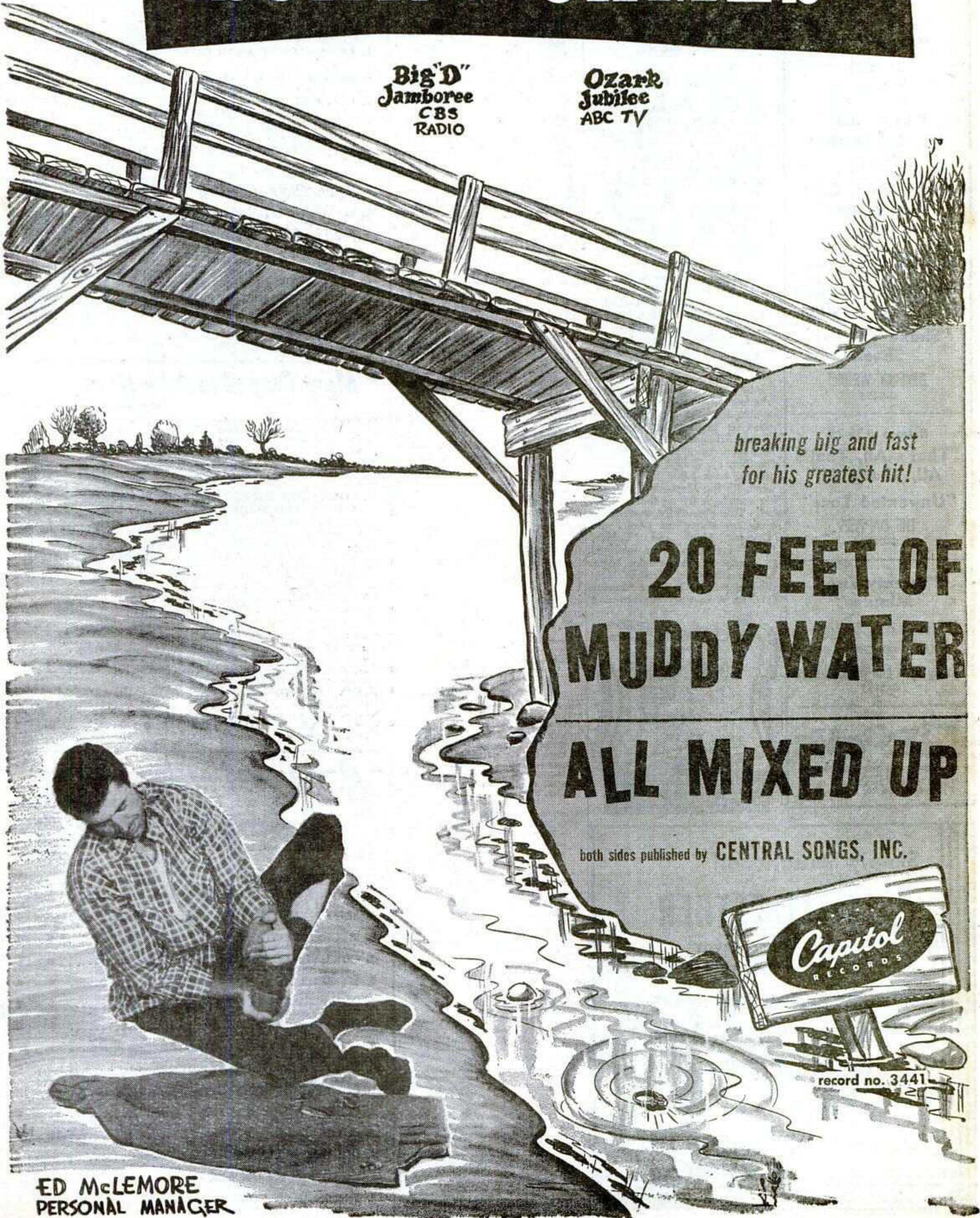
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. HEARTBREAK HOTEL—E. Presley | 1 | 13 |
| Vic 20-6420—BMI | | |
| 2. YES, I KNOW WHY—W. Pierce | 2 | 13 |
| Dec 29805—BMI | | |
| 3. YOU'RE STILL MINE—F. Young | 5 | 6 |
| Cap 3369—BMI | | |
| 4. BLUE SUEDE SHOES—C. Perkins | 3 | 14 |
| Sun 234—BMI | | |
| 4. YOU AND ME—R. Foley & K. Wells | 7 | 15 |
| Dec 29740—BMI | | |
| 6. I TAKE THE CHANCE—J. E. & M. Brown | 6 | 5 |
| Vic 20-6480—BMI | | |
| 7. CRAZY ARMS (BMI)—R. Price | — | 1 |
| Col 21510—BMI | | |
| 8. FOR RENT—S. James | 8 | 7 |
| Cap 3357—BMI | | |
| 8. LITTLE ROSA—R. Sovine & W. Pierce | 9 | 6 |
| Dec 29876—BMI | | |
| 10. HONKY TONK MAN—J. Horton | 10 | 3 |
| Col 21504—BMI | | |
| 11. BLACKBOARD OF MY HEART—H. Thompson | 4 | 4 |
| Cap 3347—BMI | | |
| 12. SEASONS OF MY HEART—J. Newman | 12 | 6 |
| Dot 1278—BMI | | |
| 13. HOPING THAT YOU'RE HOPING—Louvin Brothers | — | 1 |
| Cap 3413—BMI | | |
| 14. I'VE GOT FIVE DOLLARS—F. Young | — | 4 |
| Cap 3369—BMI | | |
| 15. UNCLE PEN—P. Wagoner | — | 1 |
| Vic 20-6494—BMI | | |

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"It's a Cold, Cold Rainy Day"
THE TWILIGHTERS
G-0154

"Don't Let the Sun Catch You Crying"
"Shake Till I've Shook"
BEVERLY WRIGHT
G-0153

Release #56-20
"That's All, That's All, That's All"
"Unwanted Love"
THE DAPPERS
G-0156

"Twenty-Two Minutes"
"The Last Laugh Will Be on You"
Johnny Byrd and his Orchestra
G-0155

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RHYTHM-BLUES NOTES

By BILL SIMON

The trade was handed a surprise last week when it was made known that Jack Angel has parted with Herald Records. Angel, who joined the outfit in 1953, one year after it had been started, was a third partner with Al Silver and Jack Braverman, who bought out his share in Herald as well as in the subsidiary label, Ember, and the publishing company, Angel Music. Jack now plans to start his own label, Neon Records.

There was a change at Atlantic Records Friday (18), but only one of address. Abramson, Ertegun, Wexler and company finally moved into their lush, new suite of offices at 157 West 57th Street. This, incidentally, is the same building that houses Dot Records locally. Atlantic's old headquarters on 56th Street will now serve as the diskery's private recording studio, under the able direction of chief engineer, Tommy Dowd.

Savoy Records, over in Newark, N. J., will be the next outfit to move. The building that shelters the diskery is due to be torn down (it's about time!) and Herman has bought himself a new one. . . . Manager Lee Magid tells us that Della Reese has gone all out on the rock and roll kick for her next Jubilee disk. The talented thrush, who has been looking for the right number to make her a really big name, is pinning her hopes on "Headin' Home." This is the Buck Ram tune, cut originally by Shirley Gunther. . . . Last week, Savoy brought back Little Esther. This week, it's Big Maybelle up for the big comeback try on the same label. This potentially great artist came up strong on Okeh with "Country Man" and "Gabbins Blues," and then never managed to recapture the magic again. Savoy's sales chief, Freddie Mendelsson, was set to leave Monday (21), on a six-week coast-to-coast

promotion trip on behalf of the two chicks.

Irving Siders, of the Gale Agency, registered a king-size beef with us this week. According to Siders, his office has the Florida situation well in hand. No problem with either Ernie Busker or the one-nighter bookers there, he illustrates: Busker's "The Palms" location has bought Clyde McPhatter the week of August 6, Red and Arthur Prysock from October 29, Shirley and Lee from October 1, and more dates have been given the office to fill in.

McPhatter, incidentally, did it again this week. His "Treasure of Love" is the one new disk to make the r.&b. money chart, and it couldn't happen to a nicer or more talented guy. Some of the cats will never forget hearing him sing "Because" at Herb Abramson's wedding. Maybe he'll record it one of these days.

The Pittsburgh Courier, sponsor of the biggest theatrical popularity poll in the r.&b. field, published its 1956 list of winners last week. Here are some of the titlists: Girl r.&b. singer - Linda Hayes; male r.&b. singer - B. B. King; harmony group - the Playboys; combo - Red Prysock; big band - Count Basie; gospel group - the Famous Ward Singers. Gloria Irving beat out Sarah Vaughan as No. 1 girl pop singer, and Nat (King) Cole extended his reign over the male pop singers.

Here are a couple of new disk company signings: Eddie Heller's Rainbow label got the Myra Sisters, a duo from Philadelphia, and the Startones, a New York group. Capitol got Gene Vincent, a 20-year-old warbler from Norfolk, Va., allegedly picking him out after auditioning 200 male rock and roll warblers. Vincent will cut with a group called the Blue Caps.

Reviews of New R & B Records

LITTLE WALTER
One More Chance With You . . . 85
CHECKER 838 - A blues. Little Walter's chanting gets strong backing. Good funky sound. (Arc, BMI)
Flying Saucer . . . 75
Instrumental, also with good funky sound and an arrangement of interest. (Arc, BMI)

IVORY JOE HUNTER
You Mean Everything to Me . . . 83
ATLANTIC 1095 - This one's a bouncy Hunter original, more in the rock and roll idiom, with an unusually perky arrangement. Should make loot. (Progressive, BMI)
That's Why I Dream . . . 81
A richly worded ballad, of the type associated with Roy Hamilton or Al Hibbler, gets a strongly-felt warble from Hunter. Could sell in the pop market. (Progressive, BMI)

THE SPANIELS
Dear Heart . . . 82
VEE-JAY 189 - The Spaniels warble sincerely on an appealing ballad. Fine performance by the lead singer. (Comrad, BMI)
Why Won't You Dance? . . . 81
Sock reading by the boys on a fast-moving ditty with a strong, danceable beat. (Tollie, BMI)

LLOYD PRICE
Country Boy Rock . . . 78
SPECIALTY 578 - Strong material - melodically and lyrically. It's belted out to a strong beat and never loses interest. (Venice, BMI)
Rock 'n' Roll Dance . . . 76
A driving blues, with the shouter getting very strong instrumental backing. (Venice, BMI)

DAVE BARTHOLOMEW
Would You? . . . 74
IMPERIAL 5390 - Highly effective warbling on a moving ballad with a

(Continued on page 57)

Best Sellers in Stores

For survey week ending May 16

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 blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. LONG, TALL SALLY (BMI)-Little Richard | 1 | 8 |
| SLIPPIN' AND SLIDIN' (BMI)-Specialty 572 | | |
| 2. I'M IN LOVE AGAIN (BMI)-F. Domino | 2 | 6 |
| MY BLUE HEAVEN (BMI)-Imperial 964 | | |
| 3. CORRINE, CORRINA (BMI)-J. Turner | 4 | 4 |
| Boogie Woogie Country Girl (BMI)-Atlantic 1088 | | |
| 4. BLUE SUEDE SHOES (BMI)-C. Perkins | 3 | 11 |
| Honey, Don't (BMI)-Sun 234 | | |
| 5. I WANT YOU TO BE MY GIRL (BMI)-Teen-Agers | 6 | 4 |
| I'm Not a Know-It-All (ASCAP)-Gee 1012 | | |
| 6. HEARTBREAK HOTEL (BMI)-E. Presley | 5 | 7 |
| I Was the One (BMI)-Vic 20-6420 | | |
| 7. FEVER (BMI)-Little Willie John | 13 | 2 |
| Letter From My Darling (BMI)-King 4935 | | |
| 8. MAGIC TOUCH (ASCAP)-Platters | 8 | 8 |
| Winner Take All (ASCAP)-Mercury 70819 | | |
| 9. WHY DO FOOLS FALL IN LOVE? (BMI)-Teen-Agers | 7 | 15 |
| Please Be Mine (BMI)-Gee 1002 | | |
| 10. IVORY TOWER (ASCAP)-O. Williams | 9 | 7 |
| In Paradise (BMI)-De Luxe 6093 | | |
| 11. LITTLE GIRL OF MINE (BMI)-Cleftones | 11 | 2 |
| You're Driving Me Mad (BMI)-Gee 1011 | | |
| 12. FORTY DAYS AND FORTY NIGHTS (BMI)-M. Waters | 13 | 3 |
| All Aboard (BMI)-Chess 1620 | | |
| 13. TREASURE OF LOVE (BMI)-C. McPhatter | - | 1 |
| When You're Sincere (BMI)-Atlantic 1092 | | |
| 14. NEED YOUR LOVE SO BAD (BMI)-Little Willie John | 11 | 16 |
| Home at Last (BMI)-King 4841 | | |
| 15. PLEASE, PLEASE, PLEASE (BMI)-J. Brown | 10 | 6 |
| Why Do You Do Me? (BMI)-Federal 12258 | | |

Most Played in Juke Boxes

For survey week ending May 16

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. LONG, TALL SALLY (BMI)-Little Richard | 1 | 7 |
| SLIPPIN' AND SLIDIN' (BMI)-Specialty 572 | | |
| 2. CORRINE, CORRINA (BMI)-J. Turner | 4 | 4 |
| Boogie Woogie Country Girl (BMI)-Atlantic 1088 | | |
| 3. I'M IN LOVE AGAIN (BMI)-F. Domino | 3 | 4 |
| MY BLUE HEAVEN (ASCAP)-Imperial 964 | | |
| 4. MAGIC TOUCH (ASCAP)-Platters | 6 | 5 |
| Winner Take All (ASCAP)-Mercury 70819 | | |
| 5. I WANT YOU TO BE MY GIRL (BMI)-Teen-Agers | - | 1 |
| I'm Not a Know-It-All (BMI)-Gee 1012 | | |
| 6. WHY DO FOOLS FALL IN LOVE? (BMI)-Teen-Agers | 5 | 12 |
| Please Be Mine (BMI)-Gee 1002 | | |
| 7. DROWN IN MY OWN TEARS (BMI)-R. Charles | 7 | 13 |
| Mary Ann (BMI)-Atlantic 1085 | | |
| 8. BLUE SUEDE SHOES (BMI)-C. Perkins | 2 | 11 |
| Honey, Don't (BMI)-Sun 234 | | |
| 9. FORTY DAYS AND FORTY NIGHTS (BMI)-M. Waters | 10 | 4 |
| All Aboard (BMI)-Chess 1620 | | |
| 10. SWEET BABY OF MINE (BMI)-R. Brown | - | 1 |
| I'm Getting Right (BMI)-Atlantic 1091 | | |

Most Played by Jockeys

For survey week ending May 16

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

| This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. I'M IN LOVE AGAIN-F. Domino | 1 | 6 |
| Imperial 964-BMI | | |
| 2. LONG, TALL SALLY-Little Richard | 2 | 8 |
| Specialty 572-BMI | | |
| 3. SLIPPIN' AND SLIDIN'-Little Richard | 3 | 7 |
| Specialty 572-BMI | | |
| 4. MAGIC TOUCH-Platters | 4 | 7 |
| Mercury 70819-ASCAP | | |
| 5. CORRINE, CORRINA-J. Turner | 6 | 6 |
| Atlantic 1088-ASCAP | | |
| 6. MY BLUE HEAVEN-F. Domino | 6 | 4 |
| Imperial 5386-ASCAP | | |
| 7. IVORY TOWER-O. Williams | 5 | 7 |
| De Luxe 6093-ASCAP | | |
| 8. HEARTBREAK HOTEL-E. Presley | 8 | 9 |
| Vic 20-6420-BMI | | |
| 9. WHY DO FOOLS FALL IN LOVE?-Teen-Agers | 9 | 13 |
| Gee 1002-BMI | | |
| 10. I WANT YOU TO BE MY GIRL-Teen-Agers | - | 2 |
| Gee 1012-BMI | | |
| 11. BLUE SUEDE SHOES-C. Perkins | 12 | 12 |
| Sun 234-BMI | | |
| 12. PLEASE, PLEASE, PLEASE-J. Brown | 11 | 6 |
| Federal 12258-BMI | | |
| 13. FEVER-Little Willie John | 10 | 2 |
| King 4935-BMI | | |
| 14. CHURCH BELLS MAY RING-Willows | - | 3 |
| Melba 102-BMI | | |
| 15. DROWN IN MY OWN TEARS-R. Charles | - | 13 |
| Atlantic 1085-BMI | | |
| 15. TREASURE OF LOVE-C. McPhatter | - | 1 |
| Atlantic 1092-BMI | | |

Simply Sensational!

LITTLE ESTHER

In her triumphant return to SAVOY
with a double-sided SMASH HIT!

Picked by both Trade Papers!

"YOU CAN BET YOUR LIFE"

"TAIN'T WHATCHA SAY"

2 Hits on 1 Record—Savoy 1193

SAVOY RECORD CO
38 MARKET ST
NEWARK, N. J.

WATCH THESE BIG HITS

Vee-Jay #188

EVERY NIGHT

b/w

Trouble Blues

by

John Le Hooker

Vee-Jay #183

UP ON THE MOUNTAIN

by

Magnificents

Vee-Jay #185

BIG TOWN PLAY BOY

by

Eddie Taylor

Vee-Jay #186

CAN'T STAND TO SEE YOU GO

by

Jimmy Reed

VEE-JAY Records, Inc.

2129 S. Michigan Ave. Chicago

Phone: CALumet 5-6141

Breaking for a Hit!

THE MELLOW KEYS

LISTEN, BABY

b/w

I'M NOT A DECEIVER

Gea 1014



G Records, 220 W. 42d Street

Sensational New Star

ELMORE MORRIS

singing

"DARLING, DEPEND ON ME"

b/w

"Don't Let It End This Way"

Peacock #1440

PEACOCK RECORDS, Inc.

2809 Erastus St. Houston 26, Texas

DOOTONE

Getting Bigger!!!

"BE FAIR"

THE PIPES #388

"I STILL REMEMBER"

THE ROMANCERS #381

DOOTONE RECORDS

4512 SOUTH CENTRAL AVE. LOS ANGELES 24, CALIF.

WHEN IN BOSTON

It's the

HOTEL AVERY

Avery & Washington Sts.

Radio in Every Room

The Home of Show Folk

Latest Comedy Material

for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles, monologs, dialogs, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back if not satisfied. LAUGHS UNLIMITED, 106 W. 45 St., N. Y., N. Y. JU 2-0373.

RELIABILITY — QUALITY

RECORD PRESSING

Originators of the

NON-SLIP FLEX

(Pat. Pending)

Research Craft Co.

1037 N. SYCAMORE ST.

LOS ANGELES 26, CALIF.

This Week's Best Buys

A CASUAL LOOK (Limax, BMI)—The Six Teens—Flip 315—The past two weeks the Los Angeles r.&b. territorial chart has been carrying this record, and this week the Pittsburgh pop territorial chart lists "A Casual Look." Wherever it has been made available, pop and r.&b. acceptance has been very good. Philadelphia, New York and Baltimore have been among the cities that have been doing a good sales job. Flip is "Teen-Age Promise" (Limax, BMI). A previous Billboard "Spotlight" pick.

HALLELUJAH, I LOVE HER SO (Progressive, BMI)

WHAT WOULD I DO WITHOUT YOU? (Progressive, BMI)—Ray Charles—Atlantic 1096—These two contrasted sides seem to be adding up to an unusually potent sales formula for Charles. If one side doesn't get the customer, the other one does. Durham, Atlanta, New Orleans, Cleveland, Baltimore, Philadelphia and Cincinnati are typical cities that found this a strong two-sided disk able to rack up big sales figures with incredible speed. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

THE CLOVERS

Love, Love, Love (Progressive, BMI)—Atlantic 1094—The Clovers have a red-hot side here, which should take off big. It's a swing disk, with a catchy and cute melody arrangement that has considerable pop feeling. Plenty of play in store for this one in this field, and also pop-wise. Flip is "Your Tender Lips."

LITTLE ESTHER

You Can Bet Your Life (Crossroads, BMI)
Tain't Whatcha Do (Crossroads, BMI)—Savoy 1193—Little Esther, who had some sock sides about five years ago, is singing better than ever—and on her old label. She wraps up the blues, "You Can Bet Your Life" with an impressive flourish and a church sound to her style. The flip, also a blues, is belted out in fine fashion to a rousing backing. Watch this one.

JAMES BROWN

I Don't Know (Armo, BMI)
I Feel That Old Feeling Coming On (Armo, BMI)—Brown sells a couple of strong rhythm tunes with fervent spiritual flavor. The warbler is loaded with vitality and drive, and both sides spotlight a powerful, insistent beat.

BIG MAYBELLE

That's a Pretty Good Love
Candy—Savoy 1195—Big Maybelle should make a sock comeback on the charts with this great two-sided platter. The magnetic-voiced canary belts across a sock rhythm ditty with a fine pounding beat in "That's a Pretty Good Love." The flip is the beguiling oldie "Candy" served up with an appetizingly original reading.

Reviews of New R & B Records

Continued from page 56

plaintive beat. (Reeve, BMI)
Turn Your Lamps Down Low . . . 73
Sock vocalizing on an infectious ditty with a hard driving tempo. (Reeve, BMI)

CARMEN DAVIS
Your Kiss . . . 74
MIDDLE-TONE 009—The singer has a voice quality and a feel for the beat that recalls Ella Johnson. She does a first class job on this slow-beat material. Ernie Freeman is the sparkplug in the combo backing her. (Middleton, BMI)

No, No Baby . . . 68
Miss Davis shows terrific style in this up-tempo side, too, but doesn't have the material to show at her best. (Middleton, BMI)

THE TOKENS
I Love My Baby . . . 73
MELBA 104—A novelty blues, chanted with ecstatic sighs and vocal gimmicks. The lads make a bright side of it, swiny and lively. (Goday-Craft, BMI)
While I Dream . . . 70
This group chants a ballad of the refined type. Fair job. (Goday-Craft, BMI)

JOHNNY LATORE
Red Hot (Fryin' Pan) . . . 72
GRAND 140—Slow tempo blues with a novelty lyric chanted well to flavorful backing.
Roof I sComin' Down . . . 70
Up-tempo blues with authentic sound, not quite as good as flip.

PARAKEETS VOCAL GROUP
I Have a Love . . . 71
ATLAS 1068—A ballad with a beat tastefully harmonized by a new group on the label. They are very talented and deserve generous exposure. (Mac-Avery, BMI)
The Rain Starts to Fall . . . 70
Picking up the tempo on this side, the group turns in a polished reading of this attractive, tricky-beat material. The lead singer on this side is particularly impressive. (Mac-Avery, BMI)

THE COLTS
Never No More . . . 70
VITA 130—Routine ballad, adequately done. (Antler, BMI)
Hey, You, Shoo Bee Ooh Bee . . . 70
This side is a rhythm number, adequately chanted. (Pera, BMI)

FOLK TALENT AND TUNES

Continued from page 54

Okla., 7; Paducah, Tex., 8; Wichita Falls, Tex., 11; Houston, 10; Vilasco, Tex., 11; Houston 12; Port Lavaca, Tex., 13; San Angelo, Tex., 14; Big Springs, Tex., 14; Wichita Falls, Tex., 16; Graham, Texas, 17; Sheppard Air Force Base, Texas, 18; Abilene, Tex., 19; Wichita, Kan., 21; North Platte, Neb., 22-23.

Ed Amos, brother of Betty Amos (Mercury), was killed recently in an auto accident in Antioch, Calif. He was a member of a country music group known as the Dixie Rhythm Boys. . . . Recent visitors at the Riverbank Clubhouse, Riverbank, Calif., where Bill Carter and the Hometown Boys hold forth each week, were the Maddox Brothers and Rose. Carter recently started a new daily disk show on KSTN, Stockton, Calif. He commutes daily between Stockton and Modesto, where he has two radio shows daily on KBOX.

R & B Territorial Best Sellers

For survey week ending May 16

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. Corrine Corrina, J. Turner, Atl.
4. Forty Days and Forty Nights, M. Waters, Chs.
5. Ruby, Baby, Drifters, Atl.
6. I Want You to Be My Girl, Teen-Agers, Gee
7. Slippin' and Shidin', Little Richard, Spe.

Charlotte

1. I'm in Love Again, F. Domino, Imp.
2. Ivory Tower, O. Williams, Del.
3. Long, Tall Sally, Little Richard, Spe.
4. Corrine, Corrina, J. Turner, Atl.
5. I Want You to Be My Girl, Teen-Agers, Gee
6. Magic Touch, Platters, Mer.
7. Slippin' and Shidin', Little Richard, Spe.
8. Why Do Fools Fall in Love?, Teen-Agers, Gee
9. Little Girl of Mine, Clefstones, Gee

Chicago

1. Blue Suede Shoes, C. Perkins, Sun
2. Long, Tall Sally, Little Richard, Spe.
3. Why Do Fools Fall in Love?, Teen-Agers, Gee
4. Heartbreak Hotel, E. Presley, Vic.
5. Magic Touch, Platters, Mer.
6. I Want You to Be My Girl, Teen-Agers, Gee

Cincinnati

1. Fever, L. W. John, Kng.
2. I Want You to Be My Girl, Teen-Agers, Gee
3. Long, Tall Sally, Little Richard, Spe.
4. Please, Please, Please, J. Brown, Fed.
5. I'm Not a Know It All, Teen-Agers, Gee
6. Heartbreak Hotel, E. Presley, Vic.

Detroit

1. Fever, L. W. John, Kng.
2. Long, Tall Sally, Little Richard, Spe.
3. I'm in Love Again, F. Domino, Imp.
4. Blue Suede Shoes, C. Perkins, Sun.
5. Heartbreak Hotel, E. Presley, Vic.
6. Ruby, Baby, Drifters, Atl.
7. Corrine, Corrina, J. Turner, Atl.
8. I Want You to Be My Girl, Teen-Agers, Gee
9. Forty Days and Forty Nights, M. Waters, Chs.
10. Who? Little Walter, Che.

Los Angeles

1. Long, Tall Sally, Little Richard, Spe.
2. My Blue Heaven, F. Domino, Imp.
3. Blue Suede Shoes, C. Perkins, Sun
4. Casual Look, Six Teens, Flp.
5. Heartbreak Hotel, E. Presley, Vic.
6. I'm a Fool, Turks, Mon.
7. Please, Please, Please, J. Brown, Fed.
8. Dark Is the Night, B. B. King, RPM
9. Girl in My Dreams, Cliques, Mod.
10. Why Do Fools Fall in Love?, Teen-Agers, Gee

New Orleans

1. I'm in Love Again, F. Domino, Imp.
2. Long, Tall Sally, Little Richard, Spe.
3. Corrine, Corrina, J. Turner, Atl.
4. My Blue Heaven, F. Domino, Imp.
5. I Want You to Be My Girl, Teen-Agers, Gee
6. Lost Dreams, E. Freeman, Imp.
7. Pleadin' for Love, L. Birdsong, Exc.
8. Little Girl of Mine, Clefstones, Gee
9. R-O-C-K, B. Haley, Dec.
10. Why Do Fools Fall in Love?, Teen-Agers, Gee

New York

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Magic Touch, Platters, Mer.
4. I Want You to Be My Girl, Teen-Agers, Gee
5. Little Girl of Mine, Clefstones, Gee
6. Corrine, Corrina, J. Turner, Atl.

Philadelphia

1. My Blue Heaven, F. Domino, Imp.
2. Long, Tall Sally, Little Richard, Spe.
3. I Want You to Be My Girl, Teen-Agers, Gee
4. Corrine, Corrina, J. Turner, Atl.
5. Blue Suede Shoes, C. Perkins, Sun
6. Slippin' and Shidin', Little Richard, Spe.
7. In Paradise, Cookies, Atl.
8. We Go Together, Moonglows, Chs.
9. Little Girl of Mine, Clefstones, Gee

St. Louis

1. Need Your Love So Bad, L. W. John, Kng.
2. Long, Tall Sally, Little Richard, Spe.
3. Forty Days and Forty Nights, M. Waters, Chs.
4. I'm in Love Again, F. Domino, Imp.
5. Fever, L. W. John, Kng.
6. Heartbreak Hotel, E. Presley, Vic.
7. Treasure of Love, C. McPhatter, Atl.
8. I Want You to Be My Girl, Teen-Agers, Gee
9. Please, Mr. Disc Jockey, Sensations, Ato.

Washington, D. C.

1. Long, Tall Sally, Little Richard, Spe.
2. Corrine, Corrina, J. Turner, Atl.
3. Blue Suede Shoes, C. Perkins, Sun
4. I'm in Love Again, F. Domino, Imp.
5. Magic Touch, Platters, Mer.
6. My Blue Heaven, F. Domino, Imp.
7. Ivory Tower, O. Williams, Del.
8. I Want You to Be My Girl, Teen-Agers, Gee
9. Why Do Fools Fall in Love?, Teen-Agers, Gee
10. Please, Mr. Disc Jockey, Sensations, Ato.

HITS ALL HITS!

Treasure of Love

Clyde McPhatter #1092

Love, Love, Love

b/w

Your Tender Lips

The Clovers #1094

Hallelujah, I Love Her So

Ray Charles #1096

It's Too Late

b/w

Kansas City Woman

Chuck Willis #1098

Fee-Fee-Fi-Fo-Fum

LaVerne Baker #1093

Corrine, Corrina

Joe Turner #1098

Ruby Baby

b/w

Your Promise To Be Mine

The Drifters #1089

In Paradise

The Cookies #1084

You Mean Everything to Me

Ivory Joe Hunter #1095

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

Concession Tax Cut Aids Canadian Fairs

Import Levy Set at \$50 Per Unit; Back-End Show Tariff Now \$100

REGINA, Sask.—The five fairs on Western Canada's Class A Circuit this year will save an average of \$2,200 each, or a total of \$11,100, under a reduction in the federal levy on carnival concessions entering Canada. The tariff was set in lieu of customs duty during World War II.

Last year, the Class A fairs at Brandon, Calgary, Edmonton, Saskatoon and Regina paid an estimated \$3,620 each in federal tariffs on concessions. Under the new regulations they will pay \$1,420 each.

The tax on concessions has been reduced from \$200 to \$50 and the tax on shows has been reduced from \$200 to \$100.

The reductions apply only to attractions that are offered as part of agricultural fairs and the levy is charged for a month or a part of a month.

Rides Unchanged

No change has been made in the tax on adult rides, which was \$100 in 1955, and there is no change in the \$50 tax on children's rides.

No American carnivals entered Canada during the war, and the levy didn't become payable until 1946, when the American attractions began returning to this country.

Since 1946 there have been several increases in the levy and by last year the cost of bringing carnivals to Canada's agricultural exhibitions had more than doubled.

The tax was charged against the carnival itself (Royal American Shows in Western Canada's case), but it became a hardship on the

fairs, which in most cases agreed to pay it.

The Western Canada Association of Exhibitions made representations to the federal department of revenue last November in an effort to have the tax reduced.

It was pointed out that only American carnivals had bid for contracts at a number of Canadian exhibitions in the last 10 or 12 years. This was particularly true on the Western Canada Class A circuit.

It was also argued that in effect the government, which was helping fairs on the one hand with grants thru the Department of Agriculture, was on the other hand depriving them of this help with the tax on carnival goods.

The fairmen also contended that the tax had been increased to the point where it was disproportionate to the actual value of the game or concession being brought into Canada. At the time of the last increase, made in 1955, an amount of \$200 was levied against concessions.

HOUSE GROUP OKAYS POOL, RINK TAX CUT

Favors Repeal of 10% Participation Sport Bite at Gate

• Continued from page 1

were completely tax exempt. They sought to further strengthen their cause by pointing out that privately operated participation sports endeavors were a valuable community asset in combating juvenile delinquency and, as such, were deserving of government aid in the form of tax relief.

Private operators also claimed that government operated units had further advantages since they were often the recipients of free government services while similar services had to be counted in on operating expenses by the private operator.

Vernon D. Platt, president of PSAA, which stumped for House Bills 2124 and 2629, urged members, and others who are interested, to step up efforts for favorable action by writing to their Congressmen.

Chaires Named Prez By Florida Assn.

Stewart, Wylie Address Combined Management Short Course, Confab

GAINESVILLE, Fla.—Dr. Tom P. Chaires Jr., Manatee County Fair, Brandon, was elected president of the Florida Federation of Fairs and Livestock Shows at the organization's annual meeting and fifth short course held here Monday and Tuesday (14-15). He succeeds Harry O. Stratton, Callahan.

Other officers include Tom L. Barrineau, Tallahassee, secretary-treasurer, and five vice-presidents, Harry Jack, Punta Gorda; James E. Gorman, Jacksonville; Lamar Allen, West Palm Beach; C. T. Bickford, Orlando, and Lee Maxwell, Deland.

Stratton presided at the two days of business sessions at which timely topics regarding the operation of fairs were discussed.

James E. Stewart, manager of the State Fair of Texas and president of the International Association of Fairs and Expositions, was the key speaker at the annual banquet. He outlined the value of fairs as show windows for agricul-

tural products, as educational establishments, spirit builders, business builders and as important recreational factors.

Lists Responsibilities

Stewart also told the managers that they had many responsibilities (Continued on page 63)

Dot Lamour, Icer Set for Quebec City

QUEBEC CITY — Dorothy Lamour, the film star, will headline a variety-ice show bill at the Exhibition. The show, especially produced by GAC-Hamid, is designed to satisfy the desire of fair officials to have both a variety show and an ice show.

The bill will also include Joy Cayler and her all-girl orchestra, a 15-piece unit now in Las Vegas. Phil Spitalny had been originally considered but he is reported to have disbanded, for the present at least, to devote his time to a recently acquired hotel in Las Vegas.

Holiday On Ice was also reported under consideration for a full 10-day stand here. According to Hamid, it could not be abbreviated or fitted into a split run. As a result Ice Varieties of 1956 was chosen.

Acts Listed

The variety show will form the first half of the two-and-a-quarter-hour program. Acts will include Elsa and Waldo, the Tokayers, Les Cardinals, Ferris-Ferroni, George Wong Troupe, Honey Girls and others.

The Coliseum housed a Hamid variety-type offering last year. The modern building has its own ice

Detroit Negro Cele Set for Fairgrounds

Five-Day Event to Include Trade Show, Name Attractions, Pageant

DETROIT—A five-day Panorama of Progress "saluting the contributions of Negroes to America's progress" is being planned for the Michigan State Fairgrounds, June 30-July 4. The project will include two major segments—a trade show in the Dairy Hall and a nightly show in the Coliseum. No outdoor or midway attractions are planned.

The project was conceived and is being sponsored by Diggs Enterprises, Inc., whose president is Charles E. Diggs Sr., and vice-president is Charles Diggs Jr., Michigan's first Negro Congressman and head of the House of Diggs, Negro undertaking establishment.

The trade show is scheduled to have over 100 booths, and will be open to any type of business exhibitor—with the requirement that they must have contributed in some way to Negro interests. Show hours will be 1 to 11 p.m.

Operate With Gate

Admission will be \$1.25 for adults and 60 cents for children, covering entry to both halls for the one admission. Giveaways, topped by a Ford station wagon, are counted upon to spark attendance.

The Coliseum Show will include names from the Negro world in all departments. A pageant-type show with the title "This Is Our America" is being written, directed and produced by Powell Lindsay, with music by Andy Razaf. Star of the show will be Sara Lou Harris, former New York television artist.

One night appearances by Sammy Davis Jr. and Frank Silvera and three nights by Phillipa Schuyler, concert pianist, are scheduled, with other top talent still to be booked. Booking is being handled by Shaw Artists Corporation, New York. The show is to include a cast of 600 with a 400-voice choir, plus appearances by leading Negro

ministers, athletes and other celebrities. There will be fashion queens, and broadcasts by several disk jockeys on WXYZ and WJLB direct from the show. The pit band, which will be inter-racial, will be under the direction of Maurice King.

All profits of the Panorama are to be donated to charity. It is expected that this will be made an annual event, using varying types of promotions each year.

An extensive advertising program is planned according to Robert Leatherwood, of Seymour, Leatherwood and Cleveland, agency, handling both booth sales and advertising. This will include: 300 three sheets; 2,000 22 by 28-inch placards; 1,000 bumper strips; a large number of radio spots, some using special plugs recorded by Nat (King) Cole for the occasion; seven television spots in the final week; a minimum of two full pages in the two Negro weeklies, and some use of daily newspapers and circulars.

Vern McReavy, Buchanan Join Winkley Staff

MINNEAPOLIS — Frank R. Winkley, manager of Auto Racing, Inc., this week announced the addition of two veteran outdoor showmen to his staff.

Vernon L. McReavy, veteran circus promotion man, joined recently as business and promotional manager and went to work immediately on the May 27 program of stock car races to be held at Spencer, Ia.

Second addition to the Winkley organization is Herschell Buchanan, veteran IMCA driver, who carries the title of special promotions manager. Buchanan joined in time to assist in promoting Auto Racings' Corn Belt Championship at Hawkeye Downs, Cedar Rapids, Ia., May 20.

This brings the promotion staff to five in addition to Winkley. Public relations are handled by Nick Nachicas while Bill Abel is in charge of outdoor advertising. Winkley reported this staff will be further augmented before the fair season.

Pool Group Forms Assn.

CHICAGO—Formation of an association representing the entire swimming pool industry was announced here Friday (18) and the nucleus group voted to hold a national organizing convention here June 27.

Wesley Blintz, Lansing, Mich., pool design consultant, was named president pro-tem, and Morris B. Rotman, Harshe-Rotman, Inc., public relations firm, was appointed secretary.

Objectives of the organization will include standardization of health and sanitation regulations, standardization of pool construction and design requirements, and national promotion on swimming pools. Temporary headquarters have been set up at Harshe-Rotman, 8 South Dearborn, Chicago.

Langhorne Track Sold

LANGHORNE, Pa. — Langhorne Speedway was purchased by Irvin Fried and A. D. Gerber Tuesday (15). The sellers of the mile dirt track were O. D. Babcock and E. Pauline of Washington. The price was not disclosed.

The famed track, with seating accommodations for about 25,000, has changed hands frequently in the past two decades. The new owners operate drive-ins and kiddie amusements in the Delaware shore areas.

Quiz Show At Home Show

SAN ANTONIO—The annual Home Show is slated to be held here at the Bexar County Coliseum May 20-27, with San Antonio Home Builders' Association as sponsors. "Tunes for Treasure" will be one of the main attractions. Don Dobey, quiz master, is originator of the show.

The stagemat will be presented twice nightly, and at Saturday and Sunday matinees there will be awarded at each show an expense-paid vacation trip for two to luxurious resorts.

Labor Woes Befuddle N. Y. Coliseum Show

NEW YORK — Labor troubles caused concern this week over operation of the new Coliseum here, with the multi-floor building being occupied completely by the International Home Building Exposition. One major exhibitor threatened to pull off the floor, and another exhibitor withdrew from the show. Despite the problems, attendance has been very good and a tremendous volume of business has been racked up.

Union jurisdictional difficulties thus far have prevented any telecasting from the Coliseum. The latest trouble involved so-called abuses by various labor groups involved in setting up displays.

The jurisdictional squabble was finally ironed out on Friday (18) between the Exhibition Employees' Local 829 and the United Brotherhood of Carpenters and Joiners after an emergency session with Mayor Wagner. Details of the agreement were not announced, but both unions said harmonious conditions would prevail at the moving out of displays and thereafter at future Coliseum shows.

Robert A. Durk, managing director of the exposition, acknowledged some of the difficulties that have cropped up in operating the new building, hailed as the world's (Continued on page 63)

SHOWING GOOD JUDGMENT

Long experienced ride men:
 F. E. Gooding, Columbus, O.; J. J. Frederick, Detroit, Mich.; Hugo Butler, Monticello, Ind.; David Gillan, Ocean City, N. J.; H. N. (Doc) Capell, Hope, Ark., have bought 1956 Model BIG ELI WHEELS. Their experience with these money-getting lifetime rides proves BIG ELI is the best by test. Ask the man who owns one. Price List A70 and information is Free—Ask for it TODAY.

ELI BRIDGE COMPANY
 800 Case Ave. Jacksonville, Illinois

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES
KING AMUSEMENT CO.
 Mr. Clemens, Mich.

TURN TO THESE RIDES FOR 1956

- ADULT FERRIS WHEEL
- ADULT CHAIRPLANE
- KIDDIE SPACE PLANE
- TRAILER-MOUNTED AUTO RIDE
- ATOMIC JET FIGHTER
- SPEED BOAT RIDE
- KIDDIE CHAIRPLANE

WRITE FOR CATALOG

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What Might Have Happened?

WHENEVER Mid-western carnival and circus people get together and the troubles, real or fancied, of the Ringling Circus come up, invariably some one observes, "It's too bad Carl Sedlmayr did not go into the circus field." And, just as often, others echo the thought.

This frequently voiced observation is, above all else, an eloquent tribute to the one-time fountain pen salesman who turned showman to develop the finest as well as the largest carnival in history.

There are a great many things which Sedlmayr did to nurture his show into its soundly-based regard. A man with deep pride in his show and its people, he imbued this same pride into his staff and personnel. A man with a marked sense of loyalty—and a feeling for tradition—he has welded his people into "a family."

Over the years he has had no difficulty in retaining able men at all levels of his operation. He has had some people, such as Ride Foreman Frank Stubblefield and Concessionaire Hazel Maddox — with him for well over 30 years.

His staff is peopled with "old-timers on the show." Secretary-Treasurer Walter Devoyne has been with it 21 years, General Agent Robert L. Lohmar, has served 17 years, and Leon Claxton, producer of the perennial show favorite "Harlem in Havana," is now in his 22d season with the show.

You've got to be over here for at least five years before you cease to be a "Johnny-Come-Lately," notes one of the old-timers on the Royal American.

A traditionalist in his feeling for show business history, Sedlmayr is anything but a traditionalist when it comes to operating methods, attractions, equipment, etc.



SEDLMAYR

Piles Up Many "Firsts"

The record of the Royal American abounds in "firsts." From an attraction standpoint, it was the first to present big names such as Red Grange, Mildred Harris Chaplin and Gypsy Rose Lee. It was the first to do away with center poles in its show tops thru the introduction of A-frames. And, it was the first to use a Broadway-type stage for a revue.

Similarly, it has consistently been among the leaders in presenting new rides. One of the best kiddie rides—the Sky Fighter—was developed on the show, and the show still draws a royalty on each Sky Fighter sold. Of the railroad shows it was the first to have its Ferris Wheels and its Twister equipped with hydraulic devices which speed teardown and set-up of those rides.

The Royal American has been in the vanguard with its brilliant lighting and was the first to have huge light towers. Similarly, it was the first to go for spectacular, king-sized show fronts.

Sedlmayr does not neglect the small touches. He used costly gold leaf profusely on the horses' manes and crests of his Merry-Go-Round. During the past winter, he purchased an old German band organ which was in a sad state, obtained the service of an organ craftsman, and rebuilt it. The job of rehabilitating it has not yet been completed; it will be in another two weeks. But, even before complete restoration the organ had been transformed into a striking eye-filling instrument that is certain to provoke considerable comment.

Mounted in a specially built steel wagon the organ will be spotted in the shows' Kiddieland. The organ, Sedlmayr concedes, will probably not bring an added customer thru the gates. But it will enhance the Kiddieland. Moreover, it will provide a peg for conversation and more important for publicity—the kind the erstwhile pen salesman uses to sell the public that the Royal American is the finest, as well as largest carnival.

Lives, Breathes Show Life

Sedlmayr operates with an eye to the future. He dickered for five years before he succeeded in obtaining the German organ. And, he foresaw that ever-tightening railroad regulations would require show trains to have AB brakes. He was the first to install them. But, he has not stopped there. He transformed his show train into one of all-steel cars. And, this winter he made a switch-over, taking off all of the cast iron wheels and replacing them with all-steel wheels.

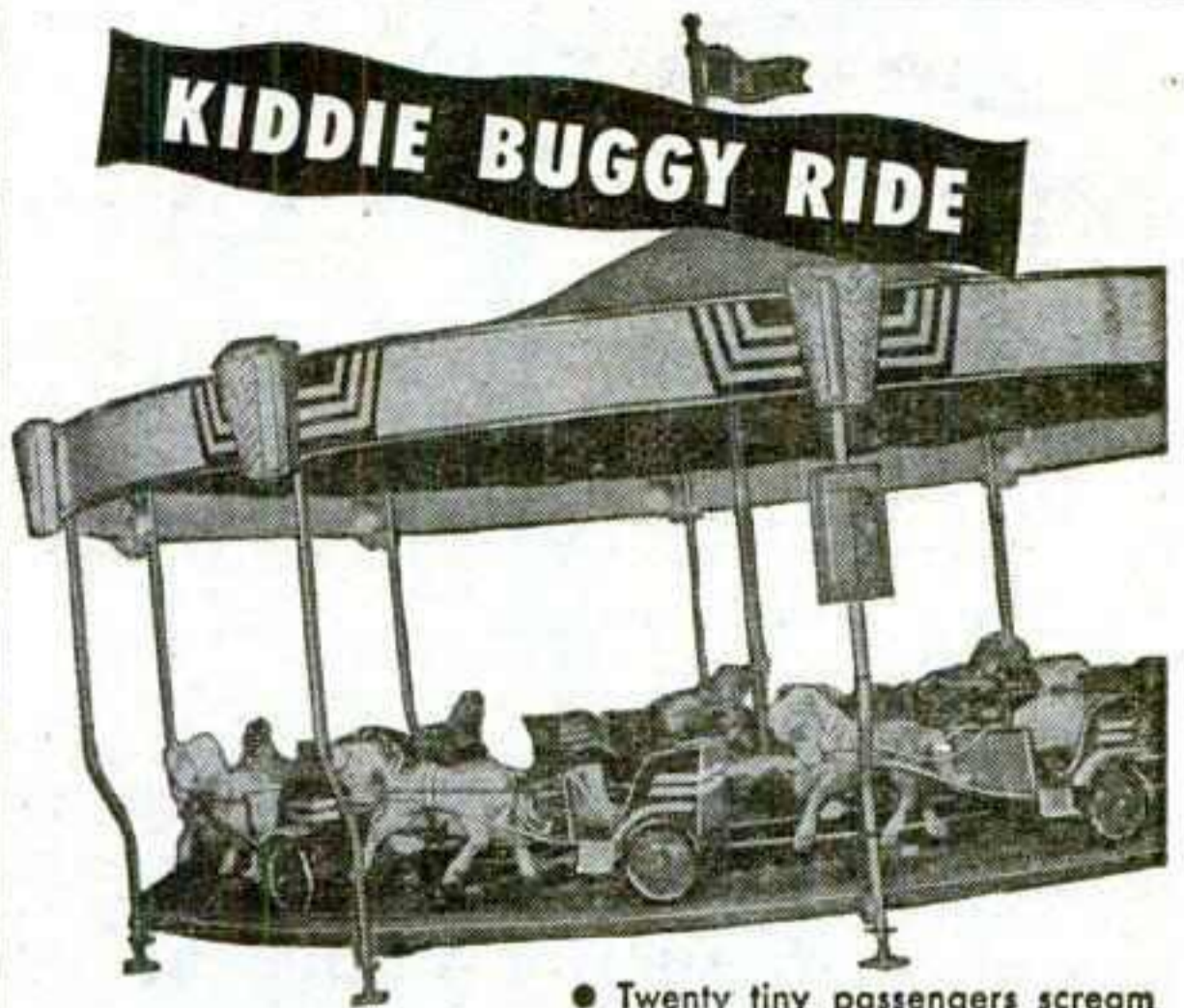
Thus, he virtually assures the show of making its jumps without delay due to equipment failure. And this, to the fairs the Royal American serves—the biggest of the Midwest and the big Western Canadian exhibitions—is of no little importance.

Undoubtedly, one reason for Sedlmayr's success is that he lives and breathes the Royal American. He stays close to it during all of its long tour, and always has the confidence that his well-manned, veteran staff will carry on ably when he goes ahead to lay out the show lot for the next stand.

In the winter, he leads the social life of his people—carnival people in Tampa—playing a strong role in the affairs of the Greater Tampa Showmen's Club. During the off-season months, he busies himself with plans for new attractions, new equipment, or on the up-dating of old equipment.

Both in the shows' winter base and on the road, Sedlmayr has left high the regard for carnivals. In civic undertakings in Tampa, Sedlmayr and his personnel have played a leading part. On the road, the show, mainly thru its Royal American Shrine Club, has done much to bring joy into the lives of youngsters in crippled children's hospitals.

No wonder circus and carnival people in their get-togethers speculate on what might have happened if Sedlmayr had gone into the circus field.



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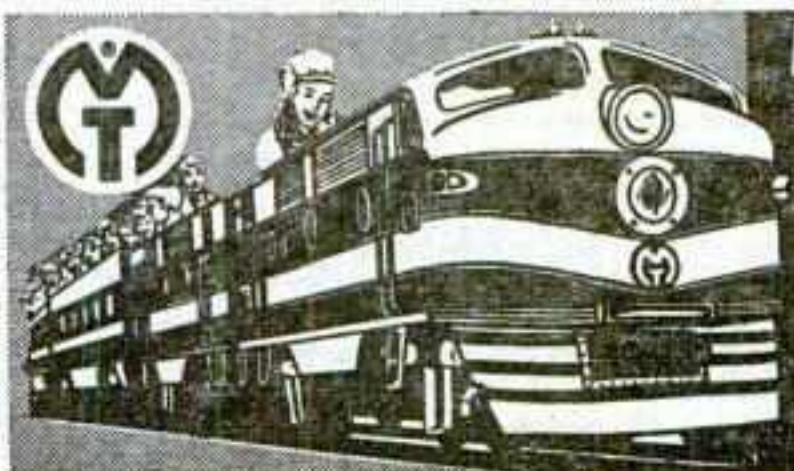
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STADIUM, COLISEUM, ARENA
New Show, Sport Features for N. Y.

NEW YORK — Plans for two huge structures, a \$10,000,000 coliseum in suburban Nassau County and a \$70,000,000 stadium in Manhattan, were prominent in the news this week. The coliseum would reportedly serve Nassau's population of more than 1,000,000 which has practically doubled since World War II.

The race for large-scale service to this area was begun last year when a bond offering was announced for a moderately-sized arena in Commack, Long Island, just over the Nassau County line in Suffolk. This is a quonset structure with 4,500 seating capacity and provisions for an extra 2,500 portable seats.

Commack's building, known as Long Island Arena, is expected to be the new home of the New York Rovers, minor league hockey team. The location is at Veterans Highway and Sunken Meadow Parkway, and spreads over 22 acres. Total cost of \$700,000 is foreseen and completion date is set for some time in August. The arena will be suitable for the full range of indoor show and exhibit offerings.

The \$10,000,000 Coliseum would be situated on a 50-acre tract in Salisbury Park, at East Meadow. It would have seating for 10,000 persons and be designed to handle conventions and exhibitions, such as the New York Coliseum is currently housing. In addition, it would provide for sports and entertainment activities, something the New York Coliseum designers did not incorporate in their structure.

Coliseum Talks Start

County Executive Patterson said this week that exploratory talks are going on, concerning the Coliseum, since "there is a time coming when we will need the facilities." The venture would be county-built, and the first move would be inclusion of a \$50,000 item in the 1957 budget, for surveys and architectural plans. This would be followed by a bond offering to finance the project. Budget plans will start in September.

Patterson, it was reported, said the county will study the Syracuse and Rochester arenas for construction ideas.

New York's new stadium was discussed by Manhattan's Boro

president, Hulan Jack. He envisioned seating for 110,000 persons and parking facilities for up to 20,000 cars.

Basic idea would be to erect a midtown Polo Grounds as a home for the New York Giants baseball team. It would be on a site above the New York Central Railroad tracks between 60th and 72d Streets, from West End Avenue to the West Side Drive.

The project would be completely privately financed, Jack said, adding that he is trying to get private enterprise interested in it. It is expected a firm proposition will be made within two weeks to the New York Central, since the first step must be negotiation for air rights over the tracks. The stadium would start at an elevation of 60 feet, with three levels of garage space beneath it.

The offer will be made by the Lawyers Mortgage and Title Company, which is taking part in the underwriting. Chosen builders are Hegeman-Harris, reportedly the most experienced in stadium and stilt-type construction. Engineer-architect will be Marr and Holman of Nashville, which counts the Miami Stadium among its past projects.

Included in the development will be an office structure and television structure for the northern end of the project. These were recently added to the initial plans to make the over-all venture economically feasible, Jack said.

N. Y. Coliseum Circus Plans Off for Now

NEW YORK—Plans to house a circus in the new Coliseum here have been dropped until next year, it is reported. Negotiations had been going on between Charles Strong, representing the building management, and George A. Hamid.

A strong one-ring show would be a hit here, the showman felt, but the only open time available, July and August, was not deemed satisfactory. It was decided to give the situation more time so that a favorable 1957 date can be obtained.

Time would also be required to secure proper auspices, it was felt, with Hamid offering the possibility of Mecca Temple. John F. Smith is working on the auspices phase, and the parties are expected to renew their talks in October.

Hamid pointed out that a show this summer would leave only a month or so for promotion work, and that labor problems so far have hampered operation of the Coliseum and probably would be a complication for a circus this summer.

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ARENAS & AUDITORIUMS

New York Coliseum Enlivens Chicago Exhibit Hall Debate

By TOM PARKINSON

OPENING of the New York Coliseum has stirred up more than a little action in the realm of the big trade shows and big buildings. Some of the reactions were in Chicago, where newspapers pointed to the New York building as good reason to get going with the Windy City's plans for a new exhibition hall.

In Chicago, a long-standing debate about where to put such a building still goes on. The specific question is whether it should be at the Lakefront site of the Railroad Fair and Century of Progress. Opponents of the location have not settled on any single alternative, tho several have been mentioned.

THE CHICAGO DAILY NEWS in a featured editorial page layout came out strongly again in favor of the proposed building. Its theme was that Chicago has a better plan than New York's but New York has the building. Subsequently, the mayor and other Chicago notables went to Detroit to view that city's civic center project which includes exhibition halls. The Chicago Daily News publisher also publishes a Detroit newspaper and was active in the tour.

Meanwhile, The Chicago Tribune has taken sharp interest in the troubles that plagued the New York Coliseum and its International Home Building Exposition. The Tribune, which is linked with The New York Daily News, reported details of a Toledo exhibitor's difficulties and a Long Island, N. Y., real estate developer's damage suit.

Other Chicago newspapers also were speaking their pieces about the plans, and leaders such as the head of the convention bureau were pointing up the city's need for new facilities in order to compete with not only New York but also Detroit and other cities. It is a battle of square feet.

THE NEW YORK COLISEUM has 391,000 square feet of space, of which about 300,000 are available as exhibition space on four floors. The nebulous plan of the Chicago Lakefront hall calls for 440,000 square feet, with 300,000 available in a single bloc on one floor. In each case, special advantages of arrangement and facilities are pointed out.

And while Chicagoans look to the new building for their square footage, the International Amphitheater remains 20-some blocks south of the proposed location. It's not only there; it is there with 440,000 square feet of space already in existence, with 320,000 on a single level, with aggressive plans for both the near-future and the long haul, and with advance contracts in its files already for most of the very trade shows which other Chicagoans cite as the reason for building the Lakefront hall.

The battle of the giant halls and cities promises to go on for as long as there is great demand for giant square footage.

Kochman Units Set for Tour; Personnel, Equipment Added

NEW YORK—Jack Kochman's Hell Drivers and Racing Greyhounds presentations are in the final preparation stages for their tours which will begin in June. The automotive equipment is being prepared at the 16th Street Speedway, Indianapolis. The dogs are being assembled and trained in Florida.

Michael Keys, announcer at the West Palm Beach Kennel Club, a dog track, has been named to succeed Art Hoard, who has retired from the road, with the greyhound unit. Clarence Christman has been added to the billposting staff, along with Bill Skinner and Bob Curry.

The dogs will travel in style in five 1956 Dodge trucks. The kennel compliment will be increased from 80 to 120 dogs, thus insuring the best possible racing fields for each event, Kochman said. Each eight-race program requires a minimum of 64 dogs.

An added exploitation feature for the canine unit will result from an expanded tie-in with the Casco Dog Food company. Casco will exploit the presentation with newspaper, television and outdoor advertising.

The unit will move to Indianapolis quarters for final preparations about June 1.

Kochman's automotive equipment this year will include seven trucks and 23 automobiles, all 1956 Dodge units. With the aid of Grant Agency, Dodge ad group, which conducted a color study, the colors chosen are a crown yellow body, with charcoal gray stripe and white top. The equipment is now being lettered with the Kochman name and title. The name is in bright red letters with black shading. The title is white on a blue background. The letter-

ing was also designed by the Grant Agency.

Name Conto Gen. Mgr.

Bob Conto, raised to the post of general manager of the Kochman enterprises, said show publicists this year would include Carl Manders, Don Beebe and Donald Cloutier. Jake Plumbstead has been added to the drivers headed up by Neil Hamilton.

Tie-ins arranged for this year by Conto include Dodge, Mopar, Sinclair Oil, Goodyear Tire and Casco. All except Casco cover both units.

British Show Invited to Play Russia

LONDON—With the tour of the Russian State Circus in other parts of the Continent having been a huge success, an exchange visit by a British circus appears in the making.

The Russians have invited Clem Butson, local impresario, to Moscow. Butson will host the Russian circus when it plays a scheduled date at Harringay Arena. He said he will discuss with other British circus figures the choice of acts to send to Russia.

The Soviet Union has a great number of permanent circus shows, and can put a first-rate line-up together without any of the problems facing the British. It is possible, Butson said, that enough acts with open time can be contracted for next winter to go to Russia.

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TAKES OVER PRODUCTION

Herschell to Build Bradley Helicopters

NORTH TONAWANDA, N. Y.—A new Helicopter ride, designed and patent applied for by David Bradley, West Coast ride designer and Kiddieland operator, will be produced by the Allan Herschell Company, Lyndon Wilson, president, announced. Wilson and Bradley reached an agreement on details during a recent visit of the latter to the ride manufacturing plant here.

New in concept, the Helicopter has eight sweeps driven by a center

drive. At the end of each sweep is a Helicopter with capacity of three children or two adults. Each unit has its own joy stick or control lever by which the rider controls the rise and fall of the plane. The cars rise about 10 feet in the air and the ride is close to 36 feet in diameter. There is a rotor propeller above the vehicle and a directional propeller on each tail.

Scores Big at Fairs

Bradley, who designed the Allan Herschell Boat ride and Roller Coaster, built a prototype of the Helicopter in the machine shop of his Kiddieland in Beverly Hills, Calif. He operated it at the El Centro, Calif., fair where it did a reported 40 per cent of the total kid ride gross and at the National Orange Show in San Bernardino, Calif., where it also scored big. The device also added considerably to grosses at the Bradley kid spot where it played for five weeks. "We expect great things of this ride," Wilson said. "It has high capacity because all eight vehicles can be loaded at once. The design will be reviewed by Allan Herschell engineers and Allan Herschell practices and standards of quality will be incorporated in the manufacture of the Helicopter ride."

Price and delivery information will not be available until this work has been completed.

Bradley has had his Kiddieland for 11 years. It is known as "The Kiddieland of the Stars" because of the number of movie people who bring their children there.

Before entering the outdoor amusement business, Bradley was a radio producer and had managed the Freddie Martin ork.

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- Alamo Expo.: Odessa, Tex.; Portales, N. M., 28-June 2.
American Beauty: (Fairgrounds) Oskaloosa, Iowa.
Amusements of America: Perth Amboy, N. J.; Newark 28-June 2.
Babcock United: Pasadena, Calif., 23-27.
Baker Expo.: Sullivan, Ind.; Rockville 28-June 2.
Beam's Attrs.: Bedford, Pa.; Masontown 28-June 2.
Becht, Lee: (Water Works Park) Norwood, O., 22-26; Washington Court House 28-June 2.
Bee's Old Reliable: Middlesboro, Ky.
Bernard & Barry: Sudbury, Ont.
B. & J. Greater: Mifflin, O., 28-June 1.
Big City: Columbus, Ind.
Blue Grass: Terre Haute, Ind.
Bogle, F. C.: Great Bend, Kan.
Borderland: Fort Stockton, Tex.
Briggs, A. R.: Crooksville, O.; Woodsfield 28-June 2.
Buck, O. C.: Syracuse, N. Y.
Burdick's Greater: Taylor, Tex.
Burke, Harry: Lafayette, La.
Burkhart: Joliet, Ill.
Byers Bros.: Fort Scott, Kan.; Pittsburg 28-June 2.
Capital City: Somerset, Ky.
Caravelia Amusements: Franklin, Pa.; Ellwood City 28-June 2.
Carpenter Bros.: Willard, O.
Central States: Oberlin, Kan., 21-23; McCook, Neb., 24-26.
Chanos, Jimmie: Richmond, Ind.; Anderson 28-June 2.
Cherokee Am. Co.: Sapulpa, Okla.
Coleman Bros.: Norwich, Conn.
Continental: Oswego, N. Y., 21-28.
Crafts Expo.: Lone Pine, Calif., 24-28.
Crafts' 20 Big: (Fair) Sun Valley, Calif., 23-27; (Fair) Artesia 29-June 2.
Cunningham Expo.: Crabtree, Pa., 28-June 2.
Davis Am. Co.: Florence, Ore., 23-27.
Dickson United: Maud, Okla.
Dobson's United: Antigo, Wis., 25-30.
Down River Am. Co.: Romulus, Mich., 22-27; Monroe 29-June 3.
Drago, No. 2: Gas City, Ind.
Draw, James H.: Weston, W. Va.; Buchanan 28-June 2.
Dudley, D. S.: Altus, Okla.
Dumont: Pikeville, Tenn.; McMinnville 28-June 2.
Dyer's Greater: Helena, Ark.
Eastern Am. Co.: Hallowell, Me.
Eddie's Expo.: Natrona Heights, Pa.; Cannonburg 28-June 2.
Empire State: Gregory, Tex.
Frame's Greater: Hornell, N. Y.; Wellsville 28-June 2.
Franklin, Don: Grand Prairie, Tex.; Miami, Okla., 29-June 2.
Garden State Rides: Harmony, N. J.; Bethlehem, Pa., 28-June 2.
G. & B.: Tunnelton, W. Va.; Friendsville, Md., 28-June 2.
Gem City: Kankakee, Ill.
Georgia Am. Co.: Roswell, Ga.
Gladstone Expo.: Mayfield, Ky.
Gold Bond: Oglesby, Ill.
Gold Medal: Vivian, W. Va.; Charleston 28-June 2.
Gooding Am. Co., No. 1: Columbus, O.
Gooding Am. Co., No. 2: Mansfield, O.
Gooding Am. Co., No. 3: Uniontown, Pa.
Gooding Am. Co., No. 4: Oberlin, O.
Gooding Am. Co., No. 5: Massillon, O.
Gooding Am. Co., No. 6: Columbus, O.
Gooding Am. Co., No. 7: Steubenville, O.
Gooding Am. Co., No. 8: Columbus, O.
Grand American: Newton, Ia.; Ottumwa 28-June 2.
Hale's Shows of Tomorrow: Kansas City, Kan.
Hannah's Amusements: Allison, Pa.; Isabella 28-June 2.
Hannum, Morris: York, Pa.; Schuylkill Haven 28-June 2.
Happy Attrs.: Zanesville, O.; Chillicothe 28-June 2.
Happyland: Mount Clemens, Mich., 25-June 3.
Heller's Acme: Jersey City, N. J.
Hill's Greater: Greeley, Colo.
Holly Bros.: East Point, Ga.
Hottle, Buff, No. 1: (Kingshighway & Natural Bridge) St. Louis thru June 4.
Hottle, Buff, No. 2: Kenner, La.
Howard Bros.: Toledo, O.; Mansfield 28-June 2.
Howard Bros. Rides: Westover, W. Va.; Confluence, Pa., 28-June 2.
Hugo's Novelty Expo.: Marriam, Kan.; Harrisonville, Mo., 28-June 2.
Ideal Rides: Indianapolis, Ind., 28-June 2.
Imperial: Alton, Ill., 21-24; Veederburg, Ind., 26-June 2.
Johnny's United: Piedmont, Ala.; Guntersville 28-June 2.
Key City: Valparaiso, Ind.
King Bros.: Salida, Colo., 24-27; Antonito 28-June 2.
Klein Am. Co.: South Soo, Neb., 21-27; Estherville, Ia., 28-30; West Bend 31-June 1.
Lagasse Am. Co., No. 1: Hudson, Mass.; Dracut 28-June 2.
Lagasse Am. Co., No. 2: Milton, Mass.; Woonsocket, R. I., 28-June 2.
Lagasse Am. Co., No. 3: Quincy, Mass.; Norton 28-June 2.
Lagasse Am. Co., No. 4: Acushnet, Mass.; 28-June 2.
Majestic Greater: Cannelton, Ind.; Fort Knox, Ky., 28-June 2.
Manning, Ross: Haverstraw, N. Y.; Newark, N. J., 28-June 2.
Marks, John H.: Richmond, Va.; Newport News 28-June 2.
Marvel: Middletown, Ill., 23-26; S. Pekin 30-June 3.
Merriam's Midway: Perry, Ia.; Columbus, Neb., 28-June 2.
Midway of Mirth: Winchester, Ill.
Mighty Hoosier State: (Newton Pike Loop) Lexington, Ky., 21-28; (Southland Shopping Center) Lexington 24-June 2.
Mighty Interstate: Harlan, Ky.; Cumberland 28-June 2.
Monarch Expo.: Gillespie, Ill.; Granite City 28-June 3.
Moore's Modern: Seminole, Okla.
Motor State: Holly, Mich.; Rochester 28-June 2.
Mound City: (Chippewa & Hampton Sts.) St. Louis.
Nelson, Geo. W.: Rock Rapids, Ia.; Sioux City 28-June 2.
Nolan Am. Co.: Morehead, Ky.; Grafton, W. Va., 28-June 2.
Norton's United: Gillette, Wyo.
Northern Expo.: Winner, S. D.
Oklahoma Expo.: Pawhuska, Okla.
Olson: Hot Springs, Ark.
Page Bros.: Glasgow, Ky.
Page Bros. Combined: Kittanning, Pa.
Palmetto Expo.: Winston-Salem, N. C.
Parada: Cherryvale, Kan.
Peck Amusements: Valparaiso, Ind.
Penn Premier: Athens, O.; Zanesville 28-June 2.
Playtime: Walpole, Mass.; Wollaston 28-June 2.
Powelson Greater: Cardington, O.; New Holland 28-June 2.
Prel's Broadway: Levittown, Pa.; Huntington, L. I., N. Y., 28-June 2.
Putka, A. H.: New Milford, Ill., 23-26; Rock Falls 28-June 2.
Rainer: Cosmopolis, Wash.; Gooseberry Point 28-June 3.
Raley Bros.: Vass, N. C.; Mount Olive 28-June 2.
Reid's Golden Star: Spring City, Tenn.
Reid, King: Milford, Conn., 21-28.
Reithoffer: Pittson, Pa.
Reithoffer, Uley: Freeland, Pa.; Berwick 28-June 2.
Rose City Rides: Ironton, Mo.; Bonne Terre 28-June 2.
Royal American: St. Louis 22-June 3.
Royal Amusements, Jack: Allendale, S. C.; Beaufort 28-June 2.
Royal United: Madison, Minn., 21-23; Redwood Falls 24-27; Springfield 28-31; Tracy June 1-3.
Schafer's Just for Fun: Dallas.
Shamrock: Sand Springs, Okla.
Shop-O-Rama: Bentonville, Ark., 21-23; Seneca, Mo., 24-26.
Shorter's Greater: Waverly, Ia., 23-26; Greene 28-29.
Slebrand Bros.: Santa Fe, N. M.
Skerbeck: Ontonagon, Mich., 24-26; Ripley June 1-3.
Smith, Geo. Clyde: Scalp Level, Pa.
Snapp Greater: Burlington, Ia.
Stanley, Wm. D.: Dilworth, Minn., 21-30; Ulen June 1-2.
Star Am. Co.: Marshall, Ark.
Strates, James E.: Philadelphia 21-June 8.
Sugar State: (Fair) Houma, La.
Sunset Am. Co.: Muscatine, Ia.; Dubuque 28-June 3.
Sylvester, Ernie: Charlotte, N. C.
Tatham Bros.: Virginia, Ill.; Petersburg 28-June 2.
Tennessee Valley: Irvington, Ky.; Fort Knox 28-June 2.
Thomas, Art B., No. 1: York, Neb.; Hawarden 31-June 2.
Thomas Joyland: Beckley, W. Va., 21-28.
Tidwell, T. J.: Ballinger, Tex.
Tinsley, Johnny T.: Kannapolis, N. C.
Tip Top: Mondovi, Wis., 25-27; Waupaca 29-30; Chilton June 1-3.
Tivoli Expo.: Mount Pleasant, Ia., 21-28.
Tri-State: Madison, S. D., 21-22; Willow Lake 23-24; Watertown 25-27; Sisseton 28-31; Britton June 1-2.
Tropical Midway: Vanceboro, N. C.
20th Century: Kansas City, Kan.; Leavenworth 28-June 2.
United Expo.: East Peoria, Ill.; Waukegan 28-June 2.
United States: Welch, W. Va.
Valley Expo.: Victoria, Tex.
Victory Expo.: Albuquerque, N. M.; (Kirtland Air Force Base) Albuquerque 29-June 3.
Virginia Greater: Roebing, N. J.
W. G. Wade: Battle Creek, Mich.; Kalamazoo 28-June 2.
Wade Greater: Livonia, Mich., 23-June 3.
Wallace Bros.: Carbondale, Ill.
West Coast: Chico, Calif.; Yuba City 29-June 3.
West Coast, No. 2: Vallejo, Calif.; Pittsburg 28-June 3.
Wiber's Wolverine: Dowagiac, Mich.
Wilcox, Dick: East Millinocket, Me.
Williams Amusements: North Wilkesboro, N. C.; Vadese 28-June 2.
Wilson Famous: Canton, Ill.; Ottawa 28-June 2.
Wolfe Am. Co.: Mocksville, N. C.; Spencer 28-June 2.
World's Finest: Sarina, Ont.
World of Mirth: Plainfield, N. J.

- denin 28; Spencer 29; Ravenswood 30; Point Pleasant 31; Oak Hill, O., June 1; McArthur 2.
Cristiani Bros.: Lebanon, Pa., 22; York 23; Lancaster 24; Reading 25; Allentown 26; Middletown 28.
Davenport, Orrin: Regina, Sask., 22-26; Edmonton, Alta., 28-June 2.
Hagen Bros.: Springfield, Ill., 22; Champaign 23; Charleston 24; Brazil, Ind., 25; Indianapolis 26-27; Crawfordsville 28; Frankfort 29; Anderson 30; Kokomo, 31; Marion June 1; Logansport 2.
Hunt's Three-Ring: Croyston, Pa., 22; Bordentown, N. J., 23; Swedesboro 24; Paulsboro 25; Oaklyn 26; Port Dix 27.
Kelly-Miller: Marysville, Kan., 22; Beatrice, Neb., 23; Seneca, Kan., 24; Auburn, Neb., 25; Red Oak, Ia., 26; Plattsmouth, Neb., 27; Clarinda, Ia., 28; Bethany, Mo., 29; Trenton 30; Chillicothe 31; Cameron June 1; Atchison, Kan., 2.
King Bros. Western: Auburn, N. Y., 22; Cortland 23; Utica 24; Canastota 25; North Syracuse 26.
Mills Bros.: Canonsburg, Pa., 22; Monessen 23; Rochester 24; Butler 25; New Castle 26; Oil City 28; Grove City 29; Titusville 30; Cambridge Springs 31; Corry June 1; Erie 2; Mayville, N. Y., 4; Gowanda 5; Buffalo 6.
Packs, Tom, Western: Pampa, Tex., 30; Raton, N. M., June 1; La Junta, Colo., 2; Pueblo 3-5; Trinidad 6; Durango 8-9; Alamosa 11; Salida 12; Canon City 13; Rock Springs, Wyo., 15-16.
Polack Bros. Eastern: San Diego, Calif., 25-27; Tucson, Ariz., 29-30; Provo, Utah, June 4-5; Rapid City, S. D., 8-10; Butte, Mont., 14-16.
Polack Bros. Western: Stockton, Calif., 22-27.
Ring Bros.: North East, Md., 22; Pedrickton, N. J., 23; Williamstown 24; Salem 25; Bridgeton 26; Matamoras, Pa., 28; Carbondale 29; Montrose 30; Hughesville 31; Mill Hall, June 1; Bellefonte 2.
Ringing Bros. and Barnum & Bailey: Baltimore, Md., 22-23; Washington, D. C., 24-27; Philadelphia, Pa., 28-June 2.
Von Bros.: Milesburg, Pa., 22; Snow Shoe 23; Curwensville 24; Brookville 25; Kersey 26; Coudersport 28.
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Boston, Mass., 22-25; Watertown 26-27; Cambridge, Mass., 28-29; Framingham 30-June 1.
Hitler's \$35,000 Personal Limousine, Jim Stutz, Mgr.: Magnolia, Miss., 22; McComb 23-24; Summit 25-26.
O'Day, Marie, Palace Car: Clay, W. Va., 22; Gassaway 23-24; Spencer 25-26; Ripley 28; New Haven 29; Pomeroy, O., June 1-2.

Miscellaneous

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R. I. Bishop Bans Bingo

PROVIDENCE—There will be no more bingo in any of the 74 parishes and missions of the Rhode Island Episcopal Diocese. The decision was made this week by the Episcopal bishop of the State, the Rt. Rev. John S. Higgins.

DON'T BE LIKE THE OSTRICH! When in trouble it buries its head in the sand. Buy Your Insurance With Confidence. Secure Sound Protection. INSURE WITH CHAS. A. LENZ. 'The Showman's Insurance Man'. 1492 Fourth St., N. St. Petersburg, Fla. Phone: 7-5914.

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Circus Routes

- Benson Bros.: Marcus Hook, Pa., 22; Mullica Hill, N. J., 23; Woodbury 24; Collingswood 25; Princeton 26; Bound Brook 28; South River 29; Woodbridge 30; Sayerville 31; S. Plainfield, June 2; Norristown, Pa., 4; Pottstown 6.
Carson, Tex: Callaway, Neb., 22; Arnold 23; Stapleton 24; Millin 25; Dunning 26; Merna 27.
Clyde Bros.: Sarnia, Ont., 22-23; Windsor 24-26; Chatham 28; St. Thomas 29-30; Kitchener 31-June 2; Welland 4; Niagara Falls 5-6; Hamilton 7-9; St. Catharines 11-12; Toronto 13-16; Kingston 18-19; Oitawa 20-23.
Cole, George M.: Wise, Va., 22; Lebanon 23; Tazewell 24; Princeton, W. Va., 25; Oak Hill 26; Gauley Bridge 27; Clen-

POPCORN MACHINES SAVE \$500.00. An eye-popping value. New machines in original factory cases. ONLY \$150.00 F.O.B. N.Y. Produces 30 lbs. delicious buttered and salted popcorn per hour. Dealer Inquiries Invited. FARMER BOY CORN & EQUIPMENT CO., INC. 352 WEST 44TH STREET, NEW YORK 36, N. Y. Circle 6-1293

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INSURANCE IDA E. COHEN 175 W. JACKSON BLVD. CHICAGO, ILLINOIS

FINAL CURTAIN

BETTS—Lauree E., who with her husband, Weston J. Betts, operated the amusement park at Redondo Beach, Wash., May 4 in General Hospital, Tacoma, Wash. For the past four years, they also operated the Kiddieland at Woodland Park Zoo, Seattle. In addition to her husband, she is survived by a son, Byron and two daughters, Mrs. Evelyn Pattison and Mrs. Barbara Englund. Burial in Summer (Wash.) Cemetery.

JENSEN—C. W., for over 50 years with Foley & Burk and other West Coast carnivals, recently in Los Angeles.

JONES—Richard T., 90, brother of circus owners Elmer and J. Augustus Jones, at Warren, Pa., after a long illness. While he took little part in operation of the Jones Bros.' circuses, he was active in financing them and in supplying horses for them. Surviving are one of the show-owning brothers, Elmer; a third brother, Alex, and a son, Emmons R. Jones. Burial at North Warren, Pa.

MASON—Hal, 51, veteran stunt man, May 13 in Bakersfield, Calif. He was widely known as a blind-folded driver. Survived by his widow.

McCORMICK—Eneas, 80, May 6 in Calgary, Alta. He rode in the first Calgary Stampede parade in 1912 and became a stockholder in the Calgary Exhibition and Stampede in 1928. He was an associate director from 1913 to 1944. Survived by his widow, two sons and a daughter. Burial in Calgary.

MOFFET—George R., 73, co-owner of United Tent & Awning Company, Los Angeles, recently in that city, following a long illness. He was a member of the Pacific Coast Showmen's Association. Burial May 16 in Forest Lawn Memorial Park, Glendale, Calif.

NEILLY—Merrill Parker, 80, caretaker of the Saskatoon (Sask.) Exhibition grounds from 1914 to 1945, recently in Vancouver, B. C. Surviving are three daughters and two sons. Burial was in Vancouver.

RUSSELL—Robert Lee, 81, circus veteran, at Lyon, Ga., April 26 while with Ring Bros. Circus. He had been with shows for more than 60 years, among them Silver Bros., Walker Bros. and Russell Bros. Survivors include his widow, Lula Taylor Russell; four daughters, a son, a sister and a brother.

THOMSON—Bobby, former livestock superintendent of the Calgary (Alta.) Exhibition and Stampede, May 1 in Calgary. He joined the staff of the Calgary Fair in 1924 as assistant livestock superintendent, took over the superintendent's job several years later and retired in 1949 because of ill health. He was an authority on light horses and dogs, and had served as a senior judge for both.

UREWICH—Walter E., 45, operator of food concessions at fairs and circuses under the name of Frank Ryan, May 11 at his home in Elkins Park, Pa. Surviving are his widow, Mary; three sons and two daughters. Services May 15 in Elkins Park, with burial in Holy Sepulchre Cemetery, Philadelphia.

Art Sturmak was selling programs for the Ringling show at Madison Square Garden. . . Pete Grace is working as a stagehand in New York.

Gimbels Again Buys R-B Show

PHILADELPHIA — For the 42d consecutive year, Gimbels will play host to orphans, underprivileged and handicapped children at the opening day of the Ringling Brothers & Barnum and Bailey Circus, on Monday (28).

The department store will invite 5,000 youngsters from some 100 institutions of Philadelphia and suburbs, according to Arthur C. Kaufmann, executive head of Gimbels. Gimbels' circus party was established in 1914 by the late Ellis A. Gimbel, who instituted the practice of buying out the matinee performance on opening day.

King's King Wins 2 at Morgantown

MORGANTOWN, W. Va. — Floyd King's edition of King Bros. Circus had two good houses and good weather here Friday (11). At Fairmount on Thursday (10) cold rain held business to light takes. Clarksburg, W. Va., with firemen for auspices, had two good houses despite cold weather and interest in primary voting.

Cole's Afternoon Okay in Tennessee

PARSONS, Tenn. — George W. Cole Circus, with Herb Walters managing, drew a three-quarter house at night. School band club was the auspices. Afternoon was one-quarter filled. Earlier, Ripley, Tenn., gave two half houses.

Florida Assn. Names Chaires

Continued from page 58

and urged more diversification, modernization, cleanliness, sound business practices and the offering of greater value to patrons. To face these responsibilities a manager must be a showman, know public relations, be an educator, business manager and an architect and construction superintendent, Stewart pointed out.

Frank Wylie, public relations manager, Dodge Division, Chrysler Corporation, spoke on "Industries' Interest in Fairs and Livestock Shows." He tossed out tips on building of commercial exhibits and urged the formation of fair circuits in Florida for better booking of attractions and commercial exhibits.

Much time was spent on open discussion of the Danish system of judging livestock with Karl Lehmann, Tavares, moderating the program. Participants included A. R. Cox, W. W. Brown, C. W. Reaves and Lloyd Rhoden. The role of women in the fair picture was discussed by Anna Mae Sikes, Mrs. Melvin Sweat, Mrs. Paul C. Vickers, Mrs. Charles A. Albritton, Mrs. James E. Gorman and Charlotte Lattimer.

In a session on special features for fairs, moderated by Ted Chapeau, Karl Lehmann spoke on flower shows; T. P. Chaires on community exhibits; R. E. Norris, farm machinery; Crawford T. Bickford, boat shows, and J. F. Higgins, beauty contests.

T. K. McClane, Florida Farm Bureau, served as toastmaster at the banquet with entertainment—in the form of the Tom Thumb Follies—provided by Freda Hilton.

Much of Tuesday was devoted to addresses on fair buildings, landscaping, ground layouts and ground planning. Participants include T. C. Skinner, E. W. McElwee, W. H. Kendrick, Lamar Allen, M. E. Twedell and D. C. Suggs. Recent and proposed legis-

PROMOTION ACTIVITY ABOUNDING AT CONEY

NEW YORK — Coney Island's aerial display, achieved as an Armed Forces Week climax, has been inserted in the Congressional Record, and hopes are high that the observance can be an annual affair (The Billboard, May 19).

Victor L. Anfuso, New York Democrat, had the insertion made on Monday (14). His speech noted that the area was ideal for presentation of an annual major fly-over to overshadow Russia's famed May Day air armada. The initial show was advertised in every New York newspaper on Friday (18). The display, held over the water off the Coney Boardwalk, was set for Saturday and Sunday (19-20), with more than 1,000,000 persons expected to attend and also to benefit the Island's many amusement enterprises.

Steeplechase Park opened on the Armed Forces Day weekend, after a winter of refurbishing. Much work has also gone into Wonderland Park, new ride and game spot which once was Feltman's. Park's operators, including the Carto brothers, are offering free high acts.

TV Guide Tie-In

Steeplechase this season has a tie-in with TV Guide magazine, in which the park's television hall will contain a display of color photographs used in the magazine and on its covers. Many of the personalities will be hosts on TV Guide Day, Wednesday (23), when the exhibit is opened.

The photos include Sam Levenson, Steve Allen and Jayne Meadows, Ed Sullivan and Rise Stevens, Dave Garroway, Arthur Godfrey on horseback, Jackie Gleason, Jack Webb, Dinah Shore, Jimmy Du-

rante, Burns and Allen, Phil Silvers and many others. On that day the magazine will take part in an outing of orphans, underprivileged children and disabled children.

Nathan's Famous, nationally known hot dog emporium, opens its week-long angling contest next week at Steeplechase Pier. Salt-water tackle worth \$2,000 will be awarded to winners in 33 categories. Contestants will be divided into four groups, boys and girls under 16, and teen-agers and adults over 16. There is no entry fee and applications are available at the Park Department playgrounds and at Nathan's Famous, Surf and Stillwell avenues.

Also in the promotional vein will be another season of periodic fireworks displays offshore, co-sponsored by the Coney Chamber of Commerce and the makers of Shaefer Beer.

Kid Spot Opens With 6 Rides In Las Vegas

LAS VEGAS, Nev. — Twin Lakes Kiddieland, which opened on an 80-acre plot within the city limits early this year, went into a daily schedule last week and expanded its operation. Phil Jordan, co-owner with Don Johnson, said.

The park opened with five kid rides and added the sixth prior to switching from a week-end to a daily schedule. Since the debut, Jordan and Johnson have taken over a large picnic area, the boat and water-cycle concessions as well as a 12-passenger miniature motor launch. The latter takes the children around a lake and to the Monkey Island where approximately a dozen monkeys are spotted. Both picnics and birthday parties have proved popular on the island.

In addition to the rides and other attractions, Twin Lakes features the two lakes from which it gets its name, 50 motel units, swimming pool fed by an artesian well, trout pool and riding stable with 150 horses for rent.

Jordan was manager of Funland and Johnson the ride superintendent during the two seasons that the park operated.

lature also came in for much study.

In addition to the officers, eight directors were named including K. S. McMullen, Gainesville; H. E. Wood, Tallahassee; William J. Platt, Gainesville; Lloyd Rhoden, Tallahassee; Jewell Hollingsworth, Arcadia; D. A. Storms, Plant City; Oscar Lee (Slim) Partin, Kissimmee, and Karl Lehman, Eustis. Platt was named chairman of the program committee.

Coliseum Show

Continued from page 58

largest indoor showplace. He noted, however, that the tremendous market reached by exhibitors should make increased costs worth while to them.

The exhibitor who withdrew offered a four-by-six-foot scale model of a resort community. He said he filed a \$50,000 damage suit against the exposition in State Supreme Court, charging an "unattractive and inaccessible location" which was a failure by the show to live up to its contract.

Among the complaints voiced were the following:

An exhibitor's driver was ordered out of a truck and replaced by a union man at \$11 an hour, simply to drive into the building.

The exhibitor paid out \$46 for a "courtesy labor card" issued by an exhibition employees' union.

He had to hire a union man at \$11 an hour, simply to plug in the exhibitor's power tools.

An estimate of \$1,000 for setting up his display actually turned out to be \$4,600 for another exhibitor.

Most exhibitors voiced complaints about union gouges, featherbedding, and overcharging, altho business was generally cited as excellent. Attendance for the event has been very good and the public has appeared to be in a spending frame of mind.

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Gagster
SEE PAGE 82

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Virginia Beach, Seaside Mark 50th Anniversary

NORFOLK, Va.—Seaside Park here is celebrating its 50th anniversary with the opening of the season, Tuesday (29). It was founded in 1906, at the same time Virginia Beach was incorporated as a town.

Last of the original park's struc-

tures, the Casino, was lost in a fire last fall and now is replaced with a new Arcade building. The new building is to be dedicated. Fireworks will mark the first evening of the new season.

It was originally two spots and these were later combined as the Seaside Park, which operated or leased the park until 1944. At that time it was sold to the Greenco Corporation. Jack L. Greenspoon, Virginia Beach, and Dudley Cooper, Norfolk, are sole stockholders.

The Laskin Brothers, who leased the spot in 1925, built a road from Norfolk to the amusement park and deeded it to the State. It is now called Laskin Road and is being enlarged to four-lanes by the State. The Laskins made and lost more than a million dollars in a Virginia Beach land boom of 1925.

Originally, the resort included a restaurant and adjoining swimming pool on the ocean front. The restaurant burned in the 1930's and the pool was filled in about 15 years ago.

A major modernization program began when the present owners took over in 1944. Rides were augmented with Whip, Roll-o-Plane, Scrambler, Fly-o-Plane and Coaster. In the past five years a Kiddieland has been built up. It now has eight devices.

The new Arcade, called the Golden Jubilee Building, is partially air-conditioned and will contain Skooter car rides, two restaurants, shooting gallery, 10 Skeeball Alleys, restrooms, three games, offices, two refreshment stands, and a custard stand, as well as other facilities.

Promotion Ads Give Sunnyside Good Kick-Off

TORONTO—Promotion of the new Conklin Sunnyside Kiddieland here is in full swing, with the tie-in with Dominion Bakery bringing out full-page newspaper ads in color.

The ads play up the deal by which five bread wrappers may be exchanged for a free ride at the Kiddieland. In each ad a page-long column is used to list and describe the rides at the kid funspot. Included are the Carousel, Ferris Wheel, Kiddie Coaster, Kiddie Train, Turnpike, Hand Car, Boat Ride, Jeep, Buggy, Auto Ride, Space Chaser, Commando Tanks, Sky Fighter, Aerial Swings, Merry-Go-Round and live ponies.

In addition to the Sunnyside Kiddieland tie-in is Dominion's operation of portable kiddie rides which are tramped to stores and shopping centers. Four units are operated. With these, a single bread wrapper entitles to a free ride.

Sun Shines and N. E. Finally Gets Rolling

BOSTON—Funspots along the New England coast as well as inland came alive last weekend as summery weather smiled on the area for the first time in seven weeks. Good seasonal crowds flocked to beaches and parks all over the territory, causing the first major traffic tieup at Nantasket and Revere beaches.

At Paragon Park in Nantasket, Larry Stone, had his first good day and Sammy Simmons with his kiddie rides chalked up a good gross. Dave Baker at Funland had been getting a fair share since Easter, since his games and rides are enclosed.

Spending was reported encouraging at Revere. Douglas Farrington had his big Kiddieland going full

tilt at Norumbega, where there were plenty of customers.

Gene Dean at Salisbury Beach reported the good weather had started the trek of patrons from as far away as the Boston area. Near 80-degree temperatures brought motorists out by the thousands and kiddieland spots like Irving Shapiro's in Saugus cut a good slice of the cash.

John Collins had capacity crowds at his Lincoln Park location in North Dartmouth, and was enthusiastic about his new Scrambler. Collin's big kiddie park drew nicely along with the enlarged menagerie.

At Salem Willows, Ted Cole scored sellout business with his miniature train. Nicholas Xanthaky also did well with his rides and is considering bringing in free acts later in the season.

JIMMY ONORATO:

Peace of Mind, Protection In Improvised Safety Gadgets

SAFETY is one park aspect which can never be overdone, for the fight against accident causes is a continuing one. Steeplechase, being quite an old operation, got started on its safety campaign many years ago.

Since one of the principal attractions of the park is the rides it contains, we have concentrated on making our devices as accident-proof as possible. Many operators have come up with gadgets to prevent ride mishaps and I will outline some of ours, first telling a Class A example of one which paid for itself nicely.



ONORATO

The ride in question is our old Sea Cruiser, consisting of dry boats moved in an undulating fashion by booms coming out of a centerpiece. This is a double-track ride and, with carriers moving around at better than 15 revolutions per minute, we saw that if an axle were to break, the carrier would fall between the tracks at relatively high speed. Such an accident would certainly cause severe personal injury.

The gadget used here is the same in principal that we use on other rides. That is, a three-inch pipe protrudes next to each wheel, so that if an axle breaks or a wheel is thrown, the car body merely settles a couple of inches onto the pipe, instead of falling thru to the ground. This happened one day and in the hubbub of business, the operator did not even notice the mishap until the ride ended. The experience certainly justified our safety gadget.

A similar arrangement has pipes passing thru the Caterpillar and protruding next to every wheel. This is a single-track ride but the pipe serves the same support purpose.

On our two Whip rides we have provided an extra hand rail besides the restraining bar the unit is equipped with. This is a five-eighths steel bar fastened to the side of the car, and passing around behind the back rest to the other side. Since so many customers spread their arms on the shoulders of the cars, this gives them something to hold onto.

The Silver Streak has a special safety carriage which provides a pair of smaller steel wheels (with bronze bearings) flanking every car wheel. The kid train has a 70-pound flat steel plate passing beneath the cars and protruding thru every carriage. These plates have lips on their undersides, so that if ever a carriage goes awry, the car will settle onto the tracks and be held to them between the lips. And the weight of the slabs is also ballast against the tendency of some kids to toss themselves around, rocking the cars.

Our kiddie bus has an outside door lock operated by a key used by the ride operator. This prevents kids from getting panicky and trying to open the door while the ride is in progress.

All rides featuring suspended units, such as the airplane and chairplane rides, have airplane cable fastened to the boom and looped thru the support cables of the car or chair. If these supports should snap, the airplane cable can take up the slack.

We cushioned the edge of each Skooter car to the right of the steering wheel. Why? Kiddies have a tendency of being dashed forward during bumps, and this leather-covered foam pad prevents them from getting lips scraped and teeth cracked.

One more device I should mention is a stop button outside the Funhouse-type barrel, on the opposite side of the control. The reason is to enable attendants to stop the rotating instantly without having to spend important seconds walking to the control, seconds during which a patron might be hurt. There is a stop at each end.

There are more devices to be mentioned, but the important thing is our theory. That is, to provide plenty of hand supports for customers, and to provide protection wherever an accident can be caused by two things coming apart, or by a break in an axle or shaft. If these breaks ever happen, as one did with us, nobody gets hurt.

Naturally, these safety gadgets are checked prior to the opening of every season, and we take apart and rebuild wherever we can, over the winter. With peace of mind in the knowledge that precautions have been taken, we can then devote ourselves to our chief task—operating the park.

Flood Waters Delay Opening Of Kaydeross

SARATOGA SPRINGS, N. Y.—Kaydeross Park's operation on a daily schedule began Saturday (19), three weeks later than usual, because of high water on Saratoga Lake. The water caused some flooding in the park area. Midway and rides, however, are on high ground and were not damaged.

Line-up is unchanged from a year ago, with four major rides, three kiddie rides, four games, Arcade, ballroom and three refreshment stands. All buildings were repainted in a new color scheme of cream and carnival red.

Lee (Dobler) Harris has the rides in top shape. The Merry-Go-Round organ was fully overhauled during the winter. Picnic tables have been placed in the three picnic areas, and strong outing bookings are expected to start in the final week of the month.

6 Kiddielands, Dairy in Major Chicago Tie-In

CHICAGO—Six Chicago-area Kiddielands will take part this summer in a reduced-rate ticket tie-in with the Bowman Dairy. The major promotion's publicity began this week with a full-page full-color advertisement in The Chicago Tribune.

Taking part will be Fun Fair, Skokie, Ill.; Greenwalds Kiddytown, Chicago; Miller's Fairyland, Lyons, Ill.; Lincoln Park train, Chicago; Fink's Kiddytown, Chicago, and Sauser's Kiddieland, Dyer, Ind.

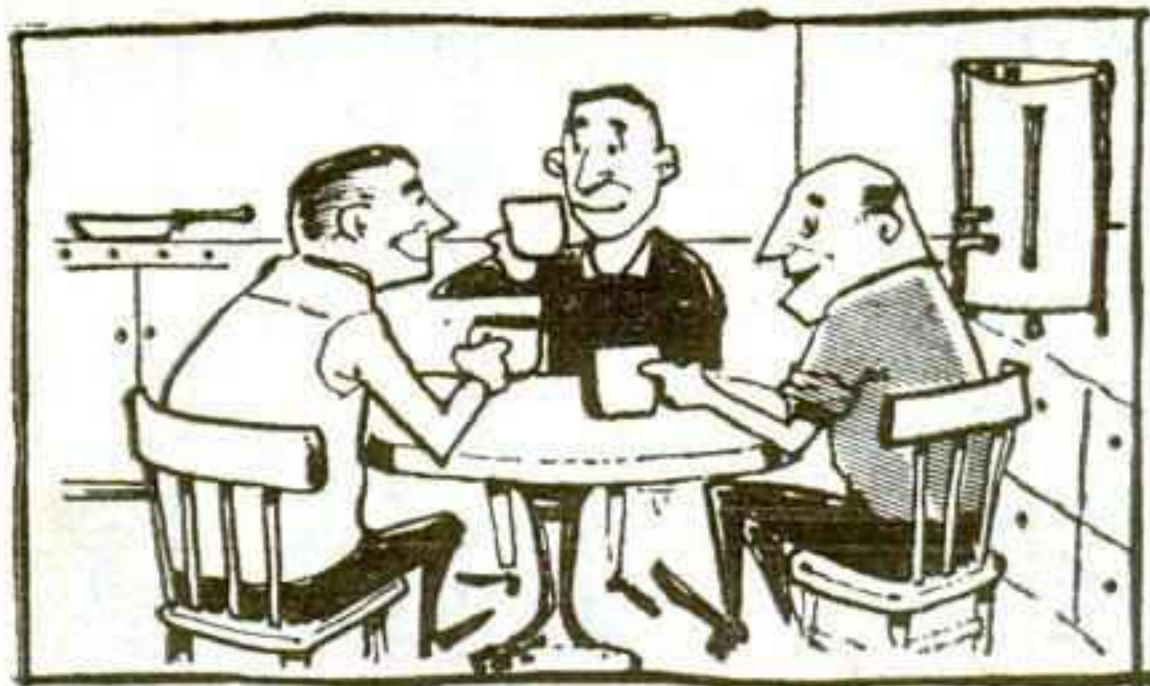
Plan calls for the funspots to issue a four-ride ticket for 25 cents plus four Bowman bottle caps or carton lids. The plan goes into effect on June 4 but will not apply on Sundays or holidays.

Sleepy Hollow Sets Season's Music Names

PHILADELPHIA—Sleepy Hollow Ranch at nearby Pennsburg has signed another roster of country and western music names for its Sunday outdoor shows. Operated by Peter and Elmer Newman, former recordings artists, the park will feature acts booked thru Jolly Joyce Theatrical Agency.

Opening show is May 27, featuring Hawkshaw Hawkins and Jean Shepard, with Mac McGuire, local radio-TV personality, as emcee. Other shows are: May 30, Little Jimmy Dickens; June 3, Smiley Burnette; June 10, Homer and Jethro; June 17, Hoosier Hot Shots; July 1, Jimmy Wakely; July 15, Lulu Belle and Scotty; August 12, Faron Young.

Bill Haley and His Comets appear August 5. There are still a couple of weekends to fill. The Newmans will continue their shows past Labor Day, as long as weather will allow.



"You're not the wheel we thought you were, Ferris."

—George Schindler, 1613 E. 29th St., Brooklyn 29, N. Y., winner, May 5 issue GAGSTER Cartoon Contest.

Novel Features Make Standout Of Freed's Salt Lake Kiddieland

SALT LAKE CITY—A new \$150,000 children's Mother Goose-land has been completed at Lagoon Amusement Park, midway between Salt Lake City and Ogden.

Altho official opening of the park will be Memorial Day, rides, games and swimming are open on

weekends, said Bob Freed, an owner and manager of the park.

The new Mother Goose-land is in a separate area of the park and contains 10 rides and a number of nursery land displays. A large shoe of the "Old Woman Who" (Continued on page 65)

ROLLER RUMBLINGS

Housewives' Matinees Sell Skating for Gould

ST. PETERSBURG, Fla. — Housewives' matinees, a successful promotion at Mr. and Mrs. Robert Y. Gould's Gay Blades Roller Rink here, is doing triple duty by selling the roller rink skating sport as an adult recreation, by educating

mothers to the fact that a rink is a good place for their children to spend time under adult supervision, and at the same time gives the rink additional business. Members of the housewives' club, ranging in age from 20 to 53 years, skate every Wednesday and Friday from 12:30 p.m. to 2:30. Membership now totals more than 40 mothers, including three grandmothers. Recently 17 of the women passed their RSROA bronze dance bar test.

Nine More Skateries Enrolled by RSROA . . .

DETROIT — Nine rinks have been added to the membership roll of the Roller Skating Rink Operators' Association of America, it was announced this week at RSROA headquarters here by Robert D. Martin, secretary-treasurer.

The rinks and their operators are Cortland (N. Y.) Skateland, Mr. and Mrs. James King; Canby (Or.) Roller Rink, Mr. and Mrs. Kenneth D. Doney; Newport (Ore.) Roller Rink, Mr. and Mrs. Earl Hardy; Skateland, West Palm Beach, Fla., J. Harper and Min Spencer, who formerly operated Flint Park Roller-ade, Flint, Mich., now under the direction of Adrian and Ginger Fournier; M & M Skateway, Napa, Calif., Randall Mang; Douglas, J. Holman; Victoria, B. C., H. J. Holman; Skate Arena, Santa Clara, Calif., H. S. and Dorothy Hensien; Berwyn (Pa.) Roller Rink, Leonard M. Morris, Charles E. Graver and Rowland Matson, and Strog's Roller Rink, Mr. and Mrs. W. E. Sutphen, Keego Harbor, Mich.

Grove City Polio Show Nets \$386 . . .

GROVE CITY, O. — The March of Dimes was enriched by \$386.26 recently as a result of a two-night show staged by the skating club at Grove City Roller Rink, operated by Knowlton Thomas, Elvin Brown and Frank Ranke. Following the show, produced under the direction of rink professionals Lee and Billie Allen, it was announced that similar shows will be offered annually. This year's initial production was built around the fairy tale, "The Old Woman in the Shoe."

Annual Biloxi Carnival Features Western Theme . . .

BILOXI, Miss. — A king and queen of a "Dude Ranch on Wheels," along with a Western motif in costumes and rink decorations, featured the successful fourth annual skating carnival staged recently at G. E. Egeditch's Biloxi Skating Rink. Cattle brand symbols on burlap stage curtains, royal thrones made up of bales of hay and wagon wheels, and horse-shoes and wagon wheels along the skating rails carried out the theme. Biloxi's Mayor Laz Quave was on

Verona Ranch Adds Rides

VERONA, Ky. — Thurston Moore Enterprises, Covington, Ky., which recently took over operation of Verona Lake Ranch here, is installing rides and other amusement equipment, it was announced last week by Thurston Moore.

Rides include Hot Rod, ponies, Chairplane, four-car train, Streetcar, and others. Concessions include fish pond, photos, ring toss, wheel and balloon carts.

Name acts in the country and western music field will appear on Sundays. Spot will operate as amusement park on other days of the week. Facilities include picnic grounds, play area, fishing lake and refreshment stands.

Ernest Tubb will head the show on Decoration Day, when the season opens. Porter Wagoner is booked for June 3, while July 4 will have Webb Pierce. Labor Day will see Faron Young on stage. Jimmie Skinner and Ray Lunsford will be present most Sundays.

In addition, disk jockey Jimmie Williams will broadcast each Saturday morning direct from the park via WNOP, Newport, Ky.

Novel Features

Continued from page 64

Lived in a Shoe" variety serves as a ticket booth and a giant Peter's Pumpkin Shell is a refreshment stand.

Midget-sized hot dogs, drinks and ice cream cones are served at the stand.

Little Gas Station

The rides include the Lagoon Speedway with miniature cars for kiddies to drive and a miniature—but real—gas station; a Kiddie Roller Coaster surrounding a Little Boy Blue display, kiddie handcars, Bulgy the Whale, Sky Fighter, a boat ride, the Merry-Go-Round and the Lake Shore Express train.

Other displays are Old King Cole, Old Mother Hubbard, Mary Contrary's Garden, Jack and Jill's hill where youngsters can slide down one side, Baa Baa Black Sheep, Ding Dong Bell's Well, Hickory Dickory Dock's Clock and others. A large Humpty Dumpty sitting on a giant wall overlooks the play area.

The playground has a series of tunnels, playweb structures and fantasy playhouses.

A large sized sandpile will contain hidden treasure good for surprises at the prize center.

The layout phase was planned by Creative Playthings of New York.

hand to crown the king and queen at ceremonies which were emceed by Ray Butterfield. In addition to a show which included a number of exhibition numbers by members of the Biloxi Skating Club, professional Jerry Nista, on tour for a commercial concern, was on hand to give an exhibition. Nista is a former RSROA champion.

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Creditors Ask King Bros. Bankruptcy; Maley Unit Halts; King's Goes On

MACON, Ga.—King Bros. Circus creditors were filing a petition of involuntary bankruptcy against the show here Friday (18). They asked for appointment of a receiver and operation of the show's two units under court supervision.

Arnold Maley's unit of the King show was in Sayre, Pa., Friday and was expected to remain there for the next several days. The show had been in New York State for three days, including a snowy day at Hornell, and ran into obstacles which led to Maley's canceling his future dates in that State.

Floyd King's unit of the King show continued in operation.

Maley was in Macon Friday for a separate court case. He returned by plane to his show Friday night. It was expected that this unit would reopen shortly, following a new route.

Charge Insolvent

The four creditors who filed the \$10,000 petition were lesser unsecured creditors, including those who supplied the show with tickets and some printing here, a tire dealer and a mattress dealer.

The petition charges that some creditors were preferred over others, that the show is insolvent, and that its equipment is worth about the same but is being depreciated.

Kansas Nights, Afternoons Okay For Hagen Show

ATCHISON, Kan.—Hefty afternoons and powerful nights were the rule for Hagen Bros. Circus this week in Kansas.

The show had Shrine auspices at Leavenworth Thursday (10) and had a three-quarter afternoon along with a near-full night. Weather was windy and storm warning was out.

At Atchison Friday (11), the show pulled a three-quarter afternoon and full house at night. Jaycees sponsored. Kelly-Müller is due June 2.

Benson Crowds Light

SUFFOLK, Va.—Advertising and business were light for Benson Bros. Circus here May 8. Billing was described as light. Two newspaper ads completed the spread. Houses were one-quarter filled.

Cristiani Business Up; 2 Turnaways Registered

VAN WERT, O.—Most stands of Cristian Bros. Circus brought improved business this week. The show scored turnaways here and at Richmond, Ind., and drew three-quarter houses in numerous spots.

At Decatur, Ind. (8), the show had two three-quarter houses. Schools were out in the afternoon. Primary voting was in progress, and weather was rainy. Auspices was Lions Club.

Portland, Ind. (9), had three-quarter and half houses.

Richmond, Ind., Thursday (10) started with a full afternoon and completed with a capacity night.

There was doubt locally that an operating receiver would be named at once. However, if the show is found by the court to be bankrupt, this action would come. A meeting of creditors is expected to be called in about 10 days.

It was believed that a chief creditor might be named operator and that he might designate an agent to operate the show.

From Hornell it was learned that the Western unit's canvas has given out. In addition, superintendent Ira Watts was reported to have closed. A new big top was being made for the show and a substitute top was being readied to fill in until the new one is completed. It was presumed that one of these would be ready after the show ends its lay-off at Sayre.

Beatty Firm Files Bankruptcy Petition

Tells \$280,000 Liabilities; Mortgages Held by Concello, McClosky, Kernan

MACON, Ga.—A petition for voluntary bankruptcy of the National Circus Corporation was filed here Friday (18). That company has operated the Clyde Beatty Circus, which folded in California and returned to Deming, N. M., quarters nine days earlier.

The petition lists \$280,000 in liabilities, including mortgages held by Art Concello and by Frank McClosky and Walter Kernan.

At quarters is Frank Orman, vice-president and secretary of the corporation. Also there are Concello, McClosky and Kernan. Beatty was reported both in the East and in Hollywood.

Judge E. P. Johnston, Macon, referee in the case, said he would call a meeting of creditors at Macon in June.

Liabilities Detailed

The court papers reveal that Concello holds a first mortgage on National, and that Monarch Circus Equipment Co., which owns the Beatty show's equipment, pledged that equipment as security for the loan to National. The mortgage is paid up to date but \$48,779.30 will come due in future months. McClosky and Kernan, who operated concessions on the show this season and reportedly loaned money when business proved bad, hold a second mort-

Leonard Show Tabs Turnaway

MOORESVILLE, Ind.—Little League auspices proved strong for Leonard Bros. here Monday (14). The show had a turnaway afternoon and near-full night. Schools were dismissed for the first performance.

One source said people were turned away for the night show. Local sponsor was the Shrine.

In Lebanon, Ind., Friday (11), rain hurt and the afternoon had only 250 persons. At night there were 1,247 for a half house. Legion auspices made about \$200.

Local police were the sponsors at both Muncie, Ind., and Van Wert, O. At Muncie on Monday (4) the show had two three-quarter houses in cold weather. Van Wert also had cool, rainy weather. But here the afternoon was a turnaway and the night was one-quarter, according to the auspices.

gage for \$16,200. Other liabilities include \$16,525.88 for wages, \$27,911 in federal taxes, \$7,850 due in salaries to the advance department and agent, and a judgment of \$25,275.60 awarded Roland Miller, former employee, in a personal injury court action at Merced, Calif., recently.

Assets of National were listed as two typewriters, an adding ma-

(Continued on page 67)

'RINGLING A SYMBOL'

Hamid Turns Blast On Union's Circus

NEW YORK — George A. Hamid criticized the American Guild of Variety Artists this week for undertaking an opposition circus in Boston in its efforts to organize Ringling Bros. and Barnum & Bailey Circus.

Hamid's objections were voiced both as a purveyor and producer of circuses, and as an administrator of the union's welfare fund.

It is not a union's business to go into competition with Ringling, he said, adding that it should stick to its duties to organize workers and improve conditions in the field. He cited legal provisions for spreading unionism, and said AGVA's Boston venture can serve only to hurt the outdoor amusement business and build resentment in the mind of the public.

The Boston effort, he said, was doomed to failure from its inception, as talent generally is against it and the public will not support such tactics. With the Teamsters,

Straw, Near-Full Houses for Hunt

NORRISTOWN, Pa.—Hunt Bros. Circus scored a set of good days this week. Springfield, Pa., on Thursday (10) had a straw house in the afternoon and near-full house at night. Lions Club was the sponsor for fourth consecutive year. Weather was cloudy.

At Norristown, with American Business Club for sponsor, the show had two near-full houses in warm weather Saturday (12).

Smith Succeeds Eagles on R-B; Butler Rejoins

BOSTON — George W. Smith, one-time general manager and more recently chief contracting agent for Ringling-Barnum circus, this week accepted the post of general agent.

Paul Eagles had resigned a week ago.

Al Butler, veteran of years with the show, returned after several seasons' absence to be contracting agent. Butler has been ahead of Rogers and Hammerstein shows in recent year and just came off the road where he was representing "Pipe Dream."

In the press department, Wally Beach will be handling radio and TV. Press agent Tommy Laphram, who will handle Philadelphia for Ringling, also will work press in Wilmington, Del., and Atlantic City, N. J., before returning to his summer theater work in Philadelphia.

Apparently, the show was successfully contracting additional stands beyond Philadelphia now. A plan to play Pittsburgh for a week was dropped or postponed, and the agents were directed to set some one-day stands.

AGVA THREATS

Beatty Show? Ball Parks? Under Canvas?

BOSTON—Unions emboldened in opposition to the Ringling show came out loudly for day-and-dating the Big Show thruout at least its Eastern tour, but while wide publicity was being given to the threats, situations cropped up which pointed up the serious difficulties of such a move.

Jackie Bright, executive secretary of the American Guild of Variety Artists, was shown on network TV last week, making the day-and-date threat. Newspaper accounts during the week quoted him as negotiating with Art Concello for a union-sponsored tour of the folded Clyde Beatty Circus.

Ahead in Philadelphia, however, appeared a stumbling block: Ringling opens there May 28, and city laws require a permit being obtained 30 days in advance of the showing. AGVA will try to surmount the hurdle by appealing directly to Mayor Dilworth or License Commissioner Pytko. Both AGVA and the Teamsters, co-sponsors of the union show, have men in the city trying to iron out the problem, and a conference has been set for Tuesday (22).

Problems coming to mind immediately include: Where would the union show play? Along the major Ringling dates it can locate an armory in Baltimore, and arenas in Washington and Philadelphia, but what then?

Bright last week indicated first that he would be seeking canvas, second, that he was considering ball parks, and third, that the folded Clyde Beatty unit would be sponsored. While the competing situation existed in Boston, the threats were thrown out and dutifully publicized.

Mills Strong In Greenville

GREENVILLE, O.—Veterans of Foreign Wars auspices here built an afternoon house of near-full proportions for Mills Bros. Circus. Light rain at night was a factor in half-house turnout. Show was well received in the city Thursday (10).

Boston Fair for R-B; AGVA Weak

BOSTON — This city's circus competition was doing neither show much good during most of the week, with attendance unimpressive at Ringling-Barnum in Boston Garden and at the AGVA's rival show at the Boston Arena.

Observers believed the test of whether the union show was to have much effect on Ringling would come over the weekend. Earlier reports indicated that Ringling's business probably was affected little, if any, by the competition.

The union, along with the Teamsters union, is trying to get Ringling to recognize them as bargaining agents and to organize the show personnel. Ringling replies that the unions do not represent a majority of its employees and that the employees apparently do not

want to be unionized, since all but a handful continue to work.

AGVA's production was a spur-of-the-moment show assembled by Booker Frank Wirth with scarcely more than three days for advance work. Several of the acts had been playing Wirth dates in Connecticut and elsewhere recently.

The show opened Monday (14) to about 75 or 100 persons, and the business has continued very light since then. There was hope by the union, it was understood, that the show might get off the nut. It took in a reported \$6,000 in its first six shows, at \$1.50 for adults and no charge for kids. The nut is more than \$20,000 and charity has been promised \$2,000 or more.

Ringling opened Tuesday (15) to a well-papered house of 10,000.

(Continued on page 67)

Ring Bros. Wins Night Attendance

ROCKY MOUNT, Va. — The Franco Richards Ring Bros.' Circus has been getting light afternoons and good nights.

Firemen sponsored at Spray, N. C. (9), and the show had a half house in the afternoon and three-quarter night house in cool weather. At Rocky Mount for the Lions, Ring had one-quarter and three-quarter houses. Latter spot commented favorably on show's business methods.

At Harrisonburg, Va., Wednesday (16) the show had light business in cold weather. Wire walker Don Floyd Crouch fell and injured an ankle. He is in Lynchburg General Hospital.

Kelly-Miller Plays To Straw, Turnaways

MANHATTAN, Kan. — Al G. Kelly & Miller Bros.' Circus played to its best day of the season so far when it drew a full afternoon house and turnaway night. D. R. Miller said it was the banner day of the still-young season. Show was here Wednesday (16).

The show also strawed several hundred and turned away more for lack of space in the big top at Junction City on Tuesday (15). That town turned out in strength just as it had earlier for Hagen Bros. (7) and an indoor show (2). Afternoon was light for K M since schools were in session.

Council Grove, Kan., a Sunday afternoon-only stand (13), had

near-capacity business. Four hundred people were on the lot to greet the show in the morning.

Kelly-Miller operates independently, using local sponsors only rarely. Billing and heralding is heavy.

Earlier, at Vinita, Okla. (8), the show strawed the people at night and had a half house in the afternoon. Hagen also had been in that city earlier. Local reception was good.

UNDER THE MARQUEE

Frank Braden's visit to Denver on behalf of "Trapeze" brought out a feature story recalling his connections with Denver's Sells-Floto Circus and others. Chicago newspaper recently carried a photo showing the press agent and movie actress Gina Lollobrigida posed beside webs. . . . Donald Marcks caught the Beatty show and is visiting Polack in the San Francisco area. His miniature circus is on display in Alameda and Oakland for Polack.

Leon Spahr, who was with Lewis Bros.' Circus and now has some jewelry demonstrations in stores, writes that Harry L. Gordon, who died in Monroe, La., recently, was not only a circus biller but also earlier had been owner of numerous small shows. . . . Happy Linquist was injured in an auto accident at Tampa and now is on crutches. . . . J. J. Lipko, of Miller Bros.' Circus, caught Clyde Bros. Circus at Peoria, Ill.

Charles R. Jackson, Jess Beadles and Pettus Brown caught the Cristiani show at Hopkinsville, Ky. . . . J. Paul Ashbrook saw Cristiani Bros.' Circus at Campbellville, Ky.

Bozo Ward has closed with King Bros.' Circus and is a. the Gay Ninety Club in Brooklyn, N. Y. . . . Service magazine, published by Cities Service Company, has story and color pictures about Neil Schaffner's tent show.

Will H. Hill, owner of Hill's Society Circus, visited The Billboard Cincinnati office recently en route to Canada to join Garden Bros. Circus. Hill's contract calls for his several acts to be with that show for the entire season.

"Super Circus" TV show is being dropped for the summer and plans are to resume in the fall, producer Martin Kane's office announces.

Bobby Peters, personality on Fort Worth's WBAP-TV, was invited by the Gainesville (Tex.) Community Circus to be honorary ringmaster for their opening show of the 1956 season.

Janet's Dog and Pony Revue flies to Miami to join Jerome Wilson's Gran Circo Americano for six weeks in Puerto Rico, writes Janet Chuckel. . . . Dallas Zoo bought the elephant Mary from Schaefer's just for Fun Shows and now has that bull along with a young one called Savannah. An older one, Queenie, died.

Everett Blanshan, Kingston, N. Y., writes that Charles T. Hunt will bring his show to his home town there June 25. He also tells that Mills Bros. will play Woodstock, N. Y., July 3.

Bessie Costello, former rider, is with western unit of King Bros.' Circus. . . . Joda Lynn was signed as free act at the spring festival in Newport, Tenn., and while there visited with Jerry Lipko and Billy Rice, of Miller Bros. . . . Posing for pictures at Duluth, Minn., were Shriners Harry Thomas, Bill Woodcock, Harry Haag, Merle Evans and Buster Hayes, all with Orrin Davenport circus.

Boston Business

Continued from page 66

Pickets are unable to get near the box office of the Garden, because it is in the connecting North Station, but they walked outside the Garden. AGVA pulled 500 paid on Tuesday.

Subsequent Ringling attendance was only fair, but this was in line with the normal pattern here. Bulk of the business in Boston comes on the weekends and the run builds from a slow start.

Advance sale was down some and picketing forced the downtown ticket sale in Boston, but as in New York, the circus could afford to drop a few percentage points and still come out in good financial shape.

This was the union show's program:

1. Capt. Eddie Kuhn's Wild Animals; 2. Les Aurelys, Slack Wire; 3. Clowns Otto Griebling, Felix Adler, Dippy Diers, Amelia Adler, Jack Martin, and Al Sherwin; 4. Marion Siefert, Trick Roping; 5. Torelli's Dogs and Ponies; 6. Clowns; 7. Getches, Unicycle; 8. Florida Trio, Acrobatic; 9. Clowns; 10. Frank Cook, High Wire; 11. Billie Mahoney, Baton Twirling; 12. James Cole and Three Elephants; 13. Clowns; 14. Joannie (Valentine), Sway Pole; 15. Craig's Chimps; 16. Fredonias, Risley; 17. Clowns; 18. Speedy Babbs, Motorcycle; 19. Torelli's Liberty Horses; 20. Captain Midnight; 21. Forseith-Mendez, Wire Act; 22. Flying Valentines, with Lynn Williams. Preston Lambert is emcee and Mickey Sullivan has the 10-piece band.

Beatty Files

Continued from page 66

chine and some unused advertising paper, for a total value of \$260. Beatty's cats, act and private car are not involved, and the Monarch company holds the other show equipment, as it has for some years.

Among several possible avenues of action, it was understood, would be for the operating company to go out of business and for the holding company to lease its equipment to some new operator. However, this or any other future action awaited outcome of the creditors' meeting which is to be called. Reports persisted that efforts were to be made to reorganize the show.

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for New York City. Good Crew Available. Box #56 The Billboard, 1564 Broadway New York 36, N. Y.

DROMEDARY CAMELS
Our yearly shipment has sailed and is arriving in New York on or about July 6, available to customers after 15 days' quarantine. We have no knowledge of any other dromedary shipment on the way or to be shipped to this country now or in the near future.

RHINOS AND HIPPOS
Have sailed and are arriving early June in New York. All young animals; prices upon request. No quarantine required.

BABY ASSAM ELEPHANTS
Have sailed and are arriving East Coast on or about June 14. See separate advertisement.

GRANT ZEBRAS AND GIANT TORTOISES
On the same steamers with Rhinos and Hippos.
WE NEVER DID AND NEVER WILL ADVERTISE ANY ANIMAL UNLESS WE KNOW THAT WE WILL DELIVER AS SPECIFIED.

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MILLER BROS.' CIRCUS WANTS

For all Summer under Canvas and Winter Indoors and our proven route. Publicity Man who can produce. Twenty-four Hour and Banner Man. Electrician who can handle Diesel. Need Butchers, Floss, Sno and Novelities open. Need Circus Cook. Can use two more Clowns who can clown. Need one more Family Act doing two or more. Organist with own organ, Army got ours. Need Circus Drummer. Can use a few Working Men, those driving semis given preference. Capable Circus People in other departments, contact.

CLARENCE HAGENSICK, Tobe McFarland wants you to contact us.
Show opens May 28 in Lincoln, Ill. No time to write. Wire or phone #30, El Paso, Ill., or come in; will try to place you.

WILL SACRIFICE FOLLOWING ANIMALS AT ONCE!

Do not fit in with our 1956 program. Eight White Mules, 46" to 50" high, \$1,200.00. Six Spotted Pony Liberty Act, may be used for Pony Ride, ride broke, \$1,000.00. Male and Female Grant Zebras, acclimated, four years old, halter broke. Contact

DIAMOND "O" RANCH, INC.
Tony Diano, Agent
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25%—4 PHONEMEN 4—25%

Good deals. KIDDIE BIG LEAGUE DAY, CHURCH AUSPICES. STATE CONVENTION FRATERNAL BOOK AT ATLANTIC CITY Both going on now. Labor deal follows. Top producers only.

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Phone—Owen 5-1202—Wire. No Collects.

—AT LIBERTY— CLIFF DARLING PROMOTIONAL DIRECTOR

For past ten years on top flight circus and country music shows, sponsored by Shrine, Police, Fire Depts., and other strong orgs. No town to big. Have good phone crew. No drunks allowed. Those who know me know that I do all my dealing from the top of the deck. Unless you have strong (non-suburban) sponsors ignore this ad. Wintered in Florida. Now ready for '56 season.

Wire to 1119 Davis St., or write P. O. Box 748 CONWAY, ARKANSAS

ELEPHANT LENA, FOR SALE

Gentle, Trained Female—\$1,500—Come & get her.

CONTRACTING AGENT
Wanted. Must be able to join at once with car. Wire where you can be reached by phone.

JACK MILLS
Mills Bros.' Circus
Per route in The Billboard

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 collect)
Les Brown, come on in. Deal is okay, I'm here. A. G. McLohon.

ATTENTION HIGH-CLASS ACT

Guarantee 3 weeks, first week on stage, second week outdoors. Write immediately, time short. Make lowest offer. Big name show, opening May 30.

STEPHEN SAKA
1015 N. Clark Chicago, Ill.

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American Federation of Government Employees' Convention—also tickets—and Elks' Charity Ball.

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1340 Ingraham St., N.W. Washington 11, D. C. Phone: Randolph 3-7986

WANTED

Banner Man or Lady. Sell Special Advertising Under Civic, Veterans, Police Organizations. Something different. Can make \$300.00 or better a week. Must be live wires. Drunks, limbers, save your stamps. 50 weeks' work. Reply to: THE RELIGIOUS CITY EXHIBIT c/o Billboard Pub. Co., 2160 Patterson St. Cincinnati 22, Ohio

BI-LINGUAL (French) PHONEMEN

For Clyde Bros.' Circus dates in Quebec. Wire where I can call you.

TOM PARKER as per route.

PHONEMEN

Year round work on Police and Firemen Deals in this area. Sober, reliable men only. Heat creators, stay away. Need two good Promoters.

BEN YEARTY
706 Palm Ave. Hialeah, Fla. Phone: Tuxedo 7-1814

ANIMALS FOR SALE

Elephants; Camels, double humps; Llamas; Nilehah Antelope, black buck; Chimpanzees, Leopards, Pumas, Lions all sizes, Monkeys all types; Sloth Bears, Malayan.

WORLD JUNGLE COMPOUND
THOUSAND OAKS, CALIFORNIA

TENT FOR SALE

100-foot Round Top with 40-foot Middle Piece. Used for Musical Arena Theatre. Good condition.

FINGER LAKES LYRIC CIRCUS
Skaneateles, N. Y.

2—PHONEMEN—2

Jaycee's—Program, UPC's. Pay daily, one month's work here, other strong dates to follow.

BILL RENNER
2-8220 days; 26401 nights or write 116 So. 15th St., Room 308, Lincoln, Neb. No collect.

BE A **Gagster**

SEE PAGE 82

POLICE ADMEN

Two experienced Admen of integrity to travel Colorado, Wyoming, New Mexico. Established law enforcement, firemen magazines. Technical news publications sponsored by high caliber professional associations with large memberships. High earnings. Applicants thoroughly screened, must own auto. Opportunity live with family in ideal climate, work with progressive organization. Write qualifications, references to COLORADO LAW, 3583 South Broadway, Box 156, Englewood, Colo.

Benson Bros.' Circus

WANTS 2 Promotional Directors who can stay sober and get money. Want to enlarge Big Show—Family Acts doing two or more, Girls for Swinging Ladder and Web. Canvasmen, Working Men, come on. Truck Drivers preferred.

Address: Marcus Hook, Pa., May 22; Mullica Hill, N. J., 23; Woodbury, 24; Collingswood, 25; Princeton, 26; Sound Brook, 28; South River, 29; Woodbridge, 30; Sayersville, 31; South Plainfield, June 2; Norristown, Pa., 4; Pottstown, 6.

3 PHONEMEN

Terrific Beg, Pay Daily, Book and Tickets. Steve Salamone, phone here for you.

RAY LANIER
No collect. 3131 WU Tel. Jamestown, N. Y.

CLYDE BROS.' CIRCUS WANTS MUSICIANS

To join immediately as per route.

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Can place 2 reliable Phonemen. Am in no hurry. Don't call if you don't care to work all year steady. Advertising space and tickets. Top commission. Call

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WANTED

Elephant Man who can drive semi. Other semi drivers. Long season. Jim Kaalo and Louie Regan, answer. Contact

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FAIRS-EXPOSITIONS

BIG ONE LOOMS AT MEMPHIS

Centennial Run Offers Many New Shows, Added Features

MEMPHIS—All the stops are being pulled to make the Mid-South Fair Centennial this year the biggest fair ever presented here. And, the centennial should be all of that, judging by preparations already made and planning which now is well advanced.

The attraction program will be the most varied in the fair's history. There will be more special events and exhibits than ever before, with most of these keyed to the centennial theme. The grounds are undergoing widespread im-

provements and buildings are being given a face-lifting. And, the advertising-promotion budget has been jacked up 85 per cent to build what is confidently expected to prove an all-time high in attendance.

Negotiate for Show

Among the principal new features will be the River Boat Follies, a show which will be presented on a three-a-day basis each day under a 60 by 150-foot top. The cast will consist of Johnnie (Crazy Otto) Maddox, ragtime pianist; Candy Candido, comic-singer; Gillette and Richards, banjo-comedy; the Sensational Denvers, knife-ax throwing, the Marian Sage Dancers, and the Teddy Phillips ork. The show was contracted thru E. O. Stacey, of the Music Corporation of America. The tented attraction will be offered at \$1.20 for adults and 40 cents for kids.

Another major new attraction will be a show, to be billed as a musical spectacular, which is planned for matinee and night performances on two days in the arena, which seats 7,500 people for such an attraction. Negotiations for a top name star, eight supporting acts, a 16-girl line, and a name or semi-name band, for this show are now in progress, according to C. W. (Bill) Wynne, fair manager.

Seek Name Rodeo

The arena in recent years was given over to a rodeo. A rodeo again will be staged but for five days rather than for the full run of the fair. Beutler Bros., of Elk City, Okla., will present it on a two-a-day schedule. Speciality acts in it will include Wilbur Plaugher and Jimmy Schumacker, clowns; Fay Kirkwood, dressage horses; La Rue Olson, trained buffalo, and J. W. Stocker, trick roping. The fair is negotiating for the appearance of a TV cowboy star to headline the rodeo on the first two of its five days.

Other pro talent to be presented are acts in the commercial exhibits buildings. Signed for this purpose are the Mascots, vocal-instrumental quartet; the Vagabounders, tram-

poline; Del Ray, magic, and the Cherry Twins, vocal-instrumental duo. Stacey of MCA booked in these acts.

19th Century Village

A major lure will be the Centennial Village, for which a block and a half long area is devoted. The village will embrace replicas of 19th century store fronts, and a one-chair barber shop, a blacksmith shop and a sorghum mill in operation, exhibits of farm machinery 100 years old or older, and displays of old-time household utensils, plus a section for special events, at which square dancing, a fiddlers' contest, a horse-shoe tournament, etc., will be staged.

Sale of exhibit space has been the strongest in many years. Wynne reported that 60 per cent of the space already is sold and that all space will be sold out in July. Already, he reported, the fair is assured of the largest farm machinery show it has had since before World War II.

To assist Early Maxwell, the fair's publicity-advertising director, Ray Brooks was to join the fair staff Monday (21) to handle preparation of news releases and other publicity chores. Brooks, an experienced radio-newsman, will work under Maxwell.

A nightly Ford car giveaway, which the fair introduced with outstanding success last year, is to be repeated. In addition, the fair plans to give away a refrigerator or some other major household appliance each afternoon of the fair.

Two more blocks of the concession area are to be curbed on either side of the street, thus completing the curbing of the concession section. Similarly, lighting of this area is to be completed with the installation of fluorescent lights on two blocks.

COLOR, SOUND FILM TO BOOST PRESS FOR ESE

WEST SPRINGFIELD, Mass. — Publicity for the Eastern States Exposition will hit a high level this season with distribution of a new film in sound and color. The motion picture was made last year and covers the entire 175-acre plant in operation. Entitled "Show Window of the East," the movie is available in special black-and-white prints for TV stations, and in color for clubs and other groups.

Legion Rodeo For Weymouth Fairgrounds

WEYMOUTH, Mass. — Solid publicity for the fairgrounds was achieved this week with published pictures of Governor Herter receiving first tickets to the Rodeo and Horse Show to be held at the grounds on June 10.

The affair is put on by the Massachusetts Rough Riders Association, sponsored by the South Weymouth American Legion Post.

Del Mar, Calif., Gets New Directors

DEL MAR, Calif.—Two new directors of the Southern California Exposition and County Fair, appointed by Gov. Goodwin Knight, attended their initial directors' meeting last week at the fairgrounds here.

They are Willis H. Fletcher and Lewis Lipton, both San Diego businessmen. They succeeded William Edic and Duane Hawkins, whose terms expired January 1. Appointments are for four years.

GROSS \$2,265,268

N. Y. Annuals Attract Record 1,603,078

ALBANY, N. Y.—New York fairs attracted a total of 1,603,078 persons last year, according to the Department of Agriculture and Markets. The department operates the State Fair at Syracuse and works closely with the county and town fairs in advising them, making official inspections and auditing their accounts.

County and town fairs drew the greatest attendance in history, 1,149,625, while the State Fair hit a new peak of 453,453. Moreover, the department believes that county fair figures are under the actual total because some fairs failed to report the number of children who were their guests on special days.

But even without the full count of children, the record total at the gates is tied in with the \$432,076.04 spent by the State to reimburse the fairs for their premium distribution. Again, actual premium money paid out ran many thousands above the total of State aid because the State limits reimbursement to any one fair society to \$10,000. Some fairs spent several times \$10,000 in rewarding their exhibitors but collected only \$10,000 from the State. In two

instances two societies have combined to operate a single fair and each fair thereby is eligible for State aid up to \$20,000.

James A. Carey, agricultural fairs representative of the department of Agriculture and Markets, said only 14 societies failed to come up to the \$10,000 limit and nine of those were over \$9,000. Forty-five societies shared the State aid money.

Youth activities, such as 4-H clubs and Future Farmers of America, walked away with the major share of the cash prizes, \$128,295. Cattle on exhibition accounted for \$100,947 in prize money and harness horse race purses totaled \$84,026. Poultry, rabbits and pigeons took \$42,300 and granges, home and farm bureaus were awarded \$39,464. County and town fairs reported they paid \$525,456 in all premium departments.

Not counting the State Fair, the fairs took in \$2,282,596.66 from all sources and their balances on hand brought that figure up to \$2,408,410.31. But they spent \$2,265,658.19 and all together have a balance of \$142,752.12 for the 1956 season.

68 Attend East. Mass. Fair Meet

EAST BRIDGEWATER, Mass. — Sixty-eight persons representing 13 events attended the Eastern Massachusetts Fairs meeting here recently.

Leo F. Doherty, director, division of fairs, reported that the 76 events held in the area shared \$25,746.60 in State prize money. In addition these events paid \$22,942.16 of their own money for a total prize offering of \$48,688.76.

Gains noted included five fairs, nearly 9,000 more agricultural ex-

(Continued on page 82)

AVAILABLE for...

- ★ VAUDEVILLE
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- ★ CONCERTS
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Available for Fairs, Circuses, Parks, Celebrations, Carnivals.

Southern & Midwest Committees, contact:
CHARLES ZEMATER AGENCY
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THE MILODES
Unique hand balancing by the Heavy-weights also available with above act.

EXHIBITION MANAGER

Applications for position of General Manager of the Edmonton Exhibition Association, Limited, will be received up until July 1, 1956.

Please state qualifications, experience, age and starting salary expected. Pension and other benefits available.

All applications confidential. Our employees are aware of this advertisement.

SEND REPLY TO THE PRESIDENT
ALDERMAN E. I. CLARKE
EDMONTON EXHIBITION ASSOCIATION, LIMITED
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CARNIVAL WANTED

Week August 27 or September 3. Due to transportation difficulties of one of the larger Carnivals we have date open. L. J. Heth played Fair nine consecutive years.

Three new factories in town since last year.

Only well established Carnival with good equipment need answer. Deposit required if contracted.

P. G. CROOKS, SEC.
Fentress County Fair Ass'n
Jamestown, Tennessee

THRILLCADE
FLEET OF 56 FORDS

Supercharged
SUICIDE STUNTS BY WORLD FAMED DAREDEVILS

COMPANY OF MOVILATY STUNTMEN'S CIRCUS HEADLINERS P.P.O. CHAMPIONS SPEEDWAY STARS And Others who DARE TO LIVE

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Girls Racing Motoreycles
Parks, Fair Secretaries, Entertainment Committees for something super sensational, book the CYCLEWHIRL. Now playing the Arena A.G.V.A. Circus, Boston Arena. This act works regardless of dampness or wind. Stage, outdoor or indoor events our specialty. Book direct: **SPEEDY BABS**, always c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio, or your agent. (P.S.: Have opening for Athletic Girl as stand-by.)

Rockets Stroblite

WANTED

Six good up-to-date Rides for midway entertainment and also can use high-class Concessions for VAN BUREN COUNTY FAIR, August 7-8-9-10.

ARTHUR J. SECOR, SEC.
Van Buren County Fair
Keosauqua, Iowa

WANTED

Shows, Rides, Concessions for September 13-15, 1956. Must be clean and modern.

Contact
BEE MADDUX
Putnam County Colored Fair
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FOR SALE

700 Steel Bleacher Seats and 40 L-59 General Electric Reflectors; all material practically new.

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THE MALKO TROUPE
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Continental Fireworks Co.
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Phone R-4913 or 1251
Jacksonville, Ill.

NSA Near to Purchase of Friars Bldg.

Other Club Buys Building, Opens Way for NSA Deal

NEW YORK — Appearances last weekend were that the National Showmen's Association may have a building of its own when the current season is over. Last week the Friars Club bought a five-story building at 57 East 55th Street, and the move leaves the way open for the NSA to purchase the Friars clubhouse.

Located at 123 West 56th Street, between Sixth and Seventh Avenues, the Friars have a two-story building which they erected five years ago. It contains many facilities suitable for club use, such as assembly rooms, governors' room, cloakrooms, toilets, offices, and air conditioning thruout.

The NSA has had a \$110,000 bid on the property for a couple of months, during the Friars' search for a building of their own, which they required because of expansion.

The NSA trustees are to meet with Friars officials this week and an announcement may be forthcoming. In town for the session will be Gerald Snellens, president, George A. Hamid, president emeritus, and others. Top three elective posts of the other club are Joe E. Lewis, Milton Berle, and Phil Silvers.

Hollie Ritter Back After Year's Lay-Off

SAN BERNARDINO, Calif.—Following a year's lay-off because of illness, Hollie Ritter will open the '56 season of his Ritter's United Shows June 6 at the Bar-B-Q Round-Up Days in Riverside, Calif.

Ritter has purchased an Octopus, Diesel light plant and all new lighting and junction boxes. The show was also repainted for the season's tour, which will again include spots the organization played repeatedly for the past 12 years.

Ritter will feature three major and two kid rides, and 12 concessions.

Personnel, in addition to Ritter as [\(Continued on page 72\)](#)

Breaks Are Tough So Far For Manning, South and North

POUGHKEEPSIE, N. Y. — Cold, damp weather buffeted the Ross Manning Shows thru most of the week here. The experience was akin to that at three other dates, beginning with the opener in North Carolina and continuing thru last week's engagement at Cambridge, Md.

There is still a shot remaining here if the final day, Saturday (19), turns balmy, for then a good kid's matinee and night play could be expected. The spot, very tight for concessions, is okay. With weather, the show and ride units could win. Manning has the advantage of being first in.

Other trouble was added to the unsettled weather Sunday (13)

ALLEN SHAPES FUN ZONE FOR DOMINICANS

CIUDAD TRUJILLO, Dominican Republic—Bernard (Bucky) Allen, concession manager of the World of Mirth Shows and manager of the fun zone at the World Fair here, is supervising the establishment of a similar activity to be owned and operated by the Dominican government.

The new Coney Island will be shaped around seven major World of Mirth units sold to the government. Other units, such as a Fun House, are reported contemplated. The project will require at least 60 days and it is believed that Allen will commute between here and the show during that period.

J. Dean Dies In Trailer Fire

RALEIGH, N. C.—Fire consuming his trailer home killed Joseph W. Dean, 52, last Wednesday morning (9). Dean had closed with Virginia Greater Shows last year and was awaiting good weather before going out on the road again with a device he bought recently.

It was suspected the blaze was started by Dean's pet monkey, who was trained to light matches and to regulate the heating mechanism of the trailer. Dean, a widower, was a native of Wendell, N. C., and had lived for the last five months at a lot on Markham Street.

WOM Units Set For Plainfield Bow

RICHMOND, Va.—The World of Mirth show train was scheduled to leave here Sunday (20) for its season's opener Friday (25) at Plainfield, N. J.

Frank Bergen, owner-manager, said that the show would be complete for its first stand, since some new equipment has already been purchased to replace units sold to the Dominican government.

The new units include a Merry-Go-Round, Spitfire and Round-Up. The units sold to the Dominican government were in use at the World's Fair, Ciudad Trujillo, thruout the winter. Bergen said they

included the Merry-Go-Round, Spitfire, Ridee-O, Caterpillar and Little Dipper. Light towers were also included in the sale.

The unsold equipment was unloaded at Newport News, Va., Thursday (10). A part of the show train was waiting to transport it here. Work on erecting the units at Plainfield will start Monday (21). The show will have four full days to get ready.

New Rides Scarce
The manufacturers of new major riding devices apparently are committed thru orders for their capacity output, Bergen said. He checked on the availability of new units when the sale of equipment [\(Continued on page 72\)](#)

Few Nice Days
Tommy Carson, business manager, summed up the weather. About the only nice days have been Sundays, moving day, he said. The temperature here on a couple of days dipped to the mid-30's.

The season had barely started when Manning tumbled from a [\(Continued on page 72\)](#)

ROYAL AMERICAN OPENS TO GOOD BIZ IN MEMPHIS

Gets Best Cotton Carnival Weather, Gross of Recent Years in First Date

By HERB DOTTE

MEMPHIS—The Royal American Shows got away to a flying start at the Memphis Cotton Carnival.

Given the best weather of any of its recent annual appearances here, Royal American picked up a highly satisfactory gross in the eight-day engagement which closed Saturday (19).

Ideal weather prevailed the last five days of the run. Crowds responded and spending was brisk, with all segments of the operation registering good business. The

weather and spending contrasted sharply with last year when the Cotton Carnival was whacked by the elements and were better than any recent year.

St. Louis Next

Mindful of the bad weather encountered here and at other early dates last year, Carl Sedlmayr, RAS owner, did not open the revue here, instead setting back the opening of that unit until the Royal plays Davenport, Ia., in June.

A "Grand Ole Opry" show subbed for the revue. At St. Louis, the show's next stand, the revue,

which is to feature Lottie Mayer's Disappearing Water Ballet, will go into rehearsal. The unit will go out titled "Waterama" after the ballet, which was featured the past two summers in the Guy Lombardo production at Jones Beach, N. Y.

Leon Claxton's new edition of "Harlem in Havana" bowed here and again drew raves and good patronage. It figures to gross more than last year. One reason is that St. Louis again is back on the Royal's route, and St. Louis always has been one of Claxton's strongest stands, the show lot at Grand and Laclede being in the heart of a Negro section.

Sea Elephant Pulls

One of the shows new to Royal American which received strong patronage here was Johnny Branson's Sea Elephant. Billed as a sea monster and presented in a large tank, the attraction should be a strong grosser thruout the season.

Branson also has his little horses in the line-up. They, too, are figured to get good money.

Dick Best again has a potent line-up of attractions in his Side Show.

Ready Band Organ

Work on the old German band organ obtained by Sedlmayr during the winter and restored at considerable expense in winter quarters [\(Continued on page 72\)](#)

Siebrand Contracts Arizona State Fair

Low Bid of \$51,000 Takes Pact in Competition With Three Other Shows

PHOENIX — Siebrand Bros. Circus and Carnival was awarded the midway contract for the Arizona State Fair at a meeting of the exposition's commissioners Tuesday (15), George Goodman, executive secretary, announced.

Bids for the carnival privilege were filed earlier this year with action postponed several times and finalized following Goodman's appointment a few weeks ago. Since George Blake resigned last December, Paul Jones was named to head

the fair in February. After two weeks on the job, Jones, who was manager prior to Blake's appointment four years ago, resigned because of ill health.

Bids \$51,000

The Siebrand organization was the lowest of four carnival bidders with \$51,000. Other bids were Pan American Amusement Corporation, \$70,500; Frank W. Babcock United Shows, \$62,625, and Crafts Shows, \$60,000. All except Siebrand are California companies.

The Siebrand show, which winters here, was reported to have been trying to obtain the contract for 10 years. Because the practically new commission moved to "trade locally" was believed to have been the influencing factor. Siebrand will also produce the Plaza shows and was said to have offered a bond to assure a good job.

John Johnson, Parker automobile dealer, was named to the commission by Gov. Ernest McFarland to [\(Continued on page 72\)](#)

Powelson No. 2 Bows to Okay Takes at WQ

CRESTLINE, O. — Powelson's No. 2 Unit moved here last week after its opening stand at Coshoc-ton, O., where business was fair considering the weather.

Early route for the show includes two more Ohio stands on the streets of Cardington and New Holland. Harry Day, manager, had all the rides and equipment in shape for the opening, with seven rides in operation.

Joining were Mr. and Mrs. Chuck Simons, three concessions; Mel Nord, electrical foreman and concessions op; W. A. Stacy, bingo, and Mr. and Mrs. Hal Curtis, ride foreman.

The No. 1 unit, managed by Homer Snedeker, was in Youngstown last week and then moved to Zanesville, O. Paul Drago, general manager of Drago Amusement Company, recently purchased a Loop O Plane from Powelson. Frank D. Bland, general representative, has been working on the route of both units.

Shan Wilcox Park Season Starts Okay

PANAMA CITY, Fla.—A new Dodgem ride, Shan Wilcox's latest addition to the Long Beach Fun Zone, was opened to the public last week. The building and equipment represents an outlay of \$26,000. The new ride is located next to the Boardwalk on the gulf beach.

Wilcox, for many years a successful carnival operator, is operating the Long Beach Park for the second season. He now has eight rides in operation and plans to add two more kiddie rides.

Present season opened March 17 and for first six weeks the rides operated on weekends only. Full time operations started April 28. Each week so far has shown an increase over similar weeks last season, Wilcox said, and week ending Sunday (13) was exceptionally big.

Long Beach is near Panama City Beach, about 10 miles from downtown. All-year population of Panama City has grown to about 35,000 the last two years, and the beach spots draw heavily from nearby Georgia and Alabama cities.

Wilcox said that his Shan Bros.' Shows will go on the road again after Labor Day closing at the park. He will play eight fairs. Rides, shows and other equipment not used at the beach are stored in winter quarters at Marville, Tenn. Mrs. Wilcox and their son, Charles, will join Wilcox at the park after Marville schools close around June 1.

Other new equipment at the beach includes several new ticket boxes, a new light tower and an elaborate sandwich, cold drink and popcorn bar.

Page Bull Draws Well

RUSSELLVILLE, Ky. — Page Bros.' Shows has been getting good turnouts at its early still dates with much of the draw attributed to its new elephant, Nancy, W. E. Page, manager, reports.

The bull, out for its first season under the Page banner, is up town every day and does a nightly 15 minute free act on the midway.

Show is headed for Ohio territory and will start fairs in July. Much visiting was done here between Page personnel and folks with Ben Davenport's Circus which was just 10 miles away.

PAGE BROS.' SHOWS

14 FAIRS 14 FAIRS
Want Bingo, Jewelry, Arcade, Lead Gallery, Ball Game, any Slum outfit. Agents for Buckets, some Ride Help, must drive. Bob Taylor, get in touch with Hardy Brady. Girls for Girl Show. Bloky, get in touch with Louis DuChenl. Book Snake Show, any Show with own outfit.

Glasgow, Ky., now, e/o V.P.W.

P.S.: Two Kiddie Ferris Wheels for sale; mounted on trailer; nice, no junk. Cheap.

Standard Shows

Will book Shows, Kid Rides and Concessions. Want Ride Help Foreman, \$75. Call

DOC SNOW

Wyoming Hotel Powell, Wyo.
Opening May 28.

BE A



SEE PAGE 82

DROME RIDES**WANTED**

Trick and straight. Top salary and tips. FOR SALE—Six Plywood Kiddie Boats, ready to run, \$150.00. Contact

EARL PURTLE
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RITA CORTEZ

PLEASE GET IN TOUCH WITH

WM. T. COLLINS

VERY IMPORTANT

WM. T. COLLINS SHOWS
801 E. 78th St. Minneapolis, Minn.
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ATTENTION

Side Show and Girl Show Help. Can place all kinds of Side Show Help. People who have worked for me before, answer. Lee Spaine and Ruth, have good deal for you. Talle Tivoli, please call again—at once. Can place Girl Show Help for Pin Ups, Girls and French Follies Shows. Helen Ashley and Stella Smith, please contact Carmen Del Rio at once. Jackte and Tony, come home, everything O.K.

KITTY KELLY, MOORE'S SHOWS
Seminole, Okla.

WANTED

Concessions and Ride Help. Candy Floss and Sno Cones. Need Foreman for 40 ft. Herschell-Spillman Merry-Go-Round. Top money for top man. Helpers on Rides. Wives on Concessions or Ticket Boxes.

A. R. BRIGGS SHOWS
Crooksville, Ohio, now.

HUTCHENS MODERN MUSEUM

Wants to Join at Once

One more good Attraction, Impalement, Musical, Sword Swallower, Fire Eater. Also Lecturer. One Girl for Illusion. Write or wire at once.

Address: Mt. Pleasant, Iowa, this week.

AGENTS—AGENTS

Need Agents for Six Cats, Swinger or Nail Outfit. All kinds of Hunky Pank Agents. Cookhouse Help.

Charles Krekeler
c/o Motor State Shows, Holly, Mich., now; Flint, Mich., next week.

RED MACK WANTS

Agents—Color, Block, Pan and Rat Games.

Prell's Broadway Shows
Leittown, Penn.

ERNIE FARROW GLOWS**Beams at Outlook, Cites Fair Route**

MEMPHIS — Thirty-two-year-old Ernie Farrow, owner-manager of the Wallace Bros.' Shows, this week enthused over the season's outlook for his show as it played its first stand of the season, its usual opener on the Beale Street lot here as a feature of the Negro portion of the Cotton Carnival program.

Business during the mid-week, when weather was satisfactory, was up over last year following a slow tee-off Saturday (12) and a light Monday (14) caused by the weather. Indications were that the final two days of the stand, Friday and Saturday (18-19), traditionally the biggest of the engagement, would provide crowds and spending exceeding that for the corresponding days last year.

Beefs Up Route

Farrow's enthusiasm over the season's prospects stems mainly from the show's route, the strongest in his history. During the early winter months Farrow assumed the full general agent responsibilities and added three fairs, Jefferson, Wis.; Pine Bluff, Ark., and Cleveland, Miss., to further beef up his already strong route of fairs.

In all, the show will play eight fairs in Wisconsin, three in Arkansas and four in Mississippi. Besides Jefferson, Wisconsin fairs contracted are Madison, Darlington, Janesville, Beaver Dam, Wausau, Elkhorn and Manitowoc. Arkansas fairs set, beside Pine Bluff, are

Monticello and Eldorado. In Mississippi the show will play Kosciusko, Jackson and Byrum in addition to Cleveland.

First of the fair dates, Madison, Wis., will be the third week in June.

At 32, Farrow is one of the youngest show owners in the field. He is now in his 12th season as owner-manager. He took his first vacation in 12 years during the past winter, spending seven weeks in Key West, Fla., with his wife.

To Get Scrambler

At fairs Farrow will carry nine major rides and four kiddie rides. Among the devices is a new Tilt-a-Whirl, which was put into operation for the first time here. It replaces an old Tilt. A Scrambler is scheduled for delivery in late July.

Other rides to be carried thru the entire season are a Rock-o-Plane, owned by Bill Anderson, and a dark ride owned by Tio Zacchini.

Shows booked for the season include a snake show and a chimp show, both owned by John Willander; a fish exhibit, owned by Arthur Weinberg, and wildlife and Mickey Mouse show, owned by Robert Atterbury, and Tio Zacchini's Funhouse. At fairs the show will carry two Girl Shows, both office-owned.

Farrow's staff consists of Margaret Miller, secretary; E. M. Riecken, electrician - mechanic; Bradley Sutton, ride superintendent; and Leroy Finlay, billposter.

\$\$, Pledges Roll In For Miami Memorial

MIAMI—Some \$650 has been handed in and more than \$7,000 pledged toward the cemetery memorial which will serve as a landmark for the Miami Showmen's Association (The Billboard, May 19).

Members are contributing \$50 each, and the Ladies' Auxiliary, \$25 each. Names will be cast on a large plaque, the committee chairman of this activity being William B. Moore. A large rose granite base will be topped by life-sized reproductions of an elephant, lion and tiger. Goal of the fund is \$15,000.

Contributions have already been received from Will B. Moore, Shep Blumberg, Oscar C. Buck, Nate Farber, Willie Lish, Eddie Edwards, Charles Wright, Ed Perls, John Campi, Tom Singleton, Ed Horowitz, Frances Blumberg, Onalee Jones, and Essie Tate.

Names Given

Pledges have been made by the following:

William C. Bryant, S. Tommy Carson, Joseph Cennane, Isaac Cetlin, Richard J. Coleman, Harry Westbrook, A. R. Whiteside, Cliff Wilson, Ralph Endy, Harry Katz, James Stable, William Tara, Guy Dodson, Martin M. Weiss, Johnny Keeler, Kew Lange, Ben Cohn, Mickey Timens, Harry Nelson.

Also, Mark Reilly, Roy Lollar, Johnny Canole, Al Trudeau, Nick Lecardo, Joseph Wilkins, Jack Ressel, Harry Errigo, J. D. Frisbie, Irving Sherman, L. I. Thomas, Lyman Truesdale, Mose (Rip) Weinkle, Harry Weiss, Sydney Daniels, Danny Dell, Joseph (Ross) Grosso, David E. Fineman, Patrick Finerty, Ben Glasberg, Jack Martin, Phil Cook.

Also, Joe Aarons, Frank (Hamilton) Paskow, Louis Bell, Henry Tarbes, Johnny Appelbaum, Irving

Merson, William Sullivan, Jack Weiss, Johnny Miller, Berny Feldman, Barney Tassell, Mickey Karr, Harry Stevens, H. E. (Colonel) Stahler.

Also, Dolly Young, Ada Cowan, Geneva Feldman, Virginia Feldman, Ann Tara, Pearl Norman, Stella McDonough, Judith Solomon, Ella Dodson, Lucille Malguga, Agnes Grosso, Ann Whitehead, Jean Przelomski, Kitty Glosier, Rhea Carson, Hilda F. Roman, Mavis Sakobie, Rosita De Grosso, Dora Pierson, Sidney Thomas, Kay Leisure, Hazel Zabriskie, Nancy Whiteside, Edna Festa, Dorothy Cohen, Elsie Keeler, Irene Moore, Eva Daniels, and Ruth Schreiber.

Also having pledged are Edward (Pud) Hartman, Abe Prell, Michael Roman, Lou Meyers, Andy Markham, John H. Marks, Pete Norman, Harry Modele, Joseph Prell, Louis Rice, Lloyd Serfass, Max Sharp, Willie Libak, Ed Strassberg, Ken Slaughter, Albert Freeman, Oscar Margolis, Louie Weinstein, Dutch Saltus, Al Weinberg, Red Hicks, Sam Solomon, Mel Smith, Conn Weiss, James E. Perry, Dick Burns, John Hoffman, George Whitehead, Tommy Thomson, Sam Kaplan, Jake (Doc) Fisher, Thomas M. Deemer, and George Malanga.

Also Sydney Goodwalt, Fred Holtzman, H. William Jones, Bill DeCostas, James E. Strates, John H. Wilson, Frank C. Miller, W. O. (Bill) Page, Alton Pierson, Harry Schreiber, Claude Sechrest, Sam (Bagel) Grossbarth, Richard Coleman Al Williams, Sambo Peterson, Nick Thomas, Art Ludwig, Sam Palitz, Jack Hawthorne, Joe Payne, Morris Lipsky, Joe Galvin, Chew Erdele, Louis Zukerman, Whitey Byus, Max Glynn, Hyman Feldman, Mel Dodson, Art Lewis, Joe Bellinger, Danny Murphy, and Rhody Ridings.

Edgely, Pa., Just Fair For Vivona

SUMMERVILLE, N. J.—The last week in Edgely, Pa., near Bristol, proved just fair for the Vivona show, Amusements of America, due largely to cold and wet weather. Show had a nice highway spot but spending was not too good.

Opening day on Monday (8) was rained out. The week started slow, with hanky panks catching up nicely on Friday and Saturday (11-12). Tony Mason's revue, Stars of Tomorrow, showed its first week and did well. A half-page story with picture was run in the Bristol Courier, featuring Neil Hutton, Mason's featured dancer and emcee.

The story resulted from efforts of Don Hayman and Jack Dolan, of the newspaper. Hayman has been on the Clyde Beatty and Johnny Jones shows. Other visitors to the lot were Bill Jones, Harry Weiss, Harry Modele, Ben Levin and Jack Ryan.

Midway Mirth Reports Fair Still Dates

BARRY, Ill.—Midway of Mirth Shows, out of winter quarters since April 7, has been doing okay business despite the cold and rain. Least profitable stand of the early season was the bow at Jonesboro, Ark.

Show will play Illinois, Arkansas and Missouri, according to Tommie Davis, general superintendent, who also reported that route from here on will include all celebrations and fairs.

Staff, in addition to Davis, includes Al Achinston, ride superintendent and mechanic; Frank Lavall, mailman and agent for The Billboard; Stanley Warick, lot manager; Merry - Go - Round, Charlie Meyers; Ferris Wheel, Tiny Hall; Spitfire, Jim DuBois; Tilt-a-Whirl, Chuck Hamburger; Train and Kid Ride, Eddie Greenfield and Robert Hale.

Kiddie Jeeps are owned by F. R. Cooney; Kiddie Horse and Cart Ride owned by Harry Kimmel and operated by Junior Serber. Ride tickets handled by Billie Goodrich, Frank Lavell, Audrey Meyers, Earl Serber, Waneta Davis and Mary Freshness.

Concessionaires include Ann Tilley, Clifford Sullivan, Trudy Sullivan, Robert Cannon, Roy Spears, Kenneth Bean, Mr. and Mrs. Elwin Bulmer, Harry Kimmel, Frank Mitchel, Midge Warick, T. J. Coolidge, Steve Mitchel, Ruth Mizner, Eddie Ehron, Frank Lane, Mr. and Mrs. Ed Malbin and Denver Mowsner.

Bristol, R. I., Cele Set for Kid Hope

BRISTOL, R. I. — Town officials have awarded the midway contract for the annual Fourth of July Celebration to Kid Hope. This will be the second time that Hope has booked the fun feature for the in-town event. The dates are June 27 thru July 4.

Hope and other units operating in the Providence area for the past three weeks have found the going spotty at best with the weather the main factor. Money appears to be around and with it a willingness to spend but working hours have been limited so far.

BILL KEMP

WANTS

DROME RIDERS

ROYAL AMERICAN SHOWS

Girls—Trick and Fancy Riders. Flash White, Joe Lowery, Travis Ward, Geo. Cook, Jimmy Reed, contact me.

St. Louis, Mo., May 22 to June 3.

WANTED

For Wayside Park, Panama City, Fla.

Experienced Ride Men and Agents for office-owned Concessions. No boozers or chasers. Preference given those who drive semis. Have room for a few more Hunky Panks. We play Fairs and Celebrations after Labor Day. All answers to

JOHN B. DAVIS

SOUTHERN STATES SHOWS

Panama City, Fla.

AMERICAN READER

Capable American Reader for the season with Olson Shows. All replies to

PAT or THELMA FARRELL

Olson Shows, Hot Springs, Ark.

BELLATONI'S RIDES

Can place Ride Help for Octopus, Wheel, Chairplane, Kiddie Rides, Rolloplane, Merry-Go-Round; top wages, driving not essential. Boozers and chasers not wanted.

A. BELLATONI

41 Woodbine Ave. Newark, N. J.

Phone: Essex 3-3161

WANT CONCESSIONS

FOR FIREMEN'S STREET FAIR
New Waterford, Ohio, June 19 thru 23.

Write or Phone:

BOB KALTENBACH
P. O. Box 207 New Waterford, Ohio
Phone: Glendale 7-2455

FOR SALE**SCALES**

Platform Scales. 1 Toledo on wheels, 2 Krons. 36 and 38-inch dials. Good condition. SACRIFICE. CHEAP.

LARRY NATHAN
1502 Hawthorne St. Bronx 69, N. Y.
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MIDGET WANTED ROSE'S MIDGETS

Need 1 NEW Member for Summer Season (Boy or Girl). Experience preferred but not necessary. Write

MRS. I. ROSE
Box 177, Washington Bridge Station
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THE OKLAHOMA EXPOSITION SHOW

Now booking Concessions of all kind. Cork Gallery, Lead Gallery, Short Range or Long Range. Will book nice flashy Binge for season. Will book high-class Grind Shows or any Show of merit. Want well-framed Side Show with own equipment and transportation, also Animal Show, Fun House, Snake Show, Athletic Show. Good proposition with own transportation.

JOE STARR

This week Pawhuska, Okla.

WANTED

At Stockton, Illinois, Concessions for

ANNUAL STREET CELEBRATION

JULY 20-21-22

FRANK NIEMEYER, SEC.

Lions Club, Stockton, Ill.
(20 miles west of Freeport, Ill.)

WILL BOOK

LEGITIMATE CONCESSIONS ONLY

Short Range, Long Range, Ball Games, Hoop-Las, Clothes Pins, Pitch-Till-You-Win.

ERNE SYLVESTER SHOWS

Statesville Rd. Charlotte, N. C.

WANTED

Roll Down, Razzle, Blower, Bucket and Swinger Agents. Park opens May 26.

Wire

CHUCK DUMA

Sandy Beach Park, Russells Point, Ohio

WANT

Ferris Wheel Foreman, must drive truck. Year round work.

Moore's Modern Shows

Seminole, Okla.

MIDWAY CONFAB

Gilda Lee recently closed on 20th Century Shows and has joined Star Amusement Company to operate the Girl Show. . . . Abraham Ginsberg is operating his concessions with Pety Glynn Enterprises in the Newark, N. J., area. . . . Willie Lewis has his concessions with the Harry Heller Shows. . . . Peanuts Baker and Kokomo Slim left Newark, N. J., recently to join Hill's Greater Shows.

Women on the Harry Burke Shows recently held a baby shower for Kazar Wells Shahan, with lunch served in Mamie Sells' house trailer. Those attending were Jackie Alexander, Zelka Bush, Ann Russell, Marie Duhon, Audrey Tetta, Nora Ritchie, Bertha Allman, Hattie Mattson, Florence Woods, Mickey Young, Josephine McClenahan, Nettie Warnken, Billy Webster, Mazelle Wells, Viola Smothers, Joan Smothers, Jen Wuetherick and Shirley Billy Sells.

Fred G. England, chairman of the concessions committee at the Regina (Sask.) Exhibition and a former president of that fair, recently marked his 60th year in the jewelry business. . . . Personnel in the Francis Doran Side Show on Central States Shows include Pete

Schuch, George Choate, Jack Frost, Chuck Crawford, James Allen and Maxcine.

A housewarming was given Lou and Noval Dell on the Vivona midway, to observe their purchase of a new house trailer. They got many gifts, including a large TV set. At the barbecue dinner, with John Vivona acting as chef, were Margaret Weeks, Pauline Ryan, Betty Reno, Mickey O'Hara, Terry Bennett, Tiny Philips, Isabelle Friedenheim, Sara de Mallo, Bessie Ristik, Florence Gerard, Dorothy Dempsey, Peggy Wilson, Mrs. Mack, Martha Price, Aggie Ross, Rosita Dell, Mary Crawn, Marie Negus, Irene Bruit, Mrs. Cizm, and Mary, Suzie, Rosie and Mimi Ristik. Harry Wilson just recovered from a week-long illness, it is reported.

New members of the showmen's club in New York are Samuel P. Wexler, Charles Gorbulew, and Angelo Pepe, all sponsored by Charley Davenport. The club learned of the May 14 death of member Joseph Schubert. Members who have died since the November banquet are Sol Wahnish, December 7; Curtis L. Bockus, February 19; Herbert Pincus, March 2; Thomas J. Quiney, March 11; John J. Glynn, March 14; Albert Burt, April 19, and August Berni, who died May 1 in Bedonia, Italy.

Capt. Ted Brown has taken over the Funhouse on the Ross Manning Shows. . . . Following the close of the Cotton Carnival, Rose Merrow and Ray Adams left Memphis to rejoin the 20th Century Shows in Kansas City, Kan., with color darts and dime pitch. Leaving with them were agents Larry Prather and Curley and Peggy Favorite. Duncan Poe and Dinnie Moore are joining them in K. C.

Jackie (Jade) Lynn, who recently joined the Side Show on Gold Medal Shows, is driving a new Buick. . . . Albert Deckler joined as secretary of Frank Pepper's All-State Shows. The show did fair business at Port St. Joe, Fla., after three weeks of bad weather.

Bill Green, immediate past president of the Michigan Showmen's Association, is in Kansas City, Mo., for a month to handle publicity on the opening of another Cinerama theater there. Green is Midwest publicity director for the Cinerama organization.

Spencer A. Stine, Seat Pleasant, Md., will have the popcorn, floss, snowball and novelty concessions at the Orange, Va., Firemen's Festival, June 8-9.

SLA Pledges In Bond Sale Climb to 336

CHICAGO—Pledges to buy \$11,900 worth of bonds in the \$50,000 issue by the Showmen's League of America to modernize and furnish its new club building were received the week ending Thursday (17) to lift the total amount pledged within a few weeks to \$33,000.

Showmen affiliated with two Canadian shows, the Conklin Shows and Jimmie Sullivan's World's Finest Shows, sent in pledges aggregating \$9,900 and sent the Canadian pledges received to that point up to \$11,400.

Frank R. Conklin sent word he would buy \$5,000 worth. Dave Russell pledged \$1,000 and James F. (Jimmy) Conklin and Neil Webb each pledged \$200. These pledges, together with a \$5,000 pledge received the previous week from J. W. (Patty) Conklin, upped the total pledges from the Conklin Shows to \$11,400.

Pledges aggregating \$3,500 were received from the Sullivan show. J. P. (Jimmie) Sullivan and Al Kaufman each pledged \$1,000. Fifteen other show members pledged \$100 each. They were Hank Blade, H. Lieberman, Mike Sullivan, A. Lalumiere, A. Jameson, Pat Marco, Al Brown, Frank Eastman, Joe Beckman, George Selmer, Dave Murray, J. Perkizas, T. Procken, R. Anderson and L. Digall.

U. S. members, organizations and individuals meanwhile sent in pledges totaling \$4,500. Sam Levy Sr., and the Solomon Insurance Agency topped the U. S. pledgers, with pledges of \$1,000 each. H. Delgarian and B. Kaplan each pledged \$500. The American Legion Post 1008 advised it would buy \$300 worth of bonds. J. Yanover, N. Case, J. Weiner and Charles C. Wilson each pledged \$200 and Sam Levy Jr. pledged \$100. An additional \$1,300 in bonds were pledged by individuals who asked that their names be withheld.

HETH SHOWS

THE NATION'S MOST FUN-PAKED MIDWAY

OFFICIAL OPENING JUNE 4, MURFREESBORO, TENN.

20 FAIRS—STARTING JULY 4TH WEEK—20 FAIRS

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| CONCESSIONS | Will sell Exclusive on Photos and Long Range Gallery. Place Ice Cream Dip, Short Range, Basket Ball, String Game and other legitimate Merchandise Concessions. |
| HELP | Scenic Artist wanted at once. Ride Help in all departments who have drivers' licenses and can drive semis. Foreman for Scrambler. Caterpillar Ride Help. |
| SHOWS | If you have a Grind Show that is unusual with your own outfit and transportation, write. Harold Wetherbee wants two more Girls for Girl Revue. We furnish wardrobe and transportation. Buttons wants Talker and General Help for Monkey Show. Write at once. |

FLOYD R. HETH, Mgr.
NORTH BIRMINGHAM, ALABAMA

P. O. BOX 5515

DON FRANKLIN SHOWS

ATTENTION, SHOW OPERATORS!

Want to book Shows for our outstanding route of Fairs as follows—now showing Grand Prairie, Tex.; next week Miami, Okla.; Coffeyville, Kan., June 4-9; Topeka, Kan. (first show to ever still date on Fairgrounds of Kansas Free Fair), June 12 thru 22. Then all Celebrations and Fairs—Salem, Ill., Reunion, June 25-30; followed by Annual Week-Long Celebration, Clinton, Iowa. Fairs are Stoughton, Wis.; Faribault, Austin, Blue Earth, New Ulm and Appleton, Minn.; West Union, Iowa; Coffeyville, Kan.; East Texas District Fair, Tyler, Tex., Sept. 8 thru 15; Texarkana Four-States Fair, Sept. 17 thru 22; followed by Wharton, Rosenberg, Angleton and Refugio, Tex., Fairs.

Want Operator with Inside for Side Show. Have new 30x100 ft. Top, also 30x40 ft. Top; have good transportation for above. Will build new Banner Line and buy new Banners for good Operator. Want to book Motordrome. (Clyde Rawlings, please phone me collect.) Will book Monkey, Big Snakes, Mechanical, Illusion, Freak Animal or any Show not conflicting. No Girl Shows. H. Norman Smith, please contact me.

Will buy Walk-Thru Shows built on semis. Must be first-class; no junk. Have cash.

We carry 18 Office Owned Rides, 5 Diesel Light Plants, 6 Light Towers, 3 Performing Baby Elephants for Free Act, Publicity and Promotion Work. Lowest possible percentage to Shows with own equipment.

We have been awarded contract for the Charro Days Celebration, Brownsville, Tex., February 23 thru March 3, 1957. Contact:

DON FRANKLIN, MGR., as per route

NEW WORLD OF PLEASURE SHOWS

9 Days—MUNCIE, INDIANA—9 Days. Cranor Show Grounds, Macedonia and Seventh Streets.

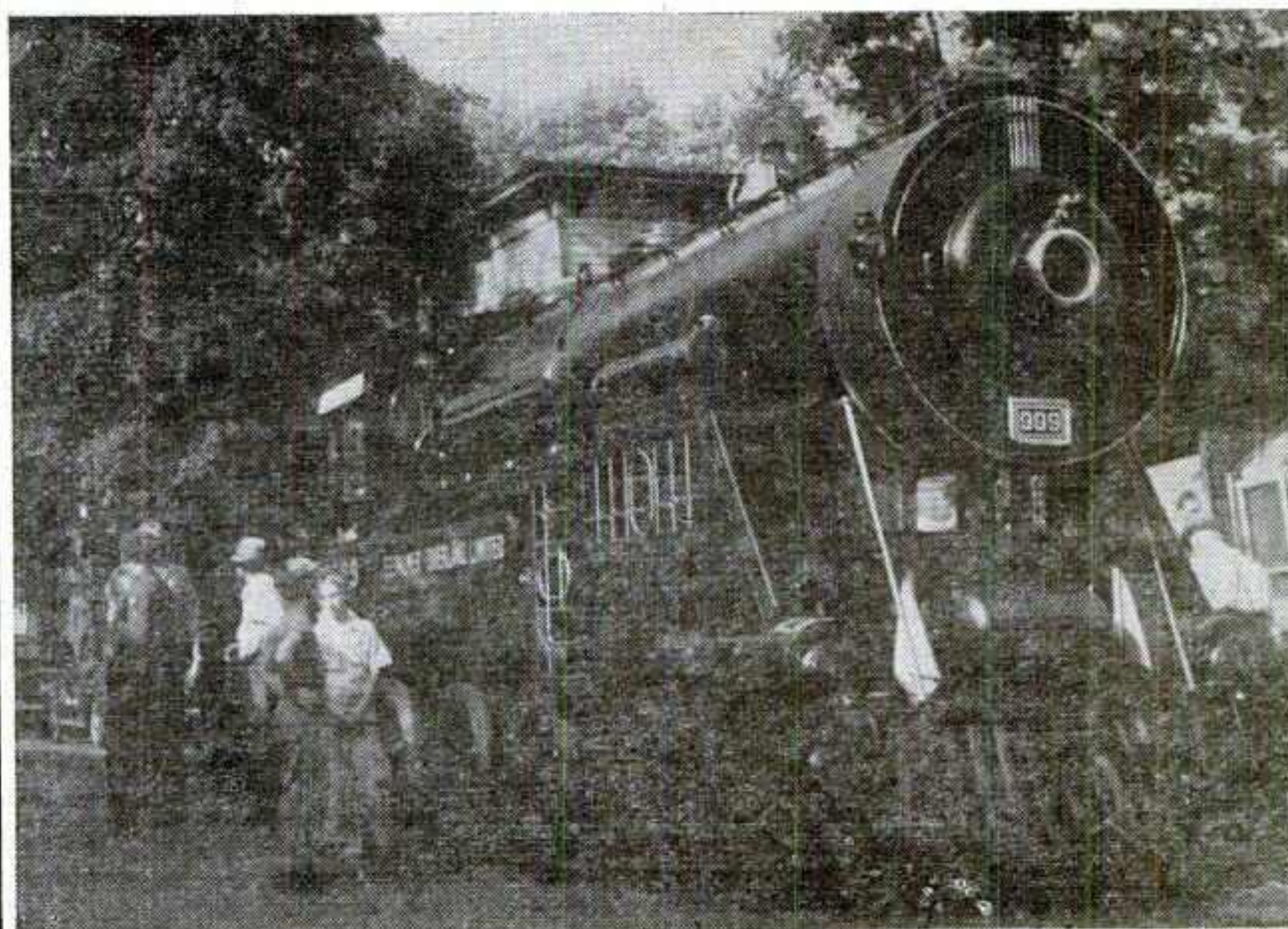
WANT CONCESSIONS OF ALL KINDS—Penny Arcade, High Striker, Balloon Darts, Tip-Over Coke, Coke Ring, Glass Pitch or any Concessions that work for stock.

SHOWMEN—Can place Grind Shows: Snake, Wildlife, Midget Horses, etc.

Pontiac, Michigan, thru May 30

WORLD OF PLEASURE SHOWS
P. O. BOX 746, DETROIT 31, MICH.
Chew, get in touch.

Your American Red Cross Is Always There After Disaster Strikes



FOR SALE AT PUBLIC AUCTION

Saturday, June 16, 1956, at 2:00 o'clock P. M., E.S.T., on U. S. Route 30 West, Wooster, Ohio, the E. E. Palmer Giant Model Locomotive and Coal Car, 40 feet long, 11 feet high, truck motor, rubber tires. See Popular Mechanics for March, 1956, pages 122-123. For information write or phone

Mrs. Jean Hartel

535 South Bever St., Wooster, Ohio

AN 3-1272

Terms: cash.



NEWARK, N. J. CIRCUS AND FROLIC NEWARK, N. J.

Circus Grounds, Frelinghuysen and McClellan Ave.

MAY 28-JUNE 2 DECORATION DAY WEEK MAY 28-JUNE 2

THE BIGGEST CELEBRATION OF ITS KIND IN THE EAST
3 MATINEES • LADIES' NIGHT • FREE ACTS • SPECIAL FEATURES

CONCESSIONS—Hankies of all kinds. Dick and Minnie, contact Dominic. Pan and Rat Games.
SHOWS—Grind Shows with own equipment, Side Show Acts, High Free Act. Must join Sunday. Gangler Bros. or any other Animal Circus, contact.

Concessions contact **DANNY DELL**, Douglas Hotel, Newark, N. J. Phone Mi. 2-5100. All others contact **JOHN VIVONA**, Perth Amboy, N. J., this week.

PENN PREMIER SHOWS
worlds • cleanest • midway

Zanesville, Ohio, Decoration Day Celebration, May 28-June 2, followed by 2 weeks in Columbus, Ohio, also featuring our big Motoramic Fair.

| | |
|--------------------|---|
| CONCESSIONS | Can place Custard, Bear Pitch, Derby Racer, Jewelry, Glass Pitches, Balloon Darts, Short Range Gallery, Photos and any other Concessions. |
| SHOWS | Can place any Show not conflicting. Can place immediately Motor Drama Talker. |
| RIDES | Can place Pony Rides or any Major Ride not conflicting. |
| HELP | Can place good, sober, reliable Ride Men who drive semis—good proposition plus bonus. |

Address all wires and mail to
LLOYD SERFASS, Owner
 Penn-Premier Shows, Athens, Ohio, this week.

ALAMO EXPOSITION SHOWS

WANT WANT WANT

FOR WYOMING'S BIGGEST AND BEST STILL DATE

SHOWS: Side Show, Athletic Show, Snake Show or any Show of merit that does not conflict. (Helen Golden, contact me. We have the route this year.) Bill Williams wants Man capable of handling Monkeys. Must drive semi. Joe Murphy wants Girls for French Casino.

RIDES: Can use a few more Second Men that can drive tractor and semi. Will book Pony and Little Dipper Rides.

CONCESSIONS: Can place Custard, Novelties, Short Range Gallery and all Hanky Panks. Bennie Glosser wants Bucket Store Agents. George Jones wants Agents for Buckets, Set-Up-Cokes, Fish Pond, Ball Game, Ball Boy for Six Cats and other Hanky Panks. Want Cook and Waiters for Cookhouse.

WE HAVE 14 FAIRS AND CELEBRATIONS COMMENCING JULY 2 AT GUERNSEY, WYOMING.

All Contact

JACK RUBACK, MGR.

Odessa, Tex., May 21-26; Portales, N. M., May 28-June 2. (Ten miles from Air Base. Pay day.)

COLEMAN BROS. SHOWS

WANT WANT WANT

SHOWS: Side Show, Monkey Show, Funhouse, Mechanical Show.

HELP: Ride Help, Second Men who can drive trucks.

STANLEY ZUREK WANTS GIRLS. GOOD WAGES, EXCELLENT TREATMENT.

Contact: **DICK COLEMAN**
 COLEMAN BROS.' SHOWS, NORWICH, CONN.

SUNSET AMUSEMENT CO.

Downtown Dubuque, Iowa, May 28 to June 3—first in where the money is. Can place High Striker, Short Range, Ice Cream, African Dip, Fish Pond, Coke Bottles, Milk Bottles, Jewelry Sales. Will give exclusive on Long Range and Photos. Can place Truck Driving Men on Caterpillar, Rocko, Dodgem, Octopus and Merry. Need Arcade, Athletic and Side Show.

MUSCATINE, IOWA, THIS WEEK; DUBUQUE NEXT

IMPERIAL SHOWS

Want Ride Men, must drive. No cars, please. Top salary, good treatment. **CONCESSIONS WANTED**—Bowling Alley, Coke Bottles, etc.

Alton, Ill., May 21-24; Veedersburg, Ind., May 26-June 2.

BILL GULLETTE

FIDLER SHOWS

Want Ride Foremen and Help on Tilt and Kid Rides. All Help must drive semis. Man to handle Bingo Top and Stock.

Legitimate Concessions and Direct Sales for annual Homecomings and Celebrations on the Streets and City Parks in Illinois.

Address: **SAM FIDLER, MGR.**, AIRPORT BRANCH, MALDEN, MISSOURI.

GLASS CITY SHOWS

Opening May 21, E. Maple & Crook Road, Clawson, Mich.; then Middle-Belt & 8 Mile, Livonia, Mich.; followed by an outstanding route of fairs and all sponsored dates.

Wanted—A few more Hanky Panks that do not conflict with what we have. Can use Bottle, Ball, Cork Gallery, Hi-Striker, Photo, Scale and Age, Add-Em Darts, Short Range, Basketball. NO gypsies, Count Stores or flats.

Wanted—Good Ride Men, good pay and sure, for Chairplane, Flying Saucer, Wheel and Merry-Go-Round; you must have a semi license. If you are a wino, don't answer, you won't last. Contact:

W. T. "BILL" HOPKINS, Mgr.
 Clawson; then Livonia, Mich.

SHRUNKEN HEADS

Made by the head hunters of Ecuador of real skin with natural hair.

\$15.00 Each
 Prepaid.
 Guaranteed.

SHAKE FARM
 Laplace, Louisiana

BE A



SEE PAGE 82

PARAKEETS

BABIES—\$1.15 each
 CARNIVAL BIRDS—85¢ each
 Shipped Daily F.O.B. Los Angeles.
 Minimum Order, 48 Birds.
GOLDEN STATE PET PROD., INC.
 P. O. Box 805 Pico, Calif.
 Phone: OXford 2-4113

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.

Royal American Opens Big

• Continued from page 69

continues here. All of the figures and carvings have been restored, and Bobby Wicks, the show's painter, has done an outstanding job of painting the figures and murals.

Tony Gresco, expert at organ repairs, is putting the finishing touches to the organ itself, and Sedlmayr expects it to be finished in time for the Davenport stand, the last still date before the show rails north to begin its swing over the Western Canadian A fair circuit.

Mounted in a new, all-steel wagon, the organ is to be spotted in the Royal's kiddieland.

The Royal American show train reflects the vast amount of work done on it at winter quarters. All of the wheels now are all steel, a change-over from cast iron. The flats all have U-type frames and all of the cars glisten with new paint.

Sleeping accommodations are substantially larger than last year as the result of the acquisition of two Pullman bedroom cars during the winter. Lockers and closets have been installed in the bedrooms of the cars and other changes made to adapt them ideally for show personnel.

A substantial increase in the number of all-steel wagons with pneumatic tires also was made in winter quarters. All of the rides, wagons and show equipment glisten with new paint. New canvas will go up at Davenport.

Visitors to the show here included Clyde (Senator) Byrd and Pat Ford, manager and concession manager respectively, of the Arkansas Livestock Show, Little Rock; Paul Olson and Louis (Stretch) Rice, owner and concession manager of the Olson Shows, and Bill Carsky, of the Casey Concession Company, Chicago.

Siebrand Signs Arizona State

• Continued from page 69

succeed Sam Dick, Yuma, who resigned.

Ralph Watkins Jr., recently named assistant secretary, declared that the fair will continue with the Miss Arizona contests.

ALAMOCORDO, N. M.—Siebrand Bros.' Circus and Carnival has been racking up fair to excellent business since it opened its season March 1 at its Phoenix winter base, P. W. Siebrand, manager, announced.

The first three weeks of the season, spent in Phoenix, produced fair business. Tucson, Ariz., played the first week on the road, yielded an excellent take with Douglas, Ariz., just fair the following week, and Clifton, Ariz., giving so-so business. At Fort Huachuca the rides, shows and concessions received a big play from the armed forces and at El Paso the next week, the people turned out in

droves and the show was held over an extra day by the sponsoring Jaycees.

The show's back-end feature, the circus, has over 20 acts under the direction of Mr. and Mrs. Poncho Roche. A total of 18 major and 12 kid rides are operating. In addition to the top man, staff includes William (Big Bill) Siebrand, who handles the rolling stock which includes two new White trucks; Hiko Siebrand, office; Pete Siebrand Jr., general overseer; Ocky Locken, ride superintendent; Chuck Cooper, neon, and Peanuts Freeman, diesels.

Front-end personnel include Billy Siebrand, photos; George Redwood, shooting gallery; Mrs. Peanuts Freeman, balloons; Mr. and Mrs. Simmy Carroll, bird and lamp wheels; Joe and Peggy Steinberg, Derby racers; Babe Gallamore, pin store and marble game, assisted by Mr. and Mrs. Kenny Thorsnes; Louie Wald, bowling alley, assisted by Sam Steffin; John Mason Stone, count store with Jimmy Hale; Sonny Freeman, bear pitch; Steve Lucas, string game; Harry Lucas, knife rack, with Paul Pasika; Lee Ritter, bingo; Mr. and Mrs. Art Frazier, 1; Mr. and Mrs. Ralph Horstman, grab stand.

Breaks Tough

• Continued from page 69

hotel porch in total darkness, caused by a storm, and broke six ribs, becoming hospitalized. Altho he is active in managing the show, the healing process is not yet complete.

A. R. (Dutch) Whiteside, concession manager, said that while the show had not yet hit a big one for his group, conditions were not as bad as they could be. Some money has been found and apparently only a break in the weather is needed for a lot more to show. Hanky panks and bingo made up the operation here.

The show is sizeable, with two Ferris Wheels, a Tilt, Merry-Go-Round and Spitfire among the major rides. Show units include a Side Show, three girl units, Motor-drome, and a couple of other lesser units.

WOM Units Set

• Continued from page 69

to the Dominican Republic was first discussed.

Bergen said it would probably take several weeks to bring the show to full strength because of the sale of units. New towers will be built to replace the ones sold. The planned replacement of rides and decorative features would give the show a new look.

Noting that the weather this spring has been particularly bad, Bergen said he was glad that he had again delayed his opening until the end of May, a practice he inaugurated several years ago.

Hollie Ritter

• Continued from page 69

owner-manager, will include Lex Ritter, general agent; Marie Ritter, secretary-treasurer, and Judy Ritter, assistant secretary. Mechanical foremen include Harvey Smith, Merry-Go-Round and electrician; Clifford Quillan, Mix-Up and lot superintendent; Dean Smith, Bomber ride; Bill Brooms, kiddie auto ride; J. B. Allen, mechanic, and D. L. Smith, sanitation department.

PARAKEETS

BABIES—\$1.10 ea.
 CARNIVAL BIRDS
 85¢ ea.

Shipped Daily. F.O.B. Los Angeles.
 Minimum Order, 48 Birds.

Durkee's Bird Farm
 8967 E. Gallatin Rd., Pico, California
 Phone: OXford 9-5210

LEGAL ADJUSTER

Place you if you know your business, sober and can follow my orders. Salary \$125.00 per week. Write:

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when answering ads . . .
 Say You Saw It in The Billboard

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Famous AMERICAN Shows
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America's Newest Midway

LAST CALL! OPENING MAY 25, LANETT, ALA.
 9 DAYS—2 SATURDAYS—MILLION DOLLAR PAY ROLL. FOLLOWED BY
 ANNISTON, GADSDEN (DOWNTOWN) AND HUNTSVILLE, ALA.

CONCESSIONS: Bingo on percentage, Cookhouse, all Hanky Panks open. Reasonable privilege. Want Head Man for Blower and Bowling Alley. Will book two Wheels. No Skillos or Spindles wanted. Johnny Reed wants Concession Help of all kinds.

SHOWS: Grind Shows with own outfits. Girl Show with or without outfit. Have Monkey Show for good operator. (Al Dameron, wire.) Pony Ride. Fun House Operator. Side Show Acts and Freak to feature.

HELP: TRUCK MECHANIC, \$100.00 a week and bonus. RIDE FOREMEN, \$75.00 a week and bonus. Also Second Men. All must be licensed Semi Drivers. Carpenter. Billposter with own transportation. Man to handle Front Gate.

WANT SENSATIONAL FREE ACT.

All replies: P. O. BOX 214 or c/o Western Union, Dothan, Ala. (Phone: 3-0976)

LAST CALL
For 500-MILE SPEEDWAY, INDIANAPOLIS,
the largest event in the country

Can place the following Concessions: Novelties, French Fries, Arcade, Derby, African Dip, Punk Rack, Basketball, Huckley Buck, Fish Pond, Coke Bottles, Short Range, Hoopla, Shiv Rack, String Game and Buckets. Willie Stief can place agents.

Can also place Pitch Concessions and Shows with own equipment. Want Motordrome. Now playing Civil Defense Exposition, Northwestern Park, Indianapolis.

PAUL MILLER
 1006 FLETCHER AVENUE INDIANAPOLIS, IND.
 Phones: MErose 2-1978; MErose 4-8551; Mobile Unit WJ53023.

KING REID SHOWS

HELP WANTED—General Superintendent—capable of full charge of equipment, maintenance, show building and getting show on and off the lot. Youth is no obstacle if you can produce. Unlimited opportunity for the right man.

WHEEL FOREMAN—For 2 Wheels—must be truck driver and fully capable of getting both wheels up every Monday. Top salary and bonus.

RIDE HELP—Second Men on all rides—must drive truck—salaries \$50.00 and \$55.00.

TALKERS—For office operated Minstrel Show and Motordrome. Tony Paradise, Duke Reynolds, Shorty Clark, please contact me.

Milford, Conn., or Phone New Haven, Conn., LU 2-4144

AMUSEMENT CORPORATION OF AMERICA
 presents the

OLSON SHOWS
 "THE WORLD'S GREATEST MIDWAY"

DUE TO DISAPPOINTMENT, CAN PLACE
 SIDE SHOW OR ILLUSION SHOW WITH OR WITHOUT EQUIPMENT, STARTING
 JULY 4 THROUGH OUR ROUTE OF STATE FAIRS.
 CAN PLACE SECOND MEN ON ALL RIDES, ALSO WORKING MEN. EARL
 CHAMBERS CAN USE MONKEY SPEEDWAY HELP. CONTACT:

PAUL OLSON, MGR.
 P. O. BOX 414 (Phone: National 4-2231) HOT SPRINGS, ARK.

JACK ROYAL AMUSEMENTS
BIG MEMORIAL DAY CELEBRATION, BEAUFORT, S. C., MAY 28-JUNE 2

Want Hanky Panks, Photos and Eats of all kinds except Popcorn and Apples. Also Grab Help and P.C. Dealers. Splinter Royal wants Bucket and 6-Cat Agents. 30,000 to 40,000 expected for Memorial Day Celebration. Allendale, S. C., this week; Beaufort, S. C., May 28-June 2; Charleston, S. C., follows. Answer:

SHERMAN HUSTED, Myrtle Beach, S. C., Phone 3293, or JACK ROYAL, Allendale, S. C.

HELLER'S ACME SHOWS, INC.

WANT Custard, Slum Jewelry, Palmistry, Hoop-La, French Fries. Want Ride Help, must be sober. All address: Jersey City, N. J., Hoboken Ave. and Cook Street. Want for Park—American Palmistry, Long and Short Lead Galleries and any Grind Concessions. Also Ride Help and good Ride Foreman—one that has the know how.

All address:
HARRY HELLER
 Bonnie's Lake Park, Route 29, Vicksburg, Virginia.

WILBER'S WOLVERINE SHOWS
 OPENING MAY 28, SOUTHWESTERN MICHIGAN.

Need Concessions of all kinds. Will book any small Show with own equipment. Will book set of Kiddie Rides and Major Rides not conflicting for season. All Celebrations and Fairs till Labor Day in Michigan. Long season south, Georgia and Alabama Fairs. All replies:

C. E. JOHNSON
 708 ACADEMY STREET, KALAMAZOO, MICH. PHONE 5-4924

GIVE TO DAMON RUNYON CANCER FUND

Peggy Wright
\$200 REWARD

For location of Peggy, former wife of Duke Wright. She was with Thomas Joyland Shows last season. For reward call collect.

George Turner
 Phone Victor 3-9888
 Oklahoma City, Okla.

IDEAL RIDES

Help Wanted—Men for new Octopus, new Wheel, new Rocket, Train, three Kid Rides. Good pay and treatment. Must drive. Rides all ready to go. James Osteen, Pete Frank, Allegretta, come on in. Opening May 28, Indianapolis, Ind. Concessions, watch next week's issue. Help, come to Hymers, Indiana.

PAUL ROBERTSON

MERRIAM'S MIDWAY SHOWS
WANT

Shows and Concessions for Columbus, Nebraska, Centennial on the Streets. 6 Days, May 28-June 2. Perry, Iowa, now.

OLD SETTLERS' DAY
& AMERICAN LEGION FESTIVAL

Columbia City, Ind., August 8-9-10-11.
 Cooding's Rides—Street Fair.
 Byron Beeber—Concessions.

FOR SALE—CHEAP

GMC Truck-Tractor, fully equipped: two-speed axle, 30-ft. Fruehauf van.

STRIEGEL EQUIPMENT CO.
 200 W. Seventh St. Galena, Kan.
 Phone: Joplin, Mo.—MA 3-4104

STEPHEN'S SHOWS

Want Hi-Striker, Basketball, Glass Pitch, Short Range, Coke Bottles, other Stock Concessions. Also Second Men on Rides who drive.

Opening Centerville, Iowa, May 24—two Saturdays; Queen City, Mo., until May 24.

WANT

Candy Man; Johnny Till, Geo. Hamilton, Jack Lee, contact. Want two more Girls for Revue, top salary. Contact

FRANK TEZZANO
 O. C. Buck Shows, Syracuse, N. Y., this week.

AGENTS WANTED

Six Cats, Color Darts, B. Pitches, Ball Game. Jack Grutell, Mike Miley, Chuck and Ray, get in touch. Open last of May.

JOHN ERNEST
 421 N. Grove St. Wichita, Kan.

WANT

Mickey O'Brien, Frenchy Moore or Goody Phillips, contact

HARRY FITCH
 Two Girl Shows, Jimmie Davidson wants Skillo, Pin Store and Razzle Agents, c/o Dument Shows, Pikeville, Tenn., this week; McMinnville, Tenn., next week.

PARADA SHOWS
WANT

Hanky Panks, Grind Shows, Ride Help, Truck Drivers and Ticket Sellers. Replies to

H. C. SWISHER, PARADA SHOWS
 Cherryvale, Kansas
 P.S.: Want to buy Ell #5 Wheel for cash.

SCHAFFER'S SHOWS
WANT

Merry-Go-Round Foreman and Second Man, Tilt Foreman, William Coaster Foreman, Rock-o-Plane Foreman. Contact

W. A. SCHAFFER
 714 So. Haskell Dallas, Tex.

WANTED

Agents for Hanky Panks. Must drive and stay sober. Contact

BOB BOLING, c/o A. R. Briggs Shows
 Main Street Crooksville, Ohio

W.G. WADE SHOWS
 WGW

— CAN PLACE —

RIDES — **KIDDIE RIDES** for the season, also 1 more major Ride. Unexcelled opportunity for the right operators.

CONCESSIONS — Legitimate Games of all kinds: Milk Bottle and Coke Bottle Ball Games, Pitch-Till-You-Win, Balloon Darts, Fish or Duck Pond and others. Have opening for Bear and Dish Pitch, Age and/or Scales, also Derby. (Max Miller, please contact. Could not reach you). Can also place Outright Sales Privileges, including Photos, Names on Hats, Ice Cream, Waffles, French Fries or what you have.

HELP — Experienced Foremen for Merry-Go-Round, Wheel, Tilt-a-Whirl, Little Dipper and Dodgem, also Second Men who are truck drivers, for all rides.

COL. LEW ALTER
WANTS — Capable Front Man who can handle all new "CAN IT BE POSSIBLE SHOW." Hoo-Doo King and Wally Miller, contact. Dwise Purden, come on. Freaks wanted. Top salary and taxi service.

All replies to
D. WADE, W. G. WADE SHOWS
 Emmett St. Show Grounds, Battle Creek, Mich., all this week.
 P.S.—Following Battle Creek we show at Kalamazoo, Mich., No. Burdick Street Show Grounds, May 28 thru June 2.

SIDE SHOW WANTED AT ONCE
 with or without own equipment.

Can place capable Manager with own outfit or will furnish new canvas and banners with transportation. Must be capable and industrious and have P.A. equipment and sufficient acts to operate. Positively no homosexuals or men who dress like women wanted. Liberal proposition to right party. All address

C. C. GROSCURTH, MGR.
BLUE GRASS SHOWS
 Terre Haute, Indiana, all this week.

WANTED
ROCK-O-PLANE AND ROLLOPLANE FOREMEN

First and Second Men on all Major Rides. Must be licensed semi drivers.

CONCESSIONS: Hanky Panks and Prize-Every-Time Games of all kinds, Age & Scales, Derby, African Dip, etc. SHOWS: Will book any good Grind or Bally Show with own equipment. Liberal percentage. All address:

C. C. GROSCURTH, Mgr.
BLUE GRASS SHOWS
 Terre Haute, Indiana, all this week.

VIRGINIA GREATER SHOWS
WANT

Photos, French Fries, Custard, Age & Scale, Cigarette Shooting Gallery, Bumper, Ball Games, Long and Short Range Gallery, High Striker and Basket Ball. Want Side Show Manager and Acts, also Annex. Want Girl Show Manager with two or more Girls. Want Snake Show and Wildlife. Concession Agents and Ride Help, come in.

Roebing, New Jersey, this week.

BEAM'S ATTRACTIONS
COMMUNITY CELEBRATION, MASONTOWN, PA., NEXT WEEK

Book Hanky Panks, other legitimate Concessions. Want Talkers and Ticket Sellers for Girl Shows and Minstrel. Need experienced Show Mechanic with tools. Good opening Concession Manager who knows business. Includes Hankys and P.C., Kiddie Ride, Fly-o-Plane and Cat Foremen openings. Contact

STEVE DECKER
 BEDFORD FAIRGROUNDS, BEDFORD, PA.

BYERS BROS.' GREATER SHOWS

Will sell exclusive on Custard or Ice Cream. Want Buckets, Six Cats, Duck or Fish Pond, Balloon Darts, Bowling Alley, Basket Ball, Roman Targets, High Striker. Right privilege. Will book any Show not conflicting, low percentage. Dutch Wilson can place Count and Peek Store Agents.

FAIR SECRETARIES IN LOUISIANA AND ARKANSAS, HAVE FEW OPEN DATES AFTER LABOR DAY.
 Address: Fort Scott, Kans., May 21-26; Pittsburg, May 28-June 2; Red Oak, Iowa, July 4 Celebration; then all Fairs and Celebrations to follow.

FOR SALE
Complete Carnival
Merry-Go-Round, #5 Wheel, Tilt, Spitfire, Octopus, Mix-Up, Kid Rides. Concessions, Office, Searchlight, Fun House, Transformers, 12 Trucks and Trailers. Have 16 Fairs that must be played. Best offer over \$16,000.00 takes it. Phone BILLBOARD, Cincinnati, for address of show.

AGENTS
Need one Agent for Roll Down who can work for stock. Work every week of season. (Pinky Pehan, call collect; want to talk to you.) All replies:
CHARLES LAMKIN
c/o Mighty Hoosier State Shows
Lexington, Ky., until June 2

WHEEL AND JENNY FOREMAN
\$80 and P.C. Use a few more Hanks, only one of a kind here. Seat Pleasant, Md., this week; Branchville, Md., next.
Charlie M., call me for better deal.
JERRY GERARD

WANTED
Ferris Wheel Foreman, \$80.00 per week. Elkton, Maryland, until June 2; Oxford, Pa., until June 9; Chestertown, Maryland, until June 18. Ride Help, come on.
VAN BILLIARD SHOWS

GOLD MEDAL SHOWS
CAN PLACE CAN PLACE
For downtown Charleston, West Virginia, May 28-June 2. Big Decoration Day Celebration.
SHOWS—Will book or buy Fun House or Glass House. Good opening for Penny Arcade, Wild Life or Motordrome.
RIDE HELP—A-1 Tilt Foreman. Want Billposter with own transportation. Also want Scenic Artist.
CONCESSIONS—Sell ex on Photos, Novelties and Hats. All other legitimate Concessions open. Wire
WM. COWAN, Welch, West Va.

JOHNNY'S UNITED SHOWS
Now playing downtown, Piedmont, Ala. Guntersville, Ala., follows.
Can place Photos, Coke Bottle, Cork Gallery, Dart Games, Hit & Miss, Buckets, Basketball, High Striker, Novelties, Parakeet Pitch and Heart Pitch. **HELP**—Agent for Foot-Long Hot Dog—must drive; Jack Cohen, please contact or come on. Riders: Foreman for Merry-Go-Round and Kiddie Rides. Must know rides and drive. Will the following men please contact: Jim Griggs, Charlie Hines and Tommy Kirkpatrick. Shows: Monkey, Snake, Illusion, Wildlife or any Grind Show of merit, starting week June 4. Girl Show Operator for office-owned Panel Front Show. Jimmie Johnson, please contact again; your letter was lost.
All replies:
JOHN PORTEMONT
Johnny's United Shows, Piedmont, Alabama.

GRAFTON, WEST VIRGINIA, CENTENNIAL
MAY 28-JUNE 2
WANT—Bingo, Lunch, Popcorn, French Fries and Waffles.
WANT—Legitimate Games, Ball Games, Arcade, Short Range, Photos, High Striker, Age and Scales, Novelties, Jewelry, Hoopla and Fish Pond. Games of all kinds working for stock.
WANT—Ride Help, First and Second Men, must drive, top salary with bonus—pay each week. Contact
Manager Tim Nolan, Buckeye State Shows
Moxahala Park, Zanesville, Ohio—Phone GL 2-8252, or George Shingleton, Chairman Centennial Headquarters, Phone 798, Grafton, West Virginia.

BIG CITY SHOWS
Columbus, Ind., May 21-26. In heart of city on V.F.W. lot.
Want Hanks Panks of all kinds (no flats). Cork Galleries, String Games, High Striker, Basket Ball, Pitch Tilt You Win, etc. Shows: Ten-in-One, Snake, Illusion or any Shows with own outfit. **HELP**: Foreman for Ferris Wheel, Merry-Go-Round, Tilt and Rollplane; Second Men on all Rides. Semi drivers preferred.
All mail and wires to J. R. McSPADDEN.
P.S.: Have 100 Kw. D.C. Light Plant for sale. Stored in Louisville, Ky. New, never been used.

AGENTS
For Razzle, Skillo and Pin Store; Man for Line-Up, Girl for Ball Game and Bucket Store Agents. Boys for Six Cat, also, Up and Down Boys. Ride Men, boys with us before, contact. Girls for Girl Show or Operator with two or more girls. Place Hanks Panks. Address:
KIRK DECKER, TENNESSEE VALLEY SHOWS
Irvington, Kentucky, this week; Fort Knox to follow.

GIVE TO DAMON RUNYON CANCER FUND

All Coleman Units Set for Conn. Festival

NEW LONDON, Conn. — Coleman Bros. Shows, which will play the 150th anniversary celebration at Meriden, Conn., the week of June 17, will go in with a full line-up of attractions. When originally booked, the date was limited to rides and shows.
The show will be the first in Meriden in some 50 years. Celebration plans are so big that Coleman plans two units, both on public park property and in town, for the week. Concessions and other show units will be booked to supplement his own.
Altho the weather has been mostly poor since the show opened its season several weeks ago, Coleman reports that business has been all right. The show has managed to open every night despite very cold weather and considerable dampness. Indications are that business will be very good when the weather improves, Coleman said.

RAS PERSONNEL:

MEMPHIS—Staff and personnel of the Royal American Shows, which opened at the Memphis Cotton Carnival here May 12-19, follows:

STAFF
Carl Sedlmayr, owner-manager; C. J. Sedlmayr, assistant manager; Robert L. Lohmar, general agent; Frank Morrissey, press agent; Walter Devoyne, secretary-treasurer; Guy Gardner, assistant secretary-treasurer; Fred Bird, office assistant; Tex Mooneyhan, mailman-The Billboard agent; Tony Williams, office watchman; Rosalie Danielson, pass box.

SHOWS
Harlem in Havana—Leon Claxton, producer; Shon McGowan, dance director-producer; Smalls Boykin, Bobby Roberts, assistant dance directors-producers; Willie Lewis, comic; Kit Kats, dance team; Gilbert Nelson, singer; Gwen Claxton, Verna Mae Smith, Laurita Harvey, Janet Patterson, Annie Jean Burnette, Doris Jackson, chorus girls. Band—Jinx Simon, leader-trombone-composer; John White, Cephus Harvey, tenor saxes; George Wash, alto sax; Felix Alexander, clarinet; Larry Costello, piano; Herbert Scott, drums; Ike Alexander, bass; Hillard Witherspoon, Darnell Edwards, Claire Alexander, transportation department; Bob Winkler, first talker; Bob Kelly, second talker; Murray Cohen, concession manager; Jack Jackson, Fred Duncan Jr., Gortell Michels, Leroy Wilson, Alexander Michens, Arthur Russell, Robert Ross.

Side Show—Dick Best, owner; Paul Wunder, manager-talker; Buster Little Finger, talker; Ted Archer, talker; Pinky Smith, Ed McStain, Tommy Blackman, George Georgeette, cashiers; Rowleigh Gardner, Pat Schumacker, Alvin Evans, bally; Louis Osenbaugh, inside lecturer; La Vonda Evans, smallest mother; Hoyt Schumacker, armless-legged boy; Zola Williams, bearded lady; Anato Hayes, anatomical wonder; Bob Melvin, two-faced boy; Nabor Felice, Indian clay sculptor; Ted Evans, giant; Bill and Mary Cain, glass-blowers; Esther Blackmon, annex; Blue and Mona, blade box; Manny Evans, Red Jones, Slim Edwards, Whitley Ross, Jack Thomas, Bill Allen, Ronnie White, Jim Wellons, canvasmen.

Motordrome—W. F. and Lolita Kemp, managers; Lew Mahs, talker; Betty O'Day, Don Davis, Joe Cupid, Joe Farris, Floyd Coleman, riders; Jim Pitcher, Elmer Ballard, tickets; Willie Simms, property man. Outlaw Town—Jack Emenheller, Mike Carmichael, Opal Gray, owners; Jess Jones, general manager; Cherokee Bill, whip-cracker, gun artist.

Illusion Show—Noel B. Lester, manager; William R. Coy, Dianne Coy, Charles Kennedy, Ida Mae Kennedy, Betty Smith, Earl Simpson.

Funhouse—Eal Hall, manager, Inky Hall, assistant manager; Jack Burger, Slippery Williams.

World's Strangest Married Couple (Fat Show)—Walter Kann, manager; Princess Lola, Prince Arthur, Baby Willie Gene; Eugene Allen, canvasman.

Sea Monster—Johnny and Jeanne Branson, owners.

Midget Horses—Johnny and Jeanne Branson, owners; Kenny Wintzel.

Snake Show—Clover Fogle, general manager; Bob Schlosser, superintendent; Clarence Peterson, tickets; Paul Mulovitch.

Glass House—Clover Fogle, general manager; Cliff Brewer, superintendent; Harry and Donna Demerest.

RIDES
Ferris Wheels—Harold Brookes, foreman; Johnny Jackson, second man; Esther Holiday, tickets; Lewis Allen, Bollie Christmas.

Round-Up—Frank Stubblefield, foreman; Geraldine Peaney, tickets; Carl Loren, Darrell Eittleman.

Looper—Johnny Glover, foreman; Margaret Johnson, tickets; Bernard White, E. R. Verdun.

Caterpillar—Ernest Evans, foreman; Margaret Glover, tickets; Frank Donahue, Earl Dixon, Thomas J. Bunn.

Roller Coaster—Warren Volk, foreman; Edna Adams, tickets; Jim Corlum, Arnold Jess.

Dodgem—Bob (Water Wagon) Garner, foreman; Tony Noreigh, tickets; James Miller, James Holiday, Ralph McKay, Jack Howard.

Roll-o-Plane—James Owens, foreman; Mary Garner, tickets; Gus C. Brown, Jesse Griffin.

Fly-o-Plane—J. O. Johnson, foreman; Anne Gross, tickets; William R. Owen.

Comet—Archie Feathers, foreman; Betty Noreigh, tickets; George Fischer, Irish Hornsby.

Octopus—Daniel Sowards, foreman; Virginia Richie, tickets; Edwin Thomas, Albert Seavey.

Twister—Frank Gross, foreman; Ruby Hall, tickets; James D. Minson, John D. Laeger.

Ghost Trail—W. Keller, foreman; Ruby Gage, tickets; Eddie Avery, Luther Jones.

Merry-Go-Round—Troy Scraggs, foreman; O. H. Wixon, second man; Dixie Dixon, tickets; Charles Kelly, Jack Drake.

Tilt-a-Whirl—Clifford Erickson, foreman; Zelda Hercha, ticket seller; Charles (Chuck) Mankus.

Scrambler—George (Whitey) Hercha, foreman; Peggy Forest, tickets; Bud Ferris, Cliff Omeclnsku.

Kiddie Rides—Earliest Morgan, superintendent; Albert Smith, Donald McCulloch. Jeeps—Robert Peaney, Lewis W. O'Neal; Sky Fighters—Roy Rodman, Walter Zabrislike; Choo-Choo—Frank T. Pierce, James Capps; Train—Sylvester Woods; Jolly Cat—Jimmy Cheppard, Hogan Brooks; Clarice Wilson, Jean Jackson, Elizabeth Mahs, Bee Avery, tickets. Pony Ride—Larry Davis, manager; Mary Anne Fisher, tickets; William Waddell; Boats & Ferris Wheel—Danny Danielson, manager; Virgil Littlejohn, Tom Littlejohn. Organ—Tony Crescio, superintendent; Hughie Vorcine, Midget Autos—Charles Cohen, foreman; Goldie Kelly, tickets; Marie Feathers, Thelma Evans, Sue Walters, relief ticket sellers.

secretary; L. B. (Hot Shot) DeMay, stock manager; L. Slim Ferrell, assistant stock man; Herman Burke, office watchman; Thomas Gough and William Wells, mid-way watchman.

Jimmie George, Pete Andrews, Al Meroo, clothes pins; Ernest Wenzlk, Ray Oakes Jr., percentage; Mike Farino, Ed Hunter Ray Harry, Nick Holub, Joe Kartchoon, Michael Seabrook, balloon darts; Evie Belew, Irene Moran, Vicky Bell, Eddie Brooks, pea pool; Benny Fields, Helen Fields, Steve Stevens, glass pitch; Mendel Lemesh, Blanche Lemesh, balloon ball game.

Joseph P. Gross, Michael A. Cassaro, Patty J. McCluskey, Frank P. Redmond, Mrs. Mildred Gordon, spot game; Blanche Ziemann, Jesse Wilhoit, Harold Kappgood, cigarette gallery; Evelyn Cain, Ann Shre, Osie Ball, ball game; James Moeller, O. H. Rogers, string game; Sam Aldrick, Dick Dickens, Claude Burchett, Elmer A. Winters, Bill Sayles, gift store; Ann Tara, Robert Swain, Evie Boatright, fish pond.

Fred Howey, William Tara, Frank Burridge, Tom Cummins, blower; Al Rossman, Louise John Santalone, Bill Cupps, pan game; Louie Leonard, Bill Bell, pitch-till-u-win; Meyer Cohen, James P. Ratcliff; Maryan Prystamski, D. Kann, George Ritch, rollo; Edward D. Walter, Thomas H. Crew, Daniel Moffett, Russell Dean, B-alley; Phillip Waddell, Anthony Burke, Earl Maddox, Morris Blumberg, six cats.

Bill Clair, Emory Ball, Johnny A. Brooks, Lloyd Guthie, mouse game; Mr. and Mrs. Jesse Norwood, Harvey Locke, Arthur Beheard, lead gallery; Mrs. C. J. Sedlmayr Jr., Jack Valle, Ruth Salamone, jewelry stands; Harry B. Julius, Tom Neyland, Coley Clanton, Jerry Garrison, sportland.

Sam Delaney, Mary Delaney, A. T. Bratton, Henry West, John Kirkpatrick; Rosie Hunter, Pat O'Brien, popcorn-apples; Mr. and Mrs. J. L. Johnson, Alice Johnson, Margaret Cobb, Margaret Milton, Jane Gilbert, ice cream stands; Mr. and Mrs. Charles McDougall, custard; Mr. and Mrs. Tony Arger, bingo; Bill Oren, Lulu Oren, Morris Hill, W. C. White, Irvine Yeatts, Al Hamrich, Bill Page, Paul Bergeron, Charles Lashen, Roy Cassidy, Tom Herrington, Edward Moore, Goldie Hampton, Chuck Murk, Red Kelley.

OPERATING DEPARTMENT
Train—Wallace A. Cobb, transportation master; Raymond Milton, assistant trainmaster; C. D. Tryon, second assistant trainmaster; John Mohr, plumber; Charles Winslow, electrician; William Niehoff, painter; William Focannun, truck driver; Huey Volsine, head chalker; Edward Sullivan, welder; Victor Larson, John Rogers, John Mohr, William Niehoff, Jake Kramer, Troy Scraggs, polers; Alex Witchyan, Mike Patello, Edward Sullivan, E. Lynn, V. Gresham, chalkers; Charles Gable, street chalker-hand car; Johnnie Brooks, street man; Tom Harrington, assistant street man.

Light Department—Thomas E. Adams, superintendent; Paul Foray, Curtis Wilson, Oela Portman, Floyd Graham, John Meyers, Joe Baldwin, C. H. Robbins, towers; Marvin Curtis, electrician; Dick Charlson, Payday Shore, diesel.

Trucks-tractors—Edward (Pop) Dailey, superintendent; John Forrest, assistant superintendent; Harry Kilne, Glenwood Durst, Irwin Painter, Charles Keoble, Charles Halestock.

Painter—Bob Wicks; Johnny (Slim) Mercer, carpenter; Leonard (Pop) Whitman, Emmett Holiday, machinists; Bill Cain, neon superintendent.

Porters (Train)—Willis Tolliver, head porter; Rosalie Butler private car maid; Isabelle Tolliver, Milton Anderson, Garfield Chambers, James Henry Cooper; G. Hamilton, C. Moore, Edward Moore, Clarence Bell, James Burgess, Ike Johnson, Willis Brown, James McCorkle.

Pie Car—W. F. (Curley) Smith, manager; L. Smith, assistant manager, Ella Buchhurts, Gypsy Gage, George Steadman, Walters; Earl Henning, chef; Frank Harwell, fry cook; Ernest Shields, second cook; Jimmy Wakely, James Ayers, dishwashers.

Bad Weather Hits Panacek

MILWAUKEE — Rain, cold, snow and fog cut into business of Belle City Amusements, which has been playing city lots here since its opening several weeks ago.
Charles Panacek, owner-manager, reported he had never before experienced such inclement weather. On the few occasions when the skies cleared and the temperature warmed, spending was good, Panacek said.
Show will leave Milwaukee the latter part of May to play the Oconto Falls, Wis., Decoration Day celebration and will then play a solid route of celebrations and fairs. Line-up includes 13 rides, 5 shows, 30 concessions, 5 light towers and a front marquee.

GAC-Hamid Pacts Spokane Gr'dstand

SPOKANE, Wash.—The GAC-Hamid "TV Discoveries of 1956" has been booked for the evening grandstand show at the Spokane Interstate Fair, August 22-26, Calvert Anderson, entertainment chairman, announced.

Weather Rough For Buck Unit

MENANDS, N. Y. — Rough weather has toughened the going for the O. C. Buck organization so far, altho the opening here was brightened by a nice Saturday matinee and night. There was a couple of nights of cold and rain but people seemed to come out regardless.

Menands date was on the Houlihan grounds, opposite Troy bridge. Buck has reconditioned his searchlights and truck-mounted them, and the units will again be on the show, it is reported.

Joining were Mr. and Mrs. Robert McClure with their wild life, Mr. and Mrs. Bob Rawling to take over the motordrome, which will be refurbished to their satisfaction and opened in Syracuse, also Wayne (Dick) Lockwood arrived from the western circuit to take over the snake show and a couple of other grind shows.

Ollis Chambers, kiddie ride foreman, is in bed with a bad cold, and Larry Marcassio, glass pitch operator, is also ill.

VANCEFORD, KY.
MEMORIAL DAY CELEBRATION
And entire week May 28 to June 2
FIREWORKS
Want Age and Scales, Coke Bottles, Photos, Long Range, Ball Games and any Concessions that work for stock. No gypsies. Want Ride Help on all Rides.
All replies to
WILLARD WITHROW
South Shore, Ky.

Vanceboro, N. C.
Marine Payday
May 21-26
Want Girl Show. I have complete new outfit for same. Will sell ex on Mitt Camp. Raffle and Skillo Agents wanted.
BUCK DENBY
Tropical Midway Shows

VALLEY EXPOSITION SHOWS
Can place Concessions and Shows. Also Ride Help, top pay, must drive. (Jack Turner, wire where I can call you.) Need Legal Adjuster. 21 Fairs and Celebrations. Address:
Victoria, Tex., now
(Queen City Park, downtown)

SHAMROCK SHOWS
Want capable Spitfire and Coaster Foreman who drive semis. Also want Hanks Panks not conflicting. Will book Grind Shows for committee money and insurance.
Sand Springs, Oklahoma, May 21-26.

MARVIN (SWEDE) KJOS
Call 3182, West Yellowstone, Montana
JIM KEYES

CALL
WANTED FOR OPENING
Charlestown, Ind., week May 28 to June 3. Concessions of all kinds. No Palmistry. Must have Grab Store and Fish Fry. Shows, come on in. No Girl. W. B. J. Shows will pull into Charlestown about May 24, then 18 spots of solid bookings. In the meantime contact W. B. JACOBS, Swanton, Ohio, or Phone LU 7-4759, Toledo, Ohio. P.S.: Can use Ride Help now at waterquarters.

BOGLE SHOWS
Want Ride Superintendent. Shows, Mechanic, Cookhouse and Hanks Panks.
All replies to
Great Bend, Kans., this week.

JOHN H. MARKS SHOWS MILE LONG PLEASURE TRAIL

Want for NEWPORT NEWS, VIRGINIA—39th St. Memorial Stadium
(First show here in years)

CONCESSIONS: Legitimate Merchandise.
SHOWS: Posing or Dancing Girls. We carry only one show of this type.
RIDE HELP: Foremen and Second Men on all Rides. Other useful Carnival Help in all departments.
ADDRESS all replies: Richmond, Va., this week; Newport News, Va., week of May 28.

PARAKEETS
GIVE-AWAY CAGES
NOW AVAILABLE

BAMBOO...\$4.80 per dozen
METAL\$7.20 per dozen

Shipped F.O.B. Los Angeles.
Cash or money order with order.

24-HOUR SERVICE
ELIOTT 9-4591

WELLS BIRD FARM
2143 South Myrtle Avenue
Monrovia, California

LION'S CLUB FUN-O-RAMA
Livonia, Mich., City Airport, 2 Saturdays and 2 Sundays, includes Decoration Day, Middlebelt & Plymouth Rd., opposite Ford Plant, May 25-June 3.

WANT legitimate Concessions of all kinds, especially want Novelties, Jewelry, Glass or China Pitch.

CAN PLACE Pit Show, Monkey Show, Snake Show, any Platform Show, Mechanical Show.

RIDE HELP—must be Semi Drivers—First and Second Men; Charles Cravenko, contact at once or JOIN IMMEDIATELY.

WADE GREATER SHOWS WGW

C. D. MURRAY, MGR.
Vermont 8-0708, 18931 Prest, Detroit 35, Mich.

Monarch
EXPOSITION SHOWS

NOW BOOKING FOR CHAMBER OF COMMERCE JUBILEE, GRANITE CITY, ILL. (CITY PARK), MAY 29-JUNE 3; FOLLOWED BY 3 OTHER CELEBRATIONS BEFORE JULY 4, AND ALL FAIRS AFTER JULY 4

Can place Hanky Panks of all kinds, Ball Games, Basket Ball, Short Range, Bear Pitch and Concessions that work for stock. No flats or gypsies. Have opening for good Cookhouse or Grab. Can place 3 Concession Agents, also 2 Second Men on rides.

E. L. WINROD, MGR.
Gillespie, Ill., this week; Granite City, Ill., next.

FOR SALE

Cookhouse, 22x24, \$2,500.00 cash; complete kitchen in low semi 1 1/2-ton straight job hauls outfit, 10x10 Sit-Down Grab Stand, small deep freeze, all in '44 Reo Van, \$750.00, 16x42 Bingo Top, new condition, \$225.00. Bogen 75-W. Amplifier and three 15-W. Speakers, \$175.00.

W. B. PORTER
13109 Reeveston Rd. Houston, Texas

PRUDENT'S AMUSEMENT SHOWS

Want Ride Men for No. 2 Unit, Foreman and Second Man for Merry-Go-Round, Ferris Wheel, Caterpillar, Coaster and Chair-o-Plane. Prefer licensed drivers; wages \$80 per week. Pay your own wire.

MIKE PRUDENT
PATCHOGUE, N. Y. Telephone: Grover 50315

I.T. SHOWS—WANT—I.T. SHOWS
For Hicksville, Long Island, Decoration Day Week.

WANT: Snake Show, Side Show, Monkey Show, any good clean Show capable of getting money. Can use Hawaiian or Mambo Show, but must be clean and not a Girl Show. Bill Taylor (Monkey Show), like to hear from you at once.
Want clean, sober Electrician who understands Diesel motors and can wire up a show. Also can use Octopus Man.

New booking for Fairs: Middletown, N. Y.; Flemington, N. J.; Mineola, L. I.; Danbury, Conn.

For Danbury will consider only Shows of high class merit—no Concessions wanted for this Fair.

Call any time after midnight and before 9 a.m., CLOverdale 2-2796.

PHIL ISSER, Gen. Mgr.
1916 Avenue K Brooklyn, N. Y.

Hannah's Amusements

Allison, Pa., May 21-26; Isabella, Pa., May 28-June 2. All Celebrations and Fairs till Labor Day.

Want Glass Pitch, Ball Games, Photos, Scales and Age, Bear Pitch, or what have you. Want Chairplane Foreman, Ride Help; drivers preferred. Want Agents for Hanky Panks. Good proposition for Flat Ride.

C. A. HANNAH
Allison, Pa., this week.

JAMES E. STRATES SHOWS, INC.

Want SCRAMBLER for now and best major Fair Route in East. Can place Boss Canvasman, meritorious non-conflicting Shows, experienced Ride and General Carnival Help. Write or wire

L. HARVEY CANN, MGR.
Philadelphia, Pa., from May 21 thru June 8.

JOHN F. REID PRESENTS
Happyland Shows
THE BEST IN OUTDOOR AMUSEMENTS

WANTED

Ferris Wheel and Tilt Foremen. Second Men on all Rides.
Semi Drivers. That's all we want and all we need.

Mt. Clemens, Michigan, May 25 to June 3. Phone: WA 1-7924, Detroit.

REID'S GOLDEN STAR SHOWS

CONCESSIONS: Hanky Panks, Balloon Darts, Bumper, Pitch-Till-You-Win, String Game, Coke Bottle, Cork Gallery, Short or Long Range, High Striker. Also will book Bingo. Donnie Chisholm wants Six Cats, Buckets, Nall Game and Wheel. Privilege right. Also Girl Show or Snake Show or what have you. Frenchie Beauyea, contact me. Benny Landit, Benny Seigel, can place you. Call in care of Chief of Police, Spring City, Tenn.

DONNIE CHISHOLM, Business Mgr.
ELMER REID, Owner

MOTOR STATE SHOWS

Flint, Mich., Annual Firemen's Celebration, Beecher Township, May 28-June 3; and continuous route of Fairs and Celebrations.

Want few more Hanky Panks, Basketball, Pottery Pitch, String Game, Bumper, Taffy, etc. Ride Men and Second Men, must drive. Want Foreman for #2 Unit—Merry-Go-Round, Roller Coaster; Second Men on all Rides, must drive. Have long season with route of Southern Fairs. Come on, will place you. We pay every week. Charley Kreckler can place Agents on Hanky Panks. All replies

JOE FREDERICK, Holly, Mich., Till May 26; then as per route.

WANTED

WOODSFIELD, OHIO, ON THE SQUARE, MAY 28 TO JUNE 2

Rides, Shows and Concessions. Will book any non-conflicting Rides. Concessions: Grab, High Striker, Balloon Darts, String Games, Short Range, Age, Scale or any non-conflicting Concessions. Shows: Committee money only. Ride Help on Wheel, Herschell-Spillman Merry-Co-Round, Chairplane and Kid Rides. No drunks considered.

A. R. BRIGGS SHOWS
MAIN STREET CROOKSVILLE, OHIO

CANADA URGENT

GRIND SHOWS WANTED
WITH OWN EQUIPMENT

Bonanza Route—Best Terms.
Wire

TOM GREEN
1284 Danfort Ave. Toronto, Canada
Phone Gladstone 3472

MERRY MIDWAY SHOWS

OPENING FIREMEN'S CELEBRATION, HOPKINTON, IOWA, JUNE 4-9.

Want Concessions—Any legitimate stock outfits, Bear Pitch, Coke Bottle, Novelties, Long Range Shooting Gallery, Age & Weight, Ride Help—First and Second Men on Wheel and Merry-Go-Round and Kid Ride Help. If married, wife can run office Concessions. Ride Help, top wages, come to Cascade, Iowa, immediately. Also must drive. Committees in Iowa—Have a few open dates in July. Independent Ride Owners—Will book or lease another ride for season. Write to

ALBERT BARKER, GENERAL DELIVERY, CASCADE, IOWA.

HOWARD BROS.' SHOWS

Want Bingo, Photos, Lead Gallery, High Striker, Basketball. Want Shows. Sailer Katzy, wire. Second Men on Rides who drive.

Week May 21, Miracle Mile, Toledo, Ohio; week May 28, Mansfield, Ohio.

FOR SALE

Rides, Light Plants, #8 Ell Wheel, all booked at celebrations, with semi trailer, sacrifice \$4,500. Double Loop-o-Plane, a dandy, \$1,000. 35 KVA Westinghouse single phase 110-220 volt Light Plant, A.C., \$1,850. 25 Kw. 110 volt D.C. on trailer, \$1,000. Portable Speedway, 35x70, with 8 hot rod cars, Briggs-Stratton, \$3,000. 10 Scooter Cars, \$25 ea. Portable Scooter Building, 35x70 ft., \$1,500.

FRED ALLEN
1400 BREWERTON RD. Phone: 64-3000 SYRACUSE 11, N. Y.

HOWARD BROS.' RIDES

Concessions wanted for Firemen's Celebrations in Pennsylvania. Can use Glass Pitch, Cone Rack, Penny Pitch, Ball Game, Darts, Huckley Buck, Basketball or any legitimate Concessions.

Westover, W. Va., Week May 21-26; Confluence, Pa., May 28-June 2.
P.S.: Also want two good Shows.

RIDE HELP WANTED

First and Second Men on Allan Herschell Merry-Go-Round, #5 Ferris Wheel, Octopus, Rolloplane and two Kid Rides. Good salary. Payday every week. No drunks. All replies to

TROY E WILLIAMS, WILLIAMS AMUSEMENT CO.
North Wilkesboro, N. C., this week; Valdese, N. C., next week.

HILL'S GREATER SHOWS

Want Ride Foremen for Tilt and Twin Wheels. Salary no object if you can produce. Need Show Builder. Jimmy Baker needs Dancing Girls with or without experience. Top salary plus bonus if you stay all season. (Tangerine, Jane Kerns and Debbie and Bob Johnson, wire.) Bob Noell, let me have your address.

18 Fairs starting last week of July. Ride Men, wire.

H. P. HILL, MGR.
Greeley, Colo., this week.

RITTER'S UNITED SHOWS

Opening June 6, Riverside, Calif., Bar-B-Q Round-Up Days Celebration. 16 Weeks of Hometown Fairs and Celebrations.

WANT a few more Concessions—Short or Long Range, Photos, Bumper, Scales, Hoop-La, Baby Ducks or any Concession that does not conflict with what we have. No Flats or Mitt Camps. Contact

HOLLIE RITTER, 130 South K St., San Bernardino, Calif. Telephone: 444132.

WANT

For Gigantic Anniversary Celebration in Colorado's Largest and Finest Shopping Center—Thornton, Colo.

Want complete Circus for June 15 and 16; set adjacent parking lot on dirt. Want Pitchmen and Demonstrators to set in display top or outside. Want Shows with unusual attractions; might consider Free Act. Celebration dates—June 13-14-15-16. Want new and novel Stock Concessions. Address:

MR. BONEBRAKE
406 BONEBRAKE'S DEPT. STORE THORNTON, COLO.

WANTED

BURDICK'S GREATER SHOWS

Opening Taylor, Texas, week May 21-24.

Man and Wife to take charge of Bingo, Help for office owned Concessions. Hanky Panks, privilege right. Shows, 25 per cent. Need Ride Help for Wheel, Spitfire, Merry-Go-Round; good salary. Will book small Cookhouse, Photo.

E. J. McDANIELS WANTS

Agent to frame and take head of Color Block, Heads and Crew for Pin Store, Alley and Skillo. Want Count Store, Bucket, Swinger and Six Cat Agents. Also Agents for Balloon Darts, Scales, Glass Pitch, Bear Pitch, Ball Game, Cork Gallery or will frame any Concession to suit Agent. One of each kind on Show.

Celebrations and Fairs start Belton, Tex., June 30; ending Houston Shrine Circus, Houston, Tex., Nov. 15. ADDRESS: E. J. McDANIELS, Room 1214, Auditorium Hotel, Houston, Tex., or Check Prescott, Legal Adjuster, Bob Hammond Shows, 6115 Gold St., Houston, Tex.

P.S.: Can use P.C. Dealers starting in Belton, Tex.

WANT FOR SUNSET LAKE PARK

Deep Creek, Va., on Route 17, South of Portsmouth.

The only Colored Park of its kind in Virginia. Rides, Shows and Concessions of all kinds not conflicting. Work everything on percentage basis. Ride Help—no ups and downs. Free Act—if you have a week open coming or going—will consider booking. Write, wire

BARNEY TASSELL
DEEP CREEK, VA.

HELP WANTED

Bingo Help and Agents wanted for route of Celebrations. Contact

JIMMY CARR, c/o A. R. Briggs Shows
Main Street Crooksville, Ohio

| STOCK TICKETS | | SPECIAL PRINTED | |
|------------------------|--------------|-----------------------|---------------|
| 1 Roll |\$ 1.50 | Cash With Order Price | |
| 5 Rolls | 4.50 | 2,000 | \$ 6.90 |
| 10 Rolls | 8.25 | 4,000 | 7.80 |
| 25 Rolls | 18.75 | 6,000 | 8.70 |
| 50 Rolls | 24.00 | 8,000 | 9.60 |
| 100 Rolls | 44.00 | 10,000 | 10.50 |
| ROLLS 2,000 EACH | | 30,000 | 15.20 |
| Double Coupons | | 100,000 | 33.00 |
| No C.O.D. Orders | | 500,000 | 133.00 |
| Size: Single Tkt., 1x2 | | 1,000,000 | 250.00 |

TICKETS
of every description
Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio

Double coupons, double price

MORRIS HANNUM SHOWS

SCHUYLKILL HAVEN, PA., MAY 28-JUNE 2. FREE GATE, ADVANCE SALE, ASSURED ATTENDANCE. ANNUAL LEGION FESTIVAL

RIDES—Flat Rides that don't conflict.
SHOWS—Girl Show with own equipment. Unborn, Wildlife, Mechanical, Motordrome, Snake. Will book or buy Monkey Speedway complete.
CONCESSIONS—Stock Concessions of all kinds. Will sell ex on Custard.
HELP—Experienced Ride Help who drive.
All replies to Morris Hannum, Colonial Hotel, York, Pa., this week; then Necho Allen Hotel, Pottsville, Pa., May 28-June 2.

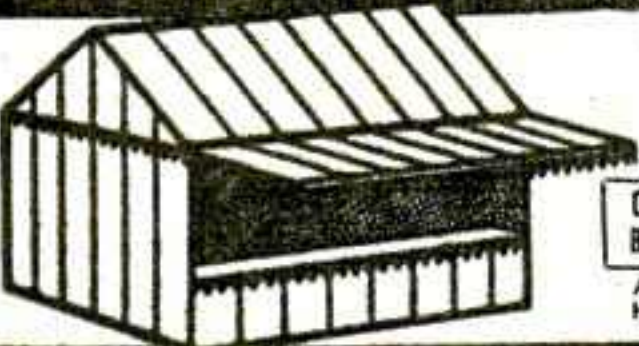
JAMES H. DREW SHOWS

West Virginia Strawberry Festival, Buckhannon, W. Va., week May 28; with long circuit of Celebrations and Fairs to follow until mid-November

CONCESSIONS WANTED—Popcorn, Jewelry, Custard, African Dip, Novelties, Cat Rack, Long Range, Ball Games, Arcade, High Striker, Basket Ball, Hats, Derby, Arcade, Bumper, Huck or any clean, legitimate Concession. **SHOWS**—Drome, Mechanical, Monkey, Glass House or any Show not conflicting. **RIDE HELP**—Can use experienced Ride Men who are licensed drivers. **WANT** Double Cannon Act for our Mammoth 4th of July Celebration. All address:

THIS WEEK, WESTON, W. VA. WIRE WESTERN UNION.

ANCHOR TENTS



The Showman's Choice
Finest Materials—40 Yrs. Experience.
Recognized as the Tent House of
FIT—STYLE—AND QUALITY

Concessions—Show Tents—Ride Tops—
Bingo—Merry-Go-Round—Cookhouse Tops
Aluminum Tent Frames—Light Weight
Hinged Legs—Slip Joints—Rustproof

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

DESBRO SHOW

Opening June 2—Clyde, New York

CONCESSIONS WANTED—Cookhouse, Long Range and all Stock Concessions.
RIDE HELP—Foreman and Second Men for '56 Tilt, Foreman for Ferris Wheel and Second Men on all Rides; must be licensed driver. **SHOWS WANTED**—Girl Show and any Show of merit.

Winterquarters now open, Hemlock Fair Grounds, Hemlock, New York.

ANGE R. DESIDERIO

650 NORTON STREET, ROCHESTER, N. Y. PHONE: CONGRESS 4270

BRISTOL, R. I.

For the best 4th of July Celebration in Southern New England.
WANTS: Hanky Panks, Photo, Grind Shows, Long and Short Range Galleries, etc. **Celebration starts June 27 through July 4. 7 BIG DAYS INCLUDING SUNDAY.**
All activities centered on Carnival Grounds in heart of town.
Navy Ships, Regular Army, National Guard and an estimated crowd of 75,000 people will be here for the Celebration.

Wire or write:

KID HOPE—LITTLE RHODY SHOWS

155 Franklin Street, Bristol, R. I. Tel. Clifford 3-7889

CARAVELLA AMUSEMENTS

FRANKLIN, PA., MAY 26-JUNE 2. FOLLOWED BY ELLWOOD CITY, PA., JUNE 4-9
CONCESSIONS: Ball Games, Photo, Novelties, all Concessions that work for stock.
RIDES: Can place Merry-Go-Round, Octopus, any major Rides and Kiddie Rides not conflicting. Can place Pony Ride.
HELP: Ride Help on all Rides, semi drivers preferred.
SHOWS: Can place Monkey Show, Mechanical City, any good Show of merit.
All Wire F. H. CARAVELLA, Franklin, Pa.

KING BROS.' SHOWS

Want Ride Superintendent, \$100.00 per week; must be reliable, no drinkers, to take charge of 5 Rides, 3 Kiddie Rides, Merry-Go-Round and Wheel, also must run Eli #3. Will book or buy Octopus. Will book Balloon Darts, Coke Bottles, Mug, Grab and Ball Games. Mary King wants Agent for 1-Ball Milk Bottle Concession. Jimmie Walker, contact at once.

Solid Fairs from July 4 to October. All replies to JOE L. KING, Mgr.; Salida, Colo., May 24-25-26-27; Antonito to follow.

BAKER EXPOSITION SHOWS

Want for Police Department Celebration, Brazil, Ind. Now booking for Olney, Ill., July 4 Celebration. Have 3 fairs and celebrations in Illinois, starting July 1. Can place Concessions of all kinds. **RIDES**: Want Tilt and Spitfire. **SHOWS**: Book for committee money. Want Girl Show week July 9-14. **HELP**: Foremen for Wheel, Jenny and Octopus at once. Second Men on all Rides. Electrician for transformer. Join a show where your work is appreciated and you are paid every week. Jack Taylor, Al Marleda, Gilbert, Carl Blackburn, Chuck Carpenter and the rest who worked for me, get in touch at once. Contact: B. NESSLER, Sullivan, Ind., this week; Rockville, Ind., to follow.

WANTED

Ride Help on all rides, First and Second Men, must drive semis. (Wilbur Girard, come on in.)
Will book Shows—Mechanical, Glass or Fun House. Want Hanky Panks of all kinds—no Mill Camps.

Bellwood, Ill., May 29-June 3; Kenosha, Wis., June 5-12; Forest Park, Ill. (Centennial), June 16-24.

BIG FOUR AMUSEMENTS

133 N. 21st Ave., Melrose Park, Ill. (Phone: Filmore 3-3751 after 8:00 p.m.)

COMING EVENTS

Arkansas
Newport—Newport Rodeo, June 14-16. Chip Morris.
California
Artesia—Dairy Fair, May 29-June 2.
Eureka—Eureka Rodeo, June 29-July 1. Ralph Barnes.
Hollister—San Benito Co. Saddle Horse Show, Rodeo & Fair, June 22-24. J. M. Leonard.
Lamont—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.
Sacramento—Horse Show, June 9-10. Irma Wiles, 3859 Woodcrest Road.
Salinas—California Rodeo, July 19-22.
San Fernando—Civic Celebration, June 6-10.
San Jose—San Jose Rodeo, May 26-27. Gene Sawyer.

Colorado
Aspen—Silver Stampede Rodeo, July 14-15. Arthur A. Pfister.
Boulder—Pow Wow & Rodeo, July 28-30. Gene Love.
Brush—Brush Amateur Rodeo & Race Meet, July 3-4. Everett E. Huitt, Jaycees.
Canon City—Royal Gorge Round-Up, June 9-10. Jim Griffin.
Colorado Springs—Pikes Peak Auto Race, July 4.
Cortez—Cortez Rodeo, June 15-17. Tom Wark.
Estes Park—Nat'l Horseless Carriage Club Show, June 22-24.
Estes Park—Kids' Jamboree, June 24. Chamber of Commerce.
Estes Park—Legion Fireworks Show, July 4.
Estes Park—Mountain & Plains Regional Appaloosa Horse Show, July 5. Chamber of Commerce.
Evergreen—Kids' Field Day and Rodeo, July 1. Frank Casteel.
Greeley—July 4 Celebration, June 30-July 4. C. L. Mayer.
Gunnison—Cattlemen's Days, July 19-22. M. J. Verzuh.
La Junta—Kids' Rodeo, June 26-28. Ward Watkins.
Pagosa Springs—Red Ryder Round-Up, July 3-4. Glen Edmonds.
Woodland Park—Ute Trail Stampede, July 20-22. Edith M. Atwell.

Connecticut
Bridgeport—Barnum Festival, June 26-July 7.
Meriden—150th-Year Celebration, June 17-23.

Florida
New Smyrna Beach—Seaside Fiesta, June 12-16. W. J. Cozens Jr.

Idaho
Plummer—Plummer Rodeo, June 30-July 1. J. R. Inescore.

Illinois
Alton—Spring Celebration, May 21-24.
Bradford—Legion Convention, June 1-3.
Chicago Soldier Field—Celebration, July 4.
Davis—Celebration, July 26-28. William Brault.
De Kalb—Centennial, July 11-16.
Farmersville—Irish Day Picnic, July 15-21.
Forest Park—Centennial, June 16-24.
Mount Vernon—Celebration, July 4.
Palmyra—Terry Park Industrial Fair, July 5-8. Oral H. Cooper.
Springfield—National Home Show, May 23-27. E. V. Smith.
Maywood—Italian Festival of Chicagoland, July 25-Aug. 5. Joseph De Serto, 1615 N. 18th Ave., Melrose Park.

Indiana
Brazil—Rotary Club Celebration, July 4.
Connersville—Legion Celebration, July 4.
Huntington—VPW Street Fair, July 30-Aug. 4. Warren C. Heeter.
(Continued on page 82)

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... by **TROUPERS**
who know **YOUR PROBLEMS!**



Marathon
MOBILE HOMES

- Styled to Stand Out
- Price Right
- Gleaming Streamlined Beauty
- Compact Convenience

Let us send you our latest MARATHON Mobile Home booklet... it's FREE. Write for it today.

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Stratford, Wisconsin

Leeright's Midway Show

WANT Hanky Panks, Ball Games; all open, come on. Agents for Hanky Panks and P.C. Grind Shows, Girl Show; good deal. John Howard, answer. Ira Burdick, Doc Snow, write me. Book Pony Ride, Sundance, Wyo., now; followed by Streets of North Dakota. Wire **J. R. LEERIGHT, MGR.**

THANK YOU

JACK W. BURKE
Mr. Hitler's Personal Armored Car for your Sportsmen Living Trailer purchase.
"Save Money With Johnny"
JOHNNY CANOLE
3000 Third Ave., Altoona, Pa.
Phones 9347 or 3-0003

JIMMIE CHANOS SHOWS

WANT—Legitimate Concessions of all kinds, Ball Games, Coke Bottle, Pitch-Till-You-Win, Long Range Gallery, Six Cats, or any other legitimate Concession.

WANT SHOWS with own equipment; especially Girl Show.
This week Richmond, Ind.; next week Anderson, Ind.

All replies to

JIMMIE CHANOS

Richmond, Ind.

ROSS MANNING SHOWS

NEWARK, N. J., NEWARK MEMORIAL PARK ON WILSON AVE., WEEK OF MAY 28 TO JUNE 2

MARDI GRAS AND CIRCUS

CONCESSIONS—Photos, Hankies, Long and Short Range, Pitch-Til-U-Win, Duck Pond, Penny Arcades, Novelties.
RIDES—Will place Kid Rides, Scooter, Rock-o-Plane, Cat.
SHOWS—Wildlife and Snake Show.

CAN PLACE FREE ACT

Write or wire

ROSS MANNING, Haverstraw, N. Y.

MIGHTY INTERSTATE SHOWS

WANT FOR CUMBERLAND, KY., MAY 28-JUNE 2; WHITESBURG, KY., JUNE 4-9.
SHOWS: Girl Shows with own equipment to join on wire. Any Grind Shows not conflicting. **CONCESSIONS**: All Hanky Panks open, also Jewelry, Novelties, Hats, Age and Weight, Long Range, Ball Games, Glass Pitches, Bear Pitches, Parakeet Pitches, Frozen Custard. Can place Cookhouse beginning week June 4 and balance of season. **RIDES**: Have good opening for any Kiddie Rides or Flat Rides not conflicting. Also good opening for Live Pony Ride. **HELP**: Want Foremen and Second Men on all Rides, top salary and bonus; semi drivers preferred. Want Bingo Caller and Countermen to join on wire. Replies to

H. B. ROSEN, c/o WESTERN UNION, HARLAN, KY.

Frank W. Babcock UNITED SHOWS

THE BIG SHOW ON THE WEST COAST WANTS EXPERIENCED HELP

Mechanic—Want A-1 Truck Mechanic with tools; must be sober and reliable. Top salary and you get it. Ride Men—Want Scooter Foreman, Ferris Wheel Foreman, good pay, good treatment. Can also place good Second Men on all Rides. Contact **F. M. SUTTON, BABCOCK UNITED SHOWS, Pasadena, Calif., May 23 to 27, inclusive, or 501 S. Los Angeles St., Los Angeles, Calif.**

BIG CITY SHOWS COLUMBUS, IND., MAY 21-28

Followed by good route, including one of the best Fourth of July spots in Michigan. Can place Hanky Panks, Ride Help on all Rides. Drivers preferred. Want Fun House and Shows. Rides that don't conflict. Also Man to take over Girl Show. Must have two or more Girls. Jimmy Ackley wants Agents for 6-Cats, Buckets, Count Store, Skillo and Nail Store. Men to up and down Concessions. All replies to **JIMMY ACKLEY, Bus. Mgr., Columbus, Ind.**

UNITED EXPOSITION SHOWS

Want for Circus Side Show—Sword Swallower, Impalement, Talkers, Half and Half. Contact James Hatfield. Want Girl Show Operator with talent, Athletic Show Operator with talent that knows how. Can place Ice Cream or Custard, also Hanky Pank Agents. Want one Second Man for Ride, must drive and stay sober. Address: **C. A. VERNON, E. Peoria, Ill., now; Waukegan, Ill. (on lake front for 10 days. Sailors' Pay Day); followed by Rockford and So. Beloit, Ill.**

DRAGO AMUSEMENT

Want for Big Opening—new Lot on Bypass in Marion, Ind. All Concessions work for stock and stock only. Also book any Show for small percentage with own outfit. This is your chance to get with the best Show in Indiana and the best route in Indiana and Illinois. This Show has but three Still Dates, beginning the first of June. The rest are Fairs and Celebrations till the first of October. Would like to hear from some reliable Person to take care of Show. We have semi 42 foot Front, has been used as Snake and Geck Show. If you have something to put in it, let me hear from you. No drunks wanted. All the people booked with me be in Marion, May 31. Also want Concessions for No. 11 Show. Get in touch with Chet Pierce at Gas City or home address, 1711 EAST MARKLAND, KOKOMO, IND.

MAJESTIC GREATER SHOWS

WANT Army Payday next week, May 28-June 2, near Fort Knox, Ky. **WANT** **CONCESSIONS**: Photo, Age & Scale, Novelties, Custard, etc. Manager for Bingo with wife for Checker. **RIDES**: Kid Rides except Auto, Merry-Go-Round Foreman and Ride Help who drive. **SHOWS**: Grind Shows with own equipment. Curly, contact. Can use you now. Contact Sam Goldstein. This week Cannelton, Indiana

WANT AT ONCE

FOR JOLIET, ILL., ANNUAL DECORATION DAY CELEBRATION
Hanky Panks that do not conflict. Ride Help on Puss, Tilt. Wheel Foreman, \$65.00, must drive semi; Spitfire Foreman, \$65.00.

BURKHART SHOWS

Joliet, Ill. (Ingalls Park); Plano and Aurora to follow.

CLIFF THOMAS AMUSEMENTS

Opening New Palestine, Indiana, June 4 to 9, sponsored by Lions' Club. This is an Annual Event—Bands, Parades and Free Acts. Hanky Panks \$26.50, come on. Bainbridge, Indiana, to follow, Volunteer Fire Dept. Have last two weeks in June open, booked solid rest of season until October 1.
Wm. H. Red Campbell, ride foreman, wants good Ride Help, First and Second Men on Merry-Go-Round, Wheels, Tilt, Octopus, Roll-o-Plane, Loop-o-Plane. Would like to have Drivers with Indiana Chauffeur's License. Will book Rides for Greencastle, Ind., 4-H Fair second week in August; Odon, Ind., Old Settlers third week in August. Any Ride we do not have. Will also book Shows for all spots. Have Roachdale, Ind., for week of July 4. This Show carries no racket or controlled games. Wire or Phone **CLIFF THOMAS, Owner and Mgr., Walnut 8-1942, 1202 West 32nd St., Indianapolis 23, Ind.**

MERCHANDISE TOPICS

A new and unusual sales promotion tool has recently been developed by Custom Displays, Inc., North Park Avenue Extension, Warren, O. Called the Magic Lantern, it is adaptable to any situation where specially treated cards or tickets may be handed out. The customer holds his card or ticket under the window in the Magic Lantern, and if the card is a winner, hidden light rays bring out the message printed on the card. Magic Lantern is gayly decorated in red and white candy stripes. The primary unit is a pale blue and the legs are black wrought iron. It can be knocked down for easy shipment. Complete with 500 cards (20 of which are winners), it costs about \$60.

Oak Rubber Company, Ravenna, O., has brought out a patriotic balloon, a red, white and blue number with new star design for holidays and political conventions. In ordering at your jobber or supplier, ask for No. 10 PSB. Oak Rubber says this balloon has flash and is a real moneymaker.

Whiting Sales Company, Inc., 9701 Kenwood Road, Blue Ash, O., says you'll draw big crowds with its Coronation comforters. This comforter features lustrous rayon taffeta covering, Dupont orlon filling, a five-year mothproof guarantee and sanitizing under ultra-violet rays. This 72-by-84-inch comforter is offered in four reversible

colors, blue rose, hunter green chartreuse, wine gold and grey flamingo. Comes in plastic bag with attractive streamer. The firm's special offer is \$4.50 each with a minimum order of 10 assorted. Sample is \$5.

Lyn White, Inc., 196 Prince Street, New York, manufacturer of gift and cosmetic novelties, plans the early introduction of Li'l Imp, nursery pincushion doll, a six-inch plastic sleeping doll with painted hair and shoes and bright satin diaper forming the pincushion. The doll is fully equipped with safety pins and is packed in both acetate containers and poly bags. To make way for other new items in the offing, the firm is closing out a quantity of assorted gift sets. The firm also manufactures a line of sachet dolls.

House of Bronze, 1467 Myrtle Avenue, Brooklyn, has announced that it is getting into full production on popular priced decorative wall clocks in sunburst, baroque, wrought iron and trivet styles, all with precision-built self-starting electric movements which are guaranteed for workmanship and material. Many of the clocks may also be had with spring-wound, eight-day guaranteed movements. The firm also features a full-size electric horse clock especially priced at \$6, available in either highlighted bronze or gold finish.

PIPES FOR PITCHMEN

By BILL BAKER

A. D. GRANT . . . the veteran talker from way back, letters from Toledo. "All pitchers and talkers should go to their library and look up a copy of the May 13 issue of the Sunday Chicago Tribune. On page one of section six you'll see a picture of the Tiger Balm Gardens in Hong Kong which were set up by some Chinese who sold Tiger Balm, a patent medicine that was guaranteed to cure anything. One wonders if his talk was anything like the chatter of the Davis Boys, Princess Lotus Blossom or Prince Nanyatte with their tiger fat salve or Whale Oil Gus with whale oil soap. If one could understand the Chinese language, it would be interesting to compare his talk with the spiels given by Yellowstone Kit, Big Foot Wallace or Doc Pattee of Kansas City. Pattee was the gent whose versatile tongue could keep a crowd standing spellbound for hours. And while we're on the subject of old-timers who have passed on, let's don't forget Dr. Layman with his terrific soap and lather."

FOR A LOT OF . . . people who have been wondering what has happened to Horace Brazill, we're pleased to report that the old boy has been prowling around the vicinity of Asheville, N. C. Not only has he revealed his whereabouts, but he also comes up with the following newsy bit. "After being sick most of the winter, Doc Blanton is back in Asheville with his flashy jewelry layout working the stock markets to good returns. Doc would like to hear from Col. W. C. Wolfe, the old-time wire worker. Charles (Suicide) Sheldon has a fine troupe of gospel singers which he is booking to full houses in western North Carolina. Just heard that old-time paper man Joe Stegall passed away last March. He had been operating a roadside market outside of Shelby, N. C.,

since quitting the sheet." As far as Horace himself is concerned, it seems that, for the past few months, he's been doing a bit of okay with the poultry and farm papers in Florida, Alabama and Tennessee.

NOW THAT SPRING . . . is in full bloom and the birds and the bees and the flowers have emerged from their winter hibernation, how about some of you members of the pitch tribe coming out of your hideouts and giving us the low down on what's been goin' on. Let's hear from Big Al Wilson, Douglas St John, M. L. (Pat) Fogerty, Red McGee, Tip and Lil Hallstrom, William G. Barnard, Murray Zuckerman, Mr. and Mrs. Archie Morris, Ruby Morris, Jerry Collins, Mr. and Mrs. Hal Halladay, Eddie Hess, Charles Parr, Bill Hocker, Mrs. Charles Ray, T. G. Bowman, W. C. Barnard, Bernie Wolf, Tom Byrne, Don Jacobs, Milton Tweed, Syd Pinkas, Jan Walmore, Bob Eustice, Jack Mulvey, H. L. Nelson, Lou Block, Fred Hibbard, Ed Brown, Bobby Marsh, R. V. Ferguson, Gerald Brookens, John G. Ralston, Jimmy McNeil, Jack Siegal, Eddie Bennett, Bill Weiss, Ray (Butterball) Coffeen, Mike Berman, Curley Hayes, Joe Joblots, Jack (Bottles) Stover, Jack Anthony, Ray Herbers, Col. Jim Barbee, Claude Faulkner, Harry Worthy, Joseph Lehr, Mary and Madeline Ragan, Joe Roush, Johnny Regan, Tom Medy, Eddie St. Matthews, Jack Curran, Jack Murphy, Mike Gunn, Charlie Halligan, Chic Denton and Fred Hudspeth.

ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant

48 assorted color — 18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
Cincinnati 26, Ohio

OAK'S New PATRIOTIC BALLOON

always big sellers... **NOW More Flash than Ever** Real Money-Makers for the HOLIDAYS and POLITICAL CONVENTIONS

ORDER No. 10 PSB From Your Jobber TODAY!

The OAK RUBBER CO.
Ravenna, Ohio

6-PIECE WATCH SET
Real Flash—Appeal . . . Loaded With Profits!

Swiss jeweled Watch, expansion band; Cuff Links, matching Tie Bar and Key Chain. In handsome plush gift box. America's lowest price.

\$4.90 ea. in lots of 6

FLASH . . . FLASH . . . FLASH
Money refunded if not completely satisfied. All watches come with 1-year guarantee.

6-PIECE WATCH SET
Swiss jeweled gold-plated Watch, sweep second hand, expansion band; Pen & Pencil Set, Cuff Links & Tie Bar. In satin-lined metal box.

\$5.75 ea. in lots of 6

Jeweled watch with expansion band **\$3.90 ea.** in lots of 6

Add \$1.00 on above prices for samples.

25% dep., bal. C.O.D., F.O.B. Chgo.
STAR SALES CO. 1391 Milwaukee Ave., Chicago 22, Ill.

SIZZLING STEAK PLATTER AND HARDWOOD CARRYING TRAY

FROM BROILER TO TABLE "SIZZLING HOT"

Sells on sight; everyone wants this quality item for home use. Cast of finest highly polished Alcoa aluminum, size 9"x13". For frying or broiling—steaks, chops, fish, ham, bacon, fowl, etc. Food will remain sizzling hot when served on these platters, retaining all their natural juices, flavor and goodness. Can also be used over direct flame, electric grill or barbecue. \$27.00 per doz. sets F.O.B. Los Angeles. Sample \$3.00. Write for circular. Fully guaranteed.

U. S. INDUSTRIES
2959 Venice Blvd., Los Angeles 24, Calif.

Make Sales SKYROCKET **New FROM CEL-MAX**

WATER-PROOF — SHOCK-PROOF Men's WATCHES

The ROCAR "Rocket"—Brand New—Beautifully Boxed . . . a sales sensation! Get in FAST while it's hot! Order a sample TODAY, \$9.75.

\$8.25

- Radium Dial
- Anti-Magnetic
- Complete with expansion band!

ALL LEATHER BOXED 6 Pc. WATCH SET

Wholesale only - with order, Balance C.O.D. Write for FREE Bargain for other Sensational Cell-Max bargains! Keep up to the minute on the Latest Buy!

Nationally Advertised

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\$5.90

Watch with Band • Matching Cuff Links • Tie Clasp • Key Chain!

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has brought on new discoveries by its author, Odessa M. Cropper . . . A new alphabet known as "OOKEYBETS" is a new method of designing for decorative art and can be placed or superimposed on fabrics, leather, paper, metal, etc. OOKEY OOK patterns comprise many things: Toys, Games, Fabrics are employed by means of dots, eyelets, lace, etc. All material is worked out and designed from the B letters in the word "OOKEY OOK" (copyrighted). A BIG PROFIT MAKER.

For full information contact **ODESSA M. CROPPER**
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It's Lifetime Powered from OUT OF SPACE! PERPETUAL MOTION!

Amazing **PRESTO-SPHERE** Operates Ceaselessly

A little engine that rotates endlessly with light as its source of power. A fantastic radiometer so sensitive that a glowing cigarette will make the motor whirl faster! A lifetime of continuous motion, requiring no lubrication, nor repairs. World's smallest operating solar engine. Formerly \$10 to \$15, now mass produced and low, low priced for fast turn-over and huge profits. Guaranteed, postpaid, insured samples; Presto-Sphere \$1.50; Paper Weight Sphere \$2; Ash Tray Sphere \$3; or set all three \$6. Profit facts and glossy photos all three. 25¢ stamps. Dealer, Jobbers, Salesmen, write: advise operations, territory.

PRESTO ENTERPRISES
R.F.D. 4, Box P-77B, MUSKOGEE, OKLAHOMA

1956 BUYERS' GUIDE

Gellman BROS.

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IT'S PACKED WITH POWERFUL PROFITS

FREE 1956 WHOLESALE 292 pg. CATALOG

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Gem sells lower, ships faster. Diamonds, Jewelry, Watches, Clocks, Luggage, Leather Goods, Appliances, Toys, Housewares. Premiums of all types. Prices guaranteed lowest anywhere. Write for your free copy today. State your business.

GEM SALES CO. 533 Woodward Detroit 26 Mich.

PITCHMEN—CARNIVAL MEN—MIDWAY MEN

When in ATLANTA, GA., visit our large showroom and warehouse.

Complete stock of Federal, Jeanette, Anchor Hocking, Hazel-Atlas, etc., in all colors of Ruby Red, Forest Green, G. I., Blue Glass, etc. Hundreds of items to choose from. Immediate shipments from our Atlanta Warehouse. Plenty of parking space—free.

LITTLE FAWN POTTERY COMPANY
Division of H. Smith Bottle Supply Co.
28 COURTLAND ST., S.E., ATLANTA, GA. PHONE: LAMAR 2123

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Pittsburg Master Painters Products

Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a real flat product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

RICHARD'S CHROME-FINISH
Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only, \$1.40 per gallon.

3-PIECE PAINT BRUSH SET
Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/4" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.00 per set.

ADJUSTABLE ANGLE WRENCH
3-pc. set, 4, 6 & 8" sizes. Quality steel. Polished heads. Red lacquered handles. Packed one set to box. Sold doz. lots only \$11.70 per doz. sets.

10-PIECE DRILL SETS. From 1/16" to 1/4" sizes. Heat treated Chrome steel twist drills. Set in recessed grooved wood self-display box. Sizes shown thru heavy duty sliding clear view front. Per doz. sets, \$7.90.

STILLSON PATTERN WRENCH
Steel. 8-inch size. Individually boxed. Per doz. \$5.40.
25% deposit—money order or bank check with order. Balance C.O.D., P.O.S. Chicago.

COOK BROS. 916 S. Halsted Chicago, Ill.

ACTS, SONGS & PARODIES

PARODIES! NOW READY. TEN SOCK numbers; five new tunes and five standards, all ten only \$5. Show-Biz Comedy Service (Dept. B67), 1613 East 29th Street, Brooklyn 29, N. Y.

YOUR MAGIC HOUR
And six other songs from our Series B Price \$1.50 for the 7

LUCKY SEVEN SONG SERVICE
136 Marsden St. Springfield 9, Mass.

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A BEST SELLER—NEW 8 COLORS SILK screened novelty T Shirts. Exclusive. Cannot be bought elsewhere. Sensational novelty. Sailor Gob Hats. World's famous French type Perfumes. 100% profits. Details free. "Husk" O'Hare, 5732 North Kenmore Ave., Chicago 40, Ill. my26

AGENTS — NEW METALLIC IRONING Board Cover. Sells on demonstration. Free sample. Quality Products, Dept. E, Box 748, Passaic, N. J. ch-my26

ASSORTED FILIGREE, PEARL, TAILORED and stone earrings, gross \$18; 3 dozen different samples, \$5 postpaid. Jacobi, Manufacturers, 1718 E. Mercer, Seattle 2, Washington. my26

ATTN! SALESMEN 11 WESTERN STATES — "only" 5¢ heavy freight charges! Sell famous name brand Appliances. Housewares, Furniture, Jewelry, Tools, Auto Accessories, Sporting Goods from Western Catalogs (64 and 350 pages). No investment, no inventory. We drop ship! General Wholesalers, Box 3058CR, San Francisco. ju2

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Eraco, Bronx 72, New York. ch-ny

EARRINGS — ASSORTED STONED AND tailored \$8 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. my26

EARRINGS! SPECIAL SUMMER ASST. ALL colors, \$1 dz.; \$10 gross. Samuel Silverman & Co., Inc., 1820 Westminister St., Prov., R. I.

FAMOUS CELLINI BANGLE BRACELETS— All colors, \$8 per gross plus postage, c.o.d. For adults. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. my26

FAMOUS MFR. CLOSEOUTS

Summer Earrings, asst. \$1.50 dz.
Stoned or tailored Earrings 2.00 dz.
Pierced Earrings on Display 1.50 dz.
Charm & Link Bracelets, asst. 1.75 dz.
Lord's Prayer Necklaces, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.75 dz.
Shorty Tie Slides, carded 1.35 dz.
Cufflinks, carded 1.25 dz.
Cameo Sets, boxed 7.20 dz.
Anklets, G.F., carded 3.50 dz.
Tie Slide Sets, asst. 4.50 dz.
Rhinstones "Miracle" Crosses, boxed 4.00 dz.
Pearl Necklaces (domestic) 1.75 dz.
Summer Sets, boxed \$4.50 & 9.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO., INC.
1820 Westminister St. Providence, R. I.

FREE CATALOG! MAKE BIG MONEY! Sell popular, sensational kits model airplanes, boats, etc. New England, B.H. 124 Empire St., Providence, R. I. my26

Did This Ad ATTRACT YOUR ATTENTION!

Use **DISPLAY CLASSIFIED**

A sure way to attract more attention and secure greater results.

RATE: \$14 per inch

Rule border permitted when using two inches or more.

IMMEDIATE DELIVERY

New Assortment of Mir. Close-Outs
Tailored Earrings & Pins \$1.50 dz.
Charm Bracelets, asst. 3.00 dz.
Pierced Earrings, beautifully gang carded 1.50 dz.
Enamel on Copper, Pin, Earrings & C/L 2.50 dz.
Men's Tie Slides & Cuff Link Sets, boxed 5.00 dz.
Floral Headbands, reg. 1.98 4.80 dz.
Cultural Pearl Necklaces, Pins 2.50 dz.
Ropes, asst. 3.00 dz.
Ladies' Stoned Rings, asst. dz. 3.00 dz.
Pin & Earring Sets, reg. 3.98 boxed 7.20 dz.

EXTRA SPECIAL!
1 gross #200 Assortment every piece different. Stoned, Plastic Sets, Boxed, Necklaces, Bracelets, Earrings, Kiddie Sets, Bibs, Chokers, Pearls. All fancy goods from large manufacturer's bankrupt stock. Values up to \$5.98.

Gross lots only. \$45 gross. All 24 Hour Service. 20% deposit with order, balance C.O.D.

KAREN ORIGINALS
45 N. Main St. Bristol, Connecticut

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. my26

NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs; cost 7¢, sell 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 926, New York 3, my26ch

NOTICE: LADIES' NYLONS, \$3 DOZEN; sheerest, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year; agents, pitchmen sell everywhere. We also manufacture a sensational four-colored bed spread on the family plan; no overhead, no labor cost; this large heavy, allover chenille spread with a three multi-colored Peacock design brings repeat orders everytime; send \$4.50 for sample Ladies' Nylon hosiery #501 is our best repeat number. Some customers have used this number for 5 years; be sure and send \$4.50 for sample dozen of #501. Send immediately. Sibert Mill, Chattanooga 4, Tennessee. ch-1fn

OPEN A CONCESSION

Parks, Summer Resorts, Hotels, Bath Houses, Dept. Stores or any where with **VIBRATING CHAIRS OR CUSHIONS** Invigorating and healthful massage. No experience required. A terrific opportunity for all year round business.

PAUL PERRY ENTERPRISES
78 Maybrook Drive Maywood, N. J.

PENNANTS

For all occasions
Send \$1 for four samples and catalog and price list; your choice of major colleges or ours.

HART PROCESSING CO.
MARINE CITY MICHIGAN

PIN AND BARRING SET—GENUINE HAND painted asst. styles and colors, \$4.95 dz. Samuel Silverman & Co., Inc., 1820 Westminister St., Prov., R. I.

RHINESTONE SETS—BEAUTIFUL HAND-

pronged summer sets, boxed, \$9 doz. Samuel Silverman & Co., Inc., 1820 Westminister St., Prov., R. I.

VOLKSHAVEN, THE FIRST SHAVER THAT uses no electricity. Name, address of United States importer, \$1. Max Saltzman, Dept. Volkshaver, 7635 Hinds Ave., North Hollywood, Calif. my26

WHIRLER MAKE BALL, WHIRL AND sing. Two for 25¢; 10, \$1.28 postpaid. Retail, 25¢ each. Sullivan, 516 Englewood Ave., Chicago.

YOU CAN SELL A NEW NONPOISONOUS Roach Destroyer, good profit, repeater. Goldwyn Smith Co., Box 11242, Tampa 10, Florida. ju2

\$20 PROFIT ON EVERY SALE. 47 PIECE Melmac Dinnerware Set retail \$50, sample \$30 postpaid. Max Saltzman, Dept. Melmac, 7635 Hinds Ave., North Hollywood, California. ju2

\$25 DAY EASY-SELLING REL-ONG, NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Mecha Manufacturing Co., Spiro 7, Oklahoma. ch-1fn

ANIMALS, BIRDS, PETS

A-1 SNAKES, LIZARDS, TURTLES
Special pet Python, 10 feet, fat and a good feeder, \$150.

ROSS ALLEN'S
1112 North Miami Avenue, Miami, Florida

ALL KINDS OF CHOICE SNAKES IN stock and ready to go. Bulls, Indigos, Boas, Whips, Racers, Cantils, Diamondback or tropical Rattlesnakes. No "worms" in our dens. Black Iguana Dragons, \$7.50; Snake Dens, \$25 up. No delay. For fast service phone Woodland 4-4218 or write Alligator Farms, Box 881, Mesa, Ariz. ju2

FAT BABY RHESUS, SPIDERS, \$30; CIN- namon, Black Ringtails, \$35; Squirrels, \$22; Woollys, \$75. Bronson Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. ju2

FOR SALE—ADULT MALE CHACMA Baboon, \$150; adult Guinea Baboons, males, females, \$125 each; white Arctic Wolves, \$225 pair; baby Black Bear Cubs, \$225 pair; Indian Water Buffalo, yearlings, \$800 pair; hand tame baby Monkeys, Military, \$65; Hona, \$45; Green, \$40; Drill Baboon, \$65; male Polarbear, two years, \$800. Meems Bros.-Ward, Sparkill, N. Y.

LARGE FRESH CAUGHT RATTLESN. FIVE to sixteen lbs. each, 75 cents lb.; Horned Owls, \$10. Lost Jungles, Rt. 3, Box 111A, Mission, Texas. my26

LEARN HOW TO TRAIN SEALS. PROFIT- able profession taught with props, animals; bookings furnished. Box C-430, c/o Billboard, Cincinnati 22, O. my26

PARAKEETS FOR CARNIVAL, 85¢ EACH. Minimum order, 4 doz. Cages, \$4.80 doz. Canaries, Flash Cages, Monkeys, Rats, Mice. Immediate shipment. Terms part cash, balance c.o.d. Estab. 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. ju9

PROF. PAMAHASIKA WILL SELL OR rent famous Cockatoo Act headquarters along with home, remaining or going to work for reliable party. Act itself is sold. Visit headquarters, any talk with the professor. Refunded, whipless Dog Act for sale, complete with props, in A-1 shape, price \$300. Will teach act to buyer. 3504-6 N. 8th St. Philadelphia 40, Pa.

SEA LIONS, LEOPARD SEALS—TRAINED or raw. Homer Snow's Sealitorium, 9734 Castlewold St., Oakland 5, Calif. Lo 2-4669. my26

SPECIAL—ELEPHANTS

Real Indian Assam female babies (Not Siamese) arriving June, large choice. We compete as usual on price and quality. Phone Whitehall 3-4073 or (after hours) NEW Rochelle 4-2096

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.
39 Broadway, New York

This is a **DISPLAY CLASSIFIED AD**
Your Advertisement Displayed
in a space this size will cost
only \$14 per insertion

BUSINESS OPPORTUNITIES

ASIA TRADE DIRECTORY, JAPAN, HONG- kong, Ceylon, India, Malaya. Single item up. \$1 today. Nippon Annex, 920 3rd Ave., Seattle 4, Wash. my26

CAPITALIZE IN BOOMING CANADA! Rush \$1 for opportunity report on Toronto, world's fastest growing city! Reliable, prompt. Ray Ireland, Publicity, 392 Bay St., Toronto, Canada.

CENTRAL STATE AMUSEMENT PARK— 12 Rides, 5 Concessions; profitable, long established, low overhead, big city. Box 100, c/o Billboard, Cincinnati 22, Ohio.

CLOSEOUTS — 850 AMERICAN LEGION Caps, 15¢; 1,500 Western Rodeo Lariats, 15¢. Wm. Leaser, 2018 Cermak, Chicago. Money Aprons, 15¢.

SALESMEN! CARNIVAL MEN! WAGON JOBBERS!

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

ASSORTMENT OF 10 for \$72.95
(Sample Watch \$8.95)

Choice Lot— Famous WATCHES, 6 for \$49
With Expansion Bands

Special Close-Out! Men's Elgin, Waltham WATCHES \$6.95
WHILE THEY LAST

Completely reconditioned. Complete with bands. Guaranteed.

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee. Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S
182 S. Main St., Memphis, Tenn.

- HOUSE TO HOUSE MEN
- PREMIUM BUYERS
- WAGON JOBBERS
- CARNIVAL MEN

Make That "Easy Buck" with these sensational values.

\$39.95 List Large 12" Electric SKILLET with Westinghouse Thermo \$7.50 ea. in Sample Lots of 6 \$8.25

EMPIRE MULTI-USE REVERSIBLE WINDOW FAN

- ADJUSTABLE — fits any window — double hung — casement — steel construction
- EXHAUSTS stale air
- FRESH AIR drawn in from outdoors
- NO DRAFTS directs air up-down-straight
- QUIET four 8" blades for maximum volume
- 110-120 V., A.C. only
- Packed 1 to carton
- Carries price tag of \$39.95

\$9.00 each in lots of 3

Sample, \$10.00 each. WE ALSO CARRY A COMPLETE LINE OF ALL SIZE FANS. C.O.D. or Cash Sales Only.

DANAL SUPPLY
1228 Vine St. Cincinnati, Ohio
Phone: MAin 1-9114

DIRECT FROM MANUFACTURER EARRINGS—

The Year's HOTTEST Earring Promotion!

Hollywood Styled Creations. Hundreds of handsome, modern designs! Completely NEW SPRING AND SUMMER STYLES! Large and small Dangles, button and clip type, tailored and for pierced ears. Pearl - Flower - Rhinestone combinations. Many \$2.00 Retailers. UNBELIEVABLY LOW PRICED at \$36.00 gross. Sample dozen, \$3.50. Also beautiful assortments at \$18.00 gross. Sample dozen, \$1.75. IMMEDIATE DELIVERY. Sold one dozen styles (assorted) to package of 144 different styles!

SEND FOR ILLUSTRATED CATALOG!

Guaranteed lowest prices. 25% deposit on all C.O.D.'s.

PACKARD JEWELRY CO.
48 West 25th Street, New York City Ch 2-0843

WE ARE MANUFACTURERS OF ALL KINDS—PULL TICKET GAMES & TIP BOOKS

Buy Direct From Manufacturers at Very, Very Reasonable Prices.

—Columbia Sales Co.—
302 MAIN ST., WHEELING, W. VA. L
Phone: Wheeling 340

NEW TWO-TONE STYLING Fully Automatic No Clip Action

Press Top to Write Press Again to Retract

\$18.72 per gross
Sample Doz. \$2.00.
REFILLS, \$7.20 GR.

Send for New 1956 Catalog

MODERN PEN MANUFACTURING CO., INC.
384 Broadway New York 13, N. Y.

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

| | |
|---|---|
| <input type="checkbox"/> Acts, Songs, Parodies | <input type="checkbox"/> Instructions, Books, Cartoons |
| <input type="checkbox"/> Agents and Distributors | <input type="checkbox"/> Magical Apparatus |
| <input type="checkbox"/> Animals, Birds, Pets | <input type="checkbox"/> Miscellaneous |
| <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Musical Instruments, Accessories |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes | <input type="checkbox"/> Partners Wanted |
| <input type="checkbox"/> Food and Drink Concession Supplies | <input type="checkbox"/> Personals |
| <input type="checkbox"/> Formulas | <input type="checkbox"/> Photo Supplies and Developing |
| <input type="checkbox"/> For Sale—Secondhand Goods | <input type="checkbox"/> Printing |
| <input type="checkbox"/> For Sale—Secondhand Show Property | <input type="checkbox"/> Salesmen Wanted |
| <input type="checkbox"/> Help Wanted | <input type="checkbox"/> Scenery, Banners |
| | <input type="checkbox"/> Tanning Supplies |
| | <input type="checkbox"/> Want to Buy |

3 Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY CLASSIFIED AD—\$1 per agate line. One Inch \$14.

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... issue.

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

SAVE \$39.25 On Your Wholesale Cost

BULOVA
BENRUS
GRUEN
ELGIN
WALTHAM

10 Ass't Watches
Sample Watch, \$9.95 with yellow exp bands
Sample Band, \$69.75 only

Reconditioned and guaranteed like new. Latest styles for men and women.

QUANTITY USERS—COME IN FOR SPECIAL PRICES

WATCH MAKERS' SPECIAL
Used Men's & Ladies' Wrist Watches, also Pocket Watches
All in running condition—
as is—
5 for \$10
Display Gift Boxes, 50c

5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD

New Big 1956 Catalog, only (refunded on your first order) **25c**

Wholesale only. 25% with order, balance C.O.D. Immediate delivery

JOSEPH BROS. 55 Wabash Ave. Chicago 3, Ill.

NEW 5" TUBULAR Glass Casting Rod, 3 stainless steel guides and tip, metal handle with cork grip **\$2.75 ea.**

Also 6 1/2" Tubular Spinning Rod **\$3.25 ea.**

CASTING ROD, 7 1/2" long, sturdy glass construction. Cork and aluminum handle **\$1.15 ea.**

4 1/2" Spin **2.00 ea.** 7 1/2" Fly Glass Rod **2.15 ea.**

In 1 dozen lots

138-PC. BAIT CASTING SET with Glass Rod and Ocean City Reel **\$2.75 ea.**

GRASS SEED Free of Crabgrass—"A blend of laboratory tested seed." High germinating. 5-lb. clear, heavy plastic **90¢ bag**

Assorted Lures, **\$3.60 per dz.** 1 doz. to box. 25% dep. with order, bal. C.O.D., O.B. Chicago.

Open Sundays
Write for **FREE Listing**
C & G SALES 1180 Milwaukee Av. Chicago 22, Ill.

12" FEATHER DOLLS. Doz. **\$2.75**

PARASOLS. Doz. **3.00**

12x18" FLAGS. Doz. **1.50**

8x12" FLAGS. Doz. **.90**

4x6" FLAGS. Gross. **4.25**

JAP FLYING BIRDS. Gross **7.20**

MANY OTHER ITEMS

OPEN SUNDAYS
25% dep., bal. C.O.D., F.O.B. Chgo

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

1/2 Carat Genuine DIAMONDS
14 Carat GOLD MOUNTING
OUR PRICE **\$99** ONLY

FREE Wholesale CATALOG

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches.

YORKMARK SALES CO., Dept. B
129 West 46th St., New York 36, N. Y.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—FLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY
1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: McOnroe 6-9520
In Business in Chicago for 37 Years

EARN \$74 WEEKLY AND UP, MAILING and distributing advertising matter. Part or full time. Mail 50¢ for outfit and instructions. Particulars, \$6, Kendex Co., Box 88, 38 Maplewood Ave., Philadelphia 44, Pa. my26

FOREIGN FIRMS SEEKING AGENTS for their merchandise names and addresses, \$2 Max Saltzman, Dept. Billboard, 7635 Hinds Ave., North Hollywood, Calif. ju9

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 33 illustrations, \$2 postpaid, Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ju9

STAY HOME, SELL MERCHANDISE by mail to women. We furnish everything. Ship your orders; big earnings. Write Johnson Enterprises, Box 1678, Raleigh, N. C. my28

SUMMER BALLROOM AND WRESTLING Arena for sale. Going business at popular resort, York Beach, Maine. Halfway Boston to Portland. No competition 25 mile radius; money-maker for 50 years. Owners wish to retire. Write Box 256, New Castle, N. H.

WHOLESALE TOBACCO & CANDY, SO. W. Louisiana. HIGH profits! Ideal loc. nr. military installation. Owner retiring. F.P.: \$6,500. Dept. #7473.

FREE BULLETINS ON ABOVE BUSINESS
CHAS. FORD & ASSOC.
87 Walton St., Atlanta, Ga.

18" CUSTARD TRAILER, ALL STEEL, insulated, walk-in cooler, complete hot and cold water system, water storage tank. Custard machine complete with condensing unit; space for other custard machine and short order grill; wash sink, floodlights, serving counter, \$3,500. Custom Built Body Shop, Camp Road, Hamburg, N. Y. ju6

42"X92" MAPLE SKATING FLOOR, BEEN used 6 weeks; 140 pair clamp Skates, \$2,000 cash. Nick Cavey, Phone 2-9060, Texarkana, Ark.

100 PAIR CLAMP ON SKATES, 15 WATT Amplifier, Mike and Speaker; few rink accessories. Sullivan, 1111 1/2 N. Washington, Kokomo, Ind.

COSTUMES, UNIFORMS, WARDROBES

ATTENTION GIRL SHOW OPERATORS, Performers, Clowns, Panels, \$3; Derbies, \$2; Clown Suits, Girl Show, Strip, Belly Costumes, accessories; Wig, white Fuxedo Coats, Tails, Rhinestones, Ostrich Plumes; Flash at lowest prices. New free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNion 3-9509.

ATTRACTIVE CURTAIN, BLUE (10X21), \$12; beautiful (8x34) satin, \$40. Bally Capes, Clown Suits, Orchestra Coats, Minstrel Suits, Wigs, Strip Costumes. Wallace, 2453 N. Halsted, Chicago.

COSTUMES—THOUSANDS TO SELECT from, singles or sets all on visible racks. Get ready for the season! You can't find better bargains or a larger stock of good used theatrical costumes. Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat. 12 to 5 p.m.

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN "READY TO EAT." New Poppers Vending machines, Warmers, popcorn one bag to carload. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. my26

SNO-CONE FLAVORS, PUNCH BASES, Fruit Acids, colors The Perfection Co., Box 204, Waco, Tex. ju2

FORMULAS & PLANS

21 POPCORN, CANDY APPLE FORMULAS, proven money-makers. Send \$1 today for formulas, catalog money-making ideas. Concession, 2916 Secor, Toledo, Ohio.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. je23

FOR SALE—SECONDHAND SHOW PROPERTY

A.B.T. AROMATIC AIR GALLERY, mounted on trailer, 6 guns and extras, plywood sides, canvas top, \$900 cash; any car can tow. Grover Korteck, 4353 Warner Road, Cleveland 5, Ohio.

BABY ELI WHEEL, LATE, COMPLETE, \$1,950. Want Junk Rides, Parts, all makes. Young's Carnival Sales, Box 721, Silver Bay, Minn.

BUILDING PLANS FOR KIDDE RIDES, Auto, Airplane, \$100; Chairoplane Boat, Handcar, \$5 each. Free Circulars. Brill, Box 875, Peoria, Ill.

CAROUSEL, ALLAN HERSHELL, 32 FT. 3 phase electric motor, fluid drive, stainless steel top. Replacement cost, \$14,000; for sale, used, good as new, \$7,000. Ansacs Realty 65 South 11 St. Brooklyn 11, N. Y. ch-ju2

CONCESSION TRAILER, NEW, 6X8 FEET, telescope top for Floss, Corn, etc., \$235 C. B. Aley, 5951 Branch Ave., Southeast, Washington 23, D. C.

FOR SALE—FRONTIER DAY'S EXHIBIT Car, first class condition. In street car type bus, all painted and lettered; only exhibit like it used only three weeks, stored in Florida. Very unique exhibit that will get money; reason for selling, other business. \$1,000 cash. Exhibit Car, Route 5, Box 321, Montgomery, Ala.

"GAY HAWAII" GIRL SHOW, BUILT ON large moving van, 45 ft. panel front; complete, \$1,000; also 90 ft. Side Show Banner Line with seven banners. Bill Shoemaker, Epy, Pa.

MANUFACTURER, REPAIR, TRADE ANY thing canvas Any size, good as new tents What do you have or want? Smith Tent, Auburn, N. Y. ju16

PORTABLE BLEACHERS, FOLDING Chairs, Tents, Tables, Lockers, Theater Chairs, Sidewalk, Generators, Searchlights. Lone Star Seating Company, Box 1734, Dallas 1, Tex.

SEAT AND EQUIPMENT BARGAIN—4,200 Riser-type Chairback Arena Seats (Ideal Seating Co.); also Steel Risers; 3,100 Amer. Seating Co., Folding Chairs; IBM Score Board; Hammond Organ; Portable Basketball Floor, Goals, etc.; Boxing Ring with lights; Ice Machinery; Hockey Equipment. In fact, everything for inside of arena. It all has to go. In lots or as package. Stadium, 2300 Turner St., Grand Rapids, Mich. my26

\$139.50 VALUE
ONLY \$69.75

10 Ass't. Men's & Ladies' WATCHES
With Expansion Band
GRUEN—WALTHAM
BENRUS—BULOVA—ELGIN
Sample Watch \$9.95. Sample Band 50¢. Reconditioned, guaranteed like new.

DISPLAY GIFT BOXES, 50c

MORE SPARKLE THAN DIAMONDS AA1 White Gem Clear Color and Brilliance, per Carat and up. \$9 Men's Yel. Gold Mountings additional \$12.50 and up—Ladies', \$9.50 and up.

Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check

Write for FREE 1956 Catalog "M"

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

LITTLE ATOM
World's Smallest Pistol
COMPLETE WITH RANGFINDER AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS

ACTUAL SIZE

Little Atom PISTOL

Dealer's **\$12.00**
Cost...
List... **\$1.95 ea.**

Actually shoots blanks with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices Also write for '56 Catalog

G & S Mfg. Co.
Dept. B, 504-506 Deaderick
NASHVILLE, TENNESSEE

P D Q—World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable camera. Write for details

P D Q CAMERA CO.
1844 W Cortez Chicago 22, Ill.

Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls

Closeouts, Etc.

SEND FOR YOUR COPY TODAY
Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.
All Phones: Franklin 2-2567

ENGRAVERS

#1382 Men's heavy chrome or gold plated on brass ident. \$24 per gross

#1381 Double Heart Aluminum, high polish \$6 per gross

#1380 Men's Aluminum, high polished \$3.50 per gross

We always have a large stock on hand. 25 varieties Idents and Rings. Largest Carnival Supply House in Western Canada. Jobbers' Price List and Samples on request.

J. K. NOVELTY CO.
446 Main St., Ponticton, B. C., Canada

STUDIO MOUNTED BUCKING HORSE with genuine hide. Three life sized Dummies, 5 minute development Camera. Acid Boxes, used 3x5 Positive Paper. Priced reasonable. Chatwoy Curley, 9323 Topanga Can. Rd., Chatsworth, Calif. ju2

TINYVILLE TROLLEY NOW ONLY \$350. Fred Smith, Richmond Hill, Ga.

TRAINS—ALL SIZES, GAUGES, TYPES, new, used trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass.

TWO NEW EVANS SET JOINTS, 1/4 GROSS indicators, \$175. Write Box 916, Winston-Salem, N. C.

Tell Your Selling Story
to
BETTER ADVANTAGE
Use Display Type and White Space.
RATE: Only \$14 per inch
This 1 1/2-inch space costs only \$21

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2, Ill. ju6

NEW 152-PAGE ILLUSTRATED CATALOG, Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiohone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. ju16

M. P. FILMS & ACCESSORIES

ATTENTION PANORAM OPERATORS
Will recondition your projectors reasonable. Fifteen years' experience.
RAY EKBLAD
Lakes Panoram Service & Parts
1905 N. Wabash Ave., Round Lake, Ill.
Kimball 6-2353

NEW RENTAL CATALOG 16MM. SOUND films. Lowest prices. Quality pictures. New film trailer service. Rogers Film Lombard, Ill. ju16

16MM. 3,000 SOUND REELS, SELL DIRT cheap. Big, new list features. Westerns, Serials, War films. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

PERSONAL
WILL MAIL YOUR LETTER FROM KALAMAZOO for 20¢; 3 view card of Kazoo for 25¢; remailed free; want ads by air mail, \$1 609 Riverview Drive, Kalamazoo, Mich.

PHOTO SUPPLIES DEVELOPING-PRINTING

A SURE MONEY MAKER THE "VICTOR" portable Direct Positive Camera. We also carry a complete line of Paper, Chemicals and Frames. Benson Camera, 166 Bowery, New York N. Y. je2

COMIC FOREGROUNDS AND BACK-grounds Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1335 Franklin, St. Louis 6, Mo. ju9

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. P D Q Camera Co. 1546 W Cortez, Chicago 22, Ill. ch-11n

PHOTOMOUNTS FROM MANUFACTURER \$25, \$30, \$40, \$57, \$5, \$10, \$11, \$100; 70 styles, 350 types; ask Department B for free samples Penn Photomounts. Glenolden Pa. ju7

PRINTING
ALWAYS LOWEST PRICES, FASTEST service. 14x22 3-color 14x22 Window Cards, \$6 hundred; 17x26 size, \$12.50; Posters for all occasions; adhesive back stickers on Bumper Strips, 4x15 inches day-glo colors, \$13 hundred postpaid; Bumper Cards, 5 1/2x26 inches, holes punched, \$6 hundred, Tribune Press, Dept. SP-56, Earl Park, Ind. ju30

1,000 EMBOSSED BUSINESS CARDS, \$3.99, postage paid. Write for free sample and style chart. Aired Williams, 5727 Tillingham, Detroit 8, Mich. ju2

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith Street, Flint 5, Mich. ju16

SALESMEN WANTED
AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 40 and 50-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality Repeats. Start without experience; men, women; full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-111, Chicago 32, Ill. my26

GOLDMINE OF 600 MONEY MAKERS—Free copy Specialty Salesman Magazine. Ask 22-B 307 North Michigan Chicago 1 ju16

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd Street, Los Angeles 3, Calif. ju16

NEW TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican, #12 sharp. Write Milt Zeis, 728 Lesley, Rockford, Ill. se25

NEWLY DESIGNED MACHINES—COM-plete line of Tattooing Supplies. Free catalog upon request. Spaulding & Rogers, Court St., Jacksonville, N. C. ju16

EARRINGS HANDMADE OF TROPICAL SHELLS
Exquisitely designed. Highlighted with imported rhinestones and simulated pearls. Fast sellers. \$6.95 per dozen postpaid, U.S.A. Money-back guarantee. Immediate delivery. EDITH FREY, 10609 Bay Pines Blvd., St. Petersburg, Florida.

WHALE OF A BUY

80¢ EACH

ONE PIECE PLASTIC HANDLE Glass Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold.

TELESCOPIC BAMBOO POLE 12-ft. length • 3 section • Fully equipped • 3 guides and full metal tip • Red lacquered wraps • Full metal clamp holder for reel • Individual clear bag sleeve • Blue Ribbon Brand. Per Doz., **\$18.00.**

SPINNING LINE Soft Monofilament • 100 yards to spool • 6 lb. test • Dupont Tynex • 12 spools packed to box • Per Doz. Spools, **\$3.00.** No less sold.

TROUT FLIES • #10 Hooks • 12 ass't. numbers mounted flies on two cork strips packed in Paulownia wood box • Box re-usable for men's cuff links and jewelry • 12 boxes total of 144 flies packed to container • Doz. Boxes, **\$4.75.** No less sold.

ALL ABOVE ITEMS ARE PROVEN WINNERS AND SPECIALLY LOW PRICED.
25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 S. Halsted St. Chicago, Ill.

FREE SENSATIONAL OFFER!

ONE GROSS SILVER TIP REFILLS (Value \$8.64)
with EVERY 5 GROSS ORDER of

OUR NEW TWO-TONE PLASTIC PEN

in beautiful color combinations and silver tip refill

or

L-50 PLASTIC PEN

in 10 different colors, gold metal cap and 14 K gold-plated clip and silver tip refill.

EACH ONLY \$18.00 GROSS
\$8.64 Gr., \$35.00 per 1,000.

Send \$4.00 for Sample Package of 12 Different Styles of Pens including Gold Metal and Chrome. Check, money order or deposit on C.O.D.'s.

Write today for free catalog.

COASTLINE PEN CO.
23 West 38th Street, New York 18, N. Y.
BRyant 9-2757
(Formerly Cosmo Pen Co.)

500 BIG GLOSSY PICTURES
(Brand New Collection)

Uncensored Poses
Private Files
of Hollywood's
Leading
Figure
Photographer

TAKE A PEEK AT THIS AMAZING OFFER

8x10's, 5x7's, 4x3's and wallet size

\$1.00 ONLY POSTPAID

You've never seen anything like this breathtaking bawdy of lovely beauties. Daring, unretouched shots of Hollywood's most gorgeous figure models in every imaginable pose. No two pictures alike. You must find the kind of pictures you like in this never-before-offered group or your money refunded without question.

PIX UNLIMITED, 1124 No 1/2 Brea Ave.
Dept. BB-5, Hollywood 38, California

--- NO RISK COUPON ---
Dept. BB-5
Pix Unlimited, Dept. Hollywood 38, California
1124 No. La Brea Ave., Dept. Hollywood 38, California
Dear Sirs: Please rush me your giant collection of 500 figure studies by return mail. I enclose only \$1.00 in full payment.
Name _____
Address _____
City _____ State _____

FREE PERFUME & 3 NO STRINGS ATTACHED
Send 3 Names, Address. Get FREE 1/4-oz. Perfume, \$10 value, with order. Entire Linaea Perfume bought at Bankruptcy. Adv. in magazines, stores. Price tagged \$22.50. Now 1 oz. in spill-proof bottle for \$2. If unhappy get money back. Keep Gifts FREE \$2 costume jewelry and men's \$2 tie to each with 2 or more orders. (14 articles, \$73 value, \$4.) Dealers wanted.

GRAND TRADING CO.
Minot 10, North Dakota

JUST BORN!
NEW 1956
HEX
CATALOG

MERCHANDISE FOR EVERY TYPE OF MIDWAY CONCESSION
LOWEST PRICES - LARGEST SELECTION

WRITE FOR YOUR FREE COPY TODAY
HEX MANUFACTURING CO.
 48 EXCHANGE ST. BUFFALO 3, N.Y.

The Famous Geneva
7 PC. MENS JEWELRY SET
 AT THE NEW LOW PRICE
\$5.95
 6 or more

Sample \$6.95
 1 Yr. Written Guarantee 25% Deposit with order, balance C.O.D.

NATIONAL DISTRIBUTING CO. 222 CALUMET BLDG MIAMI, FLORIDA

SEND FOR CATALOG
 For Engravers, Store and Fair Workers, Ring Demonstrators

25% deposit with all C.O.D. orders. Include postage with prepaid orders.
McBRIDE JEWELRY CO. 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

IDENT BRACELETS!
 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.

Milwaukee Novelty Co.
 1012 N. 3rd St. Milwaukee 3, Wis.

Take the lines of least resistance with NAME BRANDS

THE HOUSE OF NAME BRANDS

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. **WHOLESALE ONLY.** Send for free catalog.

H. B. DAVIS CORP.
 145 E. West 13th Street, New York 11, N. Y.

Direct From Indianapolis SPEEDWAY RACE SPECIALS

| | |
|--|---------|
| 18"x18" Checkered Flag, Dz. | \$ 3.00 |
| Gr. | 30.00 |
| 4"x4" Checkered Flag, Doz. | .75 |
| Gr. | 8.00 |
| Race Car Puzzle Key Chain, Card of 2 dt. | 1.60 |
| Child's Crash Helmet, Dz. | 3.00 |
| Gr. | 33.60 |
| Heavy Weight Crash Helmet w/liner, Dz. | 14.40 |
| Electric Battery Operated Race Car, Dz. | 17.50 |
| 4" Soft Plastic Race Car, Gr. | 2.60 |
| Small Binoculars, Dz. | 2.75 |
| Gr. | 28.80 |
| Medium Binoculars, Dz. | 6.00 |
| Gr. | 60.00 |
| Large Binoculars, Dz. | 9.00 |

Include postage with order.
 25% deposit with C.O.D. order.

KIPP BROTHERS
 Wholesale Distributors Since 1880
 240.42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

"You're not the wheel we thought you were, Ferris."
 —George Schindler, 1613 E. 29th St., Brooklyn 29, N. Y., winner, May 5 issue GAGSTER Cartoon Contest.

WANTED TO BUY

WANTED - MERRY-GO-ROUND, EITHER as purchase or as concession. Write Western Development Museum, 1839 11th St., W. Saskatoon, Saskatchewan, Canada.

WANTED - PROFESSIONAL SIZE ROUTE Wheel & Table, Evan's Big Six, Race Horse and Mutual Wheel. 810 Broadway, Toledo 9, Ohio.

WANTED TO BUY - 1500 WURLITZER Paul Macell Music Co., Frontenac, Kan.

WANTED - 2B OR 3B CAROUSEL, 2A Gauge Train, Kiddie Rocket and Boat Ride. Bruce McDonagh, 7315 Hart Rd., Saginaw, Mich.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. **RATE: 20c a word—Minimum \$4. CASH WITH COPY**

Forms Close Thursdays for the Following Week's Issue

BOOKER FOR BAND DEPARTMENT MAJ- or agency. Salary, dependable future; replies held confidential; send photo, references, experience, etc. Box C-437, c/o Billboard, Cincinnati 22, Ohio. **ju2**

DANCE ORCHESTRAS OR DANCE OR- chestra Leaders to organize and operate traveling orchestra. Leading agency needs more attractions. Send all details including photos to Box C-438, c/o Billboard, Cincinnati 22, Ohio. **ju2**

FOREMAN FOR #5 ELI WHEEL AND GEN- eral ride help. Must drive; top wages. Contact Phil Danielle, Box 65, Solvay, N. Y. **my26**

PART TIME JOB—FULL TIME INCOME. Enough money to carry you until you get that starting role. Enough time to make the rounds. This is the best bet ever. 1440 Broadway, Room 1170, LO 4-4331, Ext. 4, New York, N. Y.

PIANO-COMBO LOCATION, \$100 MINI- mum. Write past experience, all pertinent information. Box C-439, c/o Billboard, Cincinnati 22, Ohio.

WANTED - MEDICINE SHOW PEOPLE, those playing own accompaniment preferred. State what you can and will do; name your salary. Write Rosacci Medicine Co., 3817 Beausiv, Metairie 20, La.

WANTED - MUSICIANS. LARGE TRAVEL- ing swing band, coast to coast. Include phone number. Dick Mango, 847 East Colfax, Denver, Colo. **ju2**

WANTED - MUSICIANS FOR REPLACE- ments on organized commercial dance band. Guaranteed weekly salary, no lay offs. If you drink don't answer this ad. Del Clayton, 1611 City National Bank Bldg., Omaha 2, Neb. Phone Ja. 7485. **ch**

WANTED - TRUMPET MAN DOUBLING vocals, commercial, jazz, read, fake; good habits, permanent location; consider others. "Ikey" Small, Club Trionan, Owensboro, Ky. Mu 3-9233.

WANTED - YOUNG PIANO MAN, MUST play modern jazz, commercial, read, experienced; location. Don't misrepresent. Leader, 108 South Franklin, Mobile, Ala.

AT LIBERTY
ADVERTISEMENTS
 5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue.

CIRCUS & CARNIVAL

BERTIE LEPAIGE—HALF AND HALF FOR side show annex; flashy wardrobe, clean worker; make own openings; B.C. only. B. LePaige, c/o Billboard Letter List, Cincinnati 22, Ohio.

FANNIE BLAIS—THE DIFFERENT HALF and Half. Experience, ability; can do openings. Will go anywhere. Jack Bragdon, 313 West 77th St., New York. **my26**

INDOOR AND OUTDOOR CIRCUSES, fairs, rodeos; Its Wild Horse Harry's trick and gun shooting cowpony (Montana Babe), Sherwood, Ohio. **my26**

MISCELLANEOUS

AT LIBERTY—ARRANGER, EXPERIENCED in all types of work. Willing to work through the mail. Albert Levy, 1780 E. 13th Street, Brooklyn 29, N. Y.

AVAILABLE TO SOMEONE "BEHIND Those Doors." Experienced training and presenting professional and amateur talent past nine years. Seeking reputable connections to continue, and expand, in what I know and like. Bondable, sober, serious, reliable. Handle any details; routing, staging, business, success. Money no objective as I have can opener. Nothing fast or shady. I've already heard from you. Present commitments expire Sept. 1st. Professional and character references. No preferred territory. Go anywhere for right opportunity. Box C-435, c/o Billboard, Cincinnati 22, Ohio. **my26**

ELECTRUCOR, WONDERFUL CHART, GUI- tarist, new yodel, vibrations, writer, poetical. Occasional, churches, medicals, theatricals, etc. Lehner's, 1615 Reams, Pittsburgh 33, Pa.

HOTTEST ATTRACTION IN SHOW BIZ TO- day. World famous Hypnotist now available for immediate bookings: Theaters, Nite Clubs, Fairs, Fund Raising Affairs. Contact Morton Greene, 1200 Euclid Ave., Miami Beach, Fla. **ju9**

REGISTERED NURSE OPEN TO OFFERS, seeking country relocation, prefer Connecticut vicinity New York; married, trustworthy, sincere, 38 years young (saw circuit days). Details Box C-439, c/o Billboard, Cincinnati 22, Ohio. **ju2**

MUSICIANS

AT LIBERTY AFTER JUNE 2. COLORED, versatile musical act, vibra and piano, featuring 12 year old prodigy. Will travel with white or colored show. Write or wire Musician, 115 W. Park Ave., Columbia, Mo.

AT LIBERTY—ALL GIRL COLORED BAND of 14 and singer for radio; would like a sponsor. Miss Marion Freeman, 279 Legion Ave., New Haven, Conn. No traveling, all girls, musicians of New York girls.

AVAILABLE IMMEDIATELY - TENOR, clar., violin; read, fake; all styles, experienced. Big band or combo. Write Mike Johnson, 912 S. Walnut St., Brazil, Ind.

DRUMMER—EXPERIENCED; READ WELL, play shows, all styles and Latins. Prefer location. Dick Gierum, 1941 West Nichols Road, Detroit 3, Mich. Telephone University 4-4237. **my26**

DRUMMER, EXPERIENCED, UNION, GOOD beat, cut shows. Would like small group; neat appearance, good habits; location only, prefer South or Southwest. Available June 12. Musician, 587 South Ave., Toledo, Ohio.

ELECTRIC GUITAR—LEAD OR RHYTHM, double piano, fake or read chord symbols and treble clef only; well experienced, pop, Latins, etc.; good voice, male, white, union; small combos and location jobs preferred. Musician, Box C-415, c/o Billboard, Cincinnati 22, Ohio. **ju2**

ESTABLISHED SIX PIECE COMBO DE- sires summer location. Pee Wee Hunt style, union. Features special arranged numbers plus our new electric piano stylings. Cuts shows, instrumentation. Piano, Drums, Bass, Trumpet, Saxophone (doubling all reeds) and Trombone. Contact Paul Wireman Orchestra, 32 Garfield Street, Watertown, Mass. Phone Watertown 4-7748.

FOUR OR MORE PIECE WESTERN BAND, rhythm, singer accordion, take off or steel guitar. Girl fiddle player, also sing; free to travel; all replies answered. Contact letter or telegram. Musician, 1201 13th St., Sioux City, Iowa.

GIRL TENOR SAX, CLARINET, AVAIL- able; location or travel; union; have car. Band and combo experience. Box C-433, c/o Billboard, Cincinnati 22, Ohio. **my26**

ORGANIST, PIANIST AND ACCORDION- ist, 20 years' experience in all types of music. Have own equipment. F. E. Bazaar, 4056 West Washington. Phone Be. 3878, Indianapolis, Ind. **my26**

TENOR-CLARINET AVAILABLE MAY 27— Commercial band, combo, good reader, references, good appearance. Contact Ralph Hockaday, Nueces Hotel, Corpus Christi, Texas.

TRUMPET MAN, EXPERIENCED, GOOD tone, read, married; desires good steady job. Available June 3. Don Lewellen, 1405 Sixth, Charleston, Ill.

TRUMPET—AVAILABLE JUNE 1. READ, fake, wide experience. College graduate and seeking permanent job. Rex Perrin, 806 Mulberry, Denton, Tex. **my26**

TRUMPET MAN, UNION. SECTION WORK, no lead, no jazz. Will travel, but no sleep. Experienced on commercial bands. Sober, reliable. Art Athey, R. D. #3, Madisonville, Ky. **my26**

TRUMPETER—CONCERT, DANCE, READ, fake, sing. Good soft commercial; married. Prefer summer resort deal. Creighton, 4022 S. Trail, Sarasota, Fla. **ju9**

WELL ORGANIZED TENOR BAND AVAIL- able for resort or other location for August. Sweet, Dixie, vocals, rumbas, etc.; 3 saxes, 2 trumpets, trombone, piano, drums. Contact Roy Ellis, 213 N. 20th, Mattoon, Ill. **ju2**

4 PIECE CHA CHA CHA BAND. WE CUT shows, play society music. Open for good summer engagement. Don Pasquale, Manhattan Tower Hotel, Broadway & 76th St., New York 24, N. Y. Tel.: SU 7-1900. **ju2**

4-PIECE COMBO, READY TO TRAVEL. Union. Dancing with a modern beat, ideal. Photos and audition tapes available. Contact Gary Elton Quartet 143 Sheldon, Iowa State College, Ames, Iowa.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. **ju16**

UNICYCLING, JUGGLING, MAGIC AND MC. Now filling summer dates; write for pictures and particulars. Lee & Rita, Toulon, Illinois.

LAVENDER "SACHET" BASKETS

hold dried lavender flowers to give midlady's boudoir a delightful fragrance! A 12 months' gimmick . . . and good! Buy at 11¢, sell at 70¢ to \$1.00.

Aroma of lavender perfume flash draws 'em in! All baskets guaranteed perfect. **BASKET PRICE (F.O.B. Seattle) - \$110 per 1,000, \$21.60 per gross. Lavender - \$5.00 for 5 lbs. Sample 25¢. 1/3 deposit, balance C.O.D. Write for full information.**

SHERFY'S LTD
 2126 BOYER SEATTLE, WASH.

Beautiful Genuine Dupont Plastic NEW False Plates
MADE FROM YOUR OLD LOOSE PLATE One Day Service.

No Impression Needed AT LAST—a new revolutionary False Plate Duplication System that saves you money! Actually transforms your old loose, uncomfortable, cracked or chipped plate into a new, comfortable fitting, lustrous natural-pink lightweight Dupont Plastic Plate, using same teeth or with new, natural-shaped, matched teeth. Once again—you may know false plate wearing happiness. Broken, cracked plates repaired; missing, broken teeth replaced.

SEND NO MONEY! Write today for FREE details and simple instructions to follow. If plate is loose, to MAKE IT COMFORTABLY TIGHT—for our duplication without cost to you. Highest prices paid for Dental Gold.

ALL-STATE DENTAL LABORATORIES
 32 W. Madison St., Dept. 931, Chicago 2, Ill.

WARRIOR HEAD IM. DOUBLE HEAD CAMEO BOYS' RINGS

\$1.00 Doz. (min. 3 doz.) plus postage. Or \$9 Gr. in Gross Lots.

Aviation Metal, tarnish-proof, anodized finish with gold color, double-head limit. Cameo. Special adjustment fits all fingers.

Sterling Jewelers, Inc.
 1975 E. Main St. Columbus, Ohio

Big gift value! 5 stunning pieces! Men's fine matched jewelry!

THORNEHILL ENSEMBLE

JEWEL WATCH GUARANTEED UNBREAKABLE MAINSPRING

KEY CHAIN CUFF LINKS THE BAR and EXPANSION BAND

\$5.75
 6 OR MORE

NATIONALLY ADVERTISED
 Sample \$6.95

Looks like a million! Complete jewelry wardrobe! No less than 5 different matching pieces—high styled cuff links—the bar—full length key chain or pen and pencil—beautiful jeweled watch—fine expansion band. Presentation packed in luxurious leatherette box.

TERMS: 25% with order, balance C.O.D. SPECIAL PRICE TO QUANTITY USERS

HAWTHORNE WATCH CO.
 593 MISSION ST. SAN FRANCISCO 5, CALIF.

BINGO

SUPPLIES and EQUIPMENT

7 and 10 color specials
 4-5-6 and 7 ups
 Midgets, 3,000 series—7 colors
 Paper and Plastic Markers
 Wire and Rubberized Cages
 Pencils—Crayons—Clips
 5x7 Heavyweight Cards
 Electric Blowers & Flashboards
 Lapboards Made to Order
 Free Catalog Available

JOHN ROBERTS CO. INC.
 817 Broadway, Newark, N. J.

SIZZLERS

| | |
|--|--------|
| RAINHATS. Magic Rain Bonnets in plastic pouch. Retail to \$1.00. Stock 700 gross. Terrific seller. Gross \$14.40. DOZEN | \$1.50 |
| SNAP-A-PART. Stringless Beads. Pop-it. Latest invention, like magic. Assorted pearl colors. Sells like hot cakes. Gross \$30.00. DOZEN | 2.75 |
| BALL PENS. Papermate type. Dozen \$1.60. GROSS | 15.84 |
| REFILLS. Brass cartridge, long size. (Silvertip, \$8.64 gross). GROSS | 7.20 |
| CIGARETTE LIGHTERS. Ronson type, fully automatic. Gross \$54.00. DOZEN | 4.80 |
| RAZOR BLADES. First quality. Regular packing. 10,000 blades, \$35.00. 1,000 BLADES | 3.95 |
| NEEDLE BOOKS. 79 Needles with thread. For a good day's pay. GROSS | 6.60 |
| FLASHLIGHTS. Tri-color. Signalite flashlight. 3 colors. DOZEN | 6.00 |
| CUFF LINK and TIE BAR SETS. While they last. Retail to \$2.00. DOZEN SETS | 4.80 |
| ICE CREAM SCOOPS. 99 uses, unbreakable value. Gross \$72.00. DOZEN | 6.60 |
| MEN'S HATS. Imported. Wonderful beach or resort hat. A fast buck seller. Gross \$39.00. DOZEN | 3.60 |
| VIEWERS. New large size. For photos, etc. 1,000 pieces, \$70.00. GROSS | 14.40 |

SEND PAYMENT FOB NEW YORK.

MILLS SALES CO
 Cut Rate WHOLESALE Since 1916
 26 West 23rd St., New York 10, N. Y.

JAR DEALS and MATCH PAK DEALS SALESBOARDS PREMIUMS

Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO.

519 E. Jefferson Blvd., South Bend 17, Ind.



Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times ONLY. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St. Cincinnati 22, O.

- Aaron, J. B.
- Adams, Ray
- Alderman, Ralph E.
- Allen, Kenneth
- Allen, Robert E.
- Aluston, Carl
- Ames, Mrs. Edw.
- Anaya, Mrs. Edna
- Anderson, Sig
- Andrican, Margaret
- Baker, Dr. Harry
- Baker, Louis
- Baldwin, J. D.
- Barfield, Emmett
- Barnes, John (Mose)
- Barofsky, Harry A.
- Barofsky, & Agnes
- Barrett, Frank
- Barry, D. M.
- Barry, Elaine
- Beardsley, Geo.
- Beckwith, Gerald
- Beers, Marian
- Benfield, Nelson
- Berk, Irving
- Billen, Mrs. Frances
- Billen, Steve
- Blackwood, Lennie
- Boley, James E.
- Borror, W. L.
- Boswell, Harvey L.
- Bouchard, Paul
- Boude, C. F.
- Bowman, Wm. H.
- Boynton, C. F. & Mrs.
- Boznan, John P.
- Bradley, Henry S.
- Brown, Mrs. Irvin
- Brown, Edw.
- Brownfield, Chas. Edw.
- Bruno, Mike
- Budd & Rosie (Montana Budd)
- Bullock, Mrs. Kenneth
- Burdge, Mrs. W.
- Burleson, Mr. Gene
- Burns, Marion
- Burridge, Jos.
- Burton, Howard (Red)
- Butter, Bill
- Cain, Frank (Circus Clown)
- Callaman, Bob & Mrs.
- Camp, Mr. & Mrs. Wm. J.
- Carney, Joe
- Castlereigh, Carlton A.
- Cedar, Albert
- Chartera, Wanda
- Christ, Mary
- Church, Robt. L. (Ted Lewis Show)
- Clark, Bud
- Clark, James H.
- Clay, John
- Cobuccio, Joe J.
- Coffey, Marcia
- Cohen, Chas. (Butch)
- Cole, Mrs. Daisy
- Colcleaser, Clarence & Mrs. (Swede)
- Coleman, Joe
- Conlon, Edw. H.
- Cook, Jack
- Cookhouse, Kentucky
- Corral, James & Mrs.
- Costa, Tony
- Cox, Amber H.
- Cox, Cecil & Mrs.
- Cox, John W.
- Cox, Lloyd (Dough Boy)
- Craig, Dannie
- Crawford, Mrs. Edna Mae
- Crittendon, Earl
- Cullivan, C. O.
- Cunningham, Hannah
- Cusson, Bob
- Cyr, James
- Dalley, Mr. Ciell
- Daley, Ed
- Dale, Arthur S.
- Dale, Jackie
- Dallas out of Tex.
- Darby, Estelle
- Davis, Clarence
- Davis, Eddie
- DeCoste, Romaine A.
- DeRue, Delilah
- DeSousa, Edw.
- DeWald, Bobbie
- DeWald, Frieda
- Dearduff, Mrs. Roy
- Decker, Joyce
- Delano, Buddy
- DelGrosso, Daniel
- DelMar, Lisa
- Dely, Bill
- Demetro, Archie
- Demeter, Frank
- Dewald, Bonnie M.
- Dick, Billy & Bob
- Dingee, Lester A.
- Donaghy, Wm. E.
- Donnini, D. & Claudia
- Duffy, John
- Dukes, Harry
- Duncan, C. R.
- Durham, Robt. J. (From Louise)
- Edwards, Blackie
- Ellis, Rod
- Engle, Jackie
- Estridge, Mrs. Tex
- Evans, Miss Patty
- Evans, Steve
- Everman, Delores
- Evell, Peggie
- Ewen, Lester R.
- Ewing, Burton H.
- Farlen, Harry Ernest
- Favorite, Geo. H.
- Fawbush, Glen (Cowboy)
- Felld, Ernest
- Fink, Harry L.
- Finley, Mrs. Evelyn
- Finley, Kenneth & Mrs.
- Fischer, Darrell (Log-Jammers)
- Fisher, Geo. K.
- Flake, Mrs. James
- Flakie, (Flukie) Edw.
- Ford, Carl
- Foss, John
- Foster, C. J.
- Fowler, Edw. E.
- Frans, Frank & Mrs.
- Frans, Mrs. Louise
- Frazier, Jimmie
- Gallagher Amusements
- Gallo, Mickey
- Gates, Mrs. Mary E.
- Geary, Walter (Mechanic)
- Geidlenfeld, LeRoy
- Gilmore, John L. (Eq. Zandau)
- Goldstein, Irving

- Girouard, Anthony J. & Mrs.
- Gorman, Abe
- Graves, Wm. O.
- Gray, C. H.
- Gray, Fernand M.
- Green (Concessioners)
- Gunner, Bill
- Hackett, Edw. J.
- Hadgi, Simon
- Haley, Bobbie
- Hall, Mrs. Barbara
- Hall, Marie
- Hall, Ward
- Hallstrom, D.
- Hallstead, Mrs. May
- Hancock, Austin & Mrs.
- Hangsterfer, Allen
- Hananford, Poodies
- Harris, Chas. Warren
- Harris, Frank (Shooting Gallery Mgr.)
- Herderson, Mr. & Mrs. E. G.
- Herrick, Carl
- Hewitt, Halsey
- Higgins, Raymond & Mrs.
- Hilman, Hatchia J.
- Hilsinger, Floyd E.
- Hitchman, Barney
- Hoar, Thornton & Mrs.
- Hoge, Mack
- Hoge, Monroe & Mrs.
- Hoover, Samuel L.
- Horan, Irish (Hell Drivers)
- Hosberg, Mrs. Marcia
- Housner, Sam
- Huffler, Tom
- Hullender, Virginia
- Hunt, Al
- Hunter, R. E.
- Hutchins, Donn Allen
- Ingie, Glen H.
- Ivan, Johnny
- Jacobson, Blackie
- Johnson, Barney R.
- Johnson, Mrs. James D.
- Johnson, Judith (Mentalist)
- Johnson, Mearle
- Johnson, O. D.
- Johnson Sr., R. A.
- Johnson, Jimmy & Mrs. (Torchy O'Day)
- Jolley, Alfred C.
- Kane, Andy
- Kanerva, Gus
- Keller, L. C. & Mrs. Kelly, Jack Morrison
- King, Martin
- Knirk, John B.
- Kowski, Raymond M.
- Kramer, Louis
- Krause, Fred
- Kridello, Mrs. Lillian
- Kuhn, Capt. Eddy
- La Dieu, A. E.
- Lamb, Scott
- Lane, Thomas
- Latterell, Myrna
- Lawrence, James E.
- Layton, Willie
- Le Bau, Sidney
- Le Doux, Marie
- Lee, Eddie
- Lee, Miller or Rosie
- Leib, Mrs. Vivian
- Leonard, Geo.
- Lester, Don (Dan)
- Lewis, Don (Dan)
- Ligon, Jesse (Pee-Wee)
- Lips, William B.
- Lipsky, Morris
- Little, Mrs. C. T.
- Livingston, Jack
- Livingston, B. E.
- Lucas, Harold
- Lybber, J. B.
- McAlister, Tate
- McAskill, Arch & Mrs.
- McCormack, J. C.
- McGee, Jimmy
- McHugh, Jerry
- McIntosh, Neil
- McKay, Mrs. Florence
- McNeill, Frank (Irish)
- Maiman, Marvin
- Mancuso, Sam
- Mann, Robert
- Marino, Johnny
- Marsh, Douglas
- Marsh, Jesse & Mrs. Marshall, Leonard
- Martin, Earl
- Mason, Mrs. Terry
- Matter, Mrs. Clifford
- Mayer, William Bronson
- Maynard, Glenn
- Meadows, Louise
- Merrill, Speedy
- Miller, Alan
- Miller, Bros. Circus
- Miller, Cash W.
- Miller, Donald S.
- Miller, Floyd (Adv. Agt. 101 Ranch Circus)
- Miller, Jody
- Miller, Sherry Lee
- Milovich, Paul
- Mink, Bill
- Mitchell, Steve
- Montello, Candy
- Montello, James & Mrs.
- Moody, Mrs. Hattie
- Moore, Mrs. Helen
- Moore, Malcolm Millard
- Moore, Mike
- Moore, Paul
- Moran, Franne
- Morehouse, Danny
- Morgan, Julia
- Morris, Allen
- Morris, Everett
- Morton, Bob
- Morton, J. M.
- Mullins, Merry
- Murray, Edward
- Murray, Jim & Mrs.
- Nash, Johnnie
- Neal, Willard
- Nelson, Jack & Ruby
- Newcomer, L. E.
- Nicholas, Ephrem
- Nolan Jr., James
- Nolte, Irwin E.
- Norris, Helen
- Norwood, Charley
- Novak, Jack (Red)
- O'Connor, John J.
- O'Neal, Jack

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- Anderson, Al
- Bradawich, Mr.
- Campbell, F. & S.
- Evans, Jimmy
- Garrity, John
- Grady, Henry N.
- Grady, Donald A.
- Hall, Clint (Vimpy)
- Ingram, Virginia
- Jennings, Dale
- Kelly, Emmett
- Knight, L.
- Lang, Paul
- LaChance, Norman
- Lamarr, Mr.
- McGreevy, Richard
- Marvel, David
- Nelson, Douglas D.
- Miller, R. R. (Lucky)
- Muse, Charles E.
- Morales, Pedro
- Moss, S. E.
- O'Brien, Wilmer J.
- Osborne, Charles T.
- Peterson, Mary
- Roy, William J.
- Russell, Fay
- Scenck, Jack
- Sutton, Van Raleigh
- Strate, Joseph F.
- Vance, Robert T.
- Wathon, W.
- Wells, Harry
- Younger, John L.
- Zull, Clifford A.
- Ward, Mrs. Flora
- White, Lilly
- White, Ralph R.
- White, William
- Whitfield, James Leroy
- Wilkinson, Terry
- Williams, Boyd
- Williams, Edward
- Wilson, Betty
- Wilson, Charles F. (or Kidd)
- Wilson, Speedy
- Wiltse, Cash Leslie
- Winfield, John
- Wozniak, Bronislaw
- Wood, Herman (Arky)
- Woods, Leonard
- Workman, Mrs. J. H.
- Wozniak, Mrs. Frank
- Yates, Claud Fletcher
- Zarlington, Mary
- Zuravel, S.

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188 W. Randolph St. Chicago 1, Ill.

- Andes, Gene
- Allen, Everett
- Burns, James A.
- Cannely, Joe
- Coleman, Edward A.
- Chisholm, John E.
- Crackman, Mr. & Mrs. Edwards, Mr. & Mrs. Knight, Thomas
- Farrell, Mary R.
- Fineburg, Ben
- Garland, John H.
- Hudson, Wm.
- Hunter, Mrs. Mary Frances
- Hughes, R. P. (Red)
- Meyers, Cecil
- Miller, Berni
- Newby, Ray
- Potter, Henry S.
- Potter, John F.
- Ristick, Miller
- Shoemaker, Hal R.
- Scott, Wiley B.
- Tobell, Allen
- Vosburg, Charles
- Wall, James

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- Ackley, James W.
- Ansher, Joe
- Anthony, Marjorie I.
- Ayers, Maurice C.
- Barnes, John (Mose)
- Barrett, Frank
- Barackman, Mr. & Mrs. Mervin
- Best, Rudolph
- Boudreau, Adrian A.
- Brooks, Mrs. Hattie
- Brown, Carl
- Brown, Neal
- Bryer, Wm. R.
- Bumgardner, Lee
- Campbell, Herbert
- Campbell, Sam (Curly)
- Cannon, Jones R.
- Carlyle, Walter E.
- Clark, Jack
- Coe, Roy C.
- Collins, M. & H.
- Cooldidge, Thos. J.
- Cooper, Mr. & Mrs. Russell
- Craden, Sam
- Crowell, Mr. & Mrs. Harold W.
- Culbert, William R.
- Cyr, Conrad
- Dailey, Jimmy
- Davis, Ches
- Diaz, George
- Diaz, Graydon F.
- Duckworth, Pat
- Eddington, Mrs. C. L.
- Errate, Barrie R.
- Feldman, Max
- Finley, Evelyn
- Floyd, Don & Heidi
- Gilbreth, Hugh Stiles
- Glick, Jack
- Good, Connie
- Graves, F. A.
- Hall, Ed L.
- Hatfield, Dale W.
- Henson, William
- Herman, Howard
- Hightower, Don
- Hoag, Harry Jr.
- Hoffman, Margaret
- Hollenbeck, H. Tex
- Home States Shows
- Howe, Mrs. C. J.
- Hunt, Bill
- Hutton, Betty B.
- Jarrett, Mrs. Dorothy
- Johnson, Mr. & Mrs. Bob or Debbie
- Kennedy, Charles B.
- Kerns, Jim
- Klassen, Fred W.
- Kolin, Henry
- Korman, Carroll
- Lauther, W.
- Lea, Sandra
- Lorenzo, Jack
- McClure, Harry
- McCrory, Tex
- McHenry, M. F.
- McKee, Edna C.
- McMillan, Mrs. R. J.
- McLean, R. T.
- McSparren, Wm. F.
- Meibye, Viggo
- Metzger, Barbara
- Middleton, Odell
- Mid Western Exposition
- Miller, Don
- Morrissey, David A.
- Nelson, L. M.
- Nielson, Henry
- Nolte, Mrs. Martha
- Paul, F. W.
- Peterson, Ernest A.
- Prickeff, Harrison
- Ratcliff, Curtis
- Redlund, Mary Ethel
- Rednor, Pat
- Rice, G. L.
- Robinson, G. W.
- Rudisill, Myrtle May
- Saunders, Mr. & Mrs. O. B.
- Schantz, Raymond
- Sheppie, Forrestine
- Shanley, Mrs. Barbara
- Silcox, Joe
- Sirrine, Mr. & Mrs. Eugene L.
- Smalley, Nadine
- Smith, J. V. & M. L.
- Smith, Ray
- Stacy, Woodrow A.
- Star, Hedy Jo
- Sterner, Maxine E.
- Stewart, B. L.
- Stinson, Hershell
- Sutton, Mrs.
- Taylor, Mr. & Mrs. K. L.
- Warwick, Mrs. Stanley
- Welch, Peggy
- White, L. C. (Corky)
- Widaman, Ed.
- Wilson, Mr. Harvey
- Wingfield, Harry
- Woodman, Charles E. Sr.
- Woods, James L.
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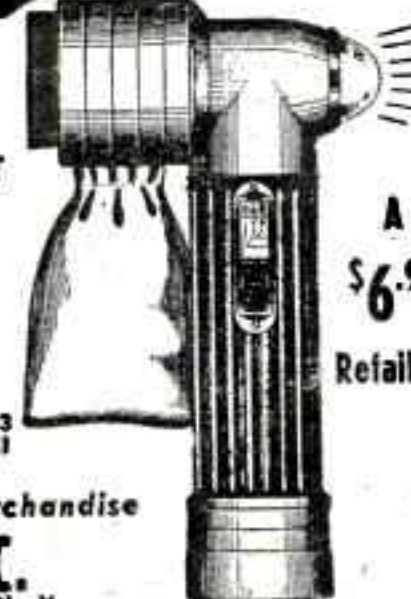
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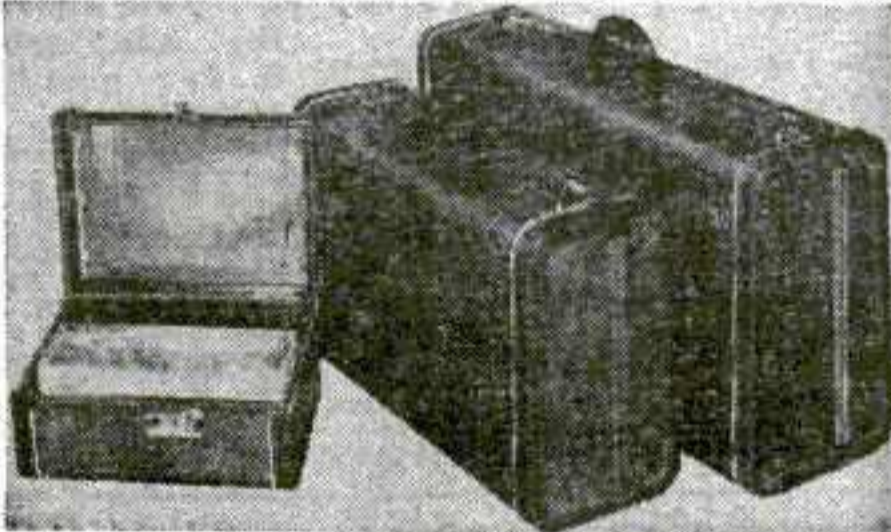
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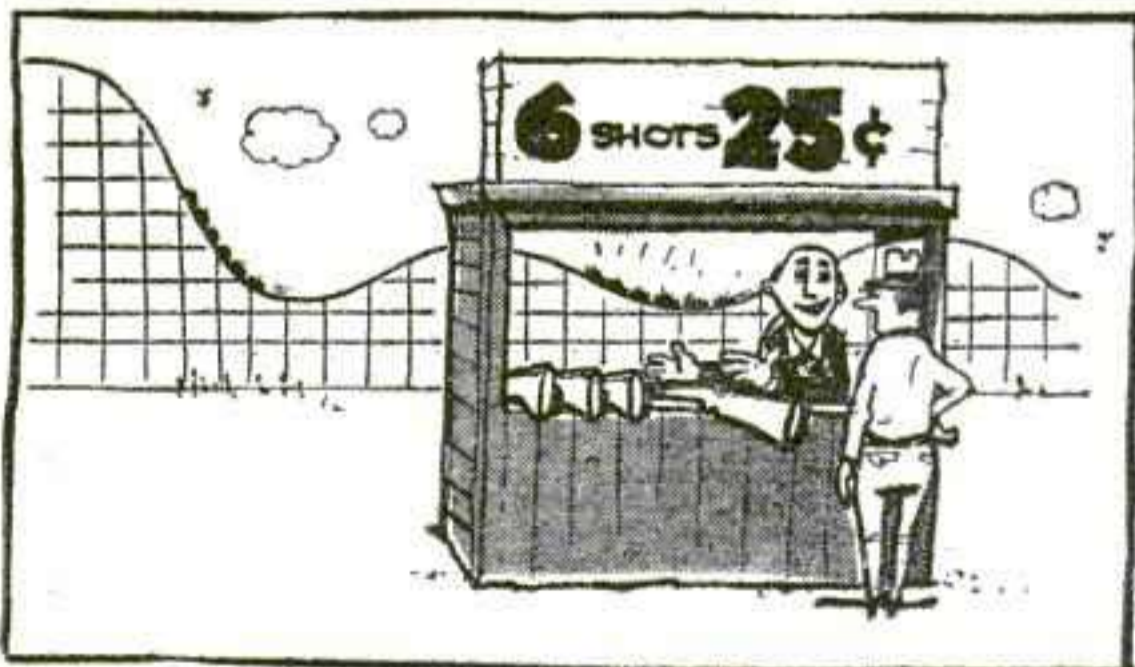
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Contest Editor, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

My Caption for Cartoon:

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Address _____

City _____ State _____

COMING EVENTS

Continued from page 76

Indiana—Custom Auto & Boat Show, May 26-30. B. A. Disney, Max Adams. Marion—S. Marlon Street Fair, July 9-14. Don Marshall. 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 18-21. Estherville—Legion Celebration, May 28-30. Greenfield—Celebration, July 4. New Sharon—Rose Festival, June 6-8. Ottumwa—Shrine Carnival, May 28-June 2. 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

Louis—Homecoming, July 2-7. R. J. Dobyans.

Morehead—Centennial, May 21-26. Paducah—Centennial, July 29-Aug. 4. Jack Keller, Columbia Amusement Co., Arcade Theater Bldg. Stearns—Celebration, July 4.

Louisiana

New Orleans—La Boat Festival—Pan American Regatta, June 9-10. Leonard Rosman, 62 Egret St. New Roads—Baton Rouge-Pointe Coupe Boat Festival, May 26-27. Cal J. Calliout, 605 Pierce St., Baton Rouge. Shreveport—Horse Show, June 6-9. Mrs. E. D. Holcomb Jr. Springhill—Springhill Rodeo, May 24-26. Fred Booker.

Maryland

Baltimore—Celebration, June 11-16. Big 4 Veterans of Pimlico, Inc., 4637 Park Heights Ave. Lowell—Lowell Commons Celebration, July 2-4. New Bedford—Fire Fighters Free Charity Circus, July 16-21.

Massachusetts

Charlestown—Bunker Hill Celebration, June 11-18. Gloucester—St. Peter's Fiesta, June 28-July 1. Springfield—Home Show, June 18-26. Sam Wasserman.

Michigan

Flint (Becher Twp.)—Celebration, May 26-June 3. Livonia—Lions Club Fun-O-Rama, May 28-June 3. Menominee—Menominee Dairy Show, July 28. Gail E. Bowers. Wayland—Jersey Cattle Show, July 30.

Minnesota

Boyd—Good Time Days, June 15-17. Art Loose. Edgerton—Dutch Festival, July 18-19. Clifford H. Peterson. Gaylord—75th Anniversary and July 4 Celebration, July 2-4. Mazeppa—Wabash Co. Dairy Days, June 23-24. New Prague—75th Anniversary Celebration, July 6-8. Vestal—Vestal Days, June 20-21.

Mississippi

Sebastopol—Leake Co. Dairy Show, Sept. 3-8. L. R. Anthony.

Missouri

Aurora—Legion Celebration, July 4. W. A. Oglesby. Canton—Lewis Co. 4-H Show, July 20-31. Hillsboro—Hillsboro Horse Show & Festival, July 27-29. Sam Martin. Mattland—Blue Grass Festival, June 27-30. Dale A. Marion. Maryville—Northwest Mo. Horse Show, July 11-12. Mrs. Lester Swaney. St. Joseph—Interstate Jr. Dairy Show, May 28. Webb Embrey.

Montana

Butte—Butte Rodeo, June 28-30. Lewis A. Guay.

Nebraska

North Platte—Buffalo Bill Rodeo, June 22-24. Clark Ford. Potter—Potter Rodeo, June 23-24. John Alves.

Nevada

Eiko—Eiko Rodeo, June 29-July 1. Oren Probert. Reno—Reno Rodeo, July 1-4. R. A. Peterson.

New Jersey

Hammonton—Celebration, July 9-16. Hammonton—Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St.

New Mexico

Cimarron Rodeo, July 4. W. M. Hope. Gallup—Gallup Rodeo, June 23-24. Peter J. Rackl.

New York

Albion—Firemen's Convention, June 13-16. East Pembroke—Firemen's Convention, June 15-17. Forestville—Firemen's Convention, July 13-14. Manchester—N. Central New York Firemen's Convention, June 27-30. Angie Prout. Mattydale—VFW and Men's Club Celebration, May 28-June 2. Geo. Mundy, 108 Breman Ave. Mattydale—Firemen's Field Days, June 21-23. Geo. Mundy, 102 Breman Ave. Mayville—American Legion Convention, July 4. Middleport—Street Fair, Sept. 1-3. Mount Morris—Livingston Co. Firemen's Convention, July 17-21. F. J. Lopez. New York—International Housewares Show, June 25-29. New York—International Antiques Exhibition & Sale, May 26-June 3. Celoron—Firemen's Gala Day, June 26. Ogdensburg—National Home Show, June 19-24. John Daly. Ridgeway—Firemen's Convention, June 22-23. Valatie—Centennial, July 2-7. Westfield—Firemen's Gala Days, June 4-9.

North Dakota

Butte—50th Anniversary Celebration, July 17-18. Otto Hulsebus, Commercial Club. Dickinson—Dickinson Rodeo, June 30-July 1. Howard Schnell.

Ohio

Cadiz—Firemen's Mardi Gras, June 20-23. Caldwell—Firemen's Fair, July 26-28. Miamisburg—VFW Street Fair, Aug. 20-26. Mifflin—VFW Free Fair, May 30-June 3. Harold Hedges. Montpelier—National Threshers' Assn. Reunion, June 28-30. New Richmond—American Legion Carnival, June 1-3. Pleasant City—Homecoming Firemen's Fair, July 18-21.

Oklahoma

Pawhuska—Osage Co. Cattleman'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 Championship Timber Carnival, July 2-4.

Beaverton—Beaverton Horse Show, July 20-21. Bend—Tri Co. Fat Stock Show & Sale, June 1-2. Burns—Harney Co. Pioneer Day, June 3. Corvallis—Men's Garden Club Rose Show, June 9-10. The Dalles—Ore Wheat Growers' League 4-H FFA Stock Show & Sale, June 5-7. Dufur—Farmers' Union Picnic, June 2. Enterprise—Junior Rodeo, June 30-July 1. Grants Pass—Gladious Festival & Show, July 28-29. Lebanon—Strawberry Festival, June 15-16. Medford—Celebration, July 4. Medford—Rogue Valley Roundup, June 10-12. 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. Union—Eastern Ore. Livestock Show, June 7-9. Union—Union Rodeo, June 7-9. L. F. Huffman.

Pennsylvania

Bedford—Jr. Chamber of Commerce Celebration, May 21-26. Forest City—Firemen's Celebration, July 8-14. Rudy Harvatin, Brownlads Hose Co. Palmerton—Firemen's Convention, June 11-16. Schuylkill Haven—Legion Gala Week, May 28-June 2. York—Legion Gala Week, May 21-26.

Rhode Island

Natick—Old-Timers Jamboree, July 23-28.

South Dakota

Aberdeen—Diamond Jubilee, June 18-23. Belle Fourche—Black Hills Round-Up, July 3-5. Brookings—Shorthorn Breeders' State Show & Sale, May 24-25. Clark—75th Anniversary Celebration, June 24-26. Creabard—50th Jubilee Anniversary, June 8-9. Custer—Gold Discovery Days, July 22-24. De Smet—Old Settlers' Day, June 11. Faulkton—Celebration, July 4. Fort 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 10-12. Hill City—Heart of Hills Celebration, June 23-24. Madison—Isaac Walton Celebration, June 18-19. Martin—Sioux Stampedes, July 2-4. Midland—Celebration, July 4. Miller—Miller Legion Rodeo, June 18-11. Miller—75th Anniversary Celebration, June 11-13. Mitchell—75th Anniversary Celebration, June 7-9. Moberly—Moberly RCA Rodeo, July 3-5. Murdo—Golden Jubilee Celebration, June 30. Pierre—Days of '81, June 16-17. Prasho—Water Carnival, July 4. Redfield—Celebration, July 4. Sioux Falls—Centennial Celebration, June 15-23. Tabor—Czech Days, June 25-28. Webster—Webster Diamond Jubilee, June 10-12.

Tennessee

Gallatin—Davless Co. Jr. Lamb Show, June 6. George H. Schmitt. Memphis—Mid-South Navy Festival, June 15-17. L. R. Bartek, C.W.O., Naval Air Technical Training Center.

Texas

Belton—Belton Rodeo, June 30-July 4. W. F. Hammer. 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. Fredericksburg—July Horse Races, July 1-4. Wm. M. Petmecky. Henderson—Henderson Rodeo, May 30-June 2. R. N. Enathony. Lubbock—Lubbock Rodeo, June 20-23. Mason—Hill Country FFA Rodeo, May 24-26. Willis Birk. Midland—Midland Rodeo, May 29-June 3. Louis A. Bartha. Plainview—Plainview Rodeo, June 7-9. San Antonio—San Antonio Home Show, May 30-27. Irving Wayne, 103 D. Paradise Lane.

Utah

Delta—Millard Co. Jr. Livestock Show, May 24-25. Ephraim—San Pete Rambouillet & Livestock Show, May 25-28. Murray—Murray Rodeo, June 7-9. Salt Lake City—Intermountain Jr. Fat Stock Show, June 6-7. Salt Lake City—National Home Show, May 27-June 3. Brounlow R. Hall. Vernal—Basin Livestock Show, June 1-3.

Virginia

Ettrick—Ettrick Jamboree, May 21-26. R. E. Nugent. Galax—Celebration, July 2-7. Eibert L. Lundy. Petersburg—Legion Celebration, May 30.

Washington

Colville—Colville Rodeo, June 22-3. Frank Walston.

West Virginia

Buahanan—Strawberry Festival, May 26-June 2. Grafton—Centennial, May 28-June 2. Piedmont—Centennial, May 21-26. T. R. Combs, Tri-Town Fire Co. No. 1. Ripley—Celebration, July 4. J. J. Karr, Volunteer Fire Dept.

Wisconsin

Fond du Lac—Water Regatta, June 23-24. Kenosha—Jaycee Lakefront Fair, July 18-22. Manitowoc—Eagles State Convention, June 7-10. Menasha—Polish Falcons Celebration, June 6-10. Oconto Falls—Jaycee Celebration, May 26-June 3.

Wyoming

Afton—Dairy Day, June 18. Afton—Dairy Day, June 28.

Fairview—Pioneer Day, July 24. Lander—Pioneer Days, July 3-4. Laramie—Horse Show & Races, July 12-14. Pinedale—Intermountain Horse Races & Chariot Races, June 3. Worland—50th Anniversary Celebration, July 11-15.

CANADA

Alberta

Edmonton—Edmonton Rodeo, June 4-9. Foremost—Foremost Rodeo, June 23. Cardston—Cardston Rodeo, July 16-17. Bert Gibb. Claresholm—Fort MacLeod—Claresholm-Fort MacLeod Rodeo, June 29-30. Hand Hills—Hand Hills Rodeo, June 13. Hanna—Hanna Rodeo, June 6. Hardisty—Hardisty Rodeo, June 8-9. Ponoka—Ponoka Rodeo, June 29-30. Raymond—Raymond Rodeo, June 29-30. Taber—Taber Rodeo, May 21-22. Wainwright—Wainwright Rodeo, June 22-23.

East. Mass. Meet

Continued from page 68

hibits for a total of 33,218 and \$3,073.30 in State prize money.

Speakers included Charles Shelnut, assistant commissioner of agriculture, who advised the fairs to put glamour into their shows; Clarence Anderson, representing the Grange; George Jones, representing 4-H Clubs; Carl Hedin, of the American Dairy Association. Levett Morris, travel editor of the Christian Science Monitor, showed pictures he had taken of the Buenos Aires Agricultural Fair.

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Colors: Black, White, Pink
\$3.60 each in lots of 6
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Full Size 17 1/2"x11 1/4". SELF-STARTING ELECTRIC HORSE CLOCKS

All metal or sturdy plastic base in two-tone bronze or gold finish.
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Caterers' Interest In Vending Grows

Food Packers Recognize Automatic Feeding At Restaurant Show; Coffee Units Shown

By BILL MASLOWE

CHICAGO—Unprecedented interest was shown in automatic feeding via vending machines at the 1956 National Restaurant Association convention and exhibit at Navy Pier here.

Caterers reviewed vending services closely, especially the great strides being made in hot food vending, agreeing: Caterers should keep abreast with feeding trends, enter vending cautiously, but in any event (the caterer, should control vending closely.

Top attraction on the exhibit floor were the nine latest hot food

venders displayed by five manufacturers, while 8 and 6 1/4-ounce single portion cans of food of four major food packers were displayed and also vended thru machines.

Sharing the spotlight with the food venders were coffee machines. Six companies exhibited one instant, two pre-brew and three self-brew units. Only pre-brew venders were shown at the conclave a year ago.

Food Question

At the food service management meeting on "Vending Machines, Merchandising, Personnel and Automation," the discussion focused principally around the question: "Should caterers operate their own venders or sub-contract to operators?"

Moderator Henry A. Montague, president, the Prophet Company, Detroit, an industrial and institutional catering firm, told the caterers:

"Vending is rapidly becoming more and more important to the caterer because of the shorter 30-hour work week now in effect in some industries, and because caterers on the West Coast are now

(Continued on page 87)

POLL VOTE TO DECIDE NVA'S ANNUAL QUIZ

CHICAGO — And once again members of the National Vendors' Association face the problem of selecting the 1957 convention city.

At the sixth annual convention held here it was decided that NVA headquarters poll the entire membership as to choice of city. The action was agreed upon following a discussion on Miami Beach as a possibility.

While most expressed a desire to go to Miami Beach, the general consensus was that a more centrally located city should be considered.

Holland Hires PR Counsel

NEW YORK—The public relations firm of John O'Malley here has been retained by the Holland Vending Machine Corporation as PR counsel, Morton Holland, president of the firm, announced this week.

Holland, with headquarters in Maspeth, N.Y., operates milk and ice cream machines in the Capitol, Roxy, Paramount, Victoria, Loew's chain and other New York theaters and also has a route in the Independent Subway system.

Kwik Kafe Ops See New R-M Venders

3-Selection Cold, Latest 5-Drink Hot Units Displayed; Non-Coin Coffee Urn Shown

PHILADELPHIA—More than 300 Rudd-Melikian and Kwik Kafe operators gathered at the Bellevue-Stratford Hotel here Thursday thru Saturday (10-12) for their eighth annual convention. Represented were the 48 States, Canada, Hawaii and Switzerland.

Three new pieces of R-M equipment—all currently in production—were premed at the meet. They were the three-selection cold drink machine, the new five-selection hot drink unit, and the restaurant and institutional coffee urn.

The two coin operated machines are similar in cabinet design—a spun-glass body on aluminum tubular legs in two-tone color combinations. These units, designed in appearance for office locations, resemble somewhat a modern automatic phonograph in appearance.

Cold Drink Unit

Model DKBI is the first vender made by Rudd which does not dispense coffee. The unit offers two carbonated and one non-carbonated selection. Capacity is 200 cups and list price is \$845.

Model DBCCI offers four selections of coffee and hot chocolate. Capacity is 200 cups and list price

is \$945. The new machine features a ceramic tile cup well. Both units have automatic changemakers.

The CC50 is Rudd's first attempt to hit the restaurant and institutional market. This non-coin device was tested in Philadelphia locations early this year.

Explaining the operation of the new coin-operated machines were George R. Schollhamer, R-M manufacturing director, and Frank Bugbee, design engineer. Frank McCoy, sales manager of the institutional division, told dealers of marketing plans for the non-coin unit.

Also introduced at the convention was the CR 6, a coffee-chocolate machine with a higher capacity than the previous model.

NVA Officials Re-Elected; Set Biennial Plans

Selection, Bylaw Change Approved Unanimously

CHICAGO — By unanimous vote, Moe Mandell, New York, president, other officers and the board of directors of the National Vendors' Association were re-elected for the coming year at the 1956 convention here May 12.

Simultaneously, upon the recommendation of the nominating committee headed by Bob Kantor, the membership amended its bylaws to provide for the biennial election of officials. The action was made retroactive to May, 1955.

Mandell, a pioneer in the bulk

(Continued on page 104)

Bulk Operator Plays Role in Civic Projects

CHICAGO — Bulk operators thru co-sponsored business programs today are playing an important role in helping civic clubs raise much needed funds with which to carry out their community projects.

Thru these co-operative agreements, service clubs across the nation have been able to carry on their worthy projects for the underprivileged, Robert F. Chana, Chicago, advertising manager, Lions International, told members at the sixth annual National Vendors' Association conclave here at the Morrison Hotel May 11.

Describing civic clubs, Chana declared that the hundreds of thousands of men who belong to service clubs sincerely believe it is far more important to be a "big brother" than it is to have one.

These men, he said, are members

(Continued on page 87)

L&M Ups Price on Chesterfields; Packs to Sell at 1c More at Retail

Other Mfrs. Seen Sure to Follow Suit; 25-Cent Vend Dealt Near-Fatal Blow

NEW YORK—The move toward higher wholesale cigarette prices is on. Friday (18), the Liggett & Myers Tobacco Company announced an increase in the wholesale price of regular and king-size Chesterfield cigarettes of 50 cents a thousand.

At the retail level, the boost means an extra cent a pack, generally a hike from 24 cents to 25 cents over the counter in most States.

In vending machines, it means that the 25-cent vend has been dealt a near-fatal blow. Recent increases in State cigarette taxes has accelerated the conversion of old machines and the replacement of others. The 1-cent wholesale price hike may well be the straw that breaks the camel's back.

Reynolds Statement

Speaking of Camel's (no pun intended), it has been reported that the R. J. Reynolds Tobacco Company, which also makes Winstons, has followed thru with a 50-cent increase per thousand on both brands. However, an official at the Reynolds plant in Winston-Salem, N. C., emphatically denied that any

such increase had taken place as of Friday (18) afternoon.

Nevertheless, vending operators are laying 10 to one that other major cigarette manufacturers will announce similar increases in the next few days.

The American Tobacco Company, makers of Lucky Strike and Pall Mall, and Philip Morris, Inc., manufacturer of the Philip Morris

and Marlboro brands, had no comment to make about impending price increases.

Rising Costs

L&M said the price hike was required to meet the rise in distribution and manufacturing costs. The last Chesterfield price boost was in 1953.

The new wholesale prices move

(Continued on page 87)

PUSHING PRE-BREW

Competing Firms Hold Joint Vender Showing

NEW YORK—Richard C. Lebron and Jack Browning are friendly competitors in the true sense of the word. The pair has been holding joint showings of their machines—made by S and L Sales and Jim-Jak Industries respectively—in an effort to promote the pre-brew coffee vending machine.

Saturday (12) the pair wound up

a four-day showing at the Hotel Lexington here. Next ports of call are Los Angeles (Hollywood-Roosevelt Hotel, June 25-29) and San Francisco (Sir Francis Drake Hotel, July 9-15).

The practice has been for the two sales executives to set up in neighboring suites and invite local operators to look over both machines. Theory behind the practice is that operators must be sold on the idea of pre-brew machines before they will buy.

Missionary Work

Both Lebron and Browning are convinced that once operators understand pre-brew operation there will be enough business for both firms. Meanwhile, booth feel that the current showings will provide the spadework for future sales.

Biggest problem for the pre-brew operator is the setting up of brewing equipment, which will

(Continued on page 104)

Co-Operation Key to Trade Org's Benefit

CHICAGO—Mutual benefits of a trade organization can be greatly enhanced only thru the co-operation of information and statistics supplied by individual members for the association as a whole.

That was the point brought out by Irving W. Shepard, Chicago, a certified public accountant and a partner of Shepard, Schwarz & Company in his address before the sixth annual convention of the National Vendors' Association in the Morrison Hotel here May 11.

Declaring that the NVA has reached the stage of maturity, Shepard advised the convention:

"Submission of operating statistics by members could provide a valuable index to other operators for comparison against their own operating costs. Canvassing by the NVA of its memberships as to methods and procedures could produce important savings to the individual operators.

"One of the most important functions of an organization such as the

(Continued on page 84)

Manufacturers Bow 60 New Charms at NVA Meet

CHICAGO — Charm manufacturers introduced 60 new items to the bulk vending industry at the sixth annual convention of the National Vendors' Association here recently.

Especially timely are the new elephant and donkey pins and miniatures, symbols of the Republican and Democratic parties, which are to hold conventions this year.

Sportwise, the field was pretty well covered with baseball bats and buttons, fish of various sizes, knives, cars, boats, binoculars and horses.

For the girls, attractive, tiny vials of real perfumes, a variety of rings, snap-on charms and beads, a series of goblets, false fingertips and Indian snap-on beads.

(Continued on page 102)

Bert Mills to Ship Self-Brew Units in June

ST. CHARLES, Ill.—Deliveries of the Bert Mills Corporation's new self-brew Coffee Bar are scheduled for the first week in June, company officials announced last week. It lists for \$962.

The Coffee Bar brews 12 cups at a time from regular grind and dispenses it at 150 degrees, permitting the use of either hot or cold cups. Fresh cream kept under refrigeration at 38 degrees is used. Cold cup capacity is 1,000, hot cups 700.

Coffee is placed in a hopper which automatically feeds the proper amount for a single brewing unit. Two reservoirs are used for the brewed coffee. When a reservoir is down to a three or four-cup level, a new 12-cup batch is brewed and carried into the second reservoir.

Two ounces of hot water automatically flows into and flushes out the brewing unit and screen after each batch is brewed. The company announced that a pound of regular coffee grind will brew about 65 cups.

Record Vender Debut Planned in 60-90 Days

NEW YORK—The Record and Greeting Card Vending Machine Corporation here is currently working on machines which will dispense phonograph records and greeting cards.

According to Pat Kelley, president of the firm, working models of both machines have been completed and trial runs will start in 60 to 90 days. Kelley said that both machines are virtually the same in size, appearance and method of operation.

He said the record machine will vend 26 selections, 12 of each. Kelley was somewhat vague about the details, but he added that the selectivity could be increased or decreased.

Own Diskery

The machine itself stands six feet tall, 42 inches wide and 12 inches deep. It can vend records at 25 or 35 cents. Kelley explained he will

have his own record company which will allow operators to sell at those prices and still make a 40 per cent profit.

According to Kelley, the record vender will take any combination of nickels, dimes or quarters. He said the coin mechanism slides up and down the columns and that the purchaser slides the mechanism alongside his selection after inserting his coins. The record then slides out the vending aperture.

The machine itself will list for about \$1,000, Kelley said. He added that \$300,000 in stock will be issued on the venture.

Disks, Kelley added, will be packed in special sleeves and records in other sleeves will not be dispensed by the machine. Seven-inch records only can be vended. He said the machine has been a year in development.

DuGrenier Set On N. Y. Office

NEW YORK—General sales and field service offices for Arthur H. Du Grenier, Inc., Haverhill, Mass., vending machine manufacturer, will be opened June 1 at 250 W. 57 Street here.

In charge of the office will be Richard E. Gibbs, national sales manager. Gibbs said the establishment of the New York office was dictated by the heavy sales of the Masterpiece line, introduced last year.

Julius A. Levy, New York-New Jersey sales representative, will work thru the New York office as will Edward C. Cohen, advertising manager.

Personality Charm Formed by Merger Of Abelson, Fischer

CHICAGO—Formation of Personality Charms, Inc., of Pittsburgh and Newport, Ky., was announced during the closing session of the 1956 National Vendors' Association convention here May 20.

The new firm is the merger of the M. J. Abelson Company, Pittsburgh, and Al Fischer & Company, Newport, both manufacturers of charms, according to Meyer Abelson and Al Fischer.

Home office will be located in Pittsburgh. Abelson is president of the new company, and Fischer, vice-president.

The new firm has a variety of more than 150 charms. Under the name of Abelson Company, it introduced nine new charms at the NVA convention. The new pieces included all plastic plated binoculars, ball bat, large and small sleds, a boat, car, cigar with band and diamond and initial rings.

LaVoie Quits

NEW YORK—Dick LaVoie has resigned his post as sales promotion manager for Nu-Matic Machines. Nu-Matic is distributor for the McCann hot dog vender and Bar-Vend drink machines.

LaVoie had been with Nu-Matic for two years. Prior to that he had been a merchandising and promotion executive for Howdy-Doody licensed products.

He will announce his plans next month.

Leaf tobacco stocks in the U. S. and Puerto Rico totaled 5,024 million pounds (farm sales weight) on April 1, an increase of 205 million pounds over stocks a year earlier, according to Agriculture Department. Compared with April 1, 1955, flue-cured stocks were up 9 per cent and Maryland 14 per cent. However, holdings of Burley were 3 per cent lower, reflecting the relatively small 1955 crop.

Co-Operation Brings Benefits

Continued from page 83

NVA," he asserted, "is to act as a medium for the exchange of vital statistics—information and experiences—that would serve as a guide to others.

"As an example," he explained "home office or an independent agency would receive information concerning the industry, correlate it and then pass it direct to the membership.

"Of course," he added, "before any such exchange of information can take place, a common language must be agreed upon. Ordinarily this is accomplished by a uniform classification of accounts so all members will treat similar items alike, and to insure uniformity of treatment, a manual should be prepared explaining classification.

"This exchange of information would give each member a fairly good idea of what costs others are experiencing per stop, gross profit margins being earned by the industry as a whole, and geographically the number of stops being serviced by each serviceman, the dollar volume per salesman, breakage detail, dollar volume per service call, cost of such stops, and other pertinent facts."

Discussing the importance of tax planning, he pointed out the advantages of using the accelerated depreciation method permitted by the Internal Revenue Code of 1954 in depreciating fixed assets, especially automotive equipment.

"For example," he stated, "if instead of trading automotive equipment when it is replaced, the taxpayer were to sell the old equipment and buy new, he can usually realize a capital gain on the old pieces, but this same amount would become available as additional costs.

"In effect an ordinary deduction for depreciation at ordinary tax rates is thus obtained at the cost of capital gains tax rates."

Shepard also called attention to the fact that savings in income taxes could be effected in the manner in which a business is purchased.

He explained the buyer should attempt to have as much of the purchase price as he can reasonably hope to sustain attributable to inventory, supplies, prepaid expenses or other items that can be written off in one year.

Next, he continued, the balance of the purchase price or as much as the taxpayer can reasonably hope to sustain should be allocated to fixed assets, or other items that can be depreciated, or amortized over a period of years (the fewer the better), so that as much of the purchase price as possible be recovered thru tax deductions.

Concluding, he explained savings in taxes that could be effected under the various types of entities in which a business can be con-

ducted—proprietorships, partnerships and corporations.

Pointing out the conditions under which the creation of additional taxpayers out of a family group could be desirable, Shepard explained how the spreading of income among members could produce substantial reductions in the total taxes payable on a given amount of income.



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| National 950, 9 Cols., 370 Cap. | 115.00 |
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NVA Honors Moe Mandell, Paul Crisman

CHICAGO — For outstanding work in behalf of the bulk vending industry, members of the National Vendors' Association paid special tribute to Moe Mandell, president, and Paul Crisman, convention chairman, at the 1956 conclave here May 10-13.

Plaques were presented to both men. The plaque to Mandell read: "To Moe Mandell, whose sincere understanding and tireless effort has contributed a service invaluable to the vending industry, and to the members of the National Vendors' Association. Therefore, this plaque is presented in recognition of the unselfish dedication you made to the association as its president."

The tribute to Crisman proclaimed:

"This plaque is presented to Paul Crisman in deep appreciation and with sincere thanks for his valuable contributions and untiring efforts to the vending industry, and as a tribute to his leadership as chairman of our sixth annual convention."

The presentations were made by Rolfe Lobell, Leaf Brands, Inc., Chicago, and a member of the board of directors.

Distributors Sought for Coin Air Conditioner

NEW YORK — The U. S. A. Canadian Industries Corporation is in the process of lining up distributors for its coin-operated air-conditioning machines. U. S. A.-Canadian is exclusive world distributor for the Coin-O-Matic Kool-Pak Air Conditioner, made in Rochester, N. Y.

The unit is a 3/4-horse power console on wheels which plugs in an electrical outlet, with no special wiring needed. Dimensions are 16 inches deep, 24 inches wide and 35 inches high. Weight is 90 pounds.

The coin chute accepts quarters only and gives two hours of air conditioning for a quarter. One to 14 quarters may be inserted at one time, and the unit will operate continuously for a maximum of 28 hours.

According to Daniel Chafin, vice-president, U. S. A.-Canadian has 500 coin-operated machines in inventory, and the plant has a production capacity of 150 units a month.

List price for the air conditioners is \$298. Plans call for sales to established operators rather than to locations. Chafin explained that most newer motels already have air conditioning and that the older ones are often reluctant to invest the money.

This situation, he said, gives an opening to the operator who can tell the motel owner that air conditioning will be a source of revenue rather than a capital outlay.

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Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
8-Stick Gum, 100 packs \$1.90

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Vending Gains 2 Favorable Municipal Decisions in N. J.

NEWARK, N. J.—The automatic merchandising industry gained two favorable decisions in New Jersey last week. In Newark, an ordinance licensing milk vending machines at \$10 a year per machine was passed. Previously, the city had refused to license the vendors, and the board of health had refused to allow them to operate.

It is expected that a rush of operators for outdoor locations will result in the wake of the ruling.

In East Paterson, a measure which would ban outdoor machines and place a \$10 a year license on all indoor machines—except drink units—was defeated.

Ordinance Planned
Borough officials will confer with members of the New Jersey

Automatic Merchandising Association in an effort to work out a vending ordinance for the community.

Appearing at the hearing were Norman Schiff, counsel, and Ed Murach, executive director of the NJAMA; Emerson Brightman, Grand Union; John Kuyper, Garden State Farms; Gerald McClosky, Vari-Vend and a Mr. Campbell from Coca-Cola.

East Paterson is the headquarters of the Grand Union grocery chain. The controversy began last month when the chain discussed with Vari-Vend the possibility of placing 10 venders on its parking lot.

The machines were to vend butter, eggs, bread and packaged meats.

COINMEN YOU KNOW

Philadelphia

By SAMUEL GAMBURG

QUAKER CITY HAS 4,326 LICENSED UNITS. There are 4,326 coin machines licensed here, where the business is regarded by most as pretty healthy. Harry S. Hunn, business manager, Scott-Crosse Company, reports trade better than last year. The firm distributes pool and pinball games. . . . Norman Kasser, Norman Automatic Vending Machine Company, has machines located thruout the city. Kasser is adding more lines to his food and cigarette vending routes. The firm plans to move to bigger offices in the near future.

Jack Appel, partner in the Appel Vending Machine Company, says pool games are taking the play from shuffle bowlers in Philly. Appel has added EP disks to his juke route at 15 cents, two for 25 cents, and results have been fine, he reports.

Present officers of the Amusement Machines' Association of Philadelphia are Samuel Stern, Ridge Amusement Company, president; Joseph Levin, Blue Ribbon, vice-president; Samuel Moss, Moss Vending, secretary; Frank Urban, Urban Vending, treasurer; Joseph Silverman, business manager.

Detroit

By HAL REVES

BUILDS EAST SIDE JUKE ROUTE. William Z. Evans is building an East Side juke box route under the name of Evans Music Company. Evans formerly owned a bar in Miami. He's specializing now in bar and drive-in locations. . . . Peter Athans, Athans Music Company, has moved his juke headquarters to Redford, northwest of here. . . . David Blake, designer of the Vari-Vend unit, has taken over State distribution of the machine.

Mrs. Eleanor Berman has established the Elgin Music Company in the fast-growing suburb of Oak Park to operate a diversified amuse-

(Continued on page 86)

FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.

Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them . . . using original factory parts.

MILLS famous 107 TAB GUM VENDOR

We carry a complete stock of bulk merchandise, charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum. 45¢ a box of 100 ct.

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Only **\$15.00**
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the new **OAK'S "PREMIERE"**

vends **Ball Gum and Picture Card both for 1c**

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

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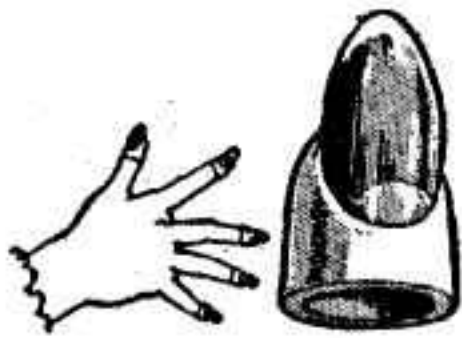
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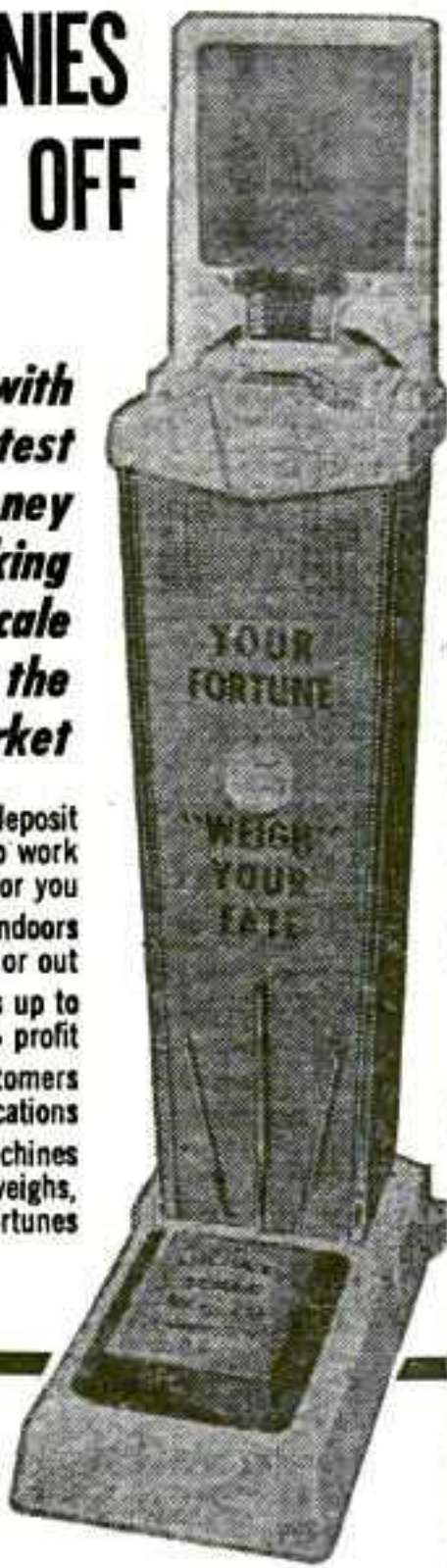
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Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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(Trade Mark)
"Symbol of Progress in the Bulk Vending Field"
U. S. Patent Pending

SEE VICTOR'S Great Combination Ball Gum Card Vendor Capacity—
1200 CARDS
1200 Balls of Gum

Write for complete details and prices
VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.

300 R-M Operators Spend 3 Busy Days at 9th Kwik Kafe Convention

PHILADELPHIA — The more than 300 dealers who attended the ninth annual Kwik Kafe convention here (see separate stories) were treated to three solid days of speakers, business sessions and a trip thru the Rudd-Melikian plant in Hatboro, Pa.

K. C. Melikian, executive vice-president, opened the convention Thursday (10) with a welcoming address. Sherman Landers, partner of Gray & Rogers Advertising, R-M's agency, discussed a survey made by his firm. The survey dealt with the attitude of industrialists toward automatic merchandising.

Thomas E. Ryan, market research director of Time, Inc., spoke on the "State of the U. S. Economy" and indicated that prospects for expansion of automatic merchandising in industrial locations are bright.

Panel Discussion

Credit and money problems, as the dealer finds them today, were discussed by Joseph Bahr, treasurer, and Grant Strohm, credit manager. Tom Davis, branch operations manager, lead a discussion on "Profitable Dealership Management." The panel included:

C. G. Thompson, national sales manager; Bruce Miley, Kwik Kafe Automatic Coffee Services, Cleveland; Olin Garrett, Kwik Kafe of Norfolk; Lou Grossman, How-Dee Company, Springfield, Mass., and Fred Sarkis, K.O.R., Inc., Rochester, N. Y.

In another panel discussion conducted by the Kwik Kafe Processors of America, Inc., a R-M affiliate, coffee concentrate took the center of the stage. Rudolph Dornseifer, vice-president, was moderator. Participating were Lloyd K. Rudd, president; Dr. Frederick R. Greenbaum, chemist, and John Meyer, quality control chemist.

Sanitation Problems

Dr. W. L. Mallman, professor of bacteriology and public health at Michigan State University, spoke on sanitation problems, while W. J. Manning Jr., vice-president in charge of marketing, spoke on in-plant feeding and automatic merchandising in relation to R-M plans.

C. G. Thompson, national sales manager, and William Hanley, sales administration manager, discussed "Successful Selling in a Competi-

tive Market," with the audience later participating in the talks.

Edward A. Wiler Jr., national advertising manager; George E. Hopf, sales promotion manager; Gerald Schaflander, president of Gerald-John Associates; Stuart Hample, Capp-Hample, Inc., and R. A. Protyeroc, account executive of Swanson & Dalzell, Inc., discussed advertising and sales promotion.

"The Development of Manage-

ment Personnel" was the subject of a talk by Myer B. Marcus, executive vice-president of Food Fair Stores, Inc., and Henry J. Klaunberg, president of the Human Factors Research Bureau, Inc., spoke on "Coffee—A Tool for Increasing Production and Efficiency."

The convention wound up with a 50-mile round trip to the new \$1,000,000 R-M plant in Hatboro and the annual awards banquet (see separate story).

COINMEN YOU KNOW

Continued from page 85

ment game route. She is the wife of Philip Berman, now associated with the Bell Music Company operated by his brother, Louis Berman. Both are veterans of the music business. . . . Raymond E. Edmonds now manages the Detroit branch of the Mills Automatic Merchandising Corporation, vending candy, gum and nuts.

L. James Dunne, who has been operating the Dunne Music Company for nine years, is once again in good health. He is sole owner of the route following the partnership with Max Marston. . . . Mrs. Bruce Bryan, whose husband died in November, is planning to maintain her Highland Park home. The postage stamp route he formerly operated has been disposed of, but Mrs. Bryan reports there is still a supply of parts for the Batter-Up machines, for which he was national distributor. . . . Interstate Detroit Coffee Company, headed by Alex Kramer, was the subject of a picture story in the rotogravure section of The Detroit News recently. It included a picture of Richard M. Kopel of the firm, working on the mechanism of a machine.

Mrs. Wanda M. DeLorenzo is establishing a small music route, the Win-Nino Music Company, with her husband, Anthony DeLorenzo, as active manager. . . . Wolverine Milk Vending Company has been set up by Louis Arvay, a newcomer to the vending field. He'll operate a route of Vendo machines selling pints and half-pint units. Ben Shwedel, formerly in the dairy business, has been named manager. The firm specializes in industrial locations.

Michigan operators back from a Florida vacation are George Grennon and Mr. and Mrs. Bud Cocking, co-owners of Century Coin Machine Company, Flint. . . . Julian Nece, of A.A. Radio, Flint; wife Pearl and daughters Judy and Jeanette have returned from Key West and Miami. . . . Jerry Gillespie, Ace Amusement, Flint, and deejay Fred Garrett, of Station WAMM, are successfully promoting the new Seeburg V-200 over the local air waves, reports Art Burke, Music Systems, Inc., Lansing.

New York

By AARON STERNFIELD

Ralph Schechtman will be in charge of the new branch of Leslie Distributors opening in Newark, N. J., at the offices of the Runyon Sales (AMI) outlet. The one-stop, with main offices on 10th Avenue, already has branches in Hartford, Conn., and Pittsburgh.

The coin machine division of the United Jewish Appeal has passed the \$30,000 mark in its drive for funds. Goal is \$35,000. At a committee meeting Monday night (14) Al (Senator) Bodkin, guest-of-honor at the dinner June 13, and Lou Boorstein, drive chairman, announced that they feel the coinmen can raise \$50,000.

Phil Simon, local music operator, is in Hahnemann Hospital, Philadelphia, for a heart operation. The following New York coinmen responded with blood donations for him: Meyer Parkoff, Murray Kaye and Nat Solow, all of Atlantic-New York, and the following operators: Joe Connor, Ben Feinberg, Ben Chicofsky, Ben Kimmelman, Sid Gordon, Bernie Berman, Jerry Seigel, Mort Polin, Bot Luttmann, Charles Morell, Sam Engelman, Sid Goldfine and Mort Zamore.

The donation drive is being organized by Al Denver, Nash Gordon and Delores Brown of the Music Operators of New York. MONY plans to set up a permanent blood bank for local operators.

Archie Kalter, who bought part of Mike Romash's route, is a new member of the Associated Amusement Machine Operators of New York. . . . Hymie Koepfel is back at work after a recent illness.

Bill Schwartz, Furst and Schwartz, local Stoner distributor, has returned from a business trip in Scranton, Pa. . . . The Rev. Stanley Schlurislir, of St. Stephen's Church, Paterson, N. J., has sent a letter of thanks to Ed Burg, Runyon Sales, for a donation of a juke box to the parish house.

Twin Cities

By JACK WEINBERG

HOSTS BALLY DISK ARTIST. Hy Sandler, of Lieberman Music Company, wholesale record division in Minneapolis, played host recently to Bob Carroll, the new Bally label artist, who showed up to introduce some new recordings.

Among those from this area attending the MOA show in Chicago were Mr. and Mrs. Sid Levin, Lew Ruben, David Lieberman and Hy Sandler, of the Lieberman firm; Irving Sandler, of Sandler Distributing Company; Mr. and Mrs. Chester LeDoux, operators from Virginia, Minn.; Amos Heilicher, of Heilicher Bros., Mercury distributors, and Columbia-Midwest Company, Columbia jobbers for this territory; Mr. and Mrs. Gordon Stout, of Pierre, S. D.; Elgin McDaniel, of Wadena, Minn.; Charles and Harold Rose, of Fargo, N. D.

Gerald Johnson, of Menominee, Wis., sold his music-games route to Johnny Galep, also of Menominee, one of the larger ops in that (Continued on page 88)

VICTOR'S TOPPER



1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more

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AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/3 Deposit on All Orders
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

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The Finest for Vending Flat-Pack Products



Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/4" or 1/4 1 1/4" by 2 1/2". . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today

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The hep crowd will dig these the most—

"ROCK 'n ROLL" BUTTONS

10.25 per thousand

with "No Stick" safety catches 7/8" red and blue assorted

MANY PROFOUND EXPRESSIONS

"see you later alligator"

"rock 'n roll"

"go cat go"

"after while crocodile"

... AND MANY MORE!

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Here is a durable, reliable, sanitary vendor with many exclusive features which have made it the best seller of all time.

Accommodates flat package up—1/2" by 3 1/4" or 1/4 1 1/4" by 2 1/2".

Has coin detector with automatic coin return when machine is empty.

Protected against breaking. Available in 5c, 10c or 25c operation.

F.O.B. Tampa **\$17.60**

Only 500 in stock. First come, first served.

50% cashier check, 50% C.O.D.

L & W VENDING CO.

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Bottle Drink Sales Reach Record High

NEW YORK — More bottled drinks were sold last year than ever before, according to a study released this week by the American Bottlers of Carbonated Beverages.

The gain over the previous year was 7.5 per cent. Case sales amounted to 1,264,925,000, reflecting a 10-bottle increase per capita to a high of 184.2 bottles. The per capita increase was the greatest since 1948.

Six to nine-ounce bottles advanced by 3.5 per cent, while 10-12-ounce bottle sales increased by 11.9 per cent. The 24-ounce bottles only increased sales by .4 per cent.

Greatest advance was in the Northeast, 14.1 per cent. Smallest gain was in the Southwest, .5 per cent.

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IMMEDIATE DELIVERY
PACKAGE CHARM
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STEMWARE



Beautifully designed — brilliantly vacuum plated in two-tone finishes. Assorted shapes. For all types of vending. IMMEDIATE DELIVERY!
\$16.50 per M
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Caterers' Interest

Continued from page 83

selling a package deal to industrial accounts—cafeteria service and installation of venders.

Montague did not offer any details of the packaged deal as to who operated the vending machines. He did point out two disadvantages for the caterer entering vending operations himself.

1. Extensive costs for vending machine as against non-ownership of cafeteria equipment—
2. Possible rapid obsolescence of food venders.

Audience Views
 Bringing out the conclusion that the "caterer should control vending closely" by the panel of six men—four caterers, an operator and food supplier—were remarks from the audience.

"You can't stop vending," R. E. Gaylor, General Mills, Inc., Minneapolis, declared bluntly. "The question to face now is how the caterer can employ vending to his best advantage. Venders provide a service."

Caterer-panelist George Konnersman Jr., Industrial Food Service, Cincinnati, declared: "We tried to stay out of vending as long as possible, but we've been forced into it."

Remarked W. C. McTague, head of Eroica Industries, Ltd., Peterborough, Ontario:

"Modern vending machines are more competition for the caterer, and the caterer is not present (as contract holder) to compete with vending but to offer the best food service possible."

In-Plant Necessity
 The caterer should enter vending operations in a small way to get experience, Panelist Richard O. Kearns, Silver Dome System, Dayton, O., advised, as vending is necessary to in-plant feeding. R. S. Manthy, Hagerty Catering Company, Chicago, merely asserted: "The caterer should control vending very closely."

Exhibiting hot food venders were Mills Industries, Chicago, which developed a hot food vender in co-operation with the H. J. Heinz Company; the Vendo Company, Kansas City, Mo.; Vendomatic, Inc., Minneapolis; Fedam Company, Elmwood Park, Ill., and Eastern Electric, Inc., New Bedford, Mass.

The single serve can of these four food packers were shown: H. J. Heinz Company, Pittsburgh; Campbell Soup Company, Camden, N. J.; George A. Hormel & Company, Austin, Minn., and American Home Foods, New York.

Two of the self-brew units were exhibited for the first time. The Bert Mills Corporation, St. Charles, Ill., displayed a complete unit, and Vendomatic a conversion. United Coffee Corporation, Chicago, showed its 640-cup model, while S and L Sales, Inc., Omaha, Neb., and Vend-All Corporation, Boston, exhibited pre-brew units. Eastern Electric displayed its combination hot-cold food-beverage machine—Lunch-O-Mat—that includes an instant coffee choice.

Sugar Deliveries Up

Sugar deliveries for U. S. consumption during the first three months of 1956 totaled 1,914 thousand tons, an increase of 71 thousand tons over the same period last year, according to Agriculture Department. Refined sugar prices were unchanged since last October until price increases of 10 cents per 100 pounds were announced during April for most territories. Beverage trades, one of the two largest industrial users of sugar, increased purchases by 9 per cent during the 1954 figure. Agriculture announced that effective May 1, sugar quotas for the U. S. would be increased by 100,000 tons.

R-M Presents Awards to 21 At Annual Fete

PHILADELPHIA—Twenty-one Rudd-Melikian dealers were presented with awards by the firm at the annual banquet here Saturday (12) as the franchised operators wound up their three-day convention.

Silver cups, plaques and certificates were presented by Lloyd K. Rudd, president, and K. Cyrus Melikian, vice-president.

K. O. R., Inc., Rochester, N. Y., won the President's Cup, followed by Kwik Kafe of Clawson, Mich.; Kwik Kafe of Reading, Pa., and Kwik Kafe of Allentown, Pa. Honorable mention was won by Quick Coffee Service of Western Pennsylvania, Pittsburgh.

Winner of the Kwik Kafe Award was Bonnie-Gay, Ltd., of Honolulu. Runners-up were Kwik Kafe Coffee of Columbia, S. C.; Kwik Kafe of Western Florida, Lakeland, and Kwik Kafe Vending Service, Maspeth, L. I. The Automatic Merchandising Company of Nashville, Tenn., received honorable mention.

The How-Dee Company, Springfield, Mass., won the Dealer's Award, followed by Kwik Kafe of Norfolk; Kwik Kafe of Baltimore, and Kwik Kafe of Pottstown, Pa. Kwik Kafe of Riverside, Calif., was given honorable mention.

Atlantic Developments, Charlotte, N. C., won the Co-Founder's Cup. Other awards went to Wash Valley Kwik Kafe, West Terre Haute, Ind.; Kwik Kafe of Ogden, Utah, and Kwik Kafe of Lansdale, Pa. Kwik Kafe of Toledo got honorable mention.

The Rudd-Melikian Cup, a new award, was won by Kwik Kafe of Atlanta.

Bulk Operator

Continued from page 83

of the Lions, Rotarians, Kiwanians, Optimists, Ruritans, Civitans, or members of Exchange, Sertoma, Twenty-Thirty, Tyro, Cosmopolitan or Round Table.

"Vending machine projects have been an excellent source for income for service clubs for many years," he said. "... We at Lions International headquarters cannot endorse, or recommend, any commercial product or service. But so long as operators co-operate, service clubs will be eager to help secure locations."

The vending industry is growing at a tremendous rate, and one needs only to walk thru a railroad station or airport terminal to prove this to himself, he stated.

"Service clubs, too, are growing at a tremendous rate," he pointed out, "and this is good, for there is no better vehicle or medium in which to improve good will than thru these groups."

Pin-pointing his remarks, Chana pointed out that some clubs "had their fingers burnt dabbling in vending machine programs."

"In their sincere and earnest desire to raise money for charity," he explained, "some service clubs were easy prey for the fast-talking, slick salesman with larceny in his heart."

"Your trade publications, particularly The Billboard and Vend, have done an outstanding job in attempting to expose the 'high-binders' in the vending machine field. . . . However, service clubs will be eager to work with bulk venders as long as the operations is above reproach in every respect."

Citing an excellent example of how service clubs and operators work together, Chana related the project carried out by the Lions Club of Duluth, Minn., to raise

L & M Ups Price

Continued from page 83

the regular-size Chesterfields to \$8.55 a thousand and the king-size to \$9 a thousand, with a 2 per cent cash discount.

Recent tax increases may have turned out to be blessings in disguise. In New Jersey, for example, when operators were hit with a sudden 2-cent-a-pack tax boost, the owner of every cigarette route in the State began frantically converting his machines and buying whatever replacements he could afford. He's in a lot better position to cope with a general price increase than he was a month ago.

In New York, operators have been holding firm on the straight 25 cents on regulars, altho machines with dual pricing have been getting 27 and 28 cents for king-size brands and 30 cents for filters. Now, it seems likely that regulars will go for 27 cents, with 20 or 30 cents for kings and 30 cents for filters.

Actually, the operator will make money in the price increase in the long run. He will pay a cent a pack more for regulars, but he will pick up an extra 2 cents in the machine.

Two Choices
 Of course, the big catch is that most existing equipment is set for a 25-cent vend. Operators have two choices—they can operate with their present equipment at no profit or even a loss, or they can invest heavily in conversions and new equipment.

No businessman worthy of the name will take the former course of action. But in converting and replacing the bulk of his machines, the operator is going to be sorely strapped for cash.

One State where mass conversion is sure to come is Massachusetts. With a 5-cent State tax in effect, operators have been vending regulars at 25 cents and getting by on a paper-thin margin. The 1-cent per pack increase wipes out this margin—now they must convert.

Long-Range View
 In the long run, Massachusetts operators will be better off because of the increase. Up till now, no one would attempt to get more than 25 cents. Now, it seems certain that vending machine prices will jump by 2 and 3 cents per pack.

In Pennsylvania, about 25 per cent of the operators had held firm to the 25-cent vend when the State tax was boosted from 23 to 24 cents. Now they must convert.

A boom is in store for conversion shops and equipment manufacturers. With the odd-cent pricing of cigarettes, it seems likely that manufacturers will be thinking in terms of machines with penny changers.

In the meantime, the pennied pack will be the rule, not the exception.

funds for a civic project.

"It was suggested by a member that the club sponsorship a vending machine program," he said. "The project was given excellent publicity in the local press, and in the Labor Day parade."

The club, he explained entered a float announcing their project, and the fact that funds were to be derived from ball gum venders. "Several pretty girls were placed on the float and threw sample gum balls to the crowds that lined up along the street," he recalled.

As the result, local businessmen who belonged to the Chamber of Commerce endorsed the program and there was no difficulty in securing several hundred good locations for machines.

He concluded by saying the proceeds from vending machines are and will continue to help service clubs succeed in their endeavors.

INTRODUCTORY OFFER



VICTOR'S
New SUPER MART
 FILLED TO CAPACITY WITH
6 lbs. Ball Gum
 plus
250 Capsules
 Each machine takes in approx. \$15.50 when empty.

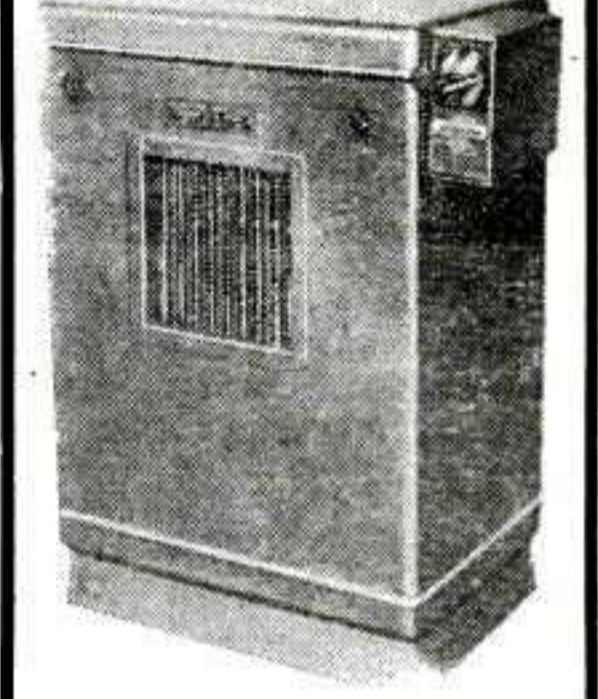
TOTAL COST \$35.45!

Cash With Order or 1/3 Dep., Bal. C.O.D.
 Money Back in 30 Days if Not Satisfied.

PIONEER VENDING SERVICE
 Syd Rubenstein
 590 Albany Ave. Brooklyn 3, N. Y.
 President 4-5358

Terrific Money-Making Possibilities
 for Distributors and Operators of our NEW
COIN-O-MATIC KOOL PACK AIR CONDITIONERS

Fills a long-felt want in hotels, motels, guest and tourist houses, hospitals, institutions and apartment houses.



COIN-O-MATIC KOOL PACK

A quarter operated, plug-in 1/4 H. P. Portable Room Air Conditioner. No installation required; no special wiring; no piping or plumbing. Operates on 110 volts A. C. for less than 1/2¢ an hour. Filters, purifies, washes, cleans and cools air automatically. 16" deep, 24" wide, 35" high. Weighs 90 lbs. One to fourteen quarters can be inserted at a time. Two consecutive hours of operation for each quarter. Keeps rooms delightfully cool. No maintenance problems or costs.

5-Year factory warranty

With the perfection of this new pry-proof welded steel 25¢ COIN-O-MATIC KOOL PACK Room Air Conditioner distributors and operators have the opportunity of a lifetime to cash in on the really BIG money. Profits are limitless.

Spare time or full time.

Only 2 or 3 hours a week needed for big cash income. Requires no mechanical experience. This is a dignified and highly profitable business for men and women.

Units are sold to persons who will operate them on commission basis, or to distributors who will set up operators. Valuable and protected DISTRIBUTOR-SHIPS still available.

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Hijackers Strike Cig Route Truck

NEW YORK — Working in broad daylight in the heart of Brooklyn, hijackers recently stole a cigarette route truck and made off with more than \$2,000 in cash and merchandise. The truck was found empty in a Brooklyn side street two hours later.

The vehicle was owned by the Metropolitan Cigarette Service Company, of Hempstead, N. Y., which, according to police, had another truck hijacked less than a week before, altho company officials denied this.

Paul Fink, the driver, said he had been servicing venders on the route when he decided it was time to eat. He parked his truck, locked it, set the automatic alarm, then went to a nearby restaurant. When he returned the truck had gone.

Wooten Calls For Increase In Cig Prices

NEW YORK—Harry M. Wooten, consultant to the tobacco industry, has called for a general factory price increase in cigarettes. He pointed out that the most cigarette firms have shown a first-quarter gain this year, the comparison is against an abnormally lean 1955 period.

Wooten said that manufacturers are faced with changing consumer tastes, bringing high costs of research, development and tooling up in introducing new brands. Advertising, merchandising and sales expenses, he added, are at their peaks.

He said that there have been no mark-ups in regular cigarettes in three years. King-size brands were increased about 38 cents a thousand a year ago.

N. Y. Court Okays Ball Gum-Charm Viewer Machines

NEW YORK—The mixed ball gum charm machine with the look-see viewer was given the green light in Queens magistrate's court here Wednesday (16) when Judge Harry Serper ruled that the element of chance does not predominate in the machine.

Dismissing the complaint, he added that the purchaser can see what he is buying. Tho it was pointed out that the height of the viewer—three and a half feet—may be too high for the youngsters, the judge ruled that the height of the viewer is no factor in the legality of the machine.

The same day, Judge Serper dismissed a complaint against an all-charm machine, ruling that all items are of the same general value.

The latest decision comes in the wake of a similar judgment handed down in Bronx magistrate's court last month.

COINMEN YOU KNOW

Continued from page 86

community. . . En route home from the MOA meeting, Chet LeDoux and his wife stopped in the Twin Cities and bought games for their Iron Range coin machine route. . . Sol Stone, Gopher Novelty Company, Minneapolis, has opened a new retail record store, Musicland, in Minneapolis. . . Jack Lowrie, of Lake City, Minn., in Minneapolis to get his daughter, Lois, properly ensconced now that she's got a job here, stopped by to see the distributors.

Avis Fike, of Sandler Distributing Company, is heartbroken—a truck ran down and killed "Albert Einstein," the pet black Labrador dog she bought a year ago for her son, David. He, too, was heartbroken, but already is out seeking another dog to take "A. E.'s" place. . . Darwin Holsmann, of Big Fork, Minn., in buying music and records, is sporting a beard he's growing in connection with the centennial in his community July 4. . . Harold Lieberman, visiting in Israel with his wife, telephoned headquarters here from Rome about two weeks ago—it was after 1 in the morning for him there—and spent nearly an hour talking business with Lew Ruben, Sam Sigal, Hy Sandler and others at the Lieberman firm.

Sid Levin, of Lieberman Music Company, said operators are ordering well on the new AMI G-200 phonograph. . . Johnny Butteras, of Hibbing, Minn., came to town to buy music and showed up sporting a brand new Cadillac. . . A. Theisen, of Northland Music Company, Brainerd, Minn., was in town buying records. . . So was Hank Krueger, of Fairfax, Minn. . . Jack Tomar, of Two Harbors, Minn., came to the cities for games and music. . . Ben Kragtorpe, of Tracy, Minn., bought new phones on his trip to town. . . So did Frank Coubal, of Bloomer, Wis.

Milwaukee

By BENN OLLMAN

BIG BEER CITY MOA DELEGATION. Beer City representation at the MOA convention in Chicago was quite sizable. With the convention site only a few hours away, many operators drove in for a day's look-see. A partial list includes Sam Hastings, Erv and Joe Beck, Ken Kulow, Doug Opitz, Stu Glassman, Sam Cooper, Les Reder, Carl Happel, Harry Jacobs Jr., Woody Johnson and Red Jacomet.

Stu Glassman, Radio Doctors disk chief, took his wife on a week's vacation to New York the day after he took in the MOA banquet.

Joe Robbins, former Sam London Music Company sales rep with headquarters in Milwaukee, was glad-handing a lot of Wisconsin operators at the MOA show. Joe is now with Empire Coin Machine Exchange, Chicago. . . Roger Bartnik, son of the owner of Banaco Music Company, is back in town after an extended trip thru the West Coast and Hawaii. Till now, his father, Frank, was the widely traveled one in the Bartnik family, relying on his private plane to get around. According to the Banaco Music Company disk buyer, Alice Antczak, the top tunes on their juke boxes this week are "Standing on the Corner," by the Four Lads, and Gogi Grant's "Wayward Wind."



JACOBS JR.

David Gare is the new serviceman on the payroll at the Badger Novelty Company, according to head man Carl Happel. . . Harry Jacobs Sr., winding up his annual Florida vacation, is expected to check into the United, Inc., offices about the middle of May. . . Ray Lax and his wife are marking their 20th year in the coin machine business this spring. Ray's Amusement Company, one of the most stable coin machine firms in the county, is a fine example of a husband-wife combo that produced success.

Mark Case, Eagle River, stopped in at the Badger Novelty Company early last week to load up with a supply of new music and games units. Mark Case III, his 18-year-old son, is due to become a permanent member of the Case Amusement Company staff this summer.

Memphis

By ELTON WHISENHUNT

MEMPHIS OPS REPORT COLLECTIONS UP. Fine spring weather has upped juke box collections, music ops reports. Reason, says Parker Henderson, Southern Amusement Company; Edward F. Newell, Ormatt Company; Drew Canale, Canale Amusement Company; Allen Dixon, S & M Sales Company, and others, is more people are getting out now that warm weather is here.

Bill Fitzgerald, manager of Music Sales Company, spent a day out on the route recently. Sales picked up with his fine salesmanship ability at work. He's required to stay in most of the time to take orders from local and Mid-South ops. . . Clarence Camp, president of Southern Amusement Company, is looking forward to the opening of his stock car track at Lehi, Ark., 20 miles from Memphis, June 10. First races of the season are scheduled then.

Seen at Southern Amusement Company shopping for equipment: Leroy Williams, S & W Sales Company, Bernie, Mo.; Harold Young, Broadway Music Company, Carruthersville, Mo.; Tom Armstrong, Armstrong Music Company, Brinkley, Ark.; James Howard, Dixie Amusement Company, New Madrid, Mo.; Henry Hitchcock, Jonesboro Music Company, Jonesboro, Ark.; J. L. Long, Hollandale, Miss.; Owen McGee, McGee Music Company, Jackson, Miss.; Clinton Collins, Crystal Amusement Company, Grenada, Miss.; Bill Forsythe, Forsythe Amusement Company, Millington, Tenn.

Drew Canale, owner of Canale Amusement Company, and his bride, the former Helen McAdams, are back from their honeymoon. They went to Miami, and Havana, Cuba. Drew took along one of his employees, Joe Hill Louis, as chauffeur and valet. George Sammons, president of Sammons-Pennington Company; Allen Dixon, S & M Sales Company; Edward F. Newell, Williams Distributing Company, were among those who attended the wedding and reception with this writer. All attested to Drew's loud and clear voice as it rang thru the church—he came thru much louder than Msgr. M. F. Kearney, who performed the wedding.



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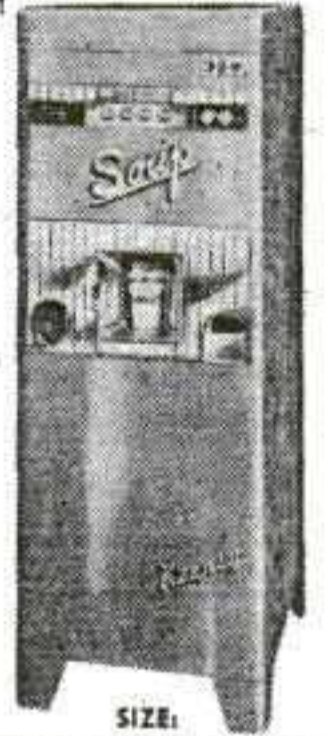
★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

New!

Keeney's HOT SOUP VENDER

300-Cup Capacity ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS

Red or Gold Hammerloid



Keeney's 19 1/4" W. x 15 1/2" D. x 52" H.

HOT COFFEE VENDER

Keeney's SNACK VENDER



Neutral Gold Color SIZE: 10" W. x 10" D. x 36" H. Attach to or set beside any hot or cold drink vender.



19 1/4" W. x 15 1/2" D. x 52" H. Red or Gold Hammerloid 300-Cup Capacity. All dry ingredients. Prices can be set from 5c to 10c. Returns change automatically.

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| N.W. #39 16 Porc. | 7.95 |
| N.W. #33 16 Porc. B.O. | 6.50 |
| Columbus 56 Bulk | 6.50 |
| Silver King 16 B.O. or Mase. | 7.45 |
| Silver King 56 | 7.45 |
| ABT Guns | 30.00 |
| Acorn 16 or 56 | 8.50 |

MERCHANDISE & SUPPLIES

| | |
|--|-----------|
| Pistachio Nuts, Jumbo Queen |75 |
| Pistachio Nuts, Large Tulip |72 |
| Pistachio Nuts, Vendor's Mix |57 |
| Pistachio Nuts, Sheik |57 |
| Cashew Whole |41 |
| Cashew Butts |59 |
| Peanuts, Jumbo |45 |
| Spanish |32 |
| Mixed Nuts |35 |
| Tabby-Lets, 520 ct. |30 |
| Rainbow Peanuts |32 |
| Boston Baked Beans |32 |
| Jelly Beans |28 |
| Licorice Gums |28 |
| Leaflets (similar to M. & M.), 550 ct. |46 |
| Assorted Fruit Charms, 100 ct. |42 |

Rain Blo Ball Gum, 60 ct. \$.28
 Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
 Rain Blo Ball Gum, 100 ct.32
 200 lb. minimum, prepaid, on all Rain Blo Ball Gum.

Adams Gum, all flavors, 100 ct.45
 Wrigley's Gum, all flavors, 100 ct.45
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THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include BALLY (Atlantic City, Beach Club, Beauty, etc.), GENCO (400, Golden Nugget, etc.), GOTTLIB (Diamond LI, Flying High, etc.), UNITED (Havana, Hawaii, etc.), WILLIAMS (Screamo, Thunderbird).

Table with columns: HIGH, LOW, Mean Average. Rows include GENCO (400, Golden Nugget, etc.), GOTTLIB (Diamond LI, Flying High, etc.), UNITED (Havana, Hawaii, etc.), WILLIAMS (Screamo, Thunderbird).

Table with columns: HIGH, LOW, Mean Average. Rows include UNITED (Havana, Hawaii, etc.), WILLIAMS (Screamo, Thunderbird).

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Mean Average. Rows include ABT Challenger, Advance Shockers, Air Hockey, Baseball, Basketball, etc.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated May 19, 1956)

- ARCADE EQUIPMENT: 1. GENCO—Rifle Gallery, 2. GENCO—Basketball, 3. SEEBURG—Coon Hunt, 4. BALLY—Moon Rides, 5. EVANS—Bat-A-Score. MUSIC MACHINES: 1. SEEBURG—M-100-B, 2. SEEBURG—M-100-A, 3. ROCK-OLA—1436-A, 4. AMI—Model D-80, 5. AMI—Model E-120, 6. SEEBURG—M-100-C. SHUFFLE GAMES: 1. UNITED—Leader Shuffle Alley, 2. UNITED—Royal, 3. UNITED—Imperial, 4. UNITED—Clipper Deluxe, 5. CHICAGO COIN—Hollywood. VENDING MACHINES: 1. Northwestern 39, 1c, 2. Northwestern 49, 1c, 3. National 950, 2. P.X. (8 Col.), 2. P.X. (10 Col.), 2. Silver King Hot Nut.

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

- BALLY: 1. Surf Club, 2. Beach Club, 3. Yacht Club. GOTTLIB: 1. Skill Pool, 2. Guys & Dolls, 3. Pin Wheel. UNITED: 1. Singapore, 2. Triple Play, 3. Rio, 4. Tahiti. WILLIAMS: 1. Screamo, 2. Thunderbird.

Table with columns: HIGH, LOW, Mean Average. Rows include Bat-A-Score (Ev), Big Broncho, Big Inning, Big League Baseball, Bonus Gun, Carnival Deluxe, Carnival Gun, Champion Baseball, Coon Hunt, Dale Gun, Derby, 4 Player, Drivemobile, Flying Saucer, Goatee, Gun Patrol, Hockey, Home Run, Jet Fighter, Midget Movies, Moon Rides, Photomatic, Pistol, Pitch'm & Bat'm, Polar Hunt, Quarterbacks, Rifle Gallery, Set Shot Basketball, Shoot the Bear, Shooting Gallery, Sidewalk Engineer.

Table with columns: HIGH, LOW, Mean Average. Rows include Silver Bullets, Six Shooter, Sky Gunner, Sky Gunner (CC), Sky Rocket, Space Ship, Sportland, Sportsman, Standard Metal Typer, Super Home Run, Super Jet, Telequiz, Undersea Raider, Voice-O-Graph, Wild West.

MUSIC MACHINES

Table with columns: HIGH, LOW, Mean Average. Rows include AMI (Model B, Model D-80, Model E-120), ROCK-OLA (1436 A), SEEBURG (M-100-A, M-100-B).

Table with columns: HIGH, LOW, Mean Average. Rows include Clipper, Clover Shuffle, Comet, Comet Deluxe, Criss-Cross, Criss-Cross Targette, Crown, Diamond, Double Score, Feature, Fireball, Flash, Gold Cup, Gold Medal, Holiday Match Bowler, Hollywood, Imperial, Jet Bowler, Leader Shuffle Alley, League Bowler, Lightning, Lightning Deluxe, Magic, Mars, Match Pool, Mercury Deluxe, 11th Frame, Mystic Bowler, Olympic, Pacemaker, Rainbow Shuffle Alley, Royal, Shuffle Alley, Shuffle Pool, Speedy, Spectolane Bowler, Starlite, Super Frame, Targette, Team Bowler, Tenth Frame Bowler, Triple Score Bowler, Triple Strike Bowler, Venus Deluxe, Victory Bowler, Vinus Bowler.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include Ace Bowler, Advance Bowler, American Bank, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Capital Deluxe, Capital Deluxe Shuffle Games, Carnival, Cascade, Champion, Chief, Classic.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with the mean average listing.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

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.

STOPS PILFERAGE

Surplus Wire Solves Op's Location Problem

ST. LOUIS—War surplus wire is being put to use as an economical remedy for pilferage of pinball electric cords on locations. Galen Scaife, amusement game operator here, who has some 225 pinball installations thruout the suburbs, ran into a location problem that seemed to have no easy answer. Extension cords used to hook his pin games to electrical circuits were being pilfered at a fast rate. Scaife lost more than 20 such cords since last January, when the pilferage began. Evidently loca-

tion-visitors had hit upon a free source of extension cords for use around the home. Scaife deduced that much of the pilferage occurred at locations frequented by youngsters who could use the cords for outside work on hot rod autos and similar projects. The apparent solution was to install a one-piece cord which could not be detached from the pinball game without considerable effort. Scaife thus experimented with ordinary double wire, rubber-insulated cord, splicing it so it could be tacked along the baseboard of

the locations. Even this method proved to be short-lived, however, as the cord began disappearing again, disconnected at the plug and snipped off near the machine.

Hits on Solution Eventually the St. Louis operator hit upon the ideal solution in the form of heavy duty, steel-reinforced "spiral-four" war surplus wire of the type used by the Signal Corps, the Air Force for radar installations and the Navy for ship-board lines. Available in many military surplus stores, the spiral-four cable consists of four separate rubber-insulated copper wires. These are spiral-twisted with a heavy waterproof paper insulator, then wrapped in a rubber sheaving and a heavy coating of mesh piano wire with a covering of rubber sheath. Only slightly less flexible than

A.B.T. Sets Date For Vacation

CHICAGO - A.B.T. Manufacturing Corporation here this week announced the plant and offices will be closed July 30 thru August 12 for the annual summer vacation. rdinary lamp cord wire, this can be purchased at a low enough price to permit its installation on all machines. What's more, it resists cutting by knife or wire cutters. Wire costs average about \$3.50 per location, Scaife found. Scaife has been so pleased with the results, he is replacing the cords on all his coin equipment, including games, juke boxes and vending machines, with the "spiral-four."

Dunis Sponsors Bally Op Schools

ANCHORAGE, Alaska—Dunis Distributing Company, Seattle and Portland, is sponsoring two Bally Manufacturing Company service schools at Anchorage and Fairbanks, Alaska. Paul Calamari, Bally field engineer, will conduct the schools, accompanied by John Michael, of the Dunis Seattle office. George Thompson, Music Incorporated, Fairbanks, will act as host for the school at Fairbanks May 15-16, at Music Incorporated headquarters. Partners Jack Brockert, Lyle Bolten and Chuck Johnson, Arctic Music Company, Anchorage, will greet operators and servicemen at the school at their offices May 17-18-19.

Expect Wurlitzer 200 Model To Be Marketed by June 5

Called 2000; Features 50c Chute, Changeable Programming Panels

CHICAGO — The Rudolph Wurlitzer Company's 200-selection phonograph is expected to be ready for marketing by June 5. The new phonograph, designated as Model 2000, was shown for the first time at the Music Operators of America convention here in Chicago.

Highlights of the 200-selection phonograph, designated as Model 2000, include a 50-cent coin chute, a stationary center hit tune programming panel and changeable side panels, a wrap-around dome, and the "carousel" record mechanism.

In appearance, the 2000 is almost identical with Wurlitzer's 104-selection phonograph, Model 1900. Over-all dimensions are exactly the same: 55 5-8 inches high, 33 11-16 inches wide and 27 7-8 inches deep. Net weight is 354 pounds, 31 pounds heavier than the 1900. The glass dome is somewhat smaller to allow for extra programming panel space.

To the juke box player, there are

eight banks of title strips, 10 tunes to a bank, visible at all times. The center four banks—a total of 40 tunes—are stationary and are classified the popular tune section.

The two title strip banks on each end are changeable, each side contains three movable programming leaves similar to those used in wall boxes. Thus, a total of 80 tunes on each side, the only 20 are visible at a time.

The changeable programming leaves are operated electrically and independently of each other as well as the juke box mechanism. Because two-button play is used, the tune selected does not have to be visible to establish contact.

The outside programming leaves are changed via a button located just below each outside bank of title strips. The leaves are rotated once each time the button is pressed, restacking automatically on the fourth time and beginning the cycle over.

The selector panel is slightly higher on the 2000 than on the 1900 to permit a new selector button arrangement. Three rows of 10 buttons each are featured in the center of the panel. A letter and a number button must be pressed to make contact.

To the right of the selector buttons are two coin chutes. In

(Continued on page 94)

Prep Op Showings Of Rock-Ola 1454

Features Similar Design, Disk Mechanism As '55 Model; Color, Trim Is Changed

CHICAGO — The Rock-Ola Manufacturing Corporation announced Friday (18) that its new 120-selection phonograph, Model 1454, was ready for operator showings thruout the country.

The new model, introduced at the Music Operators of America convention two weeks ago, features similar record and sound mechanisms, and cabinet styling as the firm's previous model, the 1448.

The 1454, like the 1448, measures 55 3/4 high, 30 1/2 inches wide and 27 inches deep. Net weight is 335 pounds.

Cabinet coloring on the new model is 'Rose de Brignoles' trimmed in teakwood. The dress panel is in gold.

No formal showing dates have been announced for the new model. Firm officials said that distributors will invite a few operators at a time to see the new machine.

Changes in the cabinet were made according to operator suggestions, firm executives said.

Rock-Ola's previous 120-selection model, 1448, was introduced in March, 1955. The 1454 is supplemented by the firm's 50-selection model, 1452.

NAMM Trade Show In N. Y. July 23-26, Lists 196 Exhibitors

CHICAGO—The National Association of Music Merchants, Inc., announced Wednesday (16) that 196 firms had confirmed exhibit space at its annual convention to be held in New York July 23-26.

Included in the list of exhibitors were such firms as AMI, Inc.; Permo, Inc.; Columbia Records, RCA Victor and The Billboard.

The convention will be held at both the Hotel New Yorker and the New York Trade Show Building.

Ross in S. Ga. For Rock-Ola

JACKSONVILLE, Fla. — Ross Distributing Company, Rock-Ola distributor with offices here and in Miami, has added Southern Georgia to its sales territory.

The new area to be covered by Ross will be handled from the Jacksonville office, headed by J. T. Elkins.

The Southern Georgia territory was formerly handled by the Robinson Distributing Company, Rock-Ola outlet in Atlanta.

Cross-Country View of Dime Play: A Scene of Hills and Valleys

MEMPHIS — The amount of dime play in cities south of the Mason Dixon Line varies from "none" to "99 per cent."

In cities like Birmingham, dime play is practically unheard of. In Miami it's beginning to catch on slowly. Here in Memphis, the chances of finding a juke box on nickel play are one in a hundred.

The one thing Southern operators have in common concerning dime play is they all think it's needed and will eventually come.

At a meeting of the Memphis Music Association last week, oper-

(Continued on page 91)

COLUMBUS, O.—There is no pattern as to where dime play prospers in the Great Lakes region. For example: Chicago is a solid dime play town. Detroit is partially converted. In Ohio, there are towns fully converted, other not even near beginning.

Here in Columbus, a slump in juke box play—compared with a year ago—has all but eliminated operator hopes of converting to dime play this year.

A few operators are pioneering the move via 200-selection machines and by placing a few EP's

(Continued on page 94)

SKED 'KISMET' 'IN THE ROUND'

NORTH TONAWANDA, N. Y.—The Broadway musical production, "Kismet," will be one of the star attractions at The Rudolph Wurlitzer Company's Centennial Celebration here, August 23-25.

The show will feature the same cast and chorus as in the Broadway hit, firm officials said.

Something new has been added to the show, however. It will be presented "in the round"—a circular stage located in the center of the audience.

The show will be seen by operators and guests on August 24.

'Heartbreak' Still MOA Show Pick

NEW YORK — "Heartbreak Hotel," with Elvis Presley on RCA Victor, again was chosen the nation's top juke box disk Saturday night (19) on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

Regional favorites were "Ivory Tower," with Cathy Carr on Fraternity; "Moonglow," with Morris Stoloff on Decca, and "The Happy Whistler," with Don Robertson on Capitol.

Voted most promising were "Chigger Chigger Wa Wa," with Cab Calloway on AMPA, and "Careless Love," with Lou DeMarco on Ferris.

Early 10c Play Good in Ark., Says Singleton

LITTLE ROCK — Early dime play conversions made in Arkansas seem to be meeting with success.

J. W. Singleton, owner of Singleton's Music Company, Marked Tree, reports he recently changed over a few of his machines, with the result that collections climbed immediately. There has been no noticeable opposition to the changes, Singleton said.

Dime play is expected to pick up thruout the State by early fall. At a recent meeting of the East Arkansas-North Missouri Music Association, operators were of the general opinion that they couldn't hold out on nickel play beyond this year's summer tourist season.

Coven Markets Corner Speaker

CHICAGO — Coven Music Corporation, Wurlitzer distributor here, has introduced a corner juke box speaker to retail for \$15.95.

The speaker features an eight-inch extended range speaker and measures 14 inches by 12 inches.

Colors available are limed oak and natural, Coven said.

Coven Music already has a wall speaker which retails for slightly less than the corner speaker.

German Juke Biz Up 11% First Quarter

• Continued from page 1

import quota restrictions. Now that is no problem. Our domestic production is big enough to begin to meet demand. Altho, of course, the German market, compared with America's, is still in its infancy.

The juke box market will remain the main target of German producers and distributors of all types of coin-operated equipment. At present there are an estimated 12,000 juke boxes in West Germany; the industry plans to install some 2,500 additional machines in the next quarter.

Even conservative estimates by German juke box manufacturers put the immediate potential market at 40,000 new juke boxes, excluding replacements.

In France, the picture is almost the exact opposite. The French

juke box industry can't get enough American-made machines and at the present time no licenses are being given for importing them.

The French want American-made equipment and the French Finance Ministry, in its refusal to grant dollar import licenses, is holding down the development of the market. Reports Waldo Wallis, The Billboard correspondent in Paris: "A good many French jukes, which have sprung into existence under this form of protectionism and which the International edition of The Billboard reported at the beginning of the first quarter, have made a brief bow, obtained a few bouquets of primroses, and are now looking anxiously around for the support of the public. Their sales have already dropped from the last quarter—which was in many cases their first quarter."

Last year it was amply shown that the French traders think well enough of the American-made machines to pay twice the stateside price for the equipment. Further, that only the U.S. juke box earns enough to warrant the payment of the exorbitant French exploitation tax of \$200 per year per machine.

Despite their willingness to pay for American equipment, all hopes for the importation of American machines in the near future has been removed by the government's refusal to issue import licenses.

However, this bleak situation was not reflected by the French importers of American equipment who exhibited at the Paris Fair this year in about the same number as last year. Importers for the J.P. Seeburg Company, The Rudolph Wurlitzer Company and AMI, Inc., all showed.

Earnings Up At Wurlitzer

CHICAGO — The Rudolph Wurlitzer Company's net earnings for the fiscal year closed March 31 were \$1,463,145, equivalent to \$1.75 per share of common stock, R. C. Roling, president, announced Wednesday (16). Earnings for the previous year were \$1,400,166, or \$1.68 per share.

The increase in earnings was made despite a substantial reduction in defense work. The year sales of the firm's civilian products increased 10 per cent over a year ago, while sales of defense items decreased 75 per cent.

Net sales for the firm were \$35,448,646 as compared to \$38,912,786 for the preceding year.

All divisions of the company operated at a profit, Roling announced, adding, more coin-operated phonographs, pianos, electronic pianos and electronic organs were manufactured and sold than during the previous year.

N. J. Town Mulls Licensing Jukes, Games, Venders

SPOTSWOOD, N. J. — The board of commissioners here has adopted on first reading an ordinance which provides for the licensing and regulation of vending machines, juke boxes and coin-operated amusement devices. The ordinance comes up for final reading May 28.

The proposed schedule is \$25 per machine on juke boxes; \$10 per machine on games, and \$5 per machine on cigar or cigarette venders. No mention is made of other type vending machines in the ordinance.

Applications would be referred to the police chief who would have the authority to grant or deny the license. The ordinance further provides that only persons over 16 years old may play amusement devices and that juke boxes must be silent between midnight and 7 a.m.

Fines of up to \$200 and imprisonment of up to 90 days is provided for in the proposed bill.

BUYING GAUGE

Cost Control Vital For Juke Success

By **BENN OLLMAN**

WAUKESHA, Wis.—“The success of a juke box route often depends more on the amount of money expended to operate than on the money collected.”

That's the formula Lonnie Smith and Glen Ladwig, of L.S. Amusement Company here, have used in building up their route. And they know this thinking to be true. Last year at this time there were five operating companies here, today only three remain. The two firms pulling out of the business did so because overhead costs got out of hand.

The most effective method they have come up with to watch expenditures is a systematic route record sheet.

“We keep accurate records of each location,” Smith explained, “and also make all collections and service calls on a regular schedule. Our record sheets, made out by the servicemen, tell us: (1) The total amount of money collected. (2) The exact commission paid to each location. (3) The number of records placed on a machine in any week. (4) The number of slugs found in each collection box. (5) A comparison of collections and costs expended per location.”

Memphis

• Continued from page 90

ators estimated that 99 per cent of the city's juke boxes have been converted to dime play. “The only machines still operated on a nickel,” they asserted, “are location owned.”

Operators reported that customer opposition to dime play was long past, and that play was returning to the previous level.

The change-over in Memphis was launched exactly one year ago. The move was gradual at first, picking up speed as reluctant operators found the dime play receipts greater than when on nickel play.

During the Memphis meeting, operators also discussed the feasibility of inviting the few location owners who own and operate their own machines to the next operator association gathering.

The Memphis area was converted to straight dime play, three tunes for a quarter.

In Birmingham, the big drawback as far as dime play is concerned is the absence of an operator association. As yet no positive action has been taken to form such an association.

Miami is about 10 per cent dime play. Its success lies in the tourist business, which is always a ground breaker for dime play. The Amusement Machine Operators' Association of Dade County is active in Miami, but aside from open discussions on the subject of dime play, little action has been taken.

Towns around Miami and Birmingham seem to be taking their cues from the larger cities.

The route record sheets act as a gauge in determining whether or not a location can support a new music machine.

“Too frequently,” Smith asserted, “operators run into trouble when installing a new phonograph in a location that will not justify such an expenditure. When a location owner pressures us for a new machine, we simply haul out the route record sheets, and we let them determine if the location warrants the cost.”

Information concerning slugs is important, Smith said, because when a location owner can be shown they effect his commission, the result is generally a quick drop-off in the number of slugs found in the machine.

Working Boss

The partners also believe operators should do their share of work on the route. “It's not a bad way to keep costs down and it builds better employee relations,” the partners explained.

Only recently L.S. Amusement Company began converting equipment to dime play. Both partners are enthusiastic about the results.

“We intend to gradually convert all our locations to dime play,” they said. Using one of their spots recently converted as an example, it's easy to see why they are so enthused:

Location “X”

Location X, averaged about \$63 every two weeks on nickel play, jumped to \$73 the first two weeks following the change-over. For the second two-week period collections jumped to \$93 and have been holding steady at that level ever since.

“Needless to say,” Smith said, “the location owner in spot X is 100 per cent sold on dime play.”

The partners tried to switch to straight dime play, three tunes for a quarter when they began, but opposition was heavy and so they set the machines for dime play, five tunes for a quarter.

Considering the fact that the bulk of the L.S. Amusement Company's stops are in restaurants and family-type taverns, the success the firm has been having with dime play is very heartening to the partners.

“We have also found the best dime play salesmen are location owners who have gone over to dime play and are getting a larger commission each week,” Smith said.

JUKE MUSIC CALMS CHAMPS

MINNEAPOLIS — The American Association's 1955 baseball champs—the Minneapolis Millers—are doing their relaxing these days with the aid of juke box music.

Eddie Stanky, who took over as manager of the Millers when Bill Rigney went up to handle the affairs of the New York Giants, is credited with installing a juke box in the team's club room.

“I want my men to relax when they're in the clubhouse,” Stanky said. “I know of no better way than by music from a juke box.”

Stanky made his desires known to the firm operating concessions at the stadium. In short order a juke box was “on location.”

“Give 'em records,” Stanky said, “and I'll bet they come up with another type of record—top baseball playing and maybe another pennant.”

MUSIC OPERATOR FORUM

Is the Juke Public Really Being Told?



Keeping the public informed about the “home-town” juke box business is no easy task for the individual music operator. This fact is clearly pointed out in this week's Music Operator Forum, which deals with the two most often used methods to reach the public: Advertising and news releases.

With regard to advertising, operators in this week's Forum were of one opinion: The cost is too high on an individual basis. Most said they thought it was a wonderful way to build better public relations and good will but difficult for a single operator to undertake.

News releases, on the other hand, were given the nod of approval. But even here there was a restriction: “It does not help an operator to publicize the installation of a new machine in any location because other spots will immediately demand the same type of machine.”

Advertising, from an operator's viewpoint, can be one of two types. First there is the business type ad, which is designed to sell customers on the advantages of a particular operator's service. The second type is the juke box good-will type.

A surprisingly large percentage—31.6 per cent—of the operators in this week's Forum reported they had, at one time or another, done some advertising in local newspapers aimed at selling their service. They quickly pointed out, however, that the results of the ads did not warrant the cost.

One operator pointed out that the only kind of business an operator will get from newspaper advertising is one-night party rentals, which normally require a lot of work and very little profit.

The 68.4 per cent who disclosed that they had never placed ads in the papers said they had found the cost to be too high.

The other type advertising, good-will advertising, was given considerable praise by operators, though here too, the cost of such a move was considered beyond the pocketbook of an individual operator.

The big difference in the second type is that operators can share the costs and achieve the same results.

Co-operative programs, either thru a local association or just a group of operators, were suggested by many participating in the Forum.

One operator pointed out that such programs should be based on the number of machines each

operator owned. “In this way,” he said, “each operator would receive benefits of such advertising in proportion to the size of his route.”

Another operator pointed out the same type of advertising could be done in neighborhood and tavern papers as well as in the daily papers.

A few suggested that the ads take the form of editorial copy, cover the automatic phonograph business from beginning to end, and point out how it adds to the entertainment world.

The percentage of operators who said they send news items concerning their operations to local newspapers was small—only 22.2 per cent, less than the percentage of those advertising their businesses.

A large number of operators who answered that they do not send news releases, explained they tried it once or twice but to no avail. The two big reasons for not sending them were: Lack of time and lack of interest on the part of the newspapers.

As shown in the accompanying chart, the percentage of operators who have used co-operative advertising with location owners is negligible. Those who said they did use the system, however, were enthusiastic about it, said it helped build better location owner and public good will.

One operator even took on a radio program with his locations sharing the cost.

Advertising in the yellow pages of the phone book proved to be the most popular form of advertising among operators.

How They Voted

| | Yes | No |
|---|-------|-------|
| 1. When you have an announcement of general interest—such as a personnel change, change of business address, a business anniversary, etc.—do you give this information to your local newspapers?..... | 22.2% | 77.8% |
| 2. Do you think it is valuable to have pictures taken and/or an announcement sent to local newspapers when you install a brand new machine in a location, or put a machine in a new location?..... | 21.0% | 79.0% |
| 3. Have you ever promoted your juke boxes in co-operative advertising placed in local newspapers by your locations?..... | 5.3% | 94.7% |
| 4. Do you now—or have you ever—run ads on your music service in local publications? | 31.6% | 68.4% |

Two Views . . .

ERNEST KRAUTER, Acme Vending, Inc., Maplewood, N. J.: “I don't feel that operators profit by promoting their music service thru ads. There just isn't enough new business available to offset the cost of advertising. However, stories are fine—good publicity never hurts any business.”

LEROY J. LAMBERT, Lambert Music Company, Stockton, Calif.: “The cost of advertising in newspapers is too high. Our best location getters are word-of-mouth promotion and the yellow pages of the telephone directory.”

PAUL F. MAUCELL, Paul's Novelty Company, Greenville, Miss.: “If operators can afford newspaper advertising, it certainly is to their advantage to do so. Any time you can put your firm name before the public you stand to gain from a public relations standpoint and a business point of view.”

WILLIAM McCARTHY, Hurlyville, N. Y.: “Advertising does not help an operator unless he is trying to drum up one-night party business. With regard to publicity, it depends on what kind it is. If it's a picture of an operator putting in a new machine in some location, every other location the operator has will want the same kind of machine.”

JEROME RUBIN, Canton, O.: “I don't think advertising in newspapers can help operators very much. However, stories of the juke box industry represent favorable publicity and would certainly promote good will. Telling the public about the juke box business would help everyone concerned.”

GEORGE F. RHODES, Uniontown, Pa.: “I never use newspaper ads except when a new location opens and all the companies serving the new spot get together and split up the

cost. Last summer I bought a disk jockey program. It was a Saturday program, on the air for an hour, and I sold time to my locations to help defray the expense. The public relations and location good will from this program was excellent.”

BILL MORRIS, Hi-Way Cafe, Greensburg, Kan.: “We used to run a list of the country's top 10 records in the local paper.”

EDWIN W. FOY, Long Island, N. Y.: “Most people who patronize spots featuring juke boxes can be classified as impulse buyers. They see a song or artist on the box and decide then and there that they want to play it. Advertising does little to get the patron into the location or sway him in his selections.”

L. W. ADAMS, Adams Brothers, New Kensington, Pa.: “We do not think that advertising is necessary. We have built a good reputation on service.”

O. RODGERS, Rodgers Novelty Company, Salinas, Calif.: “All our advertising is done via personal contact.”

Why Not Assn. Aid? . . .

JOHN D. FULLER, Universal Vendors, Albany, N. Y.: “It is almost impossible for us to advertise in local newspapers because of the cost. We have tried it, but the results have not been satisfactory. However, if we had an association of operators, perhaps we could obtain better results. Certainly, the costs per operator would be lower.”

B. C. GOTTlieb, Majestic Operating Company, Brooklyn, N. Y.: “Operators would profit thru advertising, but such a project would have to be undertaken by an association rather than on an individual basis because of the expense involved. Members could pay for the ads according to the size of their routes.”

San Antonio

• Continued from page 90

are becoming interested in the higher price.

In New Orleans, a move to dime

play was tried last year. However, operator support was weak and the attempt was short lived. Operators there indicate that a second try will be made later this year and most are optimistic that it will succeed.

The problem of higher operating costs has stepped up the dime play trend in Salt Lake City. Operators there report a few routes completely converted. Lack of operator co-operation is pegged as the key reason why the city is still on nickel play.

LIGHT the TORCH OF HOPE



HELP YOUR HEART FUND

more earning power through **better** music merchandising

there must be "music for everyone"

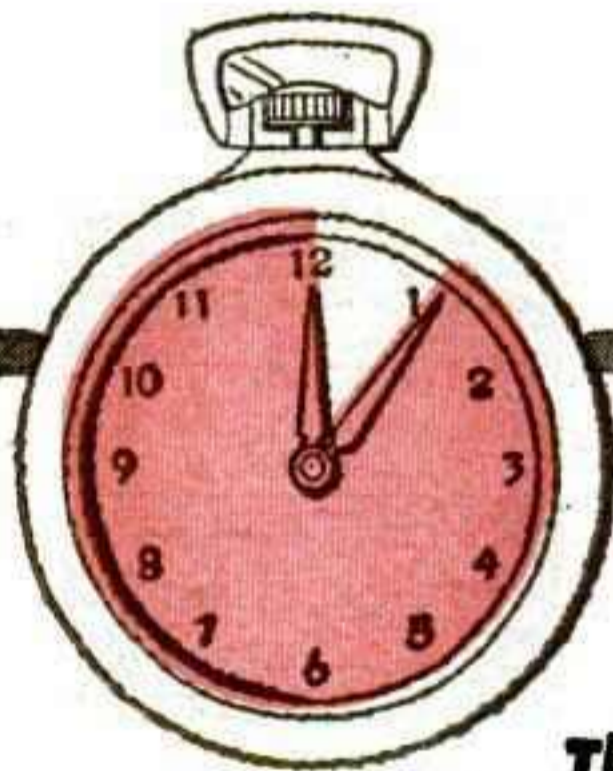
Every properly programmed music system should include current "pop" tunes that are released on 45 RPM Single Records. Every properly programmed music system should also include standard music on 45 RPM that is available principally on Extended Play Records.* This music—show tunes, all-time favorites, classics and varieties—belongs on every phonograph because it is music the public wants to hear.

*Capitol, Columbia, RCA and other leading record manufacturers are making available low-cost E.P. record packages for coin-operated phonograph use. See your Seeburg Distributor.

45 rpm single and E.P. records

This is a matter of arithmetic. It takes longer to play a two-tune E.P. Record than it does a single-tune record. In order to program your equipment profitably (as well as properly), you should be compensated for this additional playing time.

You can enjoy more earning power with the SEEBURG V-200.

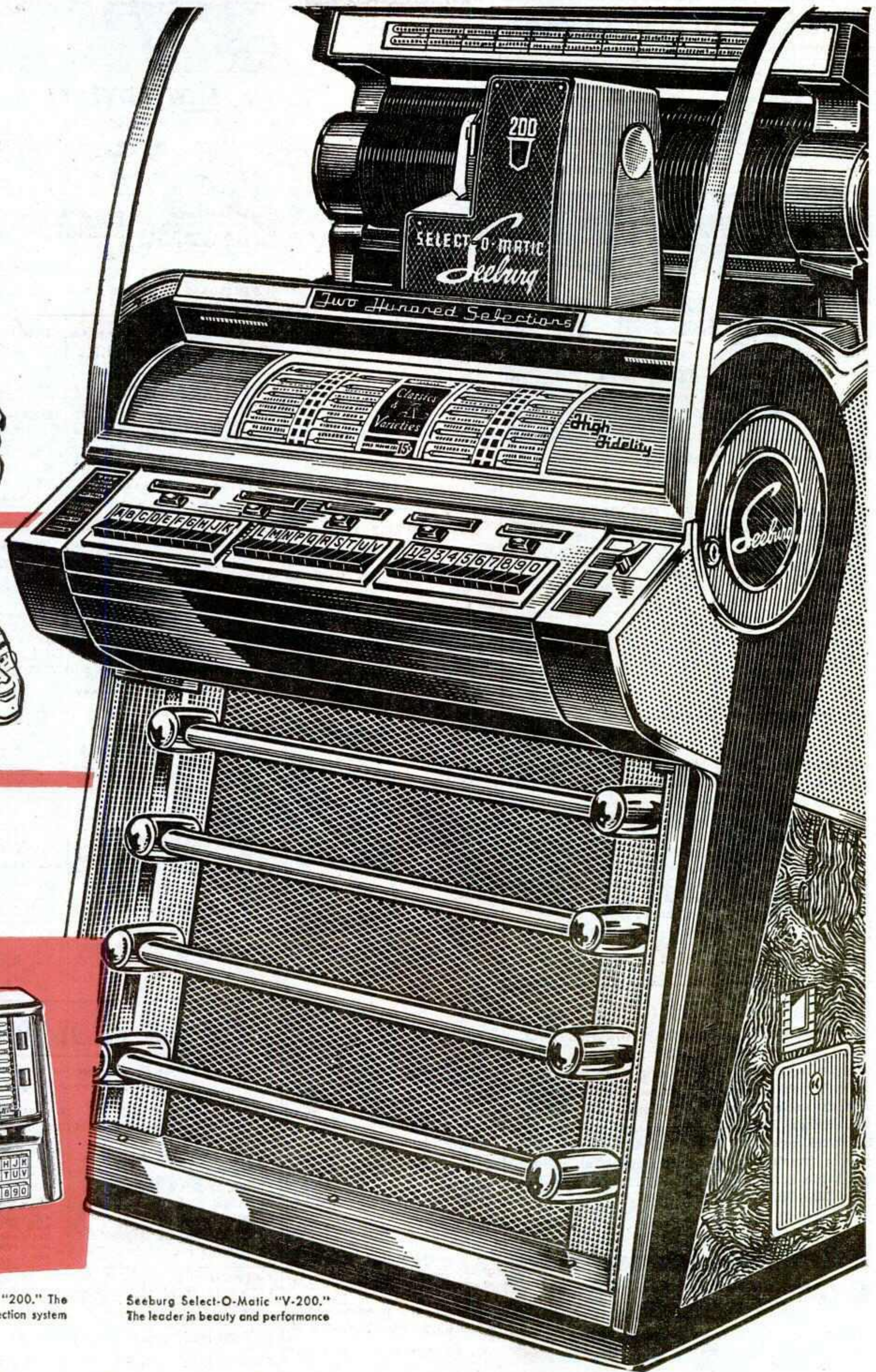


The answer—selling time!

**The Seeburg V-200 programs
single records at one price and E.P. records
at a proportionately higher price**

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 27, Illinois

the world's



Seeburg Wall-O-Matic "200." The world's finest remote selection system

Seeburg Select-O-Matic "V-200." The leader in beauty and performance

first dual music system

Diskers Cool to Special Pkgs.

Continued from page 13

who appears to be backing its material at the sales level.

All of the firm's promotions to a great extent are similar in that separate series of EP's, i.e., popular, country and western, background music, vocal standards, etc., have been issued. All of the com-

panies combine their sets into packages of 10 EP's each at lower than normal wholesale prices for the music operator.

The RCA series is divided into five basic categories: Glenn Miller favorites, mood music, o.&w. standards and standard material by name

artists issued on Gold Standard Series I and II. A box of 10 EP's in paper sleeves and including one set of "permanent" title strips and two sets of paper strips sell to the operator for \$6.98. A similar set would normally be priced at \$8.60.

The Columbia package also contains 10 EP's and is grouped in three categories: Sing and dance, easy listening and country and western. Package also contains title strips and a bonus recording of "Auld Lang Syne." Package sells at \$7.70. Latter set was originally issued last December, altho Columbia distributors continue to offer the bonus 45 r.p.m. recording.

Capitol's operator package contains Gleason all-time hits, dance band all-time hits, vocal standards and listening music, and includes five sets of title strips. The Cap package sells at \$7.60 to music ops, and was originally issued at last year's MOA convention.

The RCA Victor package is the latest, and according to best information available, in most demand by operators. Mercury Records had a special promotion similar to that of the aforementioned firm's, but has since recalled and repackaged its inventory of EP's with standard cardboard sleeves.

COIN MACHINE **NEWS QUIZ**

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

'56 CONCLAVE SHOWS BROADENING OF MOA. Association's activities extends beyond copyright legislation, spotlighting on proper juke box programming, public relations, better business techniques. (Pages 12 and 62, The Billboard, May 19.)

NVA, OPS GROWING TOGETHER. Milton T. Raynor, general counsel, hits home with facts as he points out at National Vendors' Association confab of footholds gained in bulk vending sales and new areas to be won. Rolfe M. Lobell, Leaf Brands, Inc., urges members to secure position thru association's insurance program. (Page 67, The Billboard, May 19.)

PROPER DEPRECIATION PROCEDURES. Advantages and disadvantages of depreciation were aired thoroly at MOA convention sessions in Chicago, while "how's, when's and why's" of juke box programming came up for lively review. (Page 62, The Billboard, May 19.)

MORE EARNINGS THRU DIVERSIFICATION. Thru well planned program Frank Men-curi, Exhibit Supply Company, explains how bulk operators can expand and increase earnings at NVA meet. Attorney Fred L. Brandstrader lists organization benefits to ops in tax battles. (Pages 67 and 68, The Billboard, May 19.)

POSITIVE PUBLIC RELATIONS. Lee Schooler tells MOA convention how leaders in industry apply public relations to create favorable image of business. Sidney Levine presented detailed report on 14-point plan in group's stand in copyright battle. (Page 63, The Billboard, May 19.)

NCMDA LAUNCHES FULL-SCALE PROGRAM. Group elects new officials, maps action on membership drive, revise bylaws, appoint committee to meet with Music Operators of America to discuss mutual problems of industry. (Page 71, The Billboard, May 19.)

IF YOU MISSED READING THE MAY 19 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF

Leadership in Action

Wurlitzer 200

Continued from page 90

introducing the 2000, Wurlitzer has incorporated a 50-cent chute—the first ever put on a juke box—in addition to the regular nickel-dime-quarter chute.

Factory set, the coin chutes operate at seven plays for a half-dollar, three plays for a quarter and one play for a dime. Two-nickel play is also possible.

The selector panel also features a button selection release and coin return.

The glass dome and grille look similar to the 1900 model. The record mechanism, tho featuring nearly twice the number of disks as in any previous Wurlitzer phonograph, uses the "Carousel Record Changer."

The 2000 also features a built-in stepper for wall box use.

Wurlitzer also introduced a new 200-selection wall box to go with Model 2000. The wall box features the same two-button system selection as the phonograph. Again, the tune selected does not have to be visible to the player for contact.

Wurlitzer's entry into the field of 200-selection juke boxes brings the number of manufacturers now producing the new multi-selection machines to three. Seeburg entered the field in December and AMI followed last month.

Columbus

Continued from page 90

on the boxes, but the effect is negligible.

In Cincinnati, the same situation exists.

Pittsburgh operators are beginning to make big gains in the dime play department. But, essentially, the city is still a nickel town.

Cities like Cleveland, Akron and Toledo, all Ohio, are dime play strongholds, the operators going thru the conversion procedure in 1955.

Gary, Ind., is another dime play city, taking its cue from Chicago a few years ago.

The EP's are being used in most towns recently converted to dime play, the general trend among operators is to use them as little as possible.

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

COIN MARKET PLACE
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustration or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

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. my26

EXCELLENT MONEY MAKING OPPORTUNITIES 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

MECHANIC—ALL TYPES OF COIN MACHINES; Atlantic City, N. J.; all year operation. State age, experience, salary desired. Box 48, c/o Billboard, 1504 Broadway, New York 36, N. Y. my26

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 2, Pa. Locust 7-1488. my26-ch

Routes for Sale

VENDERS—ROUTES FOR SALE

50 Champion Capsule Vendors—Like New Filled with Capsules—\$15 each

100 Champion Penny Vendors—Like New—\$7 each

50 used Acorn 1¢ Vendors—\$7 each Several small Routes for Sale in Houston, South Texas and Louisiana.

Write: **CHARLES KANAK**

5126 HULL STREET, HOUSTON, TEXAS

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 20 years. Mack H. Postal, 2952 Milwaukee Ave., Chicago 18, Ill. my26

CIGARETTE-CANDY-COFFEE-CIGAROMAT

—Factory Distributors—

U-Select-It, Candy & Coffee, Lehigh, PA, Royal "17" Cigarette, Watling Scales, White's Comb Vendor & Combs. Write for complete details, prices, installment terms.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1048, Amarillo, Texas, Dr. 2-8023 FOR SALE—12 POKERINO TABLES, GOOD condition. Downes Music Company, Centerville, Md. Phone 591. my26

FOR SALE—23 POKERINO SCIENTIFIC make, Formica top, \$75 each; also 24 Pokerinos, 6-foot length. Acme Amusement Co., 3210 Boardwalk, Wildwood, N. J. Phone 32818. ju2

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, 6440 N. Western Ave., Chicago 48

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¢ Herasheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. my26

90 ARCADE MACHINES INCLUDING DE-Luxe Photomatic and Standard Metal Typar at reduced prices. Send for list and prices. J. W. Niles, 147 S. Negley Ave., Pittsburgh, Pa. Hilland 1-9750.

Wanted to Buy

AUTO PHOTO, TOP CONDITION, BOX 918, Fayetteville, N. C.

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. my26

VENDING MACHINES WANTED—4 OR 5 Jack's, Northwestern 49's, Silver Kings, Acorns, Toppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-tfa

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes for Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 Issues Next 4 Issues Next 3 Issues Next Issue only

\$ _____ Payment enclosed

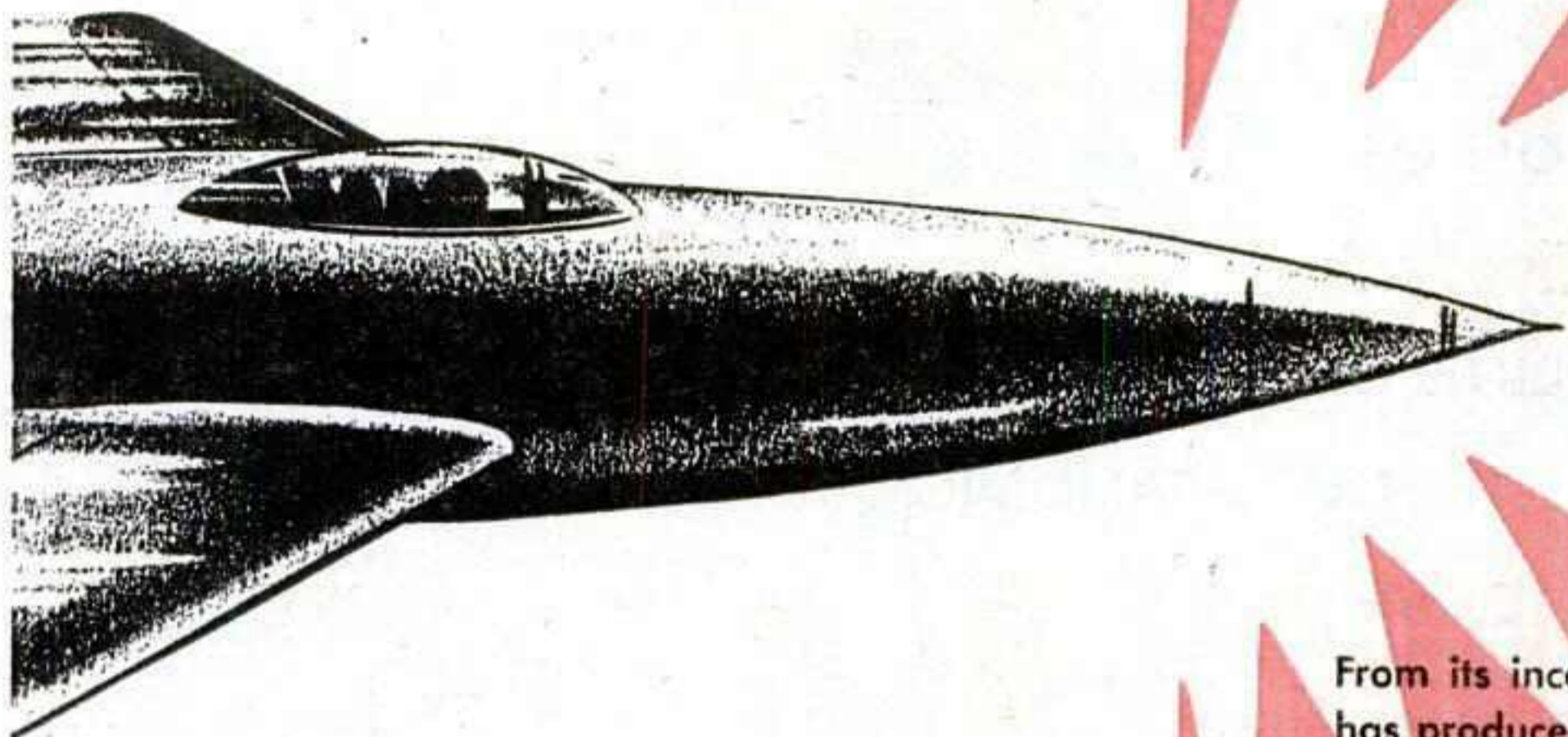
Name _____

Address _____

City _____ Zone _____ State _____

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

WURLITZER CRASHES THE SOUND BARRIER

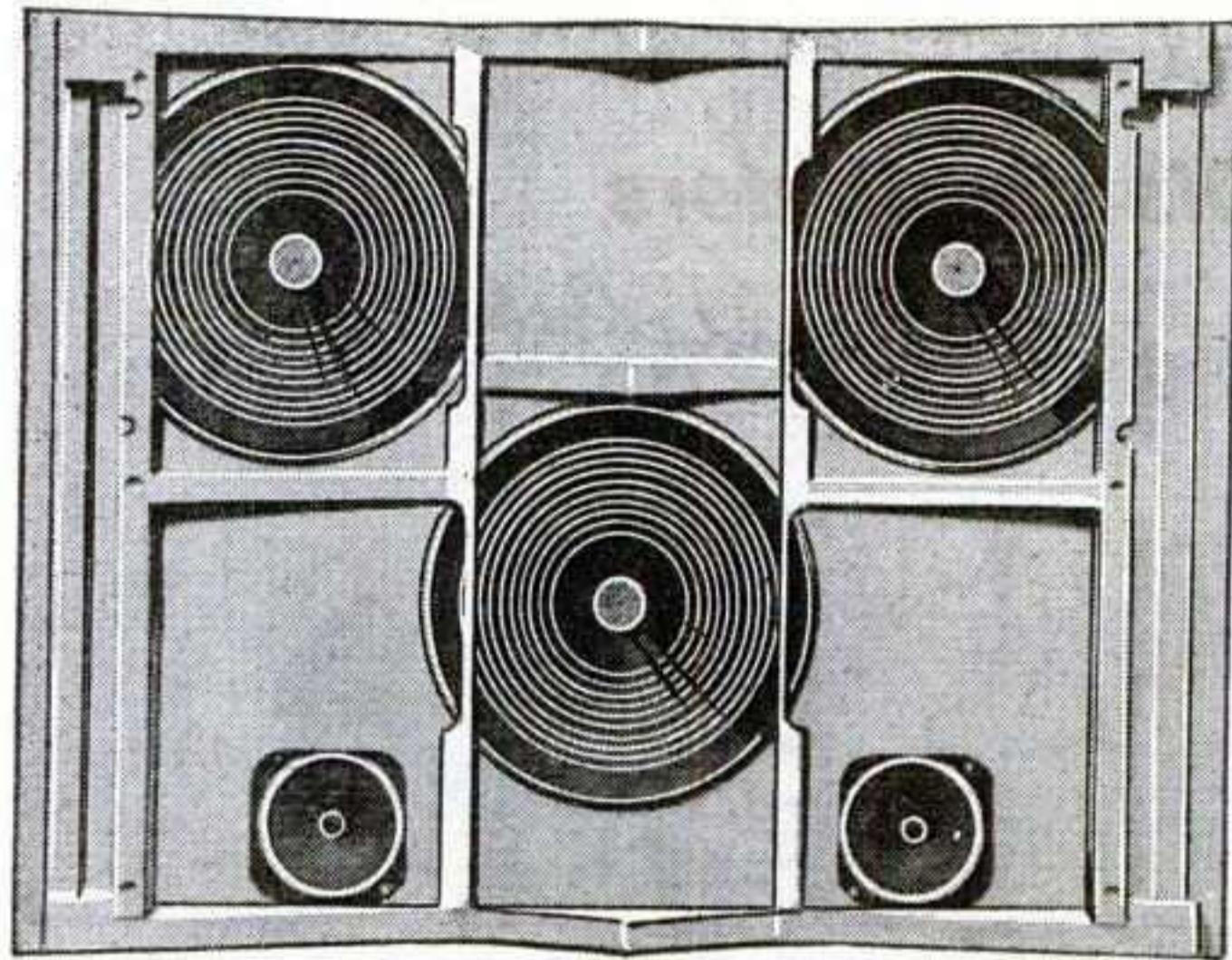


WITH A GREATLY
IMPROVED
DYNATONE
SOUND SYSTEM

From its inception, Wurlitzer's Dynatone Sound System has produced the truest high fidelity tone ever achieved on any automatic phonograph. The new Centennial 1900 introduces tonal advancements that far exceed any triumphs of the past.

Three 12-inch bass woofers and twin 4-inch treble tweeters not only offer more speaker cone area than any other juke box, but purposely varied resonances of the five speakers produce startling new tonal clarity.

Here's just one more big reason why operators find the new Wurlitzer Centennial 1900 gets them more locations, more play, more profit.

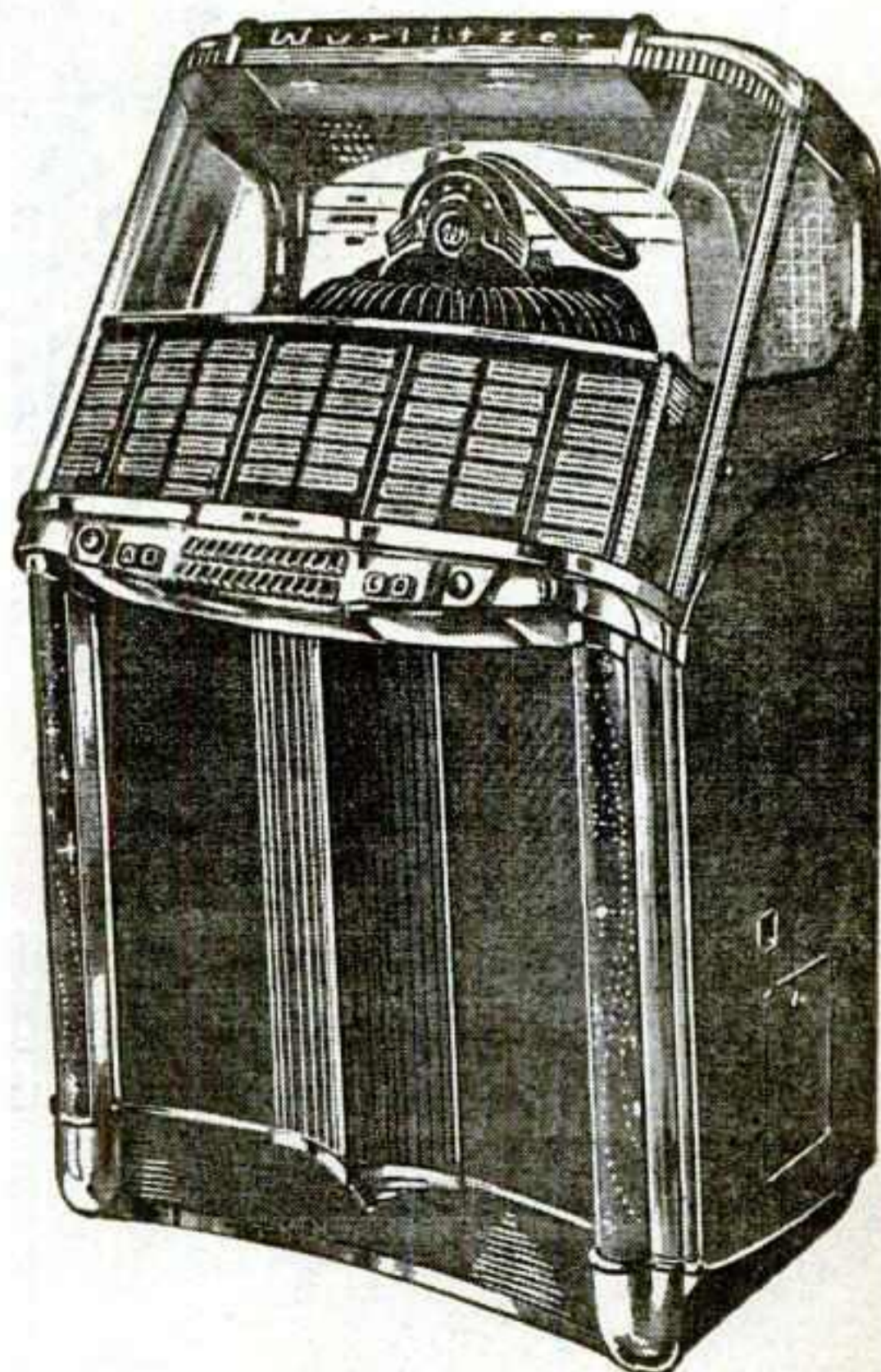


WURLITZER
Centennial
MODEL 1900

HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT
AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA • NEW YORK



We are proud to announce...



THE INTRODUCTION OF
Model 1454
NEWEST IN THE LINE OF

OUTSTANDING

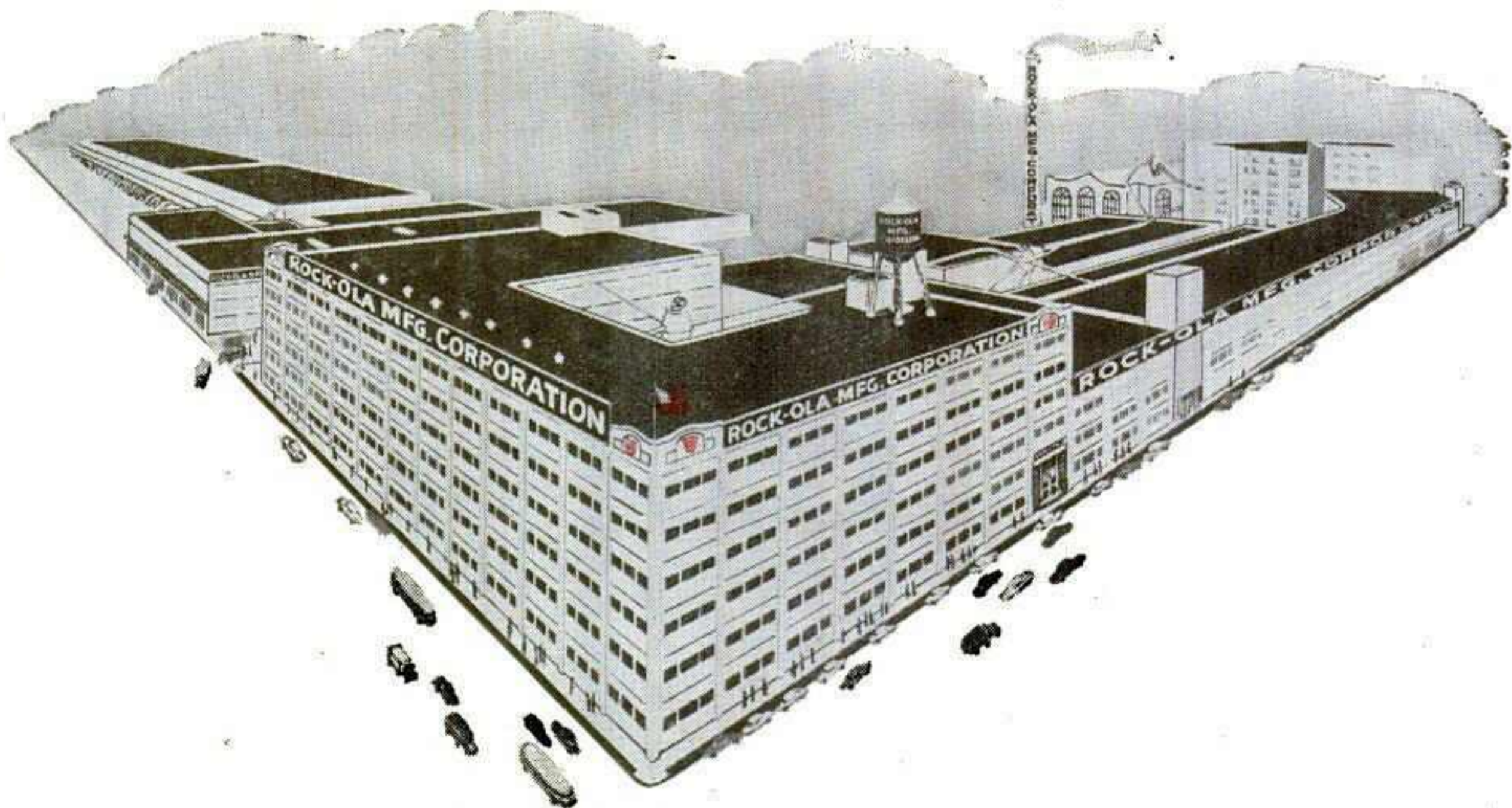
ROCK-OLA

PHONOGRAPHS

See it now at your Rock-Ola distributors

David Rockoff

ROCK-OLA MANUFACTURING CORPORATION



Here at **THE ROCK-OLA FACTORY** engineering, electronic development, manufacturing and assembly are performed under one roof assuring the high standard of quality that has made ROCK-OLA phonographs famous the world over for trouble-free performance.

THE NEW
ROCK-OLA
Model 1454

120 SELECTIONS
 HI-FIDELITY MUSIC

Now on display



U. S. & Canada

ASSOCIATED AMUSEMENTS, INC.
 Allston, Mass.

AUTOMATIC MUSIC COMPANY
 Tulsa, Oklahoma

BADGER NOVELTY COMPANY, INC.
 Milwaukee 20, Wis.

BORDER-SUNSHINE NOVELTY CO.
 Albuquerque, N. M.

H. M. BRANSON DISTRIBUTING CO.
 Louisville 4, Ky.

BRILLIANT MUSIC COMPANY
 Detroit 21, Mich.

H. B. BRINCK
 Butte, Montana

CALDERON DISTRIBUTING, INC.
 Indianapolis 4, Ind.

CAPITOL MUSIC COMPANY
 Jackson 1, Miss.

COIN AUTOMATIC MUSIC CO.
 Johnson City, Tenn.

COIN MACHINE SERVICE, INC.
 Santa Rosa, Calif.

FABIANO AMUSEMENT CO.
 Buchanan, Mich.

Flower City Amusement Co., Inc.
 Rochester 5, N. Y.

FRANCO DISTRIBUTING CO.
 Montgomery, Ala.

GILBERT MUSIC COMPANY
 Bloomington, Ill.

H & H MUSIC AND DISTRIBUTING
 Moline, Ill.

H. Z. VENDING & SALES CO., INC.
 Omaha, Neb.

PAUL W. HAWKINS
 Tucson 10, Arizona

HERMAN DISTRIBUTING CO.
 Brooklyn, N. Y.

HUEY DISTRIBUTING CO.
 Gretna, Louisiana

J. M. NOVELTY COMPANY
 Youngstown, Ohio

LA BEAU NOVELTY SALES CO.
 St. Paul 4, Minn.

LAKE CITY AMUSEMENT, INC.
 Cleveland 3, Ohio

PAUL A. LAYMON, INC.
 Los Angeles 15, Calif.

B. D. LAZAR COMPANY
 Pittsburgh 19, Penn.

LE STOURGEON DISTRIBUTING CO.
 Charlotte, N. C.

MARMER DISTRIBUTING CO.
 Cincinnati 14, Ohio

MODERN DISTRIBUTING CO.
 Denver 11, Colo.

PHONO-VEND OF TEXAS
 San Antonio, Texas

PUGET SOUND NOVELTY COMPANY
 Seattle 99, Wash.

ROBINSON DISTRIBUTING CO.
 Atlanta, Georgia

J. ROSENFELD COMPANY
 St. Louis 8, Mo.

ROSS DISTRIBUTING CO.
 Miami, Florida

S & M SALES CO., INC.
 Memphis, Tenn.

SANDERS DISTRIBUTING CO.
 Nashville 10, Tenn.

SEACOAST DISTRIBUTORS, INC.
 Elizabeth 4, N. J.

DAN STEWART COMPANY, INC.
 Salt Lake City, Utah

UNI-CON DISTRIBUTING CO.
 Kansas City 11, Mo.

WALLBOX DISTRIBUTING CO.
 Dallas, Texas

WESTERN DISTRIBUTORS
 Portland 5, Ore.

WORLD WIDE DISTRIBUTORS, INC.
 Chicago 47, Ill.

FRANK KIRKE NOVELTY
 Toronto, Ont., Can.

LAWRENCE NOVELTY CO.
 Montreal, Que., Can.

MODERN COIN AMUSEMENT CO.
 Regina, Sask., Can.

WILLIAM POUND AGENCIES
 St. John's, Newfoundland, Can.

SELECT MUSIC CO.
 Vancouver, B. C., Can.

VAN DUSEN BROS.
 Edmonton, Alberta, Can.



WINNIPEG COIN MACHINE CO.
 Winnipeg, Man., Canada



Fed. Agents Hit Pin Pay-Offs Thru 3 States

MINNEAPOLIS — More Minnesota location owners were fined here last week in Federal Court, charged with use of pinball games as gambling devices without purchasing the \$250 federal stamp. At the same time, federal agents closed down on pinball locations in Illinois and South Carolina, alleging "pay-offs."

In Minneapolis, four defendants paid a total of \$2,000 in fines, to bring to \$18,800 the total collected by the government in pinball cases here.

In St. Paul Federal Court, 14 defendants thus far have been fined a total of \$14,000. All defendants were indicted by a federal grand jury last winter, and thus far, practically all have pleaded guilty to charges of failing to buy the special \$250 tax stamp.

In addition to the fines, defendants must pay the \$250 for each stamp plus fraud penalties and interest.

Still waiting disposition are one Minneapolis case and five in St. Paul. The latter are expected to be heard at the next special term of Federal Court in St. Paul later this month, with Federal Judge Dennis F. Donovan hearing the cases.

Hit Illinois Spots

In Northern Illinois counties, D. J. Luippold, acting district director of Internal Revenue, said federal investigative work induced tavern owners to buy 325 gaming stamps and pay a 25 per cent penalty for getting them late.

A concentrated enforcement drive to analyze and classify various types of pinballs used for pay-offs was carried out, Luippold said. A ruling by U.S. District Court Judge John P. Barnes backed up the government's argument that many of the machines were used for gambling.

Thruout South Carolina, federal agents seized about 50 pinballs, for which the \$250 tax was not paid. Machines seized were at those locations charged with making cash pay-offs. Charleston, Greenville, Spartanburg and Columbia, were among the cities where locations were hit.

Barvend Preems Self-Brew Unit

SAN MARCOS, Calif.—A self-brew coffee unit for attachment to its Model 6D is being manufactured here by Barvend, Morgan Barber, company president, announced. The unit will sell for \$495 and is detachable.

Barber said the availability of the self-brew unit increases the value of all Standard 6D's as they are now the only machines that offer complete flexibility and selectivity in the hot drink field.

The addition of the unit permits the dispensing of brewed coffee in addition to six other hot drinks. Any of the drinks may have cream and sugar added to taste.

With the attachment, operators can vend brewed coffee at 10 cents; cocoa, tea, plus three varieties of soups, at 10 cents. Drinks, however, may be sold at either 5 or 10 cents.

Other features of the unit are that 12 cups of coffee are brewed at a time. The machine vends during brewing cycle, stale coffee is automatically dumped at any pre-set time. Designed for easy maintenance and cleaning, the unit is free from water and temperature problems, Barber stated.

WHY MOPPETS GO WEST

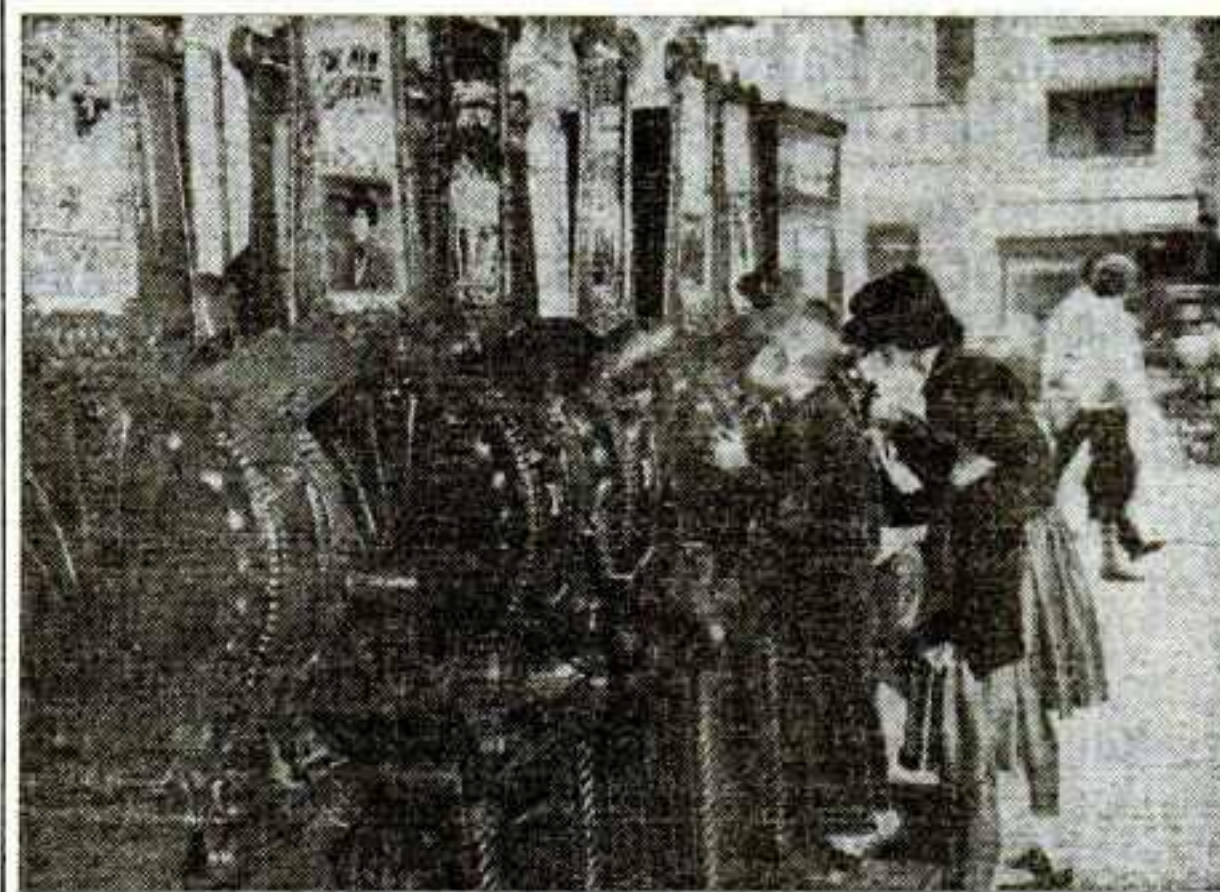
Oldtime Penny Arcade Tops in Disneyland \$\$

ANAHEIM, Calif. — On Disneyland's Main Street where the old is artfully blended with the new, stands one of the \$17,000,000 park's top money-making attractions—the Penny Arcade. It boasts

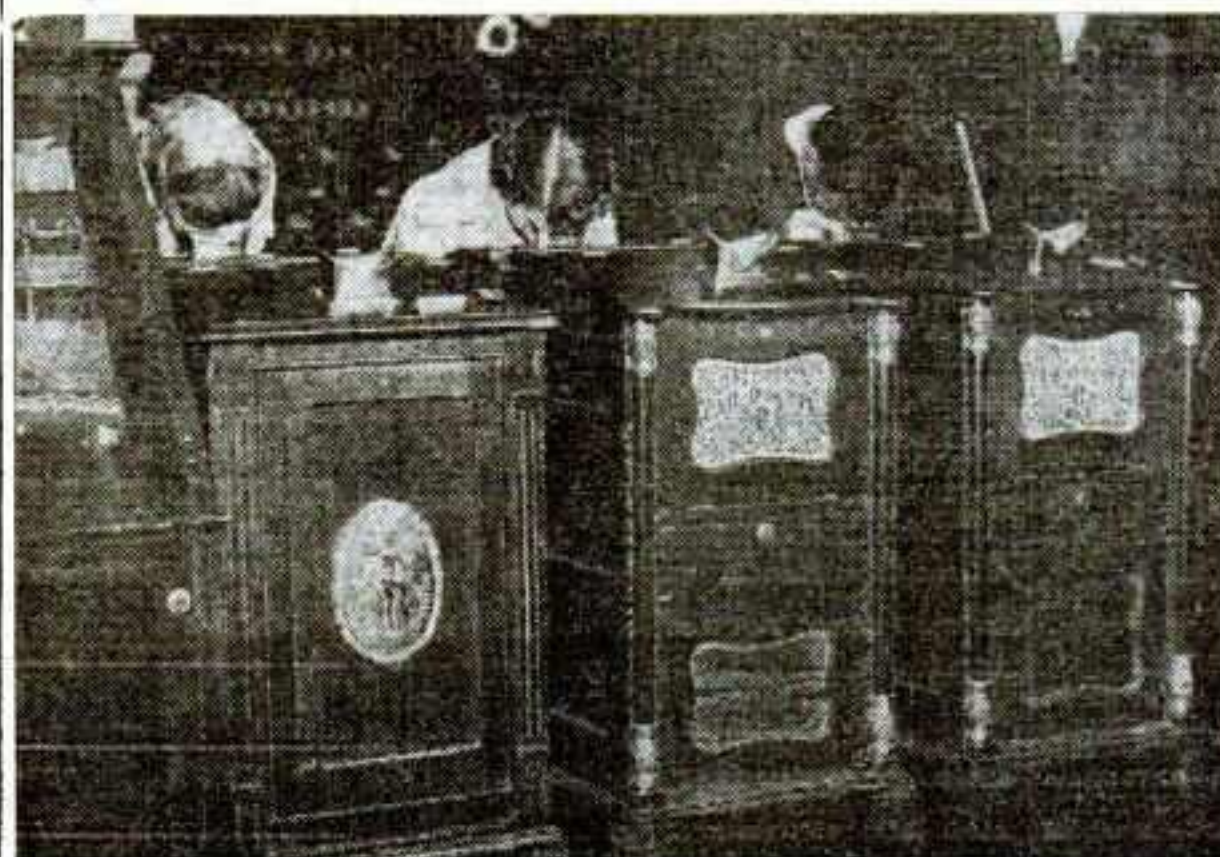
100 coin-operated machines that date back thru the years of Arcade history. As in days of old, most of the machines are on penny operation. (See story in The Billboard, April 28.)



The Penny Arcade, located on the turn-of-the-century Main Street at Disneyland, is one of the top crowd pleasers at Anaheim. Esmeralda, a fortune-telling machine, heads the center line of antique games.



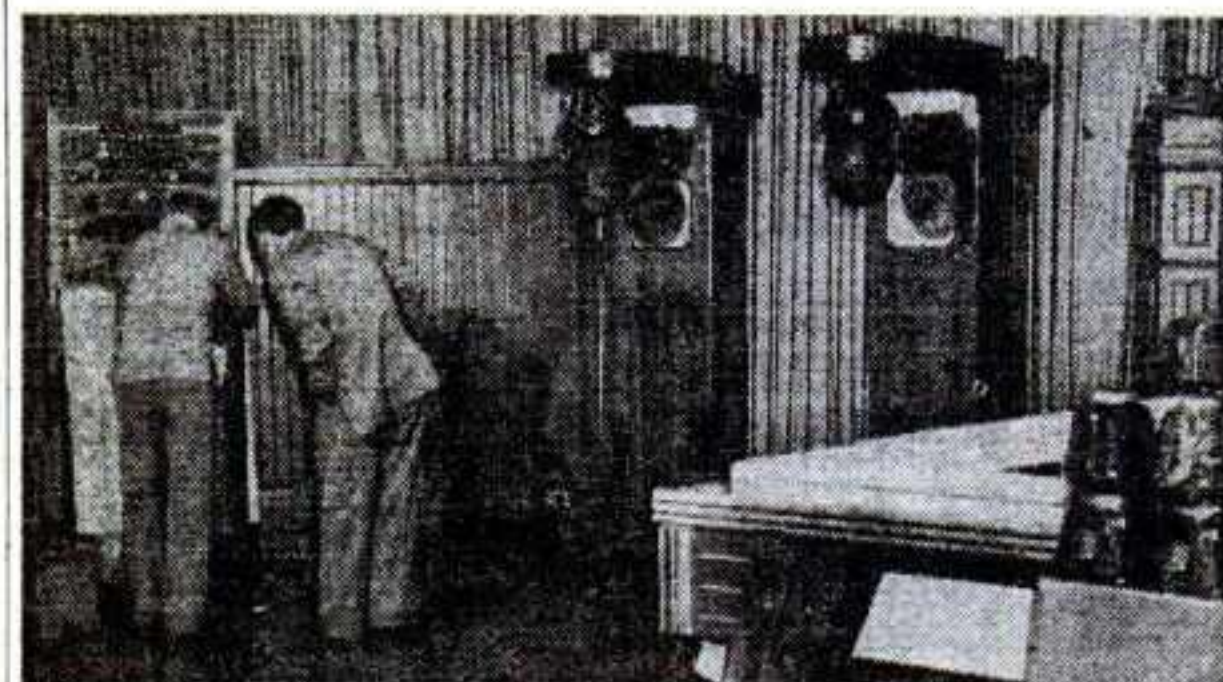
The 12 Mutoscopes in the middle aisle at the Disneyland Penny Arcade feature old-time subjects. Working on pennies, they capture a goodly share of the gross revenue. Machines such as these were bought from Mike Munves in New York and refinished in the Walt Disney Studios in Burbank before being placed on location.



Cail-O-Scopes are spotted thruout the Penny Arcade at Disneyland. In the background is the shooting gallery, which is reported to have grossed \$225 in a three-hour period.



The Wurlitzer Band Organ at the entrance to the Penny Arcade in Disneyland was built in Germany in 1900 but assembled in this country. It is one of the few pieces for which 10 cents is charged. The massive musical instrument was a problem to get into the building and required extra manpower to tilt and lift it into place.



While most of the games at the Disneyland Penny Arcade date back to early in the century, some modern units are used. This room with athletic games and ray guns is off from the main Arcade. Vending machines are also scattered thruout the building.

COINMEN YOU KNOW

Miami

By RAOUL SHAPIRO

SAM TARAN ESCAPES INJURY. Sam Taran, of Taran Distributing Company, and roadman Gene Lane escaped serious injury when a car pulled out into the highway directly in front of them. Sam was faced with the choice of smashing head on into an approaching cement truck or running off the road. He chose the latter, and after bouncing off three trees and tearing down about 40 yards of fence posts, stopped directly in front of a bridge abutment. Sam and Gene both escaped without a scratch, tho the car was a complete wreck. . . . Another near bad accident happened to Al Salk, of Sunshine Music Company, in Hollywood. Al and his mechanic were traveling on the open highway. Just as they rolled to a stop at a light, the tie rod on Al's car snapped.



TARAN

Marvin Leiber, of Pan American Distributing Company, still in the hospital as this is being written, but expects to be out this coming week. . . . Morris Marder, of M&M Service, limping all around town these past couple of weeks. Seems Morris has an attack of the gout. . . . Also on the sick list is Al Albertelli, of Super Vending Company. Al had a bad case of the flu. Al's main beef was that he won't be able to play Jai Alai for a while. Al is one of the best amateur Jai Alai players in the country.

One guy who is having his share of tough luck is Bernie Koganofsky, of K&K Music Company. Bernie was laid up for a couple of days himself, and now his wife seems to be having some trouble with her legs that keeps her confined to bed. . . . Ted Bush, of the Bush Distributing Company, is very proud of the Skill Pool Trophy hanging in the front office. The trophy was presented by Exhibit Supply Company to Bush Distributing Company for outstanding sales of Skill Pool tables. . . . Joe Mangone, of Mangone & Mangone, back from a fast trip to South America. . . . Sam Marino seems to have cheated a little on his diet and has put on some unnecessary weight.

United Ships Pinball, Shuffle Game Models

Bows South Seas, In-Line; Adds Build-Up, Bowler

CHICAGO—South Seas, a new in-line pinball game, and Build-Up, a new shuffle bowler, were shipped to distributors last week by United Manufacturing Company.

South Seas, the new pinball, has one large 25-number card on the backglass, with 25 corresponding numbered holes on the playfield. It features pennant light-up, advancing arrows, selectable numbers and light-up panels.

Players turn a knob on the cabinet front to select any of seven different numbers to improve on in-line score opportunities before shooting the fourth or fifth ball.

The game has an "8 balls next game" feature, 3 extra balls, special pocket that advances arrows when lighted, and diagonals that register bonus in-line scores.

The pennant roll-over, when lighted, spots a number on the card. Coins deposited light up diagonals, selection numbers, 3 and 4 corner scores, a special pocket at bottom of playfield, and various other special panels.

Build-up, the new shuffle bowler, revives the United shuffle alley line. It's a six-player game, with 3-digit scoring reels on the backglass for each player.

Build-Up features advancing scores for strikes and spares made. [\(Continued on page 107\)](#)

2 Chi Firms Show Games At NVA Meet

CHICAGO—Two coin amusement game manufacturers, Exhibit Supply and Williams Manufacturing Company, displayed their lines at the National Vendors' Association convention here May 10-13.

Williams showed pool, baseball and Arcade units, including the Klik Billiard and Imperial pool games, the 4-Bagger baseball game and the Crane, a kiddie construction game piece.

Exhibit showed two pool game models, Spanish Pool and Slate Pool. The firm also exhibited its line of card vending machines.

The game firms were among 23 exhibitors of coin-operated machines, parts and supplies.

Ops Get Tips on Route Methods at CIAA Meet

CHICAGO — Game operators here pooled ideas on route management and heard an authoritative talk on financing by Bud Ash, Salem Acceptance Corporation, at the monthly meeting of the Chicago Independent Amusement Association at the Congress Hotel Tuesday (15).

Ash, speaking to some 40 local operators, pin-pointed the situations in which a need for ready capital is required:

1. When operators must buy new equipment to keep routes up-to-date.

ITALIANS ASKED 'HOW LONG WAS CLEO'S NOSE?'

MILAN, Italy—The Italians are first with the poor man's version of the \$100,000 Question—and it's coin-operated.

It's called Telequiz. For 16 cents every man, woman and child can become a contestant. When a slug worth 100 lire (16 cents) is dropped into the machine, a written question appears on the screen followed by four answers numbered from 1 to 4. It may read:

"What caused Cleopatra's death? 1. Pneumonia. 2. Asthma. 3. Mark Antony. 4. Snakebite." Contestant gets 10 seconds to answer by pushing the correct button. If he answers eight straight, the machine whirs and a ticket—good for a bottle of chianti wine—comes out.

If the contestant runs up a string of right answers in the hundreds he can come off with prizes as valuable as a \$10,000 Alfa-Romeo sports car.

Ravreby Ready On Open House For New Shop

BOSTON—Ed Ravreby, president of Associated Amusements, has put out the welcome mat in honor of the grand opening and house warming for his new quarters on June 3, 4, and 5 at 8 Rugg Street, Allston. The firm, which handles United and Rock-Ola lines, will have more than three times the space at the new location, which is almost across the street from the former quarters.

The Sunday open house is scheduled. [\(Continued on page 108\)](#)

Slate Keys Drive To New Pool Sales

By BEN KNAUF

CHICAGO—Slate is pointing the way to renewed sales efforts by manufacturers and distributors in the coin pool game field.

At least seven firms are currently producing new pool models with the heavier, warp-free slate table tops. Others will join in slate top production within the next few weeks.

Manufacturers feel the slate tops, while adding to the cost of the

Ops Find Resorts Bring \$\$ Year-Round Now; Up Spots

By BENN OLLMAN

EAGLE RIVER, Wis.—Coin machine routes in the Northern Wisconsin resort country are showing signs of developing into solid, year-round businesses.

Mark Case, operator of close to 200 pieces of music and games equipment in the Eagle River-Rhineland-Minocqua area, claims that the increasing traffic of deer hunters and the new winter skiing lodges being opened hereabouts are creating a new and welcome source of activity for his routes.

"It used to be merely a May to September venture for the coin machine operators around here," Case noted. "But, lately, the season has been stretching into November to accommodate the deer

hunters, and now several of the better resorts are staying open all winter for the skiing enthusiasts."

A veteran of close to 30 years in the coin machine business, Mark Case spent 23 years in Milwaukee working for an operating firm. Six years ago he bought out the Frank Weirich routes and now runs them under his own name. He had always held a deep attraction for the North Woods country, and yearned for a good reason to make his home here. That's why, he claims, he jumped at the chance to take over this business when the opening came along.

Summer Season Tops

Summer, of course, is the big season for all in Northern Wisconsin. Case's coin routes cover about

50 square miles around Eagle River with equipment spotted in resorts, taverns and restaurants throughout Vilas, Oneida and Florence counties.

Northern Wisconsin has been benefiting from the nation's general prosperity which enables a record-breaking proportion of its citizenry to travel for their vacations and recreation. In recent years the State has been heavily promoting and publicizing its excellent vacation spots. [\(Continued on page 103\)](#)

Columbus, O., Turns Tables Again on Pins

COLUMBUS, O.—Elation of local pinball operators over a court decision declaring a ban against the machines illegal was short-lived this week.

City Council acted quickly following the court decision and approved by a 6-1 vote a new ordinance banning pinballs from public and business places.

Lone dissenter was Councilman Jerry Spears Jr. The new ordinance will become effective July 11.

The new ordinance is modeled after ordinances in Laguna Beach and Long Beach, Calif., which have been tested in the courts. However, the new measure does not ban private use of the machines.

In a 14-page decision ruling in favor of the operators two weeks ago. [\(Continued on page 107\)](#)

Baseball Game Orders Hit Top For Genco Firm

CHICAGO—Genco Manufacturing & Sales Company reported initial orders for its new Hi-Fly baseball game have exceeded those of any previous game of this type introduced by the firm.

Samples of the game were shipped to distributors the last week in April (The Billboard, April 28). The game was officially introduced to the trade at the Music Operators of America show here May 6-8.

Hi-Fly is a two-player game, using a 1½-inch replica of a baseball and a realistic wood bat that is made of wood. [\(Continued on page 105\)](#)

Joe Simon, Brother Of Al & Dave, Dies

NEWARK, N. J.—Joe Simon, 58, brother of Dave and Al Simon, both veteran New York coin machine distributors, died here Tuesday (15). Funeral services were held Friday (19) at the E. Bernheim & Son Funeral Parlor.

Simon had been a veteran Newark Arcade man and had operated the Sportland Arcade here. He leaves his wife, Sarah; two sons, David and Marvin; four brothers, Ben, Dave, Murray and Al; three sisters, Mrs. Sarah Goldstein, Mrs. Ida Nankoff and Mrs. Sonia Sandow, and two grandsons.

Kid Ride Ops Fewer, But Trade Is Solid

CHICAGO — Coin kiddie ride operators have climbed back onto the profit path. The fringe operators have virtually vanished from this field, and a solid core of experienced men, who know how to hold and find good locations, remain.

A number of these operators service and maintain routes that stretch from coast-to-coast. Some routes are based on new and year-old equipment, others depend largely on buying up used pieces and keeping them in top condition.

For the larger, widespread operations, the kiddie ride field produces good, steady profits through choice locations in chain stores, shopping centers, and outdoor amusement spots. Shopping centers, in particular, rate as the cream of the crop.

The horse kiddie ride is still regarded as the basic attraction,

and most economical from a maintenance standpoint.

Most operators, however, feel the novelty rides, auto, airplanes, fire engines, and such, bring in the best takes in the shorter time period, while horses do best as long-term standbys. At least one national operator feels the novelty pieces are the coming thing in the field, altho they require a bigger investment.

New Models Scarce

New equipment does not as readily appear on the market nowadays as it did several years ago. Only a handful of manufacturers turn out new models in quantity. Smaller manufacturers come up with a new model now and then, but infrequently come thru with a "winner."

Operators report there is a need for a good \$400 novelty kiddie ride. New novelty rides most often fall into the \$500 to \$600 category.

Diversification is a growing trend with ride operators. Many spot their rides in combination with bulk vending machines, penny scales and other coin equipment.

Financing of kiddie ride equipment is still hard to secure, even for the larger operators. Reason seems to be that credit firms, accustomed to dealing with the over-expanded operations of years ago, still regard kiddie ride operators as poor credit risks, while in reality, today's hard core of ride men are pretty reliable customers.

Reports Route Turnover

While large operators in some areas report little activity in route exchanges, Carousels Industries, [\(Continued on page 100\)](#)

Genco Names Game Distributors In Four Areas

CHICAGO—Genco Manufacturing & Sales Company appointed new distributors in four different areas last week.

Named to handle the Genco game line were: Eldridge Fink, Roanoke Vending, Charleston, W. Va., and E. M. Hudson, Roanoke Vending, Bristol, Va., for their respective areas.

Herb Rosenthal, Banner Specialty Company, Pittsburgh, for the Pittsburgh area, and C. O. (Red) Harrington, Harrington Amusement Company, Houston, for the Houston area.

game in most cases, will add to operators' location grosses. It will be up to the operators, however, to decide whether investment in new slate models will up their net takes.

In most cases, the added weight and balance to the table, and the fact that the top will hold up better than the wood tops, poses as a definite boon to the operating trade.

Player Appreciation

On the other hand, it is not readily apparent that the pool game players, on whom the operators, in turn, must depend, will appreciate these added advantages to the extent of dropping added dimes in the coin chutes.

Unless the player drops a ball onto the slate table and then drops a ball onto a wood table, it is hard for him to distinguish the difference in quality. The seasoned players, of course, will be able to discriminate between the two types of table tops by the way the ball rolls over the surfaces. But seasoned players are in the minority.

Among the firms already engaged in slate pool model production and sales are the J. L. Verlieden Company, Detroit; Exhibit Supply, Chicago; Genco Manufacturing & Sales Company, Chicago; Nyack Slate Company, Nyack, N. Y. [\(Continued on page 101\)](#)

2. During the machine licensing and tax periods.

3. To set up a desirable schedule for gradual replacement of used equipment.

Ash stressed the final point as a real boon to economic operations. **Steady Replacement Needed**

Without such a replacement plan, he said, play on games is curtailed, cutting into profits in the long run. Without it, the individual locations are in danger of being taken over by a competing operator with better equipment. Finally, [\(Continued on page 106\)](#)

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U. of M. Studying Hot Soup Units

DETROIT—Detailed studies of new hot soup venders from a health viewpoint are being made by the school of public health of the University of Michigan, Walter D. Tiedeman, resident lecturer in public health, announced.

For the past four years Tiedeman disclosed, the university has been carrying on a detailed study of vending machine at the request of the Armed Forces.

It was emphasized that the project is a university research program and that the installation and approval of vending machines on locations are the responsibility of local governing authorities.

However, it was revealed that manufacturers have followed recommendation made by the university. The health laboratory currently is also working on hot sandwich vending. It has studied milk, orange juice machines and coffee venders.

Kid Ride Trade

Continued from page 99

Chicago, reported a big turnover in past months, with smaller operators selling out to the larger operators. Carousel has purchased a number of routes formerly run by carousel operators.

Carousel, operating thruout the country, combines a capsule vending machine business with its ride operations. The firm uses a large-scale business repairing used rides for operators in most of the States, Alaska and Cuba. Their Chicago shop repairs mechanisms as well as bodies of rides, wrapping the finished product in waterproof paper, crating it, and sending it back to the routes.

Art Gold, partner with Irv Brodsky in Carousel, said there's been a big increase in volume and activity, both on their own routes and in the shop. One of their shop specialties is detaching the coin box from the ride bodies, and elevating it along the base of the ride. They claim this makes it easier for operators to make collections and also keeps the coin mechanism in better working condition.

Buys Exhibit's Parts

Carousel recently purchased Exhibit Supply Company's kiddie ride parts, not including the horse ride parts, which were sold to another firm. The firm buys an average of a half dozen new rides for its routes every month.

Comments on the current stability of the kiddie ride field, Gold said: "Most operators figured that grosses would continue their downward swing, but with fewer in the business, takes leveled off, then began to climb—and are continuing to climb."

He said shopping centers are the outstanding locations at present. The location owner is with the operator in seeing the advantage of diversified equipment, said Gold. "Locations want equipment that produces, and the trade is always open to new ideas."

Gold pointed out Williams Manufacturing Company's Crane game, as one new piece of equipment that works in nicely with kiddie ride pieces. "There are really few new pieces that are of interest to kiddie ride operators, however," Gold stated.

There have been a few cases, Gold asserted, in which ride manufacturers operated their own equipment in competition with operator customers. One manufacturer, he said, sold rides to his firm, while at the same time, "serenaded our locations" with new equipment. "Kiddie ride operators will not do business with manufacturers who operate their own equipment," Gold cautioned.

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▶ 1/3 with order—balance C.O.D. or Sight Draft ◀

ATLAS

MUSIC COMPANY OF IOWA

Walnut at 12th, Des Moines, Iowa Telephone: 3-4131

Slate Keys Drive

• Continued from page 99

Y.; West Side Distributors, New York; Emco, Chicago; J. H. Keeney & Company, Chicago, and Valley Manufacturing Company, Bay City, Mich.

Belgian Product

Verlinden, one of the first to introduce the slate top to the U. S. market, imports the slate top from Oscar Bottier, Brussels, Belgium. The game lists at not over \$165, f.o.b., Detroit. Import, to date, has been limited.

The Belgian source for slate is the slate quarries in Walloon, in Southern Belgium. The Belgians, who are credited with originating the coin pool game, have been using slate tops on the games for many years.

Exhibit Supply, also among the first to ship slate pool models, has shipped initial samples to distributors, but Exhibit's production has also been limited.

Nyack Slate plans weekly production of from 200 to 250 units, according to John L. Van Wyck, president. Distributors have been named and tops have been contracted to Fischer Sales & Manufacturing Company, which firm intends to enter the slate pool game market in the near future. Fischer has been producing wood top models.

J. H. Keeney & Company unveiled a new slate top model at the Music Operators of America meet here May 6-8. Keeney is also producing wood top models. Valley Manufacturing Company also introduced a slate top at the MOA show.

Genco bowed a new-topped unit made of Mark-Lite at the MOA show. The Mark-Lite top has similar features of the slate top, but is of lighter weight.

Conversion Market

Harry Berger, West Side Distributors, is currently turning out 100 slate pool table tops a week. He says his plant is capable of pushing thru 250 units a week if the sales are there. These are aimed at the conversion market.

Emco, recently formed Chicago game manufacturing firm, is expected to begin shipments on new slate models. The firm has wood top models on the market.

Development of the slate pool market will necessarily be slow, due to the scarcity of slate currently available to coin game manufacturers. When greater quantities of slate can be obtained production of slate models can be expected to shoot upward

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- United Dix. 5th Inn. 125.00
- Williams Jubilee 200.00
- C.C. Crown \$ 80.00
- United Imperial 75.00
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| Bally Jet Bowler | 175.00 | Variety | 195.00 |
| Bally Magic Bowler | 275.00 | Tropics | 60.00 |
| Bally Champion | 125.00 | Atlantic City | 60.00 |
| Keeney Pacemaker | 50.00 | Bally Night Club | Write |
| Keeney Bonus | 75.00 | Bally Broadway | 525.00 |
| Keeney Bikini | 150.00 | Miami Beach | 325.00 |
| United Imperial Bowler | 65.00 | Gaytime | 325.00 |
| United 4-Play Star | 45.00 | Gayety | 195.00 |
| United Deluxe Comet Targette | 125.00 | Palm Springs | 95.00 |
| WHILE THEY LAST—LIKE NEW | | Yacht Club | 75.00 |
| Chi Coin Crisa Cross Target | \$ 75.00 | Hi-Fi | 100.00 |
| MUSIC | | Surf Clubs | 99.50 |
| Rock-Ola 1448 Hi-Fi, 120 Select. | Write | Ice Frolic | 99.50 |
| Rock-Ola 1446 Hi-Fi, 120 Select. | \$495.00 | Coney Island | 50.00 |
| Rock-Ola 1438 Comet, 120 Select. | 499.50 | Tahiti | 80.00 |
| ARCADE | | Bright Spot | 69.50 |
| Bally Bull's-Eye Kiddy Gun | Write | Dude Ranch | 95.00 |
| Bally Hot Rod | Write | Beauty | 75.00 |
| Chi Coin Super Home Run, 6 Pl. | \$200.00 | Big Time | 325.00 |
| 4 Bally Space Ships (extra clean) | 325.00 | POOL TABLES? | |
| 2 Bally Speed Boats (extra clean) | 325.00 | WE HAVE THEM | |
| Genco 2-Pl. Basketball (extra clean) | 139.50 | Bally Booster | |
| Genco Big Top | 325.00 | Chicago Coin Advance | |
|  | | Center Hole Plugs use as a 2-Hole or 3-Hole Game | |
|  | | Light-Up Bumpers or Regular Bumpers | |
| | | King Size or Regular Size | |
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MElrose 4-8468

60 New Charms

• *Continued from page 83*

Others included a colorful animal band series, padlock key holder, dime bank, hula girl, knuckle duster rings, owls and skulls with rhinestone eyes, barking "hot" dogs and "Naughty Pedro," the boy with the moveable sombrero.

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Charm exhibitors and their new items included:
M. J. Abelson Company, Pittsburgh: Binoculars, ball bats, large and small sleds, boats, cars, cigar with band, diamond and initial ring and light bulb.

Samuel Eppy & Company, Inc., N. Y.: Rocking chair, false fingertips, bottleneck, donkey and elephant pins, fishbowl, faucets, dictionary and Holy Bible.

Karl Guggenheim, Inc., N. Y.: Glow lantern, monogram pocket watch charm accenting the numerals; rock and roll buttons, pins with assorted slogans.

Penny King Company, Pittsburgh: Spectacles, genie lamp, rubber fingers, owl with jewels, new large baby shoe and plated skull with eyes.

Treasure Chest
Plastic Processes Company, New York: Snap-on beads and charms pirate treasure chest, baseball and "snappy-saying" buttons, "I'm a Wolf" and "I'm a Screwball" buttons.

Paul A. Price Company, New York: "Naughty Pedro," barking "hot" dog, goblets, horses, knives, M-20 noise maker, new types of playing cards, pop-it-beads, diamond, army insignia and knuckle duster rings, vials of perfume and new type capsule carrier.

Ohio Gum Supply, importer, Wickliffe, O.: Miniature elephants

and donkeys, dime coin holder and Scotty dog.

Victor Vending Corporation, Chicago: Colorful animal band series of six pieces, diamond ring, padlock key holder and Indian snap-on beads.

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| 148ML \$ 99 | B \$150 |
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| WURLITZER | ROCK-OLA |
| 1800 \$695 | 1428 \$ 99 |
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| 1600-1650 375 | 1434 45 R.P.M. 225 |
| | 1436 Fireball 120, 45 R.P.M. 259 |

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| ★ SEEBURG 3W1 Hammerloid | \$55.00 |
| ★ SEEBURG 3W1 Chrome | 75.00 |
| ★ SEEBURG 5c, 20 selection, 3-wire or wireless | 4.95 |
| ★ SEEBURG 5c, 10c, 25c, 20 selection, 3-wire or wireless | 14.95 |
| ★ SEEBURG 5c, 20 selection | 4.95 |
| ★ SEEBURG 5c, 10c, 25c, 20 selection | 14.95 |
| ★ WURLITZER 5207, 3-wire 104 selection | 59.00 |
| ★ WURLITZER 5205, 3-wire 104 selection | 55.00 |
| ★ WURLITZER 5204A, 3-wire 104 selection | 50.00 |
| ★ WURLITZER 4820, 3-wire 48 selection | 15.95 |
| ★ WURLITZER 3020, 3-wire 24 selection | 9.95 |
| ★ WURLITZER 210 Stepper | 9.95 |

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Will fit all manufacturers of tables, size 52"x36".
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Tobacco Production

Production of all types of tobacco in 1955 amounted to 2,196 million pounds, 3 per cent below the estimate released last December, according to Agriculture Department. The 1955 crop was 2 per cent smaller than the 1954 crop. Revised estimates are based on reports from growers, dealers and data compiled by the Agricultural

Marketing Service. The average price per pound was 53.1 cents, 2.0 cents above the 1954 average. Altho grown on 5 per cent fewer acres, flue-cured production increased 13 per cent over 1954. Burley crop, totaling 470 million pounds, decreased 30 per cent in 1955 from the 1954 total. Production of all cigar tobaccos in 1955 is estimated at 111 million pounds, compared with 121 million pounds in 1954.

Michigan Shuffle Players Compete For Championship

DETROIT — The continuing healthy state of shuffleboard popularity in the Detroit area was attested by the two-day Michigan State Championship Tournament last week at Warsaw Park in Utica. Players, fans, tavern and games owners, traveled to Utica, about 25 miles northeast of Detroit, for the event.

The State title went to Mitch Housey's Temple Bar, Detroit, with Harry Hartfield's Bar, Berkley, as runner-up. The quarter finalists were the Savoy Bar, Saginaw, and last year's defending champions, Deluxe Bar, Flint. Twenty-six teams competed.

In the women's division, the Cactus Bar, Saginaw, regained their championship of former years, defeating the 1955 champions, Fran and Jerry's Bar, Detroit. Quarter finalists were Joe Gardner's Sportsmen's Bar, Waterford, and Ward West's team from Art and Lil's, in Pontiac.

The State tournament was co-sponsored by Shuffleboard Secretarial Service, headed by John C. Westerdale, and the Oakland County Shuffleboard Association. Michigan territory is reported

showing an increasing number of league play participants each year.

This marks Westerdale's sixth year as director of leagues for the Detroit Shuffleboard Association, and he is predicting an increase in play for the coming season. For the past three years, he has conducted the State tournaments on a new basis, by eliminating referees and umpires, and allowing the team captains to supervise their own play, as well as to participate in the drawing for flight sheet positions.

R-M to Spend 285G on Ads

PHILADELPHIA—Rudd-Melikian, manufacturer of coffee vending equipment, has planned a \$285,000 advertising and sales promotion campaign in business publications and trade papers.

R-M sells equipment to its own franchised operators. Dealer promotional tie-ins will be supplied. Gray & Rogers is the agency.

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| Easy Aces | 249.50 |
| Frontiersman | 234.50 |
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| Twin Bill | 174.50 |
| Gypsy Queen | 169.50 |
| Four Belles | 174.50 |
| Daisy Mae | 159.50 |
| Dragonette | 149.50 |
| Gold Star | 144.50 |
| Hawaiian Beauty | 134.50 |
| Mystic Marvel | 134.50 |
| Jeckey Club | 134.50 |
| Lady Luck | 134.50 |
| Lovely Lucy | 124.50 |
| Pin Wheel | 104.50 |
| Shindie | 99.50 |
| Marble Queen | 94.50 |
| Poker Face | 89.50 |
| Quintette | 69.50 |
| Guys & Dolls | 69.50 |
| Skill Pool | 44.50 |
| Crossroads | 44.50 |

Music

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| Wurlitzer 1700 | \$525.00 |
| 1600 AF | 395.00 |
| 1600 | 325.00 |
| 1550 | 250.00 |
| 1500 | 225.00 |
| 1400 | 250.00 |
| 1250 | 150.00 |
| 1217 with Stepper | 99.50 |
| 1100 | 79.50 |
| 1015 | 49.50 |
| 1080 | 49.50 |
| 1436, Rock-Ola | 195.00 |
| E40, AMI | 324.50 |
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Williams

| | |
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| Three Deuces | \$199.50 |
| Lulu | 194.50 |
| Wendland | 169.50 |
| Peter Pan | 164.50 |
| Colors | 159.50 |
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| Sky Way | 124.50 |
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| Seeburg 3W1 (100), Chrome | \$ 45.00 |
| Wurlitzer 5204 (48 Selection) | 34.50 |
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| Wurlitzer 4820 (48 Selection) | 12.50 |
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| SURF CLUB | 125 | NEVADA | 95 |
| PALM SPRINGS | 95 | HAWAII | 85 |

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ALL HAVE NEW CUE STICKS—BALLS

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| WISHING WELL | \$205 |
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| BLINKER | \$345 |
| HOLLYWOOD | 295 |
| DLX. CAPITOL | 325 |
| DLX. CLIPPER | 285 |
| DLX. LIGHTNING | 265 |
| DLX. MERCURY | 175 |
| ACE | 155 |
| BANNER | 175 |
| DLX. COMET | 195 |

Cable Address: "GAMES," Chicago

Terms: 1/2 Deposit, Balance Sight Draft.



Resort Grosses

Continued from page 99

facilities. Situated in the midst of one of the State's most popular vacation grounds, Mark Case's coin machine enterprise has been expanding to keep up with the demand for equipment.

During the summer season, his firm employs two extra roulemen. The balance of the year he works with his son, Mark Case III, 18.

Weather Is Factor

"The outlook for 1956's summer season jus ahead," says Case, is extremely bright. "Last year was expected to be a wonderful season for everyone up here, but it wound up just being average. But I have the feeling that this year we're going to have a much better than average season—weather permitting.

"A few pace-setting major resorts in this territory, the famous North-ernaire, and King's Gateway," says Mark Case, "have been successfully building a healthy winter skiing business during the past several years. Result is that it has been encouraging other resorts to make bookings of fall and winter guests places that formerly made it a practice of closing in September for the year. As long as these resorts bring enough people up here during the winter, we'll have to keep our coin machine equipment in action," continues Mark.

Programming Important

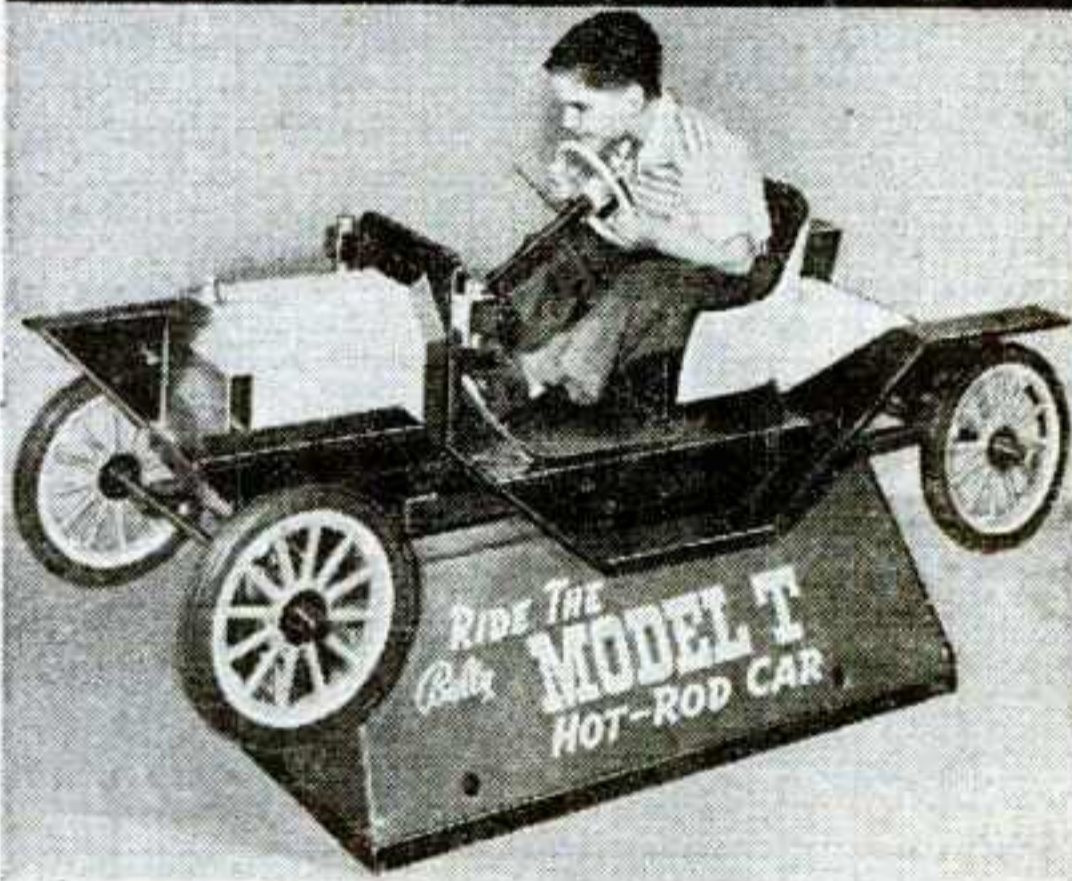
"Operating music machines in resort country calls for careful programming," says he. "Vacationers are after all mostly city people. So we have to buy the records that are popular in the big cities. The spots that cater to the local trade do best with hillbilly music."

Dime music play has met with meager approval. "The main objections come from the location owners," says Case. "They claim that it will drive away their local trade during the four months they remain open after the tourists leave. So they refuse to try it at all."

Aside from the fact that he simply enjoys living in Northern Wisconsin, Mark lists another rare advantage to be found only in small cities like Eagle River: "Where else can a location owner pick up the phone, ask the operator to connect him with 'the juke box man' and have the call come directly to your home, office or anywhere in the area where you might be working at the moment? It can't happen in a big city—that's for sure."

Bally Kiddie Rides EARN BIGGEST PROFITS

MODEL T COIN-OPERATED AUTO-RIDE



THE CHAMPION COIN-OPERATED HORSE-RIDE



BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



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Name
Address
City Zone State
Occupation



Ball Pen, Card, Milk Venders Shown at NVA

CHICAGO — Four manufacturers outside of the bulk vending field exhibited vending machines at the recent convention of the National Vendors' Association here.

Ball pen venders were exhibited by Midwest Postage Stamp Company, Inc., and Dean Manufacturing Company, both of Chicago. Midwest also showed its complete line of postage stamp machines.

Midwest is showing its ball pen vender for the first time also disclosed it has developed a machine which will dispense ball pen filler. It will dispense two fillers for a quarter.

Jennings and Company, Chicago,

bowed its new one-half gallon carton milk vender, an adaptation of its quart and pint carton unit. It has a capacity of 70 half-gallon cartons, and can be set to vend 35 half-gallon cartons and 70 quarts. The unit lists for \$1,195.

Exhibit Supply Company, Chicago, displayed its latest card vending machine, Model 311, a single cell counter model. It is a supplement of the double cell Model 307 and has a curved plexiglass front.

NVA Officials

Continued from page 83

vending field, is head of his own firm, Northwestern Sales and Service Company.

Other officers re-elected were: Harry Bell, Harry Bell Sales, Chicago, vice-president; H. B. Hutchinson Jr., H. B. Hutchinson Company, Atlanta, treasurer; Phil Sparacino, S & S Vending, Chicago, secretary, and Milton T. Raynor, Chicago, general counsel.

Re-elected board members included: Meyer J. Abelson, Personality Charms, Inc., Pittsburgh; Sid Bloom, Oak Manufacturing Company, Culver City, Calif.; Herman Eisenberg, Confection Sales Company, Cleveland; Samuel Eppy, Samuel Eppy & Company, Inc., New York; Bill Falk, Plastic Processes, Inc., Freeport, N. Y.; Harold Folz, Folz Vending Company, Oceanside, N. Y.; Dominick Gagliano, Gagliano Company, New Orleans, and Everett Graff, Graff Vending Supplies, Dallas.

Ray Greiner, Northwestern Corporation, Morris, Ill.; Robert Guggenheim, Karl Guggenheim, Inc., New York; Les Hardman, Penny King Company, Pittsburgh; Wallace Jenkins, Atlas Manufacturing and Sales Corporation, Cleveland;

Pushing Pre-Brew

Continued from page 83

run anywhere from \$2,500 to \$4,000.

Of course, an operator getting started on a pre-brew route can buy brewed coffee from an industrial caterer, but sooner or later he must go into his own brewing operation if he wants to reduce ingredient cost and maintain complete control with his own brewing equipment. Browning and Lebron estimate that total per-cup cost, including the cup, will run about 3 cents.

Additional joint showings are planned this summer in Cleveland, Atlanta and Houston.

Charles Kanak, Star Vending Supply Company, Houston; Rolfe M. Lobell, Leaf Brands, Inc., Chicago; Irving Marrick, Confection Specialties Company, Pittsburgh; Sam Phillips, Samuel J. Phillips Company, St. Louis; Paul Price, Paul A. Price Company, New York; Leonard Quinn, Confection Products Company, Columbus, and R. H. Whitehead, Whitehead Company, Atlanta, Ga.

THE "STANDOUT" AT THE M.O.A. SHOW

EXHIBIT'S ENTIRELY NEW INNOVATION IN POOL GAME PLAY!

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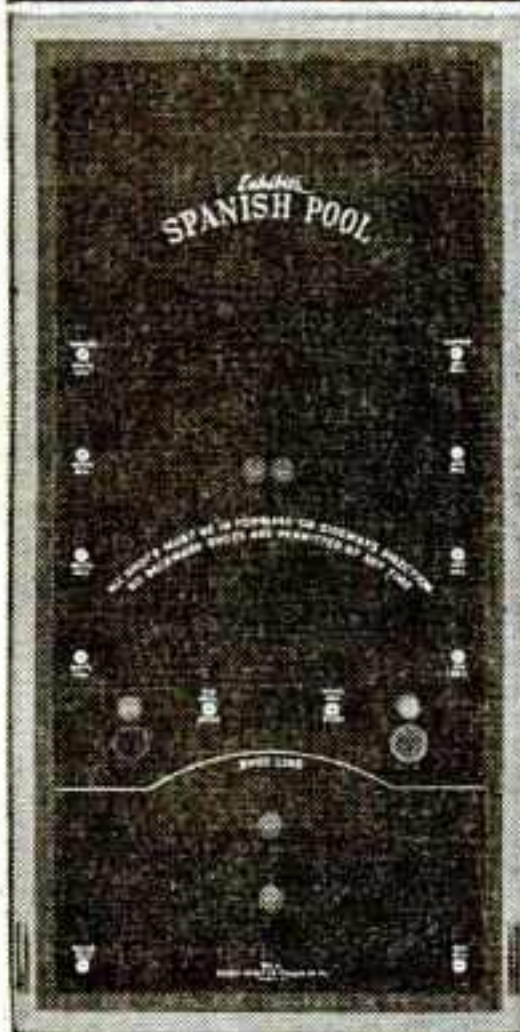


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| AMI 'C' | 125. |
| AMI D-40 | 175. |
| AMI E-120 | 425. |
| SEEBURG M100-A | 200. |
| WURL. 1500 | 175. |

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| Palomino Horse, new | \$245.00 |
| Lane Goldie Horse, new | 695.00 |
| Lee Horse, entire mechanism in belly of horse, new | 350.00 |
| Merry-Go-Round, 2 horses, new | 295.00 |
| Davy Crockett Horse | 295.00 |
| Exhibit Pony Express Horse | 195.00 |
| Exhibit Big Bronco | 395.00 |
| Lane Fire Engine, new | 655.00 |
| Whip, new | 325.00 |
| Mars Boat | 295.00 |
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| Rocket | 295.00 |
| X-07 Rocket | 450.00 |

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| Sidewalk Engineer, floor sample | 195.00 |
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| Mutoscope Drive-Yourself, like new | 425.00 |
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| Auto-Photo | Write |
| Voice-o-Graph | Write |
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| Jungle Joe Pistol | 175.00 |
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| Chicago Coin Goalee | 95.00 |
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| Coon Hunt | 175.00 | Rifle Gallery | 195.00 |
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GOTTLIEB

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| Mystic Marvel | 175.00 | Guys-Dolls | 110.00 |
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| Flying High | 95.00 | Queen of Hearts | 100.00 |
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| Big League Baseball | 175.00 |
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| Bronco Horse | 375.00 |
| Mustang Horse | 350.00 |
| Muto. Football | 275.00 |
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| Flash Hockey | 99.50 |
| Undersea Raider | 125.00 |
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ROTO POOL—CLUB POOL Every One a Winner!

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| Speedy, High Score | 175.00 |
| Leader, Match Score | 175.00 |
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| Keeney Palisades | 295.00 |
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| Cris Cross | 125.00 |
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Joe Ash says..

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BULLETIN

HARVARD CUSTOMERS—We have purchased from Harvard Automatic Machine Co., of Lorain, Ohio, the Harvard Typers, Parts and Discs. These will be manufactured and sold exclusively by us, effective immediately.

Baseball Game

Continued from page 99

hits the ball in mid air. According to the firm, it is the only game in which drive hits and high flies can be made without the use of a playfield ramp.

Improvements over last year's model include a solid, non-breakable ball, Formica playfield, 60-inch-long cabinet, cork-finished cabinet.

Bonus Features

Play features an adjustable hold-over mechanism. By landing a ball in a special pennant hole, the player lights up flags on the backglass for bonus scores. Size of pennant hole is adjustable.

The game is further adjustable to offer multiple free play on high scores, single replay or regular play.

Point bonuses are awarded for "over-the-fence" hits, which deliver from 10 to 50 added runs, depending on the number of innings played and the outs. The pennant bonus awards 100 runs each time a ball goes into the pennant hole.

Balls can be hit approximately four feet thru the air. Players must use timing to get a solid hit, with early or late swings tending to slice the ball.

Regular shipments of the game began last week.

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HIGHEST QUALITY

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Buy the best in cues at savings of 50% and more. Created especially for bumper pool games. 48" long, 1 1/4" butt, rubber cushioned, beautiful balance and taper. Made from select straight grained Northern hard wood for long life. Body milled, sanded and waxed to incredible smoothness. Two-tone finish. Quality leather tip. 12 to a carton. No less sold. Money-back guarantee. \$17.90 per doz., check or deposit with order.

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Sandler will handle the full line of United coin-operated amusement games.



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| GYPSY QUEEN | 190 |
| TWIN BILL | 175 |
| DIAMOND LILL | 165 |
| STAGE COACH | 165 |
| GOLD STAR | 150 |
| GREEN PASTURES | 130 |
| SHINDIG | 125 |
| PINWHEEL | 125 |
| HIT 'N' RUN | 75 |
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| Keeney Fascination (Hinged Top) | 135.00 |
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NEW POOL TABLES



Keeney Arcade and Keeney Flicker. Immediate Delivery.

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| Keeney Diamond | 140 |
| Keeney Carnival | 85 |
| Keeney 10 Player | 70 |
| Un. Targette | 175 |
| Un. Comet | 195 |
| Un. Mars | 195 |
| Un. Team | 125 |
| Un. Leader | 115 |
| Un. Imperial | 100 |
| Un. Chief | 110 |
| Un. Royal | 90 |
| Un. Olympic | 70 |
| Genco Match Pool | 95 |
| Genco Shuffle Pool | 75 |
| C. C. Criss Cross Target | 150 |
| C. C. Advance | 100 |
| C. C. Gold Cup | 110 |
| C. C. Triple Score | 75 |

MISCELLANEOUS

| | |
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| 1-Ft. American Bank Shot | \$150 |
| 18-Ft. Rock-Ola Shuffleboard | 125 |
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| Ex. Gun Patrol | \$ 95 |
| Genco "400" | 45 |
| Genco Silver Chest | 110 |
| Genco Quarter back | Write |

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| Royal | 95.00 |
| 10th Frame | 60.00 |
| 4-Pl. Original | 50.00 |
| League Bowler | 120.00 |
| C.C. 10th Fr. Tr. | 65.00 |
| C.C. 10th Fr. Tr. | 75.00 |
| C.C. Hi Speed Triple | 95.00 |
| C.C. Fireball | 245.00 |
| C.C. Hollywood | 250.00 |
| C.C. Super Frame | 125.00 |
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WRITE US FOR COMPLETE LIST FIVE BALL PIN GAMES.

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All used equipment shipped and refinished with 25¢ and king size.

POOL TABLES
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| Pop Up | 15.00 |
| Ship, Wizard | 19.50 |
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| Whiz Basketball | 18.00 |
| Got. 3-Way | 120.00 |
| Grippers | 20.00 |
| Merc. Grippers | 20.00 |

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| Andico Hot Coffee (4) | \$495.00 |
| Andico Hot Coffee, F.S. | 375.00 |
| Coca-Cola Cup | 150.00 |
| Drink Shockers (15) | 85.00 |
| Revco Ice Cream | 85.00 |
| Craig Ice Cream | 85.00 |
| Kleenix, brand new | 20.00 |
| Adv. Sanitary Nap. (25) | 15.00 |
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All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.



Ops Get Tips

Continued from page 99

servicing costs are apt to shoot upward if such a plan is disregarded, pinching the operator's pocketbook.

Ash said insurance firms such as his could work closely with operators to provide a smooth-working replacement program.

Topping off an open discussion on route methods, Sam Greenberg, CIAA president, ran thru a list of "don'ts" which often pose as on-the-route stumbling blocks for operators.

While machine play on location often needs some stimulation from the location owner, he said, operators should not leave this entirely up to the location. Extra coins for "stimulation play" by the location should come out of the operator's pocket.

Solicitation Methods
In soliciting new locations, operators should use tact, rather than making promises or offering gifts of any kind. High pressure solicitation can put an operator out of business, said Greenberg. Most operators can't come out ahead using such methods, he stated.

Percentages paid to locations from grosses should be kept in check, Greenberg asserted. To offer more than the usual 50 per cent is not economically sound.

Operators should never overlook maintenance of equipment on locations, Greenberg declared. "There is no salesman on the spot to spark play on the machines," he quipped. "The equipment has to be its own salesman." Operators should check, repair and clean machines at each location once a week, he concluded.

Also discussed were public liability insurance and group hospitalization (health and accident) programs. Operators showed real interest in these programs. It will be further discussed at the next meeting, June 18.

Milk Production Up

April 1956 production of milk totaled 11,512 million pounds, an increase of 3 per cent over April, 1955, and 10 per cent above the 1945-'54 average for the month, according to Agriculture Department. Production during the first four months of 1956 totaled a record high of 41.7 billion pounds, 5 per cent more than last year's output and 4 per cent above the previous high of 40.1 billion pounds for the period in 1954.

Confection Sales

NEW YORK — Manufacturers of confectionery and chocolate products are running 5 per cent for the first quarter of 1956 as compared with the like quarter last year, according to the Bureau of the Census. However, the comparative figures for March show 1956 sales 4 per cent lower than last year in poundage and 7 per cent lower in dollar volume.

The GYM CYCLE 10¢ COIN OPERATED

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Center Hole Has Removable Plug for 2 or 3 Hole Play!

- 5-Oz. Phenolic Balls
- Pocket set in from and permit rebound action
- Dimensions: DeLuxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Table Top on Hinges with 2 Locks
- Cash Box inside, also with Lock
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POOL SUPPLIES
Set of 10 2 1/4" Balls...\$12.00
Set of 10 5-Oz. 2 1/4" Balls 14.50
ABT 20¢ Coin Chute... 8.00
Overhead Light w/brkt. 15.00
48" Cues... 1.95
Cue Chalk, gross... 3.50
Anti-Warp Adjusters... 8.95
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Write for complete list of parts.

Pool Game Playfields
Novoply—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each...\$35.00
Large size tops. Each... 45.00
Tops with lugs in bumpers...\$10.00 addl.
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Write for prices.

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NOW AVAILABLE with SLATE TOPS
1 1/16-INCH
(REGULATION BILLIARD TABLE THICKNESS)

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NEW MODEL NICKEL DISPENSERS

READY NOW FOR IMMEDIATE DELIVERY

- ★ Single 5c tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

Exclusive Factory Representative
For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.) Tacoma, Washington

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Price \$11.95
Patented Pending.

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The BIGGEST PROFIT OPPORTUNITY

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REPLACEMENT TOPS
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Like New POOL TABLES w/life-up Bumpers\$145
Like New JUMBO POOL 175
United CLASSIC Bowler 65
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Bally YACHT CLUB 45
Bally CONEY ISLAND 40

Write for Complete List
IRV OVITZ
ACME-INTERNATIONAL DIST.
3643-45 W. Montrose Chicago 18, Ill.
CORNELLIA 7-7272

Tables Turned
• Continued from page 99

ago, Judge Dana F. Reynolds declared the city ordinances then in effect "were prohibitory rather than regulatory" and thus, he said, the City Council was not empowered to enact them.

The old ordinances were passed in 1954 and a two-year court fight over the validity has resulted. In 1954 operators gained a temporary injunction preventing the city from confiscating and destroying the machines.

Whether the new ordinance will be attacked in a lawsuit has not yet been determined. Attorneys Owen B. Sherwood and Wyman McLeskey, who represent local operators, say they "want to study the new ordinance."

The City Council's move came as somewhat of a surprise since it was expected they would not act until a Supreme Court decision is reached in a Cincinnati pinball case.

This involved the Westerhaus Inc., suit, which is being watched with interest thruout Ohio. A decision is expected soon from the State's highest court.

United Ships
• Continued from page 99

Strikes score from 30 to 120, spares from 20 to 80, depending on the frame being played.

The first two frames are scored as single frames, scores advancing from then on every third frame from double to triple to super brackets. The top super scores

continue to register at the end of the game as long as a strike is m.de.

Build-Up has giant-size pins and puck, and the de luxe cabinet of conventional size.

The backglass lights up to show the number of players in each game, the number of the frame, the scoring potential for each frame, as well as shot by shot scores for each player.

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We are overstocked on NEW and USED POOL TABLES! We will wheel and deal! Will accept Music, Bingo, Arcade and Alleys in trade!

WANTED TO BUY—
Will pay CASH \$\$\$\$ or trade above for SEEBURG 100A; Wurlitzer 1500's, 1400's, 1250's, King of Swat, Gottlieb 5 Balls.

KIDDIE RIDES
• World's Largest Stock
• Beautifully Reconditioned
• 100% Guaranteed
BALLY CHAMPION HORSES
EXHIBIT BIG BRONCOS
SPACE SHIPS
MERRY-60-ROUNDS

WRITE FOR NEW LIST! 

Redd DISTRIBUTING CO., 298 LINCOLN ST. ALLSTON 34, MASS.-AL 4-4040
Exclusive distributor for
WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

★★★ **ROYAL** ★★★
DISTRIBUTING, INC.

Gayety . . . \$135.00
Miami Beach . 325.00

Variety . . . \$150.00
Holiday Match Bowler . . 165.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

GOTTLIEB PRESENTS

DERBY DAY

The Sport of Kings With All Its Action, Color and Thrills



- Chrome Plated Cabinet Guards Around Flipper Buttons
- Extra Heavy Duty All Steel Legs and Plated Side Rail Cigarette Holders

Subject to AMUSEMENT TAX Only!

SEE **DERBY DAY** AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs
as American as Baseball and Hot Dogs!

- 4 Targets and 6 Rollovers Advance Lights For Each Horse
- Horses Arriving in Win, Place and Show Positions Light Hole For Special Score
- Lining Up All Horses at Any Point in Race Lights Rollover Button For Specials
- High Score to 7 Million
- 2 Cyclonic Kickers
- Actionized Pop Bumper
- 2 Super Powered Flippers

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

**Panoram Operators!
FOR SALE**

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould
288 Market St. Newark 5, N. J.
Market 2-4275

FOR SALE

200 coin-operated Radios—Tradio make. 3 coin-operated TV Sets. All in good operating condition. Will sacrifice. I pay freight. Write to
COIN RADIO CO.
P. O. Box 738 Hopewell, Virginia

Ravreby Ready

• *Continued from page 99*

uled to begin at 2 p.m., when refreshments and a buffet will be served to guests, among whom will be operators, music industry and game manufacturer executives as well as local disk jockeys and record artists. Also present will be representatives from the banks and finance companies.

From United will be General Sales Manager Billy Deselm; Regional Sales Manager John Casola and Al Thoeke, service manager. Rock-Ola will be represented by Sales Manager Les Reick and Regional Sales Manager Ed Ristau. Others are Leo Willens, of Capitol Projector, New York, and representatives from Decca, Capitol, Victor and Mercury Records.

The new building, which will be entirely occupied by Associated, has a floor space of more than 75,000 square feet divided into modern offices, a salesroom, a lounge for operators and a complete service and parts department. Decor is in Rock-Ola colors of red, black and gold. Another feature of the building is an all-weather shipping area where cars and trucks will be protected from the elements.

Glass Containers

Glass container shipments for 1955 totaled 135,540,000 gross, a new industry record, Commerce Department reports. Returnable beverage containers accounted for

8,564 thousand gross, while non-returnable beverage containers accounted for 1,168 thousand gross. Both categories showed considerable increases over the 1954 totals of 6,304 thousand gross and 983 thousand gross, respectively.

**EXCLUSIVE FACTORY DISTRIBUTORS
AMI-CHICAGO COIN-GENCO-EXHIBIT**

We have a complete line of BOWLERS, BINGOS, VENDORS, ARCADE and POOL TABLES—new and used, all makes and models. Write or call and save money on any equipment you need.

MUSIC

| | |
|-------------------------|----------|
| AMI F-120 | \$295.00 |
| AMI D-40 | 199.90 |
| AMI C-40 | 149.90 |
| AMI A-40 | 99.90 |
| Seeburg HM100A | 275.00 |
| Seeburg M100A | 245.00 |
| Wurlitzer 1500A, 45 RPM | 295.00 |
| Wurlitzer 1500, 45 RPM | 225.00 |
| Wurlitzer 1450, 45 RPM | 210.00 |
| Wurlitzer 1100 | 110.00 |

| | |
|----------------------------|----------|
| Chi Coin Pistol | \$ 80.00 |
| Exhibit Six Shooter | 94.50 |
| Exhibit Gun Patrol | 94.50 |
| United Carnival Gun | 225.00 |
| United Bonus Gun | 275.00 |
| Muto. Voice-o-Graph | 250.00 |
| Chi Coin 4-Player Derby | 175.00 |
| Chi Coin Basketball Champ | 195.00 |
| Set Shot Basketball (used) | 275.00 |
| Chi Coin Goatee | 90.00 |
| Genco Rifle Gallery | 200.00 |
| Drivemobile | 180.00 |
| Muto. Photomatics | 250.00 |
| Billy Moon Ride | 250.00 |
| Super Jet | 295.00 |
| Kiddie Whip (new) | 250.00 |
| Auto Photos | 1,850.00 |
| Wms. Deluxe Baseball | 125.00 |
| Wms. Super Pennant | 160.00 |
| Genco Champion Baseball | 250.00 |
| Genco 2-Player Basketball | 195.00 |

ARCADE

| | |
|------------------|----------|
| Genco Big Top | \$325.00 |
| Genco Wild West | 345.00 |
| Genco Sky Rocket | 345.00 |
| Genco Sky Gunner | 99.50 |
| Bear Gun | 125.00 |
| Coon Hunt | 195.00 |

1/3 Deposit With Order, Balance C.O.D. or Sight Draft.

MONROE
COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

BINGO SPECIALS!

| | | | |
|-------------|----------|---------------|---------|
| MIAMI BEACH | \$360.00 | DUDE RANCH | \$85.00 |
| BIG TIME | 290.00 | PALM SPRINGS | 85.00 |
| GAY TIME | 275.00 | BEACH CLUB | 75.00 |
| VARIETY | 175.00 | FROLICS | 75.00 |
| GAYETY | 175.00 | YACHT CLUB | 70.00 |
| ICE FROLICS | 100.00 | PALM BEACH | 60.00 |
| SURF CLUB | 100.00 | ATLANTIC CITY | 60.00 |
| HI-FI | 100.00 | | |

All equipment very clean and ready for location
Immediate delivery

1/3 DEPOSIT

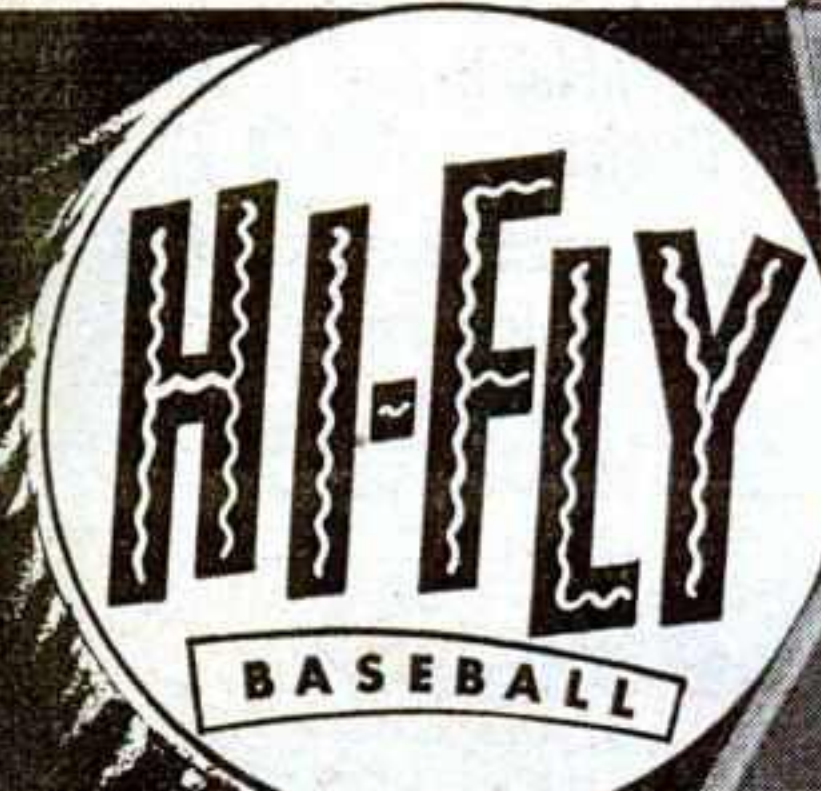
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

Even greater than our "Champion Baseball"

**NOW READY... GENCO'S NEW,
EXCITING
BASEBALL GAME
FOR 1 OR 2 PLAYERS**



NEW!
ADJUSTABLE
HOLD-OVER
PENNANT FEATURE
and multiple or
single replay

NEW!
KING SIZE
1 1/2" SOLID
BREAK-PROOF
BALLS!

**BALLS SOAR
4 FT. THROUGH THE AIR
WITHOUT THE USE
OF RAMPS**



3 OUTS AN INNING
—adjustable to 1, 2, or 3
Innings

NEW!
COMPACT
PIN GAME SIZE
CABINET
—only 60" long, 24" wide,
69" high

NEW!
COLORFUL
FORMICA
PLAYING FIELD!

- Scores — singles, doubles, triples, home runs
- Over the Fence Feature — Scores up to 50 Runs
- "Pennant" feature scores 100 Bonus Runs
- Back rack shows realistic base-running action
- Realistic Wooden Bat
- Beautiful, modernistic cabinet with new mar-proof finish

SEE your GENCO Distributor

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

Macke Buys New Quarters

WASHINGTON—A completely automatic cafeteria for employees will be the feature attraction of the new G. B. Macke Corporation headquarters. President Aaron Goldman announced last week (15) that the firm has purchased a 45,000-square-foot building and will install a cafeteria to act as a working display of the fast-growing field of automatic feeding.

The building will house general offices, warehouse, repair shops and fleet garage, and will replace the three present Macke locations. A commissary will be included where the sirups and sandwiches vended thru Macke machines will be made. The new headquarters will undergo extensive remodeling and will be ready for occupancy in about six months.

Goldman reported that sales of vended products in 1955 were 12 per cent higher than 1954 figures, and were the highest in the 29-year history of the firm. Sales have doubled in the last five years. About 225 employees are on the Macke payroll—50 per cent more than in 1950.

| SHUFFLE GAMES | |
|---------------------------------------|-------|
| FIRST-Conditioned CHICAGO COIN | |
| ★HOLLYWOOD | \$295 |
| ★ARROW | 215 |
| ★THUNDERBOLT | 295 |
| ★BONUS SCORE | 295 |
| ★TRIPLE STRIKE | 275 |
| ★PLAYTIME | 225 |
| ★FLASH | 195 |
| ★FEATURE | 185 |
| ★STARLIGHT | 175 |
| ★SUPER FRAME | 165 |
| ★ADVANCE | 135 |
| ★KING | 120 |
| ★GOLD CUP | 115 |
| ★TRIPLE SCORE | 85 |
| ★CROWN | 75 |
| ★DOUBLE | 75 |
| ★NAME | 65 |
| ★10TH FRAME | 65 |
| UNITED | |
| ★DeL. CAPITOL | \$315 |
| ★DeL. CLIPPER | 285 |
| ★DeL. VENUS | 250 |
| ★DeL. MERCURY | 235 |
| ★DeL. MARS | 225 |
| ★TEAM | 155 |
| ★LEAGUE | 155 |
| ★CLASSIC | 85 |
| ★CLOVER | 75 |
| ★STAR 10TH FRAME | 65 |
| KEENEY | |
| ★DIAMOND | \$175 |
| ★BIKINI | 150 |
| ★BONUS | 125 |
| ★PACEMAKER | 95 |
| ★DOMINO | 75 |
| ★CARNIVAL | 65 |
| ★10 PLAYER | 55 |
| BALLY | |
| ★JET BOWLER | \$195 |

*Indicates Match Play

POOL GAMES

From **\$95**



WORLD'S BIGGEST SELECTION

IMMEDIATE DELIVERY ON ALL NEW AND RECONDITIONED GAMES!

FIRST-Conditioned Like New

| | |
|----------------------------------|-------|
| Fischer CUE STAR | \$ 95 |
| Exhibit SKILL POOL | 125 |
| Chl. Coin CROWN POOL | 125 |
| Keaney FASCINATION POOL | 125 |
| Genco TOURNAMENT POOL | 125 |
| Wms. BANK POOL | 125 |
| Bally DELUXE POOL (Hinged Top) | 140 |
| Exh. 85 DELUXE POOL (Hinged Top) | 140 |
| Chl. Coin HOOLIGAN POOL | 235 |



Exclusive Distributors

CHICAGO COIN

| | |
|---------------|---------------|
| ROTATION POOL | STEAM SHOVEL |
| ADVANCE POOL | TWIN HOCKEY |
| CLOVER POOL | CHAMPION POOL |
| SENIOR POOL | JUMBO POOL |

EXHIBIT

| | |
|-----------------|------------------|
| SPANISH POOL | SKILL SCORE |
| SLATE TOP POOL | "800" SKILL POOL |
| SUPER STAR POOL | "750" KING SIZE |

INTERN'T'L MUTOSCOPE

| | |
|---------------|----------------|
| ROCK 'N' ROLL | \$149.90 |
| K.O. CHAMP | |
| TUNGO | MYSTIC SWAMI |
| DROP KICK | ZELDA |
| LORD'S PRAYER | 3-D ART PARADE |
| | MUTOS. MOVIES |

These games are available for IMMEDIATE DELIVERY—right from our tremendous stocks! Phone, write or wire for the best deal . . . ANYWHERE!

Joe and Wally Say:
If at "FIRST"
you don't succeed
... GIVE UP!



| BINGO 5-BALLS | | ARCADE | |
|--------------------------------|-----|--------------------------|-------|
| FIRST-Conditioned BALLY | | FIRST-Conditioned | |
| GAYTIME | 275 | Genco WILD WEST | \$355 |
| GAYETY | 165 | Bally MOONRIDE | 250 |
| VARIETY | 185 | United D.L. CARNIVAL | 248 |
| SURF CLUB | 125 | Genco 3 PL. | 248 |
| ICE FROLICS | 110 | BASKETBALL | 195 |
| PALM SPRINGS | 90 | Wms. BIG LEAG. B.B. | 175 |
| DUDE RANCH | 90 | Chl. Coin HOME RUN | 175 |
| BEAUTY | 80 | Mut. DRIVEMOBILE | 165 |
| PALM BEACH | 75 | Seeburg COON HUNT | 165 |
| BEACH CLUB | 85 | Seeburg SHOOT BEAR | 145 |
| YACHT CLUB | 75 | Chl. Coin BASKET | 145 |
| ATLANTIC CITY | 75 | BALL CHAMP | 145 |
| SPOTLIGHT | 75 | Mut. SUPER BOMBER | 135 |
| CONY ISLAND | 65 | Cap. MIDGET MOVIES | 135 |
| | | Mut. SKY FIGHTER | 135 |
| | | C.C. 4 PLAYER DERBY | 125 |
| | | UNDERSEA RAIDER | 125 |
| | | Genco SKY GUNNER | 115 |
| | | Evans BAT-A-SCORE | 115 |
| | | Bally BIG INNING | 115 |
| | | Ex. SIX SHOOTER | 95 |
| | | Mut. FLYING SAUCERS | 95 |
| | | Chl. Coin GOALEE | 95 |
| | | TELEQUIZ (w/Film) | 95 |
| | | Evans TEN STRIKE | 85 |
| | | Scien. BATTING | 75 |
| | | PRACTICE | 75 |
| | | Chl. Coin PISTOL PETE | 75 |
| | | Exh. SHOOT THE BULL | 65 |
| | | Amuse. BOOMERANG | 65 |
| | | ZINGO | 65 |

1st AND STILL IMPROVING

FIRST

COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • DICKENS 2-0500

chicago coin's Twin HOCKEY

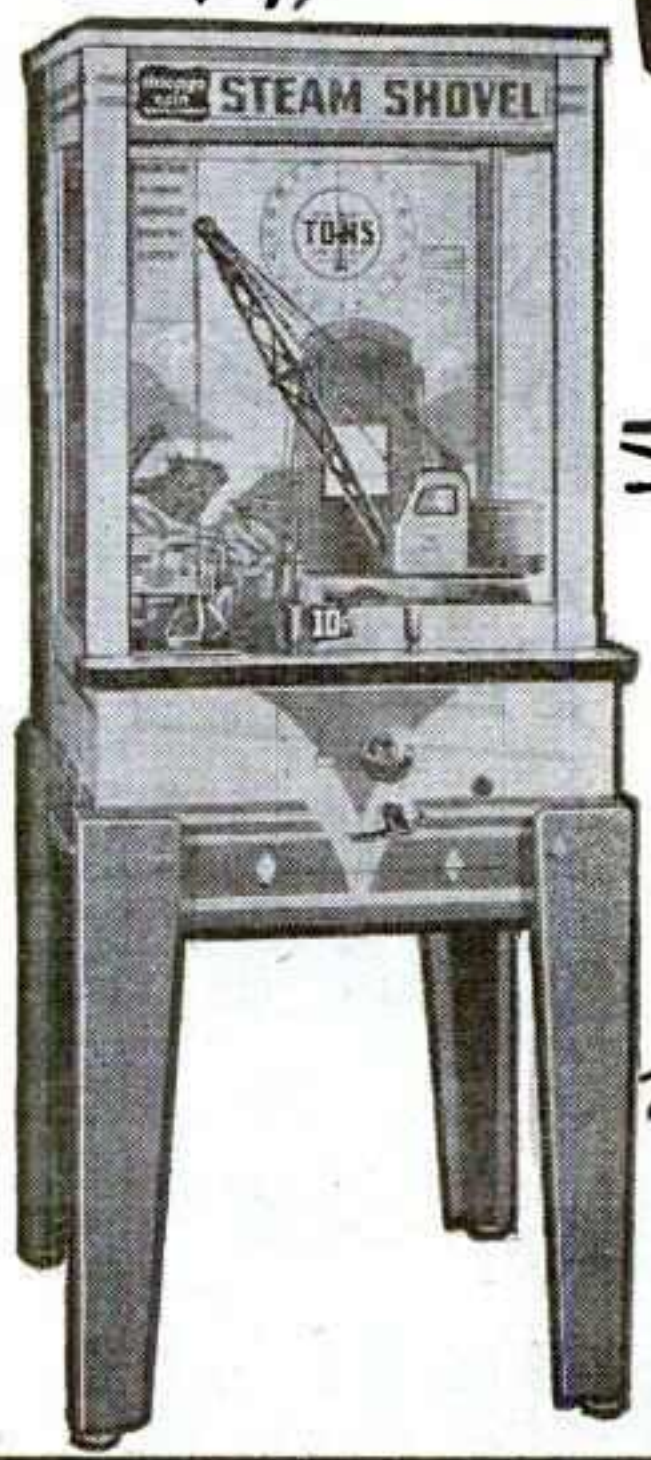
- Scoring value of balls advance as game progresses! (From 10 to 50)
- Two Sided Play! Players face each other at opposite goals!
- Ball Type operating lever for complete operating comfort!
- Exceptionally well lit up with fluorescent lights!
- Formica Playfield and Control Panels!
- 1 or 2 can play!
- 5c or 10c per player! Optional 6 for 25c



REGULAR, FREE PLAY or MATCH MODELS!

chicago coin's STEAM SHOVEL

- In Free Play or Regular Models!
- A natural attraction for thousands of new locations like retail stores . . terminals . . arcades . . dime stores . . etc.
- Two lever controls for simple operation!
- Special rating panel ranks player at the end either as Beginner — Advance — Qualified — Expert!



A POOL GAME FOR EVERY LOCATION
CHAMPION SENIOR POOL • CHAMPION POOL & Model 35
CLOVER POOL & Model 35 • JUMBO POOL • ROTATION POOL

1725 West Diversey Blvd., Chicago 14, Ill.



A Bally GAME FOR EVERY LOCATION

NIGHT-CLUB

All the big money-making play-appeal of BROADWAY plus sensational new

BEFORE and **AFTER** feature



press buttons
BEFORE
shooting 4TH ball

press buttons
BEFORE
shooting 5TH ball

press buttons
AFTER
shooting 5TH ball

Magic Squares
SPOTTED 2 OR 18
Advancing Scores
CORNER SCORES
Extra Balls
BALLYHOLE

Double, Triple and **Quadruple** scores

Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally NIGHT-CLUB is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings get NIGHT-CLUB on location now.



Deluxe ABC OFFICIAL SCORING bowler

NEW IMPROVED MECHANISM

Now you can get delivery again on the greatest money-maker in bowler class. Order

Deluxe
ABC BOWLER
from your
Bally Distributor
today.

Magic Pool

Fastest money-maker
in FRONT PLAY
pool-table class



Choice of
2 DIMES or
1 QUARTER
operation

**Booster-Pool
Pin-Pool**

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

for best deals on biggest money-makers \$ \$ \$ \$ \$
\$ \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR

UNITED'S
HIT POOL

Automatic Progressive Scoring

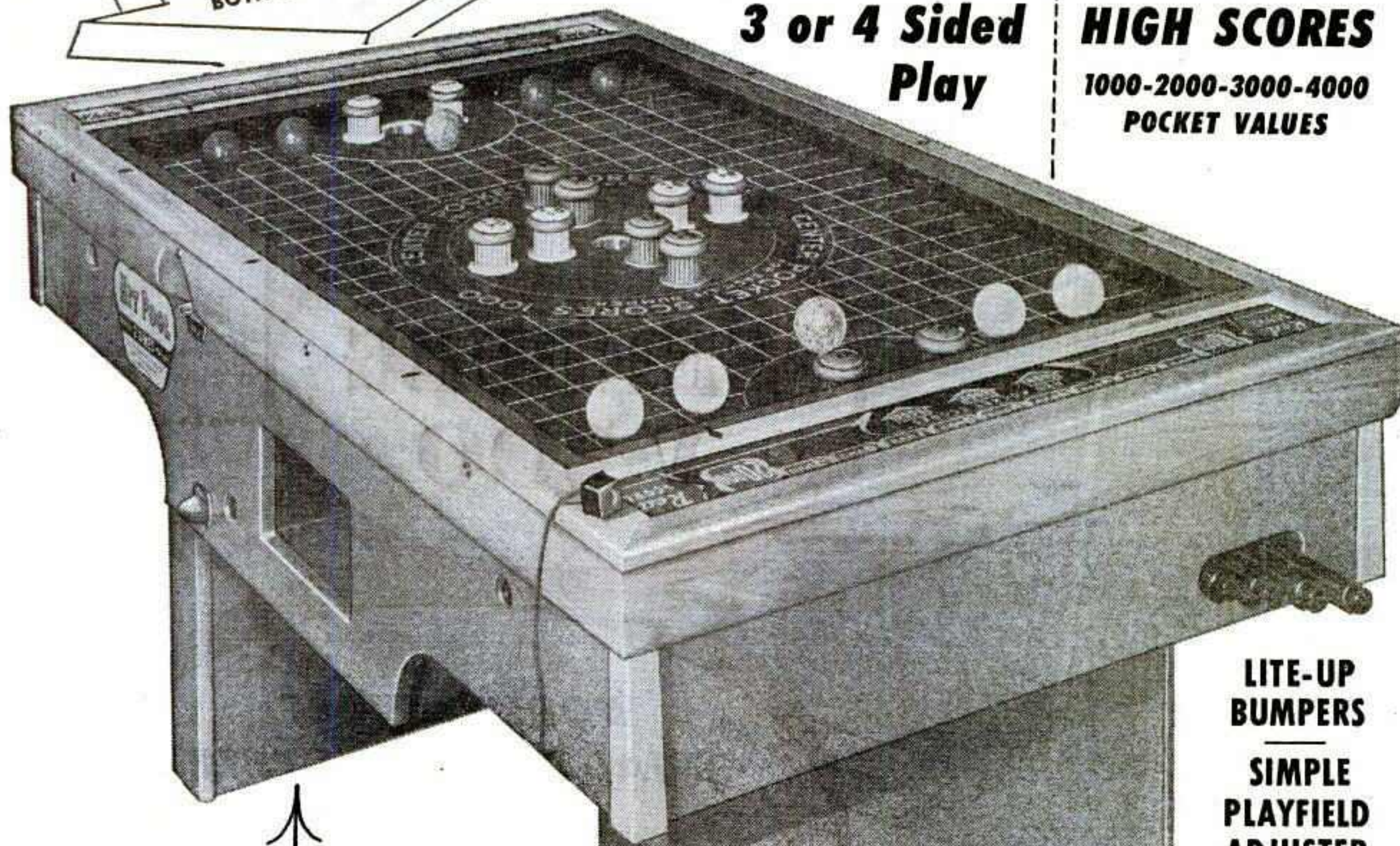
ILLUMINATED
 (Plexiglass)
SCORING
 BOTH ENDS OF TABLE

2 OR 4
PLAYERS

2 DIMES
PER GAME

3 or 4 Sided
Play

HIGH SCORES
 1000-2000-3000-4000
 POCKET VALUES



RECESSED BALL TRAY

APPROX. SIZE 3 FT. BY 5 FT.

UNITED
 OPERATORS
 ARE
 SUCCESSFUL
 OPERATORS

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

- LITE-UP BUMPERS**
- SIMPLE PLAYFIELD ADJUSTER**
- EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR**
- HINGED PLAYFIELD**

EASY TO UNDERSTAND • FUN TO PLAY

See Your Distributor

SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • STAR SLUGGER • STARDUST • REGULATION Shuffle-Alley



THE
SEEBURG
V-200

**WORLD'S FIRST
 DUAL MUSIC SYSTEM**

**Meets Every Requirement
 for Modern Music
 Merchandising!**

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois

SEE OTHER SEEBURG
 2-PAGE ADVERTISEMENT IN THIS ISSUE

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