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Picnickers to Rival Ants in U. S. Parks

Millions to Flood Recreational Centers Which Offer Everything for Fun and Eats

By JIM McHUGH

NEW YORK — Between Memorial Day and Labor Day millions of Americans will have picnicked—a big percentage of them at the nation's amusement parks and recreation centers. Ancient, and old-fashioned as it is, the time-honored seasonal pursuit of romancing youngsters and family groups is flourishing in an automation world.

At least 50,000 picnic tables are awaiting the hordes of hot dog and hamburger munchers who will take to the highways or the first of the warm weather holidays, Wednesday (30). The tables provide seating accommodations for more than a 1,000,000 persons at one time. With clear weather their capacity will be taxed on virtually all Sundays and most Saturdays throughout the outdoor season. On overflow days, July 4 in particular, the same facilities will accommodate nearly as many more picnickers who will improvise on the ground.

Fun Lurers

Member units of the National Association of Amusement Parks, Pools and Beaches have more than 32,000 tables with adjacent fireplaces to lure the picnickers. And, close to the groves, the parks have located upward of 40,000 fun and recreational lures, ranging from mechanical rides to swimming and boating, with an over-all diversification that is bound to whet the interest and tease at least some money from all age groups, particularly after they have been well fed.

A somewhat haphazard, altho welcome, acceptance of picnickers thru the years has given way in the past decade to an intensive beckoning built around expanded, attractive facilities. Some of the nation's 700 amusement parks have more than 1,000 picnic tables. Most have added as many as they could crowd onto their premises,

Atoms Replace Picnic Tables

NEW YORK — The metropolitan area will lose Indian Point Park, a picnic spot favored by three generations, when Con Edison begins construction of an atom power plant there in the fall.

Established by the Hudson River Boat Line, the spot has harbored several million picnickers thru the years. Turned into a full-scale amusement park operation six years ago, the 300-acre spot on Saturdays and Sundays often has counted 150 buses and 1,000 cars, plus large percentages of the 9,000 total capacity in the line's three boats, nearly all classified as picnickers.

and few of the larger units have less than 100 tables.

Park Facilities

Parks have expanded their facilities for the reasons that few unposted idyllic spots are left in the areas adjacent to big population centers and because a well-heeled public obviously wants some fun and recreational activity close at hand, if only to keep the kids out of their hair. Given a small handful of money, the youngsters can occupy themselves out of harm's way on the ball fields, the rides or swimming while the old man keeps up with the ball game on a portable radio and mother fusses looking for the top to the mustard.

The big brother of the family picnic, the outing, is eagerly sought by the funspots and attractive brochures are distributed by the millions each winter to groups—religious, school, fraternal and industrial—and promptly followed up by a booking manager. These groups provide the biggest per capita spending for the reason that for most participants it is a once-a-year activity planned well in advance.

Tons of Food

While families and groups will tote tons of food and beverage, the funspots sell enough supplemental items to justify the allotment of space. Beverages and ice cream, in particular, are practically unloaded in car lots.

The automobile, plus dozens of

2 BB CROWNS FOR PRESLEY ON BERLE'S TV

NEW YORK — Milton Berle, a spare time songwriter himself, will present two Billboard Triple Crown Awards to Elvis Presley next Tuesday (5) night, when Victor's new singing star guests for the second time on his NBC-TV show 8-9 p.m.

Presley's waxing of "Heartbreak Hotel" was No. 1 last week on all three of The Billboard's pop charts—juke, disk jockey and retail—and all three country and western charts. The tune was also No. 1 on the Honor Roll of Hits, while Presley's Victor LP was No. 1 on the best-selling pop album chart. "Heartbreak Hotel" also appeared on The Billboard's rhythm and blues chart last week. The Presley disk was No. 6 on the retail chart and No. 8 on the disk jockey list.

Meanwhile, the artist's new record, "I Want You, I Need You, I Love You," showed up for the first time this week on the best-selling pop chart in the No. 19 slot, while the record hit the country and western chart—also for the first time—in the No. 13 spot as a two-sided hit.

other developments in this mechanized age, has worked in favor of the picnic. All kinds of portable units and throw-away products have taken most of the work out of preparation, staging and fulfillment.

These same aids, ever-ready transportation in particular, have

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In Young TV World, 21 Network Shows Grow Long Beards

Began With Webs' Birth, Still On; Others in Yearly Rating Scramble

By DENNIS McDONALD

NEW YORK—In an industry where entertainment fare is as changeable as a kaleidoscope and each new season brings forth an abundance of new sponsors and shows, it is all the more remarkable that some 21 programs have been going quietly on their way year after year since network television was born in 1947.

These graybeards of the young industry include "Kraft Television Theater," "Howdy Doody," "Meet the Press," "Cavalcade of Sports," "Doug Edwards With the News," "Ted Mack and His Original Amateur Hour," "Lamp Unto My Feet," "Studio One," "Ed Sullivan," "Super Circus," "Talent Scouts," "Break the Bank," "Godfrey and His Friends," "Klala, Fran and Ollie," "Lone Ranger," "Mama," "Stop the Music," "John Cameron Swayze's News Caravan," "Voice of Firestone," "Big Story" and "American Forum."

The Elders

Of this list, none of which debuted after 1949, "Kraft Theater," "Meet the Press" and "Howdy Doody" are the elders. Kraft made its bow on NBC on May 6, 1947, "Meet the Press" in November and "Howdy Doody" in December of that year.

A look at this list raises one

major question: In a rating-hungry, competitive industry, why should some sponsors stick with a show for so many years when only a couple of them ever make the winner's circle on the hit rating scoreboards? The cost-per-thousand viewers is a key factor which is balanced against the ratings, and apparently these sponsors are satisfied that what their shows cost to reach the numbers they do is worth long-range programming.

Sponsor Identity

"Sponsor identification," all cost-per-thousand factors being equal, was the immediate response from those queried. Hardly a viewer alive is unaware of the fact that Lincoln-Mercury sponsors Ed Sullivan, that Westinghouse's show is "Studio One," that Gillette pays for "Cavalcade of Sports." There are others: Pall Mall with "Big Story," Kraft with its theater, Firestone's music, etc. Many of these shows had been developed for the clients, and they still find the identification well worth while to reach their bulk of fans built up over the years, even tho they might not make rating history.

The stability of film shows seems somewhat weaker than the live productions. "Big Story" and "Lone Ranger," both September, 1949, entries, are the lone film shows now on the air that have continued for years as network fare and even "story" was live for most of its career.

Webs' Scores

As for the networks carrying these long-run shows, they are about equally divided at the moment. Both ABC and NBC are carrying seven each, and CBS has eight. This score, however, is variable. For example, ABC has

(Continued on page 11)

Old Soldiers On TV Do Die

NEW YORK—Old soldiers do die, at least old TV soldiers do. For the family record, "Godfrey and Friends," one of the oldest programs on network TV, having debuted in January, 1949, will call it quits this year. Godfrey at this point is undecided what will replace it.

"Mama," too, will pack her bags, after having become the longest-run situation comedy on the networks. She first appeared on CBS on July 1, 1949. There are also a few ailing like "Break the Bank" and "Stop the Music," which are under network doctors' care.

NEWS OF THE WEEK

NBC Issues Rebuttal to Moore Anti-Network Proposals . . .

NBC issued a rebuttal to Dick Moore's anti-network proposals in which the network charged that Moore's case was prepared, financed and spearheaded by a group of five TV film distributors. Four of the outfits immediately announced that they had formed the Association of TV Film Distributors. . . . Pages 2 and 5

Option to Buy Republic Pictures May Revamp TV Subsidiary . . .

An option to buy out Republic Pictures may be responsible for an overhauling and revamping of its video subsidiary when and if the new management takes over. . . . Page 5

LP Record Releases for 1956 Will Total 5,000 Packages . . .

Approximately 5,000 LP's will have been released by the end of this year, according to a special Billboard survey, which strongly substantiates what heretofore has been more a matter of speculation than documented fact—i.e. album production will hit an all-time high in 1956. . . . Page 12

ASCAP Writers Take Dim View of Board Members' Film, TV Ties . . .

Songwriter members of the American Society

of Composers, Authors and Publishers grow restive over film and TV affiliations of members of the board. Point to lack of substantial film income. Claim the board's negotiating strength is diminished because regulation forbid participation in negotiations by members having pecuniary interests in films or TV. . . . Page 13

Music Ops' Dash to Dimes Stacked With Hurdles . . .

While juke boxes have been set on dime play for years in some areas, the jump from the nickel still remains a perplexing problem to operators in many other sections of the country. The fact that the 10-cent fare has become virtually an economic necessity to operators makes a nationwide dime-a-disk swing the most pressing need in the industry today. . . . Page 67

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NBC Magnuson Brief Slaps Syndicators; ATFD Rebuts

Claims Moore A Spokesman, Film Is Death

WASHINGTON — NBC this week made a slashing attack on a group of syndicators before the Magnuson committee. The web charged that Ziv Television Programs, Television Programs of America, Official Films, Screen Gems and RKO Teleradio Pictures were the forces behind the attack by Dick Moore, head of KTTV, Los Angeles, against network TV.

NBC maintains that Moore's attack on option time and the policy of selling a basic network is trying to undermine the very foundation of the network system. It states that there cannot be even a few minor adjustments in the network operation without giving the national communications system a death blow.

NBC further charges that the battle against the network TV is also being master-minded by two other groups — the purchasers of the Hollywood film backlogs and the pay-as-you-see interests. The web maintains that the "disruption of network service offers an inviting route to . . . quick profits" which are needed to pay for the product. "While the networks were chalking up annual losses of millions of dollars to develop the new medium, the film interests withheld their product from it and turned to TV only after it had been built by others," the NBC brief points out.

Filmer Charge

The 40-page NBC document states that Moore's presentation "was part of an organized campaign previously agreed upon and financed by a group of syndicators whom Mr. Moore served as treasurer and to whom he made periodic progress reports."

NBC also declares that Moore's basic claim that film production for non-network broadcasting is being suppressed by the existence of network services is refuted by evidence from the very syndicators who are included in the Moore group.

The statement has assembled figures to reveal the large number of clearances that various syndicated shows have got in major markets. The statement also points out that not the TV networks but the large number of feature films being released to TV stations may be responsible for the decrease in the production of new film for TV syndication. NBC sees the American viewing public literally drowning "in a celluloid sea," if Moore's

POINTS DIM

Bricker and Stanton Not Clear in Toto

WASHINGTON—An exchange of letters between network critic Senator Bricker and Frank Stanton, CBS, Inc., president, still left some important differences unclarified last week. Bricker's letter states that he does not contemplate "suppression" of the networks and is aware of their considerable cultural, economic and national interest value. The Senator denied that he seeks to regulate "private radio and television networks — from transmitter to receiver — as public utilities."

It does not follow, Bricker pointed out, that Federal regulations of networks is synonymous with regulation as a public utility. Bricker maintained that while the Federal Communications Commission had some directive control over stations, it is in an anomalous position with regard to networks over which it has no licensing authority. "I believe it is in the public interest to provide for the licensing of radio and TV networks," he wrote.

Stanton Answer

Stanton's answer stated that he felt Bricker's report on the exorbitant profits made by the networks "most clearly looks toward legislation which in fact would equate networks with public utilities. If you propose to have the Federal Communications Commission regulate service and regulate on which specific stations specific programs will be placed, it would appear to me that you are advocating regulation of the networks as public utilities."

Stanton also went on to cite a statement made by Bricker before the Senate Committee on Interstate and Foreign Commerce on March 26 in which he said, "The (networks) power is so great that I think if ever there were a duty for the government to exercise public utility regulation . . . it should be in this industry."

suggestions are accepted by the Magnuson committee.

The web claims that without its service TV would be converted "from a national communications system to a film transmission mechanism, supplemented by locally produced shows." It sees the broad issue posed by the Moore testimony as being "whether the public is to be deprived of the type of programming provided only by the networks — the programming which has made TV a vital service in the American home."

Decries False Irrelevancies Instead of Aid

NEW YORK—Four of the TV film distributors whom NBC charged with speaking thru Dick Moore immediately came up with a statement of their own thru their newly formed Association of Television Film Distributors. They charged that NBC's brief fails to answer any of the problems of local, regional and national advertisers. They declared "Instead of making any constructive contributions to the solution of these problems, NBC throws up a smoke-screen by issuing an unwarranted and irrelevant claim that any change in the status quo will destroy all TV."

They denied that Moore, president of KTTV, Los Angeles, was speaking for them in his March 28 testimony before the Magnuson Committee. "Mr. Moore is far too important and respected a member of the broadcasting fraternity to act as a 'front' for any organization," the ATFD stated.

Moore Statement

Moore issued a statement of his own from the West Coast. (See separate story.) The distributors have as yet made no public testimony of their stand in the present investigatory activities. The ATFD's first formal statement on the issues will be made before the Barrow committee at a closed session in Washington this Thursday (31).

The four member companies of ATFD, which are already incorporated in New York State, are Official Films, Screen Gems, Television Programs of American and Ziv-TV.

The NBC brief also named RKO Teleradio Pictures as the fifth film firm working undercover of Moore's testimony. But Bob Manby, Teleradio vice-president, stated, "We have not been acting in concert with anybody else in this situation and do not now plan to. Furthermore, film distribution is a relatively minor part of our TV activities. The NBC brief glosses over the fact that Teleradio owns stations, which are a heavier part of our TV business than film."

The ATFD statement pointed out that its four members are now responsible for a total of 17 network film shows.

"To suggest, as NBC has, that

(Continued on page 5)

NBC Sells Out Longer 'Queen'

NEW YORK — NBC-TV last week sold out "Queen for a Day" again. The highest-rated network daytime show is being converted from a half-hour strip to a three-quarter hour strip in July when it goes 4-4:45. Borden and Procter & Gamble have bought five quarter hours of the show.

Borden bought three; Procter & Gamble, two. The latter advertiser already has bought into "Queen," which will be on for a quarter of an hour in its new spot against "Edge of Night," P&G's soap opera on CBS-TV.

LATEST FASHION

ABC Tailors Specs For Kiddie Trade

NEW YORK — Tailor-made spectaculars for kiddies are coming into fashion. The latest move in this direction has been made by ABC-TV, which has closed a sponsorship deal with the International Shoe Company of St. Louis for three 90-minute kiddie spectaculars to be aired Saturday mornings next season.

A few weeks ago NBC disclosed that Hallmark next season will sponsor three 90-minute spectaculars designed to appeal to the younger set for airing 7:30-9 p.m. on Sunday nights. It's expected that additional bankrollers will jump on the band wagon before long to strengthen further this trend toward small fry specs.

The three International Shoe kiddie specs that ABC will air next season have been scheduled for

August 25, October 6 and December 8. All of them will be seen 11 a.m.-12:30 p.m., New York time.

The first International Shoe show will originate from the St. Louis Zoo. It will be divided into three parts, the first part to star the zoo's chimpanzees in a Mississippi Riverboat vaudeville routine, as well as some bronco bustin', motorcycle and hot-rod driving, and jazz session acts. The second part of the show will star baby elephants, and the third part, baby lions.

The International Shoe specs will be called "The Red Goose Kiddie Spectaculars."

Sylvania Splits 'Beat' Summer

NEW YORK — Sylvania has succeeded in selling off half of its CBS Saturday night show, "Beat the Clock," for the summer to Pharmacraft. The deal was arranged by J. Walter Thompson, which is the ad agency for both advertisers.

Sylvania will be back as full sponsor next season of "Buccaneer," which will replace "Beat the Clock" Saturdays 7:30-8 p.m.

GE Buys All Of 'Cheyenne'

NEW YORK—General Electric has expanded its stake in ABC-TV's "Warner Bros. Presents" and next season will be full sponsor of all the "Cheyenne" episodes, which will air alternate weeks. Hour-long dramatic anthologies will be alternated with the "Cheyenne" episodes. These are still available for sale.

General Electric's sponsorship expansion of "Warner Bros. Presents" on ABC and its renewal of "20th Century-Fox Hour" on CBS reflects its belief that the Hollywood majors' TV efforts will pay off. Next season, both these shows will have their behind-the-scenes segments, which aroused considerable criticism this year, drastically curtailed.

CBS Sets 3 Summer Subs

NEW YORK — Summer replacements for three more CBS nighttime shows were set last week.

Procter & Gamble and Brown & Williamson closed a deal with MCA for a batch of dramatic anthology reruns to replace "The Line-Up" on Friday nights during the summer. General Foods is putting into its Friday 8-8:30 p.m. spot reruns of the Loretta Young show, but will use only episodes in which Miss Young does not appear.

Gene Raymond will act as host of the summer show. General Foods also has closed a deal with Vic Damone to do a summer musical show as replacement for "December Bride" on Monday nights.

Layton on 'Romances'

NEW YORK — Last week's story giving Wilbur Stark's opinions on the use of narrators in daytime TV committed an error of omission. "Modern Romances" is produced by the firm of Stark-Layton, rather than by Stark alone.

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'Ozark' May Shift to Sunday

NEW YORK — ABC's "Ozark Jubilee" may wind up in the Sunday 8:30-9 p.m. slot on the network next fall if it can get advertisers to pick up the show in that time slot. American Chicle, which is currently bankrolling the show, has not yet indicated whether it wants to return as sponsor of the show next season.

The program will be forced to vacate its current Saturday night time slot if "Famous Film Festival" returns to the air, which is considered likely, tho ABC has not yet purchased any new features for the show. "Famous Film Festival," as things now stand, would move into the Saturday 7:30-9 p.m. period next season. The Sunday 7:30-8:30 p.m. spot has been bought by Pharmaceuticals for "Amateur Hour" next season, which has set off the wholesale shifting machinery of "Famous Film Festival" and "Ozark Jubilee."

Sponsor Nails Down 'Daddy'

NEW YORK — ABC's "Make Room for Daddy" is definitely scheduled to return next season as the result of the sale last week of half the show to International Cellulocotton Division of Kimberley-Clark, makers of Kleenex and Delsey tissues, which are the products that will be plugged on the show. The program, which stars Danny Thomas, will air Mondays 8-8:30 p.m.

The sale means that all the network film properties which aired this season are firmly set to return next season. "Ozzie and Harriet," the other ABC network film property that was canceled by all its advertisers, was sold two weeks ago to Eastman Kodak.

Sponsors Buy Allen Summer

NEW YORK — Jergens and Brown & Williamson have bought another 13 weeks of Sunday 8-9 on the NBC-TV network. Their commitment in the time period consequently will last until about the beginning of the next year.

Avco, whose one-third sponsorship of Sunday 8-9 lasts until September, was said to desire summer relief. It has had a change of heart and is considering making the same sort of commitment as the other two advertisers. Steve Allen will be featured in the time period beginning this summer.

McCann Inherits 3 Chesterfield Shows

NEW YORK — McCann-Erickson last week added three more network TV properties to its already impressive list of shows when Liggett & Myers moved its Chesterfield brand into the agency. McCann takes over representation for Chesterfield next season on "Gunsmoke" and "Dragnet," both of which are entirely owned by Liggett & Meyers, and half of "Do You Trust Your Wife?" which it shares with Frigidaire. On all of these shows, Chesterfield alternates with L&M filters.

The account should add an estimated \$12,000,000 to \$15,

Bristol-Myers Into Godfrey

NEW YORK — Bristol-Myers has all but closed a deal with CBS-TV to pick up a slice of the new Wednesday night Arthur Godfrey show next season. The drug firm would replace CBS-Columbia, which is dropping out of the show (The Billboard, May 26).

CBS-Columbia's withdrawal as Godfrey bankroller gives added indication to trade sources that the firm is getting set to move out of the business of manufacturing and selling sets. It's no secret that the manufacturing phase of CBS operations has been a money-loser from the start.

Guild Strike Threats Dim

HOLLYWOOD — Chances appear good this week that possible strikes by the Writers' Guild of America against the networks, and by SEG against the Alliance of TV Film Producers, will be averted.

Negotiations between WGA and the nets were resumed here Thursday (24). Two points in dispute are non-exclusivity and separation of rights for certain writers (Billboard, May 26).

SEG met Monday (28) with producers in an effort to iron out differences. Present contract expires at midnight Monday, but it's not expected that a strike would be called immediately. Issues are runaway production, wage rates and fringe benefits.

Lever Nears 'On Trial' Buy

NEW YORK — Lever Brothers is on the verge of purchasing half of "On Trial" on NBC-TV, Fridays 9-9:30 p.m. next season. The advertiser would share the program with Campbell Soup, which owns the time period and program.

'Howdy Doody' to Begin New Sat. Ayem Career

NEW YORK — "Howdy Doody" will begin to carve out a new career for itself Saturday morning 10-10:30 shortly on NBC-TV. The web intends to move it up to 9:30 for an hour presentation this fall. The kiddie program which began December, 1947, was the first half-hour strip ever to be viewed on TV and will televise its 2,119th performance on June 1.

The program retained its grip on three to seven year olds this season, tho the hold it had on

000,000 to the agency's annual billings. Chesterfield moved from Cunningham & Walsh after 37 years of affiliation with that agency and Newell-Emmett, its predecessor. C&W recently lost L&M filters to Dancer-Fitzgerald-Sample. And rumors have been current that it would also lose Chesterfield (The Billboard, May 12).

McCann already is servicing nine other nighttime programs for its various clients. In addition to Chesterfield's network activity, the cigarette brands is one of the largest buyers of video spots in the country.

TOO LATE FOR COMFORT

Film Men Cry in Anguish as NBC, CBS Near Lock-Ups

NEW YORK — Those loud wails of anguish issuing from drinking establishments in Hollywood and New York are being uttered by film producers and distributors who have suddenly found themselves facing the fact that the NBC and CBS prime time schedules are just about locked up tight for next season.

What six weeks ago appeared to be a virtual army of sponsors seeking new shows on these webs has now diminished to a scant few.

On CBS, there is only one prime time slot for which its owners are looking for new shows. That's Fridays at 9-9:30 p.m., where R. J. Reynolds and Colgate are seeking a replacement for "Crusader." It's true that Wednesday, 7:30-8 p.m., is still wide open for the fall, but the problem here is to find an advertiser to buy the time period. Saturdays 10:30-11 p.m. is similarly not yet definitely set, tho Mennen is understood willing to

put "High Finance" there if it can find an alternate bankroller.

NBC Situation
On NBC, General Foods is seeking a show for Sundays 7-7:30 p.m., the only advertiser with a prime time slot that's in that situation. "Impact" is all but set for Mondays 9-9:30 p.m. to be partially bankrolled by Ponds, while Wednesdays 8-8:30 p.m. first has to be picked up by an advertiser before anybody can hope to sell a new show for that time slot. NBC also has several 10:30-11 p.m. periods open for sale, but here again nobody can sell a show to an advertiser who hasn't appeared on the scene.

What's particularly frustrating to the TV film folk is that many of them never had a chance to show their wares, so swiftly have the NBC and CBS fall line-ups fallen into place. For the sad fact is that many pilots are only now beginning to trickle into the sales offices.

Even CBS and NBC, themselves, were caught short with pilots not yet completed, while sponsors were filling in their open periods. It wasn't until last week, for instance, that CBS salesmen were able to get their hands on pilots of "The Brothers" and "Mr. Adam and Eve" to show to customers.

As a result of the all-but-filled program schedules at CBS and NBC, the TV film salesmen are turning to ABC as their last chance of selling new shows for the coming season. General Electric there is still seeking a show for Tuesdays 9-9:30 p.m.

ABC's unsold prime periods — Sunday 8:30-9, Tuesday 10-10:30, Thursday 8-9, Friday 10-10:30 and perhaps some of its 10:30-11 p.m. spots—will be closely watched for signs of interested advertisers. For many TV film producers, such advertisers will be the last opportunity of selling a show.

SENATE GETS LOWDOWN

Told High Costs Nix Live Music in Vidpix

HOLLYWOOD — Economics of television make it almost impossible to use live music for TV-film scoring, it was indicated to a Senate subcommittee here by a number of TV execs and personalities last week.

Dean Johnston, attorney for the Alliance of TV Film Producers, said that, to his knowledge, trust fund payments have totaled between \$2,000,000 and \$3,000,000 to date. One group of three shows has paid

\$400,000, and one single series has put \$150,000 into AFM coffers.

The present formula, under which a producer must pay 5 per cent of either network time charges or of the package price of the show to the trust fund, simply makes the price of live music too high, Johnston related.

Lud Gluskin, West Coast CBS music director, stated that, on the average show using a 10 or 12-piece ork, the difference between using live and canned music is \$3,500.

Holly Humphries, ork manager for Ozzie Nelson, averred that ABC-TV is putting pressure on the program to stop using live music because of the high cost.

Nelson, in a prepared statement read by Humphries, declared that he had offered to contribute \$400 per show into the trust fund in order to use 20 musicians. Petrillo had written back, he asserted, that "sacrifices must be made for principle, and that 20 musicians must be sacrificed for the majority."

As if to emphasize the point of the hearings, another program, "Do You Trust Your Wife?" dropped its live ork during the week.

Jim Morgan, producer of the show, said that between \$1,500 and \$2,000 was being paid into the trust fund weekly just for recording openings, cues and bridges.

'Secretary' May Return to CBS

NEW YORK — Ann Sothern reportedly has changed her mind about giving up the starring role in "Private Secretary," and the show plans a return next season alternating with Jack Benny in the CBS Sunday 7:30-8 p.m. time slot. American Tobacco is the sponsor.

WBC Names Bascom

NEW YORK — Perry B. Bascom has been named Eastern sales manager of the Westinghouse Broadcasting Company, moving up from WOR-TV, here.

NBC Pitches Combine Buy

NEW YORK — NBC-TV is trying to interest a sponsor in making a combined buy of pieces of two nighttime shows currently available—"Impact" and Sid Caesar—for next fall. Ponds is close to buying "Impact" two out of three weeks during the month, the fourth week to be used for the last half hour of "Producers' Showcase."

Consequently, one week of "Impact," 9-9:30, would be available for sale, as is one-sixth of Sid Caesar. Potential clients would be getting four minutes of Caesar each month and three minutes of "Impact."

This would actually give them one minute more than they would receive by purchasing an alternate network half hour. It would also give them exposure on two different programs.

Shriner Seems Firm on Tues.

NEW YORK — The sponsorship difficulties are far from ironed out, the Herb Shriner show apparently is firmly set to take over CBS-TV's Tuesday 8:30-9:30 p.m. time slot next season. Pharmaceuticals has given CBS an order for half the show. The other half is open for sale.

Mavtag and Sheaffer Pens have first crack at sponsoring the new property, but indications are the new show is too expensive for them. It's no secret they've been opposed to CBS' decision to put the show into that time slot, but apparently their protests have been in vain.

The program, it's understood, will have a very fluid format. Basically it will be a variety show with top-name talent as guests. Tho final programming plans are far from set, CBS is planning to have the show originate from various places thruout the country.

FOR SALE

TV rights for nation's most widely read comic strip, Chief Character—a national institution. Rights in perpetuity. Present inventory—half hour features included. Exceptional price for quick action.

FOX A-181, The Billboard 6000 Sunset Blvd., Hollywood 28, Calif.

This One



EGKY-9RC-7K40

• TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
PUBLIC UTILITIES			
Ohio Bell Telephone, Phone Service, Stockton, West & Burkhart	1 (20)	FA	Fred Niles
Pacific Tel. & Tel., Yellow Pages, BBD&O	3 (20)	FA	Playhouse
RADIO, TV SETS, PHONOGRAPHS (Records and Dealers thereof)			
RCA, TV Sets, Kenyon & Eckhardt (Producer's Showcase)	1 (60), 1 (50)	NA	MPO
RCA Victor Records, Records, Grey (Producer's Showcase)	1 (30)	LA, SA (C)	Transfilm
TOBACCOS, CIGARS, CIGARETTES			
R. J. Reynolds, Camels, Wm. Esty (Swayze & the News)	9 (60)	LA	Lou Lilly
Marlboro, Cigarettes, Leo Burnett	—	NA	United World
Philip Morris, Cigarettes, Biow	—	NA	United World
Chesterfield, Cigarettes, Cunningham & Walsh	—	NA	United World
American Tobacco, Pall Mall, SSC&B	2 (60)	LA	Video
TOILET REQUISITES (Toilet Soap, Cosmetics, Perfumes, etc.)			
Vitalis, Hair Dressing, Dancer, Fitzgerald & Sample	1 (60)	LA, FA	Shamus Culhane
Carter Drugs, Arrid, Dancer, Fitzgerald & Sample	1 (60), 1 (45), 1 (15)	LA, FA	Craven
Helene Curtis, Ender Shampoo, Weiss & Geller	2 (60), 1 (20)	LA	Academy
Fragrance Foundation, Perfumes, Foote, Cone & Belding	6 (20), 6 (10)	LA	Transfilm
Colgate-Palmolive Co., Lustrre Net, Lennen & Newell	1 (60)	LA	Transfilm
Lustrre Creme, Lennen & Newell	—	NA	United World
Revlon, Inc., Hi and Dri Stick Deodorant	1 (60), 1 (20)	LA, J	Robt. Lawrence
MISCELLANEOUS AND UNIDENTIFIED SPONSORS			
Real Kill, Bug Killer, Allmayer, Fox, Reshkin	2 (60), 2 (20)	LA, FA	Fred Niles
General Electric Co., BBD&O (Live Better Electrically)	—	SA, FA	Academy
U. S. Rubber, Chemicals, F. Richards (Producer's Showcase)	2 (90)	FA, LA, J, M (C)	Shamus Culhane
Monsanto Chemical, All Detergent, Needham, Louis & Brorby	2 (—)	LA	TV Graphics
Fire Underwriters, Fire Prevention, McLaren	1 (—)	LA	Chicago Film
Starbrand Sales Corp., Power Lawn Mowers, Branch Advertising	12 (60, 45, 15)	LA, SE	Craven
Genell, Inc., Northwood Development, Glenn	1 (60)	FA, J, SE (C)	Keitz & Herndon
RCA, Teletimer, Kenyon & Eckhardt (Martha Raye)	—	NA	Peter Elgar
Hotpoint, Barker Adv.	1 (20)	FA	Playhouse
Top Value Enterprises, Stamps, Campbell-Mithun	5 (60), 1 (20)	FA, LA, J (C)	Swift-Chaplin
U. S. Rubber Co., Chemicals, Fletcher D. Richards (Sunday Spectacular)	1 (90)	FA, M (C)	Transfilm
du Pont, BBD&O	—	NA	United World
General Electric, BBD&O	1 (180)	LA	Jack Denove

LaBrea Tele Commercials Firm Formed

HOLLYWOOD—A new TV commercials production company, LaBrea Productions, was formed here this week in a split-off of personnel from Kling Enterprises as the latter company became Kling, California (see story elsewhere).

Gail Papineau, former production head at Kling, is president of the new organization. Other execs are James Baumeister, secretary-treasurer; Richard Lundy, art director; Henry J. Ludwin, live producer-director, and Don Shepard, creative director.

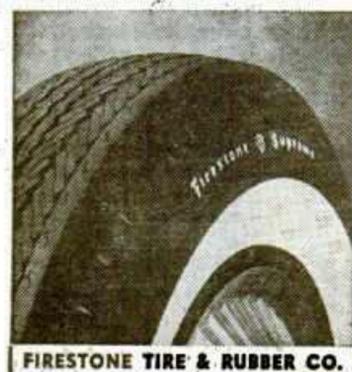
Company is setting up offices at the new McGoan Studios on LaBrea. Pattern of formation is one which has become classic in the commercial biz, with a group splitting off from the parent organization and forming its own firm.

Wilson Renews Secret Journal

HOLLYWOOD—MCA-TV this week chalked up another large regional renewal for the second 39 half hours of "Dr. Hudson's Secret Journal," production of which will get under way on June 11. Sale is to Wilson & Company for 29 cities, deal being closed thru Needham, Louis & Brorby of Chicago.

Bowman Biscuit Company, of Denver, had previously renewed the series (Billboard, May 19) for 17 markets.

Other sales have also been made to 10 individual sponsors, bringing the total number of markets renewed to better than 50 so far. The series is presently being seen in over 150 cities.



One of America's Leading Television Commercial Producers

Owen Murphy Productions, Inc.

723 Seventh Ave., N. Y. 19, N. Y. PLAZA 7-8144

ADVISORY BOARD SURVEY

Trade Apprehensive About Longer Shows



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

The trend toward more hour-long and 90-minute programs on the three networks is causing considerable apprehension at all levels of the trade. This was indicated by the latest survey of TV Editorial Advisory Board.

Asked, "If this trend creates any difficulties for you, what is the one chief problem it presents?" 46 out of the 58 stations responding said it deprived them of a lot of spot revenue.

The regional and local sponsors are somewhat disturbed also. A. R. Watson, executive vice-president of the Southwestern Public Service Company, points out: "The regional advertiser who always lives in fear of network option time but sometimes can salvage a Class A half hour will see even these few opportunities lessened when one show takes up 90 minutes."

The head of a small town ad agency said, "In many markets, the stranglehold forced upon local or regional advertisers by the confines of network option time can only be strengthened by longer programs."

Another ad manager of one of the major network sponsors stated the chief problem the trend gives him is "being squeezed out of good half-hour time franchises."

One of the top film program producer-distributors in both syndication and national sales said, "It will eliminate several successful shorter programs in which the networks have no profit participation."

The existence of this trend to longer network shows was confirmed by some figures published last month by the A. C. Nielsen Company. In the spring of 1955, 90-minute programs consumed four nighttime hours on the networks per month. In the spring of 1956, 90-minute shows consumed 12 hours.

Hour-long shows took up 64 hours per month, nighttime, in the spring of 1955, 74 hours in the spring of 1956.

The agencies, as a group, were not as worried over the trend. Among the agencies responding, 14 complained that the long show trend blanks them out of announcement and half-hour availabilities, eight said it presented no problem, six did not answer the question, two said the longer shows give the commercials "short shrift" and one agency complained that the 90-minute shows can't hold audiences for their full length.

The board was also asked, "Do you believe participating in the sponsorship of a longer show reduces sponsor identification?" As is shown on the accompanying chart, 65 per cent of the respondents voted yes. In the ad agency category, 59 per cent said it does reduce identification and a little more than 25 per cent said it depends.

Depends on what? Said one agency, "... on how often the shows are on and whether product is identified on open and close. Have seen it handled very well where client does not lose identification."

An executive of one of the top 10 agencies said it was proved by research that identity is lost in the longer shows. "However," he continued, "a bigger problem is that hour-and-a-half dramas allow fewer commercial positions."

The ad manager of a network sponsor said, "I don't know how important this is. What the advertiser is interested in is maximum audience at

HOW THEY VOTED

The programming of more 60 and 90-minute programs obviously leaves less evening time for the sponsorship of half-hour programs. It is understood that some sponsors have been reluctant to surrender their half-hour shows for reasons of "sponsor identification." Do you believe participating in the sponsorship of a longer show reduces "sponsor identification?"

	Yes	No	Depends	Don't Know
Stations	40	9	7	2
Ad Agencies	23	6	10	—
Network Sponsors	7	—	1	—
Regional, Local and Spot Advertisers	8	1	1	1
Distributors	13	3	1	1
Producers, Labs and Equipment	11	3	5	—
	102	22	25	4

reasonable cost. The latter is the stumbling block. What is reasonable cost for a car manufacturer may be high for a soap manufacturer. Believe analysis would show that the average cost per thousand for all spectacles is abnormally high."

In the face of these reactions it should be kept in mind that the board has given its approval to the hour-and-a-half shows as shows. Asked what they thought of the planned weekly 90-minute dramas like "Playhouse 90," 62 per cent said it sounded good.

shows will be nearly squeezed out. Value of local chain breaks and ID's, however, would be heightened.

GEORGE HILL, advertising manager, SIMONS-MICHELSON, Detroit: "Longer programs cause less flexibility for local programming. But that is almost non-existent now in AA time. Monthly 90-minute shows sometimes pre-empt adjacent local time. Sponsors of weaker half-hour shows should reach larger audience—sell more products and therefore justify loss of ID prestige by participating in longer programs."

EDWARD D. KAHN, vice-president, VICTOR A. BENNETT COMPANY, New York: "Regular hour-and-a-half programs create less and less of a chance for network time available for advertiser produced show; more and more multiple sponsorship, which we don't particularly care for for our clients. Participation in a longer show makes it almost impossible to get any commercial 'integration'."

PRODUCERS AND ADVERTISERS SAY . . .

WILBUR STARK, STARK-LAYTON, INC., New York: "The networks' programming of regular hour-and-a-half programs makes for fewer opportunities for independent packages. Cold spots have never been as effective as integrated commercials. No merchandising value . . . diffusion of identification. TV is a transitory medium at best and needs proper client identification and effectiveness of commercial to exist."



STARK

STATIONS SAY . . .

CHARLES T. LYNCH, program director, WKZO-TV, Kalamazoo, Mich.: "As indicated, nets are using these longer shows to force clearance in fringe times . . . manifestly unfair use of station option time. Longer shows also eliminate many A time spot availabilities, thus decreasing revenue potential."

JACK GILBERT, station manager, KHOL-TV, Holdrege, Neb.: "I don't believe participating in the sponsorship of a longer show necessarily will reduce sponsor identification. I still well remember the commercials for the old Saturday night Sid Caesar show. They must be good commercials to be identified or remembered. I don't see what advantage there is to the longer show over the half hour. Rating-wise there seems to be little difference."

GEORGE A. MAYORAL, vice-president, WJMR-TV, New Orleans: "Longer shows take too much A time away from stations, thus placing the station at a disadvantage in the matter of spot sales. Recall factor will be lower on a participating shows and no longer will one sponsor be identified in the public's mind with one specific show unless his co-sponsorship of 90-minute shows is more appealing than other sponsors."

ADVERTISERS AND AGENCIES SAY . . .

J. M. ROSEFIELD, advertising manager, SKIPPY PEANUT BUTTER, Alameda, Calif.: "Regular hour-and-a-half programs make the buying of Class A time more difficult. There is much statistical evidence to support the fact that participation in a longer show reduces 'sponsor identification.' More important, I believe that commercials in participating shows are ineffective."

HENRY C. HART JR., advertising manager, HORTON-NOYES COMPANY, Providence: "If this long type of network programming is extensive, local half-hour

In the next TV Editorial Advisory Board study:

TV AND EXPENSIVE DURABLE GOODS

SO WHAT'S WRONG?

Moore Admits Talk With Distributors

LOS ANGELES—Dick Moore, president of KTTV and leading proponent of regulations to restrain network dominance of programming on the nation's stations, frankly admitted this week that he had conferred with film distributors and others in the preparation of his March 26 testimony before the Magnuson Committee. In a rebuttal to the NBC statement to the committee this week, he denied that there is any immorality in his having allies.

"NBC apparently has so little confidence in its case that it has chosen to becloud the issue by attacking the motives of those who have criticized network policies," Moore declared. "KTTV, as was its right, had consulted with film distributors and other TV stations, and several of us have come together for the purpose of common research, both factual and legal. From the outset, KTTV has advised the staff of the Network (Barrow) Committee and the Senate Interstate Commerce (Magnuson) Committee of this community of interest and activity. Apparently, these facts, which have been referred to often in the trade press, seems sinister to NBC, which apparently expects that the victims of its restraints should lick their wounds separately, privately and passively," Moore declared.

Basic Issue

He continued, "On the merits, the basic issue is whether the vital medium of TV, where competition is already limited by a scarcity of frequencies, should be utilized under arrangements which arbitrarily protect network programs from the

AAP Begins Sales Push on 571 Cartoons

NEW YORK — Associated Artists Productions last week started its sales effort on its big new collection of cartoons. It has a total of 571 subjects, of which 411 are in color. It plans to sell them in library deals, tho it wants stations to run them as separate half-hour shows rather than throw them into their local kiddie shows.

The library consists of 337 Warner Bros. cartoons, both "Looney Tunes" and "Merrie Melodies," and of 234 Paramount "Popeyes." The Warner collection includes 46 "Bugs Bunny," 17 "Porgy Pig" (five of them featuring Daffy Duck), 24 "Daffy Duck" (four of them featuring Bugs Bunny) and four "Tweety the Bird."

AAP has vet to set its sales plan for over 500 other Warner shorts it has.

AAP's cartoon library does not, of course, include the 191 "Looney Tunes" that Guild Films distributes.

competition of programs from all other creative sources. Can it be that NBC lacks sufficient confidence in its own programs to let them compete openly for public favor with other program sources without the special protection of artificial and restrictive agreements designed to prevent the competing product from reaching the public?"

"Apart from the attack on KTTV's motives," Moore added, "we welcome NBC's reply to our testimony. The issues are serious ones for the entire industry, for the public and for the regulatory agencies of the government. Vigorous and open debate will help to clarify these issues and is bound to lead to a constructive solution."

Separate NTA Unit Set for UM&M Films

NEW YORK—National Telefilm Associates has set up a special department within its sales force to handle the dozen syndicated series it acquired from UM&M. John Cole, former UM&M sales chief, will head this department from the West Coast. He will have six men under him. NTA has hired three former UM&M salesmen in addition to Cole.

The Paramount short library and Lantz cartoons will be handled by the over-all field force. But NTA is still in the process of re-packaging this product. It does not plan to sell it in single bulk deals. Some of it will be made into half-hour series. For instance, the Paramount library contains 39 musicals in color, running about 20 minutes each. NTA will probably build this up into a half-hour show.

NTA is bringing its entire sales force into Chicago next Friday (8) for a conference on the handling of this product as well as the 20th Century-Fox package.

SENATE INVITES ELY LANDAU

NEW YORK — Ely Landau, president of National Telefilm Associates, has been invited to testify before the Senate Interstate Commerce Committee in its investigation of the TV industry. So far no TV film distributor has testified at the Senate investigation. Landau received his invitation after he sent Senator Magnuson a copy of his "Hurrah for the Networks" letter.

Expand, Retitle 'Stars of Opry'

MINNEAPOLIS — Pillsbury Mills is expanding its spread on "Stars of the Grand Ole Opry" four times when it goes into its second season in the show in September. Also, the title of the show is being changed next season. In Pillsbury's 119 markets it will be called "The Pillsbury Show." In the sell-off markets, Flamingo Films, the producer-distributor, is calling it "The Country Show." This apparently being done to end confusion with the ABC-TV live show, "Grand Ole Opry."

During the current season Flamingo had the 39 films in the country music series in 115 markets. It has just completed production of a new group of 26 films in Nashville and expects to start shooting on still another 26 in August.

'Courage' in Preparation

HOLLYWOOD — New pilot, titled "Courage," is being prepped by Producer Al Simons and McCadden Productions. Series will be a dramatic anthology dealing with events which precipitate crises in people's lives.

Jack Newman wrote the initial script. First half hour is expected to go before the cameras sometime in June.

ATFD REBUTS NBC FILMER CHARGES

Denies Moore Spokesman, Decries Brief Of 'Irrelevancies' Instead of Suggested Aid

• Continued from page 2

the film companies seek the destruction of TV network structure is an absurdity tantamount to stating that the film companies wish to commit economic suicide," ATFD declared.

In answer to NBC disparagement of film shows, ATFD pointed out that NBC itself now carried about 16 half hours of film shows out of the 42 half hours of peak viewing time. "In addition, NBC, thru its wholly owned subsidiary (NBC Television Films) also distributes film shows, among which is a substantial backlog of feature motion pictures (the 54 'Hopalong Cassidy' features)."

Film Defense

In further defense of film, ATFD mentioned that in the Nielsen TV Index over the past five months "never less than seven of the top 10 shoes were produced on film."

In answer to NBC's quip about the "film-come-latelies," ATFD stated that its members have been supplying film entertainment to the TV audience since before the

establishment of any national TV network.

As far as could be learned ATFD, an outgrowth of film industry meetings that have been going on for over a year, has not yet elected any officers. It concluded its rebuttal by expressing the hope that "future discussion on this most important subject can be conducted on a more constructive plane."

Am. Exchange To List Stock Of Guild Films

NEW YORK—Beginning June 5 Guild Films' stock will be listed on the American Stock Exchange. It has been selling over the counter since October, 1954. The board of governors on the exchange accepted Guild Films' application on May 15, and now an okay has come from the Securities and Exchange Commission.

Guild started in business on June 11, 1952, as a distributor, but reorganized in December to include production. Its original investment represented \$28,000 in cash and \$15,000 in loans. Assets listed to the American Exchange as of February 29, 1956, were \$5,581,282, with no funded debt. Shares for trading will total 1,099,015, all common.

Wanger Pix to Masterpiece

NEW YORK — That marathon litigation over the TV rights to 25 Walter Wanger pictures has finally been settled. Masterpiece productions, owned by Herman Greenfield, has sole and exclusive rights to the package from now on. One of the top feature packages of the early days of TV film, it has been blighted all these years by the court battle between Masterpiece and Motion Pictures for Television, which claimed TV rights under its Racine subsidiary.

The package includes "The Long Voyage Home," "Stagecoach," "I Married a Witch," "Foreign Correspondent," "History Is Made at Night" and "I Met My Love Again."

Masterpiece does its selling via direct mail. The mammoth MPTV library is still being distributed by the Guild Films subsidiary, MPTV Films.

Frontier, Medic To Syndication

HOLLYWOOD — Ever-growing roster of net reruns that will be available for fall syndicated airing added two top NBC programs, "Frontier" and "Medic" this week.

Both shows have been canceled by the web, and both are partially network owned. The syndication arrangements haven't been completed yet, NBC Film will most likely get the rights to the series.

"Frontier," which was only on the air a year, has 39 half-hours available. Approximately 60 episodes of "Medic" have been completed.

Would Republic's Sale Mean New Emphasis on Video Pix?

HOLLYWOOD—Start of negotiations for the sale of Republic Pictures has placed in question the organizational structure of the company's two television subsidiaries, Hollywood TV Service and Studio City TV.

Investment firm of Cantor, Fitzgerald & Company, Beverly Hills, has obtained an option on the stock of Republic Prexy Herbert J. Yates, which would give it working control of the film studio. The brokers, however, are believed to be only representing a group interested in purchasing the company.

It's indicated that TV interests are connected with this group. Audit of Republic books is beginning and must be completed before any definite decision will be made as to purchase.

The company has become almost completely dependent on television for its profits during the past few years. Production and revenue of theatrical films have continued to slump, leading to an abortive uprising by a group of stockholders at the annual meeting a little over a year ago.

Republic was the first studio to begin selling off its feature product to TV thru its own organization,

Hollywood TV Service, and was one of the first to shoot a television series ("Stories of the Century"). At present the great majority of production on the lot is for television, with rental companies—including MCA-TV's subsidiary, Revue Productions—occupying most of the space.

It is believed, therefore, that if the sale takes place, a new emphasis will be placed on television production, with the company probably being patterned after the Columbia subsidiary, Screen Gems. At the same time theatrical production would most likely be upgraded also.

ZIV HAS THE HOT SHOWS!

"SCIENCE FICTION THEATRE"



42.1

IN 2 STATION JACKSONVILLE

beating George Gobel, Ford Theatre, Dragnet, Studio One and others.

ARB—Nov. '55

ZIV-TELEVISION PROGRAMS, INC. Cincinnati, Chicago, Hollywood, New York

Dollar for Dollar You Can't Beat . . .

"WRESTLING FROM CHICAGO"

WITH THE CHAMPIONS
Commentary by RUSS DAVIS
new show each week, available in color, GET THE FACTS TODAY.

Imperial WORLD films, inc.
12 E. Delaware Pl.
Chicago 11, Illinois
Phone: Michigan 2-6200
Gene Lukas, Sales Mgr.



LIST OF NTA FEATURES ACQUIRED FROM 20TH

Following is a list of 45 of the 52 pictures in the 20th Century-Fox package just acquired by National Telefilm Associates. The additional six titles have still to be cleared. It is also possible that one or two of the pictures in this list will have to be switched because of clearance difficulties.

NTA is using the 20th name in the promotion of the package, and the stations getting these pictures will also have that privilege. The actual sales effort is expected to start within 30 days. Meanwhile, NTA is considering a couple of novel sales gimmicks in handling the package.

CHINA GIRL—1943
Gene Tierney, George Montgomery

CENTENNIAL SUMMER—1946
Jeanne Crain, Cornel Wilde, Linda Darnell, William Eythe, Walter Brennan, Constance Bennett, Dorothy Gish

THE CARIBBEAN MYSTERY—1945
James Dunn, Sheila Ryan

CIRCUMSTANTIAL EVIDENCE—1945
Michael O'Shea, Lloyd Nolan

BLUE, WHITE AND PERFECT—1942
Lloyd Nolan, Mary Beth Hughes

DIXIE DUGAN—1943
Charlotte Greenwood, Charlie Ruggles

NOB HILL—1945
George Raft, Joan Bennett, Vivian Blaine

QUIET, PLEASE, MURDER—1943
George Sanders, Gail Patrick

DAISY KENYON—1947
Ruth Warwick, Joan Crawford, Dana Andrews, Henry Fonda

WITHIN THESE WALLS—1945
Thomas Mitchell, Mary Anderson

IT HAPPENED IN FLATBUSH—1942
Lloyd Nolan, Carole Landis

THE POSTMAN DIDN'T RING—1942
Richard Travis, Brenda Joyce

THE BRASHER DOUBLOON—1947
George Montgomery, Nancy Guild

HOME SWEET HOMICIDE—1946
Peggy Ann Garner, Randolph Scott

THE OX-BOW INCIDENT—1943
Henry Fonda, Dana Andrews

WING AND A PRAYER—1944
Don Ameche, Dana Andrews

FOUR JILLS IN A JEEP—1944
Kay Francis, Carole Landis, Marjorie Ray, Dick Haymes, Alice Faye, Betty Grable, Carmen Miranda, George Jessel, Phil Silvers

BERLIN CORRESPONDENT—1942
Virginia Gilmore, Dana Andrews

IRISH EYES ARE SMILING—1944
Monty Woolley, June Haver, Dick Haymes

KISS OF DEATH—1947
Victor Mature, Brian Donlevy

THE FOXES OF HARROW—1947
Rex Harrison, Maureen O'Hara

HOW GREEN WAS MY VALLEY—1941
Walter Pidgeon, Maureen O'Hara

HUDSON'S BAY—1941
Paul Muni, Gene Tierney

THE OTHER WOMAN—1954
Cleo Moore, Hugo Haas

MY GAL SAL—1942
Rita Hayworth, Victor Mature, Carole Landis, Phil Silvers

HOUSE ON 92d STREET—1945
William Edythe, Lloyd Nolan, Signe Hasso

THE HOMESTRETCH—1947
Cornel Wilde, Maureen O'Hara

WESTERN UNION—1941
Robert Young, Randolph Scott

MOTHER WORE TIGHTS—1946
Betty Grable, Dan Dailey

BERMUDA MYSTERY—1944
Preston Foster, Ann Rutherford

CRASH DIVE—1943
Dana Andrews, Tyrone Power

BELLE STARR—1941
Gene Tierney, Randolph Scott

LES MISERABLES—1935
Fredric March, Charles Laughton

ROXIE HART—1942
Ginger Rogers, George Montgomery

FOOTLIGHTS SERENADE—1942
John Payne, Betty Grable

Medallion to Syndicate Home Craft 'Sew Easy'

HOLLYWOOD—New 15-minute women's series, "Sew Easy," will be syndicated by Medallion Productions. Produced by Home Craft Films of Glenview, Ill., show has 26 episodes which teach the housewife to sew a complete wardrobe at home.

NEW... for DAYTIME TV

IT'S FUN TO REDUCE

• Five quarter-hours per week.

• Backed by a merchandising "hooker" that makes it a sales-winning natural!

GUILD FILMS

460 PARK AVE NEW YORK MU 8-5363

Toy Council Sets 'Express' Series

NEW YORK—Jay Bonafield of RKO Pathe Films on June 4 will begin shooting the 1956 version of the "Toyland Express" for the Toy Guidance Council's national pre-Christmas production. The 15-minute film series will star ventriloquist Jimmy Nelson and his dummy characters.

Each film will feature eight "Prestige" toys, and the series will be distributed by Ed Ratner of Friend-Reiss Advertising on a participation basis. The 1955 series was carried by more than 60 stations. As yet no deals have been set for this year.

'Zane Grey' to General Foods

HOLLYWOOD — General Foods bought "Zane Grey Theater" for airing on CBS-TV Friday night. The Western, produced by Romer Grey and Hal Hudson in conjunction with Four Star, goes into the 8:30-9 p.m. slot vacated by "Our Miss Brooks."

The acquisition will give the net a one-and-a-half-hour block of family programming, "My Friend Flicka" and the new "West Point Story" preceding Grey. It means that Four Star, which earlier lost

KOA Makes Big Use of Features

DENVER — KOA-TV here is turning heavily to feature films. It has bought the RKO library from C&C Television. It also has the Selznick pictures in National Telefilm Associates' "TNT" package.

It is also reported to be close to signing for Warner Bros. pictures with Associated Artists Productions.

"Four Star Playhouse" on CBS-TV after the web decided to put "Playhouse 90" into the slot, will have two new series ("Jeannie" being the other) on the network.

Walt Tibbals negotiated for Four Star.

STAGE 7

PARADE OF HOLLYWOOD PERSONALITIES

Lloyd Bridges
Thomas Mitchell
Howard Duff
Diana Lynn
John Ericson
Don Taylor
Jan Sterling
Ricardo Montalban
Marilyn Erskine
James Whitmore
Angela Lansbury
Dane Clark
... and many others

A NEW STAR EACH WEEK



26 More of Schwimmer's 'Bowling' Pix

CHICAGO — Peter De Met Productions will shoot 26 more "Championship Bowling" matches, here, next month at Olympia Lanes, a new suburban bowling installation. Sidney C. Goltz will handle the camera work, and Fred Wolf, the commentary. Walter Schwimmer is the distributor.

"Bowling" was sold in 75 markets its first year and 140 this past season. The goal for the new series, available October 1, is 200. Already signed are many regional

TPA Sets Up 6th Division-Central

NEW YORK—Television Programs of America has set up a sixth territorial sales division. To be called the Central Division, it will cover Kentucky, Kansas, Indiana, Michigan and Illinois except Chicago, which is a separate division under Pat O'Brien.

The Central Division will be managed by Walt Plant. TPA's other four divisions are New York, Eastern, Western and Midwestern.

beer sponsors—Genessee Beer, Carling's Beer, Griesedieck Brothers, Theodore Hamm Brewing and Pearl Brewing—and some 75 cities contracting for local advertisers who had the show this season.

WCBS Buys Patti Page

NEW YORK—WCBS-TV here has bought the quarter-hour, Patti Page film show from Screen Gems and will slot it starting July in the Saturday 6:15-6:30 p.m. period as replacement for the Frankie Laine show.

The show up to now has been airing first-run for Oldsmobile on a national spot spread.

Screen Gems, meanwhile, has also begun syndicating the reruns of "Damon Runyon Theater."

COUNT 'EM—FIVE!

KUTV Buys 2,000 First-Run Features

SALT LAKE CITY — KUTV, the ABC affiliate on Channel 2 here, is one station that is not putting up any resistance to the new influx of feature films. It has bought both the Warner Bros. and RKO libraries. That's not all. It has also bought the recent Columbia, Selznick and Republic packages. In all, it has about 2,000 pictures that have yet to play this market.

Sid Cohn, the station's film buyer, also says he is still interested in any new packages of features that comes into TV.

The station is now playing 28 features a week, including strips at 2 p.m., 9 p.m. and 10:30 p.m., and two big pictures Sunday afternoon. Cohn said the amount of feature use has been growing steadily at KUTV and has probably doubled over the past six months.

Cohn, who also happens to be president of the National Association of Film Service Organizations in the theatrical field, believes KUTV can get much better ratings with top feature films than it could get with syndicated series.

LOCAL SPOTS?

Bavarian AM, TV Network Okay Blurbs

LONDON—At a closed session of its governing council held recently in Munich, the Bavarian Broadcasting system, operator of the Bavarian radio and TV stations, decided to inaugurate commercials on TV effective next November 4. At present all West German TV stations are financed publicly, mainly out of radio and TV receiver-license fees.

Altho details are not officially available, this decision can at present only affect programs originated and transmitted locally over Munich's own transmitters at non-network times. Commercials could be fed to the national network only with the consent of the network's governing body.

As long ago as last summer Dr. Werner Pleister, head of NWDR-TV in Hamburg and at that time chief officer of the network, told this correspondent that the over-all governing body was "seriously examining" the possibilities of introducing commercials within the framework of the existing set-up. But no decision for nation-wide commercials yet exists.

The commercials which Munich will broadcast will probably follow the pattern of those already transmitted by sound radio in Bavaria and several other German regions—spots only, no full sponsorship.

NTA Names Schlaffer

NEW YORK — National Telefilm Associates has named Marvin Schlaffer to the new post of sales service co-ordinator. He was formerly film buyer and producer for the Emil Mogul Agency.

Wulff Quits at WABD

NEW YORK — Walter Wulff has resigned as film buyer and film program manager at WABD here. He has held the position for the past year.

FIRST!

When you've seen your favorite network show, haven't you said to yourself: "I'd sure like to sponsor *that* show right here in my market — but FIRST RUN!" Now you can do just that! STAGE 7, the half-hour film dramatic anthology series which got highest ratings for a national network advertiser, is now being produced in Hollywood — same as before, with exactly the same production qualities — except that now it's being produced for your local market... FIRST RUN!

FIRST MARKETS SNAPPED UP! OTHER RICH MARKETS AVAILABLE!

Regional advertisers are signing up their markets fast! Chef Boy-Ar-Dee (Y & R) has selected New York City and markets in New England; Household Finance (Needham, Louis & Brorby) has picked out some Midwest markets. Other markets have been signed up by Standard Oil of California (BBDO); National Premium Beer (W. B. Doner); Blue Plate Foods (Fitzgerald); and Robert A. Johnston Co. (Klau-Van Pietersom-Dunlap). Many choice markets are still available! Phone or wire collect to get STAGE 7 for your markets. Better do it now!

JUST IN! Sheaffer Pen through Russel M. Seeds.



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MCA-TV Film Division

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Web Situation Comedy Shows

APRIL RATINGS		AMONG MEN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	I Love Lucy General Foods, P&G (CBS).....49.5	1.	Honeymooners Buick (CBS)......99
2.	December Bride General Foods (CBS).....37.9	2.	It's a Great Life Chrysler (NBC)......91
3.	Phil Silvers R. J. Reynolds, Amana (CBS).....35.3	3.	Phil Silvers R. J. Reynolds, Amana (CBS)......86
4.	Honeymooners Buick (CBS).....34.4	4.	I Love Lucy General Foods, P&G (CBS)......80
5.	Burns & Allen B. F. Goodrich, General Mills, Carnation (CBS).....30.5	5.	December Bride General Foods (CBS)......79
6.	Father Knows Best Scott (NBC).....29.2	5.	Life of Riley Gulf (NBC)......79
7.	Bob Cummings R. J. Reynolds (CBS).....28.9	7.	People's Choice Borden's (NBC)......78
8.	Life of Riley Gulf (NBC).....25.0	8.	Father Knows Best Scott (NBC)......77
9.	People's Choice Borden's (NBC).....24.6	9.	Make Room for Daddy Dodge, Amer. Tobacco (ABC)......76
10.	Our Miss Brooks General Foods (CBS).....24.1	9.	Bob Cummings R. J. Reynolds (CBS)......76

AMONG WOMEN		AMONG CHILDREN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	Honeymooners Buick (NBC).....1.16	1.	Ozzie & Harriet Quaker, Norwich, Hotpoint (ABC).....1.11
2.	I Love Lucy General Foods, P&G (CBS).....1.12	2.	The Lucy Show Lehn & Fink, D. Gray (CBS).....1.10
2.	December Bride General Foods (CBS).....1.12	3.	Bob Cummings R. J. Reynolds (CBS).....1.01
4.	Mama General Foods (CBS).....1.10	4.	It's a Great Life Chrysler (NBC)......94
5.	Our Miss Brooks General Foods (CBS).....1.09	5.	Make Room for Daddy Dodge, Amer. Tobacco (ABC)......91
6.	Burns & Allen B. F. Goodrich, General Mills, Carnation (CBS).....1.08	6.	Life of Riley Gulf (NBC)......90
7.	Ethel & Albert Ralston-Purina (ABC).....1.04	7.	Mama General Foods (CBS)......87
8.	Make Room for Daddy Dodge, Amer. Tobacco (ABC).....1.02	8.	Father Knows Best Scott (NBC)......85
9.	People's Choice Borden's (NBC).....1.01	8.	Honeymooners Buick (CBS)......85
10.	The Lucy Show Lehn & Fink, D. Gray (CBS).....1.00	10.	Phil Silvers R. J. Reynolds, Amana (CBS)......82

Web Winners

I MARRIED JOAN—NBC-TV
 "I Married Joan," the vidfilm series now occupying the 5-5:30 p.m. strip on NBC-TV, scored heavily in its initial Trendex rating. The show hit a 5.8 Trendex, which made it the second highest rated daytime show on NBC-TV during the week of May 14-18. Only "Queen for a Day," with a 6.8, topped it on NBC that week. It outrated such important CBS stanzas as "Secret Storm" and "The Big Pay-Off."
 "Joan has changed the type of the audience for the time period. Pinky Lee previously was seen by an audience of 30 per cent adults; "Joan's" is 60 per cent.

Films to Watch

LITTLE RASCALS—Interstate TV
 While strictly kiddie material seems to be petering out in syndication, the great sleeper of 1955 continues to get impressive ratings. "Little Rascals" is second in Baltimore, second in Dayton, O.; third in Fort Worth, fourth in Kansas City, Mo., second in Spokane and eighth in Houston-Galveston. It does not top "Mickey Mouse Club," but it is not far behind it in the markets covered in this issue. For instance, its average 16.3 in Fort Worth is certainly not far from "Mickey's" 17.8 average.

• ARB Top Shows Among Women

How Network Shows Rated Among Women 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 show 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	Women Per Set	Avg. April Rating
1.	Amateur Hour, Serutan, Pharmaceuticals (ABC).....	1.28	19.1
2.	Lawrence Welk, Dodge (ABC).....	1.26	28.2
2.	Two for the Money, Schaeffer, P. Lorillard (CBS).....	1.26	21.8
4.	Ed Sullivan, Lincoln-Mercury (CBS).....	1.25	50.8
5.	*Jack Benny, American Tobacco (CBS).....	1.24	42.4
5.	Perry Como, Armour, Dormeyer, Intl. Celucotton, Gold Seal, Noxema (NBC).....	1.24	39.3
7.	Stop the Music, Quality, Necchi (ABC).....	1.20	6.8
8.	Chevy Show, Dinah Shore, Chevrolet (NBC).....	1.19	24.6
8.	Ozark Jubilee, Antell, American Home (ABC).....	1.19	11.1
10.	Chance of a Lifetime, Lenthier, Emerson (ABC).....	1.18	9.1
10.	*Judy Garland, General Electric (CBS).....	1.18	34.8
10.	Godfrey & His Friends, CBS-Columbia (CBS).....	1.18	26.3
10.	This Is Your Life, Hazel Bishop, P&G (NBC).....	1.18	30.2
10.	*Star Tonight, Brillo (ABC).....	1.18	6.8
10.	Arthur Murray Party, Toni, Hazel Bishop (CBS).....	1.18	13.9
16.	*People Are Funny, Toni, Paper Mate (NBC).....	1.17	28.3
17.	*Honeymooners, Buick (CBS).....	1.16	34.4
17.	Stage Show, Nestle (CBS).....	1.16	16.4
17.	Ford Star Jubilee, Ford (CBS).....	1.16	22.2
17.	George Gobel, Armour, Pet Milk (NBC).....	1.16	33.1
17.	.\$64,000 Challenge, Kent, Revlon (CBS).....	1.16	35.0
17.	What's My Line? J. Montener, Remington Rand (CBS).....	1.16	34.4
17.	Voice of Firestone, Firestone (ABC).....	1.16	10.8
17.	.\$64,000 Question, Revlon (CBS).....	1.16	51.9
25.	*Do You Trust Your Wife, Frigidaire (CBS).....	1.15	26.8

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Mysteries

MARCH RATINGS		AMONG MEN		AMONG TEENS	
Rank	Show & Distributor	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Mr. District Attorney (Ziv).....16.2	1.	Racket Squad (ABC)......86	1.	Badge 714 (NBC)......25
2.	Badge 714 (NBC).....14.3	2.	The Whistler (CBS)......85	1.	Man Called X (Ziv)......25
3.	Man Called X (Ziv).....12.5	2.	Mr. District Attorney (Ziv)......85	1.	Sherlock Holmes (NTA)......25
4.	Man Behind the Badge (MCA).....11.2	2.	Ellery Queen (TPA)......85	4.	City Detective (MCA)......24
5.	Follow That Man (MCA).....10.1	5.	Inspector Mark Saber (Thompson)......84	4.	Inspector Mark Saber (Thompson)......24
5.	Inner Sanctum (NBC).....10.1	5.	Man Called X (Ziv)......84	4.	Man Behind the Badge (MCA)......24
7.	Racket Squad (ABC).....9.8	7.	Lone Wolf (MCA)......83	7.	Inner Sanctum (NBC)......22
8.	City Detective (MCA).....9.7	7.	Mr. & Mrs. North (Schubert)......83	7.	Mr. & Mrs. North (Schubert)......22
9.	The Whistler (CBS).....8.5	9.	Man Behind the Badge (MCA)......82	7.	Racket Squad (ABC)......22
10.	Sherlock Holmes (NTA).....7.9	9.	Boston Blackie (Ziv)......82	7.	The Whistler (CBS)......22

VIEWERS/100 HOMES		AMONG WOMEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Badge 714 (NBC).....237	1.	Man Called X (Ziv)......91	1.	Badge 714 (NBC)......62
2.	Boston Blackie (Ziv).....218	1.	The Whistler (CBS)......91	2.	Captured (NBC)......45
3.	Lone Wolf (MCA).....217	3.	Mr. & Mrs. North (Schubert)......88	3.	Boston Blackie (Ziv)......33
3.	Man Called X (Ziv).....217	3.	Ellery Queen (TPA)......88	4.	Pendulum (Thompson)......36
5.	Mr. & Mrs. North (Schubert).....216	6.	City Detective (MCA)......87	5.	Lone Wolf (MCA)......31
6.	The Whistler (CBS).....215	3.	Follow That Man (MCA)......88	6.	Man Behind the Badge (MCA)......29
6.	Man Behind the Badge (MCA).....215	6.	City Detective (MCA)......87	6.	Sherlock Holmes (NTA)......29
8.	Sherlock Holmes (NTA).....212	8.	Mr. District Attorney (Ziv)......87	8.	Follow That Man (MCA)......25
9.	San Francisco Beat (CBS).....211	8.	San Francisco Beat (CBS)......86	9.	San Francisco Beat (CBS)......23
10.	Inspector Mark Saber (Thompson).....208	9.	Lone Wolf (MCA)......85	9.	Mr. & Mrs. North (Schubert)......23
10.	Follow That Man (MCA).....208	9.	Boston Blackie (Ziv)......85		
10.	City Detective (MCA).....208				

• Pulse Top Pix Among Women

How Non-Net Films Rated Among Women 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	Women Per 100 Homes	Avg. March Rating
1.	Liberace (Guild).....	94	10.3
1.	Dangerous Assignment (NBC).....	94	5.7
3.	Celebrity Playhouse (Screen Gems).....	93	12.0
4.	Crosscurrent (Official).....	92	9.4
4.	Doug. Fairbanks Presents (ABC).....	92	13.7
4.	Foreign Intrigue (Official).....	92	7.0
7.	Man Called X (Ziv).....	91	12.5
7.	The Whistler (CBS).....	91	8.5
9.	Confidential File (Guild).....	89	12.7
10.	Ellery Queen (TPA).....	88	7.0
10.	Follow That Man (MCA).....	88	10.1
10.	Guy Lombardo (MCA).....	88	7.2
10.	Mobil Theater (Socony-Mobil).....	88	8.1
10.	Mr. & Mrs. North (Schubert).....	88	6.4
10.	My Little Margie (Official).....	88	9.6
16.	City Detective (MCA).....	87	9.7
16.	Life With Elizabeth (Guild).....	89	3.4
16.	Mr. District Attorney (Ziv).....	87	16.2
19.	I Led Three Lives (Ziv).....	86	13.9
19.	Ray Milland Show (MCA).....	86	6.0
19.	San Francisco Beat (CBS).....	86	7.7
22.	Beulah (Flamingo).....	85	4.1
22.	Boston Blackie (Ziv).....	85	5.7
22.	Famous Playhouse (MCA).....	85	4.5
22.	Great Gildersleeve (NBC).....	85	12.2
22.	Lone Wolf (MCA).....	85	5.2
22.	Susie (TPA).....	85	5.7

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KIDO-TV - Boise, Idaho
WJW-TV - Cleveland, Ohio
WBNS-TV - Columbus, Ohio
KOA-TV - Denver, Col.
WJBK-TV - Detroit, Mich.
KFJZ-TV - Ft. Worth, Tex.

KFRE-TV - Fresno, Cal.
KGBT-TV - Harlingen, Tex.
KTCA-TV - Honolulu
KPRC-TV - Houston, Tex.
WDXI-TV - Jackson, Tenn.
KCMO-TV - Kansas City, Mo
KLAS-TV - Las Vegas, Nev.
KARK-TV - Little Rock, Ark.
WHAS-TV - Louisville, Ky.

KMID-TV - Midland, Tex.
WCCO-TV - Minneapolis, Minn.
WLAC-TV - Nashville, Tenn.
WDSU-TV - New Orleans, La.
WCBS-TV - New York, New York
WOW-TV - Omaha, Neb.
WCAU-TV - Philadelphia, Pa.
KOOL-TV - Phoenix, Ariz.
KDKA-TV - Pittsburgh, Pa.

KCRA-TV - Sacramento, Cal.
KUTV-TV - Salt Lake City, Utah
KFSD-TV - San Diego, Cal.
KRON-TV - San Francisco, Cal.
WARM-TV - Scranton, Pa.
KREM-TV - Spokane, Wash.
WSYR-TV - Syracuse, New York
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The Billboard Scoreboard

PULSE LOCAL RATINGS—APRIL

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

FORT WORTH (4 Stations).....139,100 TV Homes

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

- 1. \$64,000 Question, KRDL, T.41.5
2. Disneyland, WBAP, W.32.0
3. Lux Video Theater, WBAP, Th.28.3
4. Ed Sullivan, KRDL, Su.27.9
5. Fireside Theater, WBAP, T.26.8
6. George Gobel, WBAP, S.26.5
7. Groucho Marx, WBAP, Th.26.0
8. Lone Ranger, WBAP, Th.25.5
9. I Love Lucy, KRDL, M.24.8
10. Rhs Tin Tin, WBAP, F.24.8
10. Your Hit Parade, WBAP, S.24.8

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

- 1. Mickey Mouse Club, WBAP, M-F.17.8
2. *News (10 p.m.), WBAP, M-F.17.6
3. *Looney-Rascals, KFJZ, M-F.16.3
4. *Million Dollar Movie, KFJZ, M-F.14.8
5. *Weather, News Final (10:15 p.m.), WBAP, M-F.14.6
6. *Range Rider, KFJZ, M-F.14.3
7. *Queen for a Day, WBAP, M-F.13.9
8. Guiding Light, KRDL, M-F.11.0
9. *News, Sports (6:30 p.m.), KFJZ, M-F.10.5
9. Search for Tomorrow, KRDL, M-F.10.5

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Cisco Kid (Ziv), WBAP, Th-6:00.22.8
2. I Led Three Lives (Ziv), KRDL, T-8:30.21.3
3. Superman (Flamingo), WBAP, T-6:30.20.0
4. Annie Oakley (CBS), WBAP, T-6:00.19.5
5. Wild Bill Hickok (Flamingo), WBAP, M-6:00.17.5
6. Man Behind the Badge (MCA), KFJZ, F-9:30.16.8
7. Ramar of the Jungle (TPA), KFJZ, Su-5:30.16.0
8. Little Rascals (Interstate), KFJZ, W-7:00.15.5
8. Doug Fairbanks Presents (ABC), WBAP, F-9:30.15.5
10. Top Plays of '56 (Screen Gems), KFJZ, F-9:00.15.3
11. Looney Tunes—Little Rascals (Guild-Interstate), KFJZ, M, T, Th, F, S-7:00.14.8
11. Amos 'n' Andy (CBS), KFJZ, Su-8:30.14.8
13. Range Rider (CBS), KFJZ, M-F-6:00.14.2
14. Passport to Danger (ABC), WBAP, S-6:00.14.0

DAYTON, O. (2 Stations).....125,000 TV Homes

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

- 1. I Love Lucy, WHIO, M.47.8
2. \$64,000 Question, WHIO, T.47.5
3. Godfrey's Talent Scouts, WHIO, M.44.5
4. Ed Sullivan, WHIO, Su.43.5
5. Mama, WHIO, F.43.3
6. Red Skelton, WHIO, T.42.5
7. Judy Garland, WHIO, Su.41.8
7. Millionaire, WHIO, W.41.8
9. Our Miss Brooks, WHIO, F.41.3
10. Climax, WHIO, Th.41.0

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

- 1. Mickey Mouse Club, WLW-D, M-F.26.3
2. *Little Rascals, WHIO, M-F.21.1
3. *Patti Page, WHIO, T, Th.20.0
4. *Reporter, Sports Desk (6:30 p.m.), WHIO, M-F.18.7
5. Dinah Shore, WLW-D, T, Th.17.8
6. *Front Page News (11 p.m.), WHIO, M-F.17.4
7. *Theater Tonight, WHIO, M-F.16.8
8. *Three City Final (11 p.m.), WLW-D, M-F.15.7
9. News Caravan, WLW-D, M-F.15.5
10. Art Linkletter, WHIO, M-F.14.6
10. *Movie Matinee, WHIO, M-F.14.6

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Highway Patrol (Ziv), WHIO, T-9:00.40.3
2. City Detective (MCA), WHIO, T-7:30.29.3
3. Stories of the Century (Hollywood), WHIO, S-7:00.28.0
4. Gene Autry (CBS), WHIO, Th-7:00.27.8
5. I Led Three Lives (Ziv), WLW-D, F-9:30.25.5
6. Man Called X (Ziv), WHIO, F-10:30.24.5
7. Racket Squad (ABC), WHIO, T-7:00.23.0
8. Little Rascals (Interstate), WHIO, M-F-6:00.21.1
9. Badge 714 (NBC), WHIO, S-11:00.21.0
10. Patti Page (Oldsmobile), WHIO, T, Th-6:45.20.0
10. Headline (MCA), WHIO, M-7:00.20.0
12. Follow That Man (MCA), WHIO, S-6:00.18.3
13. Science Fiction Theater (Ziv), WLW-D, Su-7:00.17.8
14. Hopalong Cassidy (NBC), WHIO, Su-1:30.17.6
15. Passport to Danger (ABC), WLW-D, Su-10:30.17.3
16. Sky King (Nabisco), WLW-D, Su-7:00.16.8
17. Superman (Flamingo), WLW-D, T-6:00.15.5
18. Doug Fairbanks Presents (ABC), WLW-D, Th-7:00.15.5
19. Annie Oakley (CBS), WLW-D, F-6:00.15.3
19. Mr. District Attorney (Ziv), WLW-D, M-10:30.15.3
21. Wild Bill Hickok (Flamingo), WLW-D, Th-6:00.14.5
21. Soldiers of Fortune (MCA), WLW-D, M-6:00.14.5
23. Celebrity Playhouse (Screen Gems), WLW-D, S-11:15.14.0
24. Lone Wolf (MCA), WHIO, S-11:30.12.3
25. Famous Playhouse (MCA), WHIO, T-2:00.9.0
26. Heart of the City (MCA), WHIO, W-2:00.8.8
27. Curtain Call (MCA), WHIO, Th-F-1:00.6.9

CINCINNATI (3 Stations).....296,300 TV Homes

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

- 1. I Love Lucy, WKRC, M.48.2
2. \$64,000 Question, WKRC, T.39.2
3. Disneyland, WCPO, W.37.1
4. Ed Sullivan, WKRC, Su.36.5
5. Godfrey's Talent Scouts, WKRC, M.32.4
6. Groucho Marx, WLW-T, Th.31.2
7. Lux Video Theater, WLW-T, Th.31.1
8. Jackie Gleason, WKRC, S.30.4
9. Burns and Allen, WKRC, M.30.0
10. Fireside Theater, WLW-T, T.29.5

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

- 1. Mickey Mouse Club, WCPO, M-F.21.8
2. *J. Fiddler, Misc. (12:30 p.m.), WLW-T, M-F.16.6
3. *50-50 Club, WLW-T, M-F.16.3
4. *News, Weather (11 p.m.), WKRC, M-F.13.7
4. *Three City Final, WLW-T, M-F.13.7
6. *Pantomime Hit Parade, WCPO, M-F.11.1
7. News Caravan, WLW-T, M-F.10.9
7. News—John Daly (7:15 p.m.), WCPO, T, W, F.10.9
9. Dinah Shore, WLW-T, T, Th.10.4
9. *Patti Page, WCPO, W, F.10.4
9. *Ruby Wright, WLW-T, T, Th.10.4

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Highway Patrol (Ziv), WLW-T, Th-9:00.27.5
2. Cisco Kid (Ziv), WCPO, Su-6:00.22.2
2. Racket Squad (ABC), WKRC, W-9:00.22.2
4. I Led Three Lives (Ziv), WLW-T, F-9:30.20.9
5. Stories of the Century (Hollywood), WKRC, T-10:30.19.5
5. Mr. District Attorney (Ziv), WLW-T, M-10:30.19.5
7. Badge 714 (NBC), WLW-T, T-10:30.18.4
8. Annie Oakley (CBS), WLW-T, T-6:00.14.2
9. Death Valley Days (Pacific Borax), WCPO, S-6:30.13.7
10. The Falcon (NBC), WKRC, F-7:00.13.5
11. Eddy Arnold Time (Schwimmer), WKRC, W-7:00.13.4
12. Superman (Flamingo), WLW-T, M-6:00.12.9
12. Wild Bill Hickok (Flamingo), WLW-T, W-6:00.12.9
14. Judge Roy Bean (Screencraft), WKRC, Su-4:30.12.5
15. Ramar of the Jungle (ABC), WLW-T, F-6:00.12.2
15. Buffalo Bill Jr. (CBS), WLW-T, S-11:30 a.m.12.2
17. His Honor, Homer Bell (NBC), WKRC, M-7:00.12.0
18. Liberatee (Guild), WCPO, Su-6:30.11.9
18. Steve Donovan, Western Marshal (NBC), WKRC, Th-7:00.11.9
20. Victory at Sea (NBC), WKRC, T-7:00.11.5
20. Inspector Mark Saber (Thompson), WCPO, F-10:30.11.5
22. Studio 57 (MCA), WCPO, Th-9:30.11.4
23. Man Behind the Badge (MCA), WCPO, Th-7:00.11.2
24. Hopalong Cassidy (NBC), WKRC, S-4:30.10.7
25. Championship Bowling (Schwimmer), WKRC, Su-1:00.10.4
25. Patti Page (Oldsmobile), WCPO, W-7:00.10.4
27. Sky King (Nabisco), WLW-T, Th-6:00.10.2
28. Soldiers of Fortune (MCA), WCPO, S-6:00.9.5
29. Inspector Mark Saber (Thompson), WCPO, M-7:00.9.3
30. Mr. and Mrs. North (Schubert), WCPO, M-7:30.8.9

BALTIMORE (3 Stations).....406,800 TV Homes

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

- 1. Ed Sullivan, WMAR, Su.43.0
2. I Love Lucy, WMAR, M.41.9
3. \$64,000 Question, WMAR, T.41.2
4. I've Got a Secret, WMAR, W.38.5
5. Godfrey's Talent Scouts, WMAR, M.37.2
6. Climax, WMAR, Th.35.8
7. Judy Garland, WMAR, Su.35.7
8. Four Star Playhouse, WMAR, Th.34.9
9. Lineup, WMAR, F.34.7
9. Millionaire, WMAR, W.34.7

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

- 1. Mickey Mouse Club, WAAM, M-F.22.7
2. *Little Rascals, WBAL, M-F.17.1
3. Love of Life, WMAR, M-F.14.9
4. *Ten-Ten-Out, Weather (6:45 p.m.), WMAR, M, W, F.14.7
4. *Gene Autry, WMAR, M, W-F.14.7
6. Guiding Light, WMAR, M-F.14.4
7. Valiant Lady, WMAR, M-F.14.3
7. Arthur Godfrey, WMAR, M-Th.14.3
9. Search for Tomorrow, WMAR, M-F.14.3
10. Strike It Rich, WMAR, M-F.13.0

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Annie Oakley (CBS), WBAL, S-5:30.23.0
2. Wild Bill Hickok (Flamingo), WBAL, F-7:00.22.2
3. Sky King (Nabisco), WBAL, S-4:30.20.7
4. Hopalong Cassidy (NBC), WBAL, S-4:00.19.4
5. Waterfront (MCA), WMAR, Th-10:30.17.9
6. Ramar of the Jungle (TPA), WBAL, S-6:30.17.4
7. Cisco Kid (Ziv), WBAL, T-7:00.17.2
8. Little Rascals (Interstate), WBAL, M-6:00.17.1
9. Soldiers of Fortune (MCA), WBAL, Th-7:00.16.5
10. Man Called X (Ziv), WBAL, S-10:30.15.9
11. Gene Autry (CBS), WMAR, M, W-6:00.14.7
12. Captain Z-Ro (Atlas), WAAM, Su-6:30.13.9
12. Superman (Flamingo), WBAL, W-7:00.13.9
14. Cowboy G-Men (Flamingo), WAAM, S-7:00.13.5
14. Crutch and Des (NBC), WBAL, W-10:30.13.5
14. Little Rascals (Interstate), WBAL, S-3:00.13.5
17. Highway Patrol (Ziv), WMAR, F-7:30.12.7
18. Science Fiction Theater (Ziv), WBAL, Su-10:30.11.2
19. Man Behind the Badge (MCA), WBAL, M-10:30.10.9
20. Patti Page (Oldsmobile), WMAR, T, Th-6:30.10.2
21. Little Rascals (Interstate), WBAL, Su-10:30 a.m.9.5
21. Buffalo Bill Jr. (CBS), WAAM, Th-6:00.9.5
23. Meet Corliss Archer (Ziv), WBAL, Su-11:30 a.m.9.2
23. Studio 57 (MCA), WAAM, T-10:30.9.2
25. I Search for Adventure (Bagnall), WBAL, S-7:00.8.5
25. Hopalong Cassidy (NBC), WBAL, S-9:00 a.m.8.5
27. Liberatee (Guild), WAAM, Su-10:00.7.5
28. Great Gildersleeve (NBC), WBAL, Su-7:00.7.4
29. Gene Autry (CBS), WAAM, S-11:30 a.m.6.4
30. My Little Margie (Official), WBAL, M-F-2:00.5.0

TOP SHOW PLUGGERS

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

WCCO-TV—Minneapolis: Roy Rogers-Gene Autry

In a hard-fought battle for first place in the three-channel market category of The Billboard's 18th Annual Promotion Competition, the Minnesota outlet finally had to bow to WBZ, its Boston rival. WCCO-TV, however, was operating on all fronts to make its Roy Rogers-Gene Autry show a standout in its area.

A coup was the arrangement for the Minnesota State Fair to hire Gene Autry, since a p.a. bill for the station was too much. Result was a bonanza for both the fair and the outlet. Closely tied with this promotion was the selection of the station's own personality, Johnny .44, who was touted as a friend of Autry's and who made many personal appearances.

Trading cards was another gimmick used. With Johnny .44 appearing at a Minneapolis amusement park on June 25, he drew 10,000 and distributed 5,000 cards. Heavy saturation of papers and on the station itself continued thru the two months before the debut.

A Johnny .44 contest on the "Question I'd most like to ask Gene Autry" drew floods of response.

Rounding it all out were the personal appearances at 44 supermarkets by Johnny .44 from September 10 to December 10. These things, plus a half-hour jump on starting time, did the trick for the station. Gene Godt is the promotion manager there, and F. Van Konynenburg is general manager.

(Next week: KSL, Salt Lake City.)

FCC Okays Translators

WASHINGTON — "Translator" TV stations to carry programming into the hills got official nod from the Federal Communications Commission last Thursday (24). A particular type of low-power low-cost satellite station, to operate only on the top 14 UHF channels, was okayed by the FCC over strong objections by proponents of community antenna systems and inexpensive "boosters," which operate on the same channel as the mother station, VHF or UHF.

The big question is whether the "translators"—which will have their own call letters—may be used to compete with regular stations in small communities. The FCC admits that the possibility "raises a number of serious questions," but it rejects proposals by CBS and others for a blanket ruling to prevent translators from forcing small local stations out of business. The FCC says it prefers to decide each case as it arises. (At recent Senate TV probe hearings, a UHF operator said satellites were being used by net affiliates to crush competi-

'Adventure,' 'Rabbit' Sales

HOLLYWOOD — George Bagnall & Associates this month concluded sales of the Jack Douglas produced "I Search for Adventure" in 14 markets, and of "Crusader Rabbit" in five others.

Sales of "Search" were to KDYU, Tucson, Ariz.; WGR, Buffalo, WYAC, Boston; WITI, Milwaukee; KLAS, Las Vegas; KHFL, Chico, Calif.; WALA, Mobile, Ala.; WCCO, Minneapolis; KROD, El Paso; KDKA, Pittsburgh; WNBS, Binghamton; WSE, Atlanta; KIMA, Yakima, Wash., and WARM, Scranton, Pa.

WAAM, Baltimore; KLON, Lincoln, Neb.; WABD, New York; WFUN, St. Petersburg, Fla., and KCGM, Albuquerque, N. M., bought "Rabbit."

tion, but he blamed the affiliates, not the nets.)

Unlimited numbers of the new translators can be owned by one interest, and there will be no minimum requirements on programming hours and no limit on the number of parent stations whose programs it can rebroadcast. The FCC frankly admits it is "relaxing" all the operating rules to get the service going.

'Marko' Ruled Out by FCC

WASHINGTON — The "Play Marko" program, a kind of TV bingo, was definitely ruled a lottery by the Federal Communications Commission last Thursday (24). The decision puts this type of program out of bounds for broadcasting. The FCC's original complaint was leveled in May, 1955, against TV station KTLA, Los Angeles, for broadcasting the Caples Company program. The Chicago firm then protested the lottery charge and the dropping of its program by "numerous television stations."

The company tried to evade the lottery charge by claiming that the cards used by the viewers in following the game on TV were issued free. The FCC ruled that since the players had to pick up cards in stores sponsoring the "Play Marko" program, "Monetary consideration" was involved.

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

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.

PORTLAND, Ore. (3 Stations).....212,900 TV Homes

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

- 1. \$64,000 Question, KOIN, T.48.7
2. Ed Sullivan, KOIN, Su.45.5
3. I Love Lucy, KOIN, M.44.7
4. Disneyland, KOIR, W.42.8
5. Boxing, KOIR, W.39.0
6. Greatest Show on Earth, KOIN, T.37.1
7. What's My Line? KOIN, Su.36.9
8. December Bride, KOIN, M.34.9
9. Four Star Playhouse, KOIN, Th.34.7
10. Robin Hood, KOIN, M.33.9

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

- 1. Mickey Mouse Club, KFOR, M-F.28.7
2. *Cartoon Time, KOIN, M-F.21.8
3. *Mr. Moon, KOIN, M-F.21.5
4. *Weather, Sports, News (6 p.m.), KOIN, M-F.18.5
5. CBS News, KOIN, M-F.18.1
6. Art Linkletter, KOIN, M-F.14.5
7. Arthur Godfrey, KOIN, T-F.14.3
8. *Red Dunning, KOIN, M-F.13.7
9. Bob Crosby, KOIN, M-F.12.7
10. Garry Moore, KOIN, M-F.12.0

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Science Fiction Theater (Ziv), KOIN, M-8:3032.9
2. *Sky King (Nabisco), KPTV, S-5:00.....u25.2
3. I Search for Adventure (Bagnall), KOIN, Th-7:3025.0
4. City Detective (MCA), KOIN, Su-5:30.....24.0
5. Wild Bill Hickok (Flamingo), KPTV, S-5:30u22.5
6. Steve Donovan, Western Marshal (NBC), KFOR, W-6:0022.5
7. Jungle Jim (Screen Gems), KFOR, Th-6:00.....22.4
8. The Falcon (NBC), KFOR, M-7:30.....21.5
9. Superman (Flamingo), KFOR, T-6:00.....21.4
10. Annie Oakley (CBS), KFOR, F-6:00.....21.0
11. Kit Carson (MCA), KOIN, W-6:30.....20.9
12. The Whistler (CBS), KOIN, T-9:30.....20.9
13. Buffalo Bill Jr. (CBS), KPTV, S-4:30.....u20.4
14. Life of Riley (NBC), KOIN, M-10:00.....19.4
15. My Little Margie (Official), KFOR, M-7:00.....18.2
16. Confidential File (Guild), KOIN, Th-10:00.....17.7
17. Highway Patrol (Ziv), KPTV, 9:00.....u17.2
18. Man Called X (Ziv), KOIN, S-9:30.....17.2
19. Mr. District Attorney (Ziv), KPTV, W-10:30u17.2
20. Badge 714 (NBC), KPTV, M-7:00.....u16.5
21. Man Behind the Badge (MCA), KFOR, T-10:0015.8
22. Kieran's Kaleidoscope (ABC), KOIN, F-6:45.....15.3
23. Studio 57 (MCA), KOIN, W-10:00.....15.2
24. Crunch and Des (NBC), KPTV, F-8:30.....u15.2
25. Waterfront (MCA), KPTV, F-10:00.....u13.2
26. Doug Fairbanks Presents (ABC), KFOR, Su-6:3012.9
27. Championship Bowling (Schwimmer), KPTV, S-11:00u12.4
28. Liberace (Guild), KPTV, Th-6:30.....u12.4
29. Judge Roy Bean (Screencraft), KFOR, M-6:0012.0
30. Sherlock Holmes (NTA), KPTV, Th-7:00.....u12.0

KANSAS CITY, Mo. (3 Stations).....271,000 TV Homes

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

- 1. \$64,000 Question, KCMO, T.40.5
2. I Love Lucy, KCMO, M.39.9
3. Ed Sullivan, KCMO, Su.39.2
4. Godfrey's Talent Scouts, KCMO, M.32.5
5. George Gobel, WDAF, S.31.2
6. Alfred Hitchcock, KCMO, Su.29.5
6. December Bride, KCMO, M.29.5
6. Judy Garland, KCMO, Su.29.5
9. Jack Benny, KCMO, Su.29.2
10. Disneyland, KMBC, W.28.0

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

- 1. Mickey Mouse Club, KMBC, M-F.17.4
2. CBS News, KCMO, M-F.13.5
3. *3 Star News-Weather (6 p.m.), KCMO, M-F.12.7
4. *News, Sports (10 p.m.), KMBC, M-F.11.4
5. Pinky Lee, WDAF, M-F.10.5
6. Howdy Doody WDAF, M-F.10.3
6. *Movie, Misc., KMBC, T-F.10.3
8. *Early Show, Misc., KCMO, M-F.10.2
9. News Caravan, WDAF, M-F.10.0
10. Dinah Shore, WDAF, T, Th.9.9

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Studio 57 (MCA), KCMO, T-9:30.....27.9
2. Mr. District Attorney (Ziv), KCMO, T-10:0024.5
3. I Led Three Lives (Ziv), WDAF, F-7:30.....22.2
4. Little Rascals (Interstate), KMBC, M-6:00.....21.4
5. Annie Oakley (CBS), KCMO, S-6:00.....21.2
6. Wild Bill Hickok (Flamingo), KMBC, Th-6:0020.7
7. Man Called X (Ziv), WDAF, F-8:00.....18.9
8. Superman (Flamingo), KMBC, T-6:00.....18.7
9. Confidential File (Guild), KMBC, F-9:00.....18.5
10. Celebrity Playhouse (Screen Gems), KCMO, W-10:0018.4
11. Badge 714 (NBC), KCMO, F-10:00.....17.9
12. Boston Blackie (Ziv), KMBC, Th-9:00.....17.7
13. Passport to Danger (ABC), WDAF, Su-9:30.....16.9
13. *Sky King (Nabisco), KMBC, W-6:00.....16.9
15. Hopalong Cassidy (NBC), WDAF, Su-5:00.....16.5
16. Racket Squad (ABC), KCMO, F-10:30.....16.4
17. Highway Patrol (Ziv), KMBC, Th-8:30.....16.2
18. Cisco Kid (Ziv), WDAF, Su-5:30.....15.9
18. Susie (TPA), KMBC, F-9:30.....15.9
20. Crunch and Des (NBC), KMBC, Th-9:30.....15.4
21. The Falcon (NBC), KCMO, Su-10:00.....14.2
21. Headline (MCA), KMBC, M-9:30.....14.2
23. Soldiers of Fortune (MCA), KMBC, S-6:00.....13.9
24. Judge Roy Bean (Screencraft), KMBC, Su-5:0013.4
25. Doug Fairbanks Presents (ABC), WDAF, T-9:3012.9
25. Science Fiction Theater (Ziv), KMBC, T-9:3012.9
27. Mr. and Mrs. North (Schubert), KMBC, S-9:3012.5
28. I Am the Law (Sterling), KMBC, Su-3:00.....12.2
28. Secret File, U.S.A. (Official), KMBC, S-10:0012.2
28. Moby Theater, (Socony-Mobil), KCMO, Th-9:3012.2
28. New Orleans Police Dept. (NTA), KCMO, W-10:3012.2

SPOKANE (3 Stations).....68,000 TV Homes

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

- 1. \$64,000 Question, KXLY, T.45.7
2. This Is Your Life, KHQ, W.45.5
3. Disneyland, KREM, W.41.6
4. I Love Lucy, KXLY, M.39.7
5. Greatest Show on Earth, KXLY, T.38.9
6. Groucho Marx, KHQ, Th.35.2
6. Life of Riley, KHQ, F.35.2
8. Big Story, KHQ, F.34.7
9. Jackie Gleason, KXLY, S.32.2
10. Lawrence Welk, KREM, S.32.1

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

- 1. Mickey Mouse Club, KREM, M-F.25.5
2. *Little Rascals, KHQ, M-F.18.5
3. *Front Page News (6:45 p.m.), M-F.18.3
4. News Caravan, Misc., KHQ, M-F.17.5
5. *Mr. Engineer, KHQ, M-F.16.0
6. Queen for a Day, KHQ, M-F.14.3
7. *Matinee on 6, KHQ, M-F.14.2
8. Dinah Shore, KHQ, T, Th.13.4
9. *Bar 6 Roundup, KHQ, M-Th.12.9
10. Art Linkletter, KXLY, M-F.12.3

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Highway Patrol (Ziv), KHQ, W-9:30.....28.2
2. I Led Three Lives (Ziv), KHQ, W-9:00.....25.9
3. Waterfront (MCA), KHQ, M-10:30.....25.2
4. The Whistler (CBS), KHQ, W-10:30.....25.0
5. Hopalong Cassidy (NBC), KHQ, Th-6:00.....22.9
6. Badge 714 (NBC), KXLY, T-10:00.....22.7
7. Science Fiction Theater (Ziv), KXLY, F-9:3022.2
8. Ellery Queen (TPA), KXLY, Su-7:30.....20.7
9. Studio 57 (MCA), KHQ, Th-7:00.....20.5
10. I Search for Adventure (Bagnall), KXLY, Th-7:0020.4
11. Annie Oakley (CBS), KXLY, Su-5:30.....19.9
12. Wild Bill Hickok (Flamingo), KHQ, F-6:00.....19.7
13. Liberace (Guild), KHQ, M-7:00.....18.9
14. Little Rascals (Interstate), KHQ, M-F-6:30.....18.5
15. Dr. Hudson's Secret Journal (MCA), KHQ, F-10:0018.4
16. Stories of the Century (Hollywood), KHQ, W-6:0018.2
17. Superman (Flamingo), KREM, W-6:30.....17.0
18. Inspector Mark Saber (Thompson), KXLY, T-8:3016.9
19. *Sky King (Nabisco), KREM, M-6:00.....15.5
20. Hopalong Cassidy (NBC), KHQ, Su-5:00.....15.2
20. *Death Valley Days (Pacific Borax), KHQ, S-7:0015.2
22. Kit Carson (MCA), KREM, W-6:00.....14.5
23. Terry and the Pirates (Official), KHQ, Su-12:00 Noon13.5
24. Where Were You? (Interstate), KREM, F-8:3012.2
24. City Detective (MCA), KREM, Th-9:00.....12.2
24. Follow That Man (MCA), KXLY, T-10:30.....12.2
27. Buffalo Bill Jr. (CBS), KXLY, S-4:30.....11.9
28. Great Gildersleeve (NBC), KXLY, F-8:00.....11.2
29. Famous Playhouse (MCA), KREM, T-6:00.....11.0
29. Racket Squad (ABC), KHQ, M-Th, & Su-11:0011.0

HOUSTON-GALVESTON (3 Stations).....302,900 TV Homes

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

- 1. Groucho Marx, KPRC, Th.36.0
1. \$64,000 Question, KGUL, M.36.0
3. This Is Your Life, KPRC, W.34.7
4. Your Hit Parade, KPRC, S.33.9
5. Fireside Theater, KPRC, M.33.5
5. George Gobel, KPRC, S.33.5
7. Lux Video Theater, KPRC, Th.32.4
8. Perry Como, KPRC, S.31.3
9. Dragnet, KPRC, W.30.8
9. *Waterfront, KPRC, T.30.8

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

- 1. *I Married Joan, KGUL, M-F.18.5
2. Mickey Mouse Club, KTRK, M-F.16.7
3. Dinah Shore, KPRC, T, Th.13.8
4. *News, Sports (6 p.m.), KPRC, M-F.13.5
5. News Caravan, KPRC, M-F.13.3
5. *News, Weather (6:15 p.m.), KPRC, M-F.13.3
7. Queen for a Day, KPRC, M-F.12.9
8. *Little Rascals, KTRK, M-F.12.4
9. *Looney Towne, KPRC, M., T., Th., F.11.8
10. Eddie Fisher, KPRC, F., F.11.6

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Waterfront (MCA), KPRC, W-8:30.....30.9
2. Highway Patrol (Ziv), KPRC, Su-9:30.....28.2
3. I Led Three Lives (Ziv), KPRC, T-9:30.....27.3
4. Great Gildersleeve (NBC), KPRC, W-8:00.....26.3
5. Cisco Kid (Ziv), KPRC, Th-7:30.....25.1
6. I Spy (Guild), KPRC, Th-8:00.....20.9
7. Annie Oakley (CBS), KPRC, S-4:30.....20.6
8. Buffalo Bill Jr. (CBS), KPRC, S-11:30 a.m.20.1
9. Count of Monte Cristo (TPA), KPRC, Su-2:3020.0
10. Dr. Hudson's Secret Journal (MCA), KPRC, M-9:3019.8
11. Badge 714 (NBC), KPRC, T-10:00.....19.5
12. Studio 57 (MCA), S-10:00.....19.2
13. Soldiers of Fortune (MCA), KPRC, S-5:30.....18.9
14. I Married Joan (Interstate), KGUL, M-F-6:0018.5
15. Doug Fairbanks Presents (ABC), KGUL, T-10:0018.0
16. Judge Roy Bean (Screencraft), KPRC, Su-5:3017.4
17. Celebrity Playhouse (Screen Gems), KPRC, W-10:0017.3
18. Confidential File (Guild), KGUL, M-10:00.....16.7
19. The Falcon (NBC), KGUL, S-6:00.....15.6
20. Science Fiction Theater (Ziv), KGUL, W-10:0015.5
21. Confidential File (Guild), KGUL, Th-10:00.....15.2
22. Curtain Call (MCA), KTRK, Su-5:00.....13.7
23. *Death Valley Days (Pacific Borax), KGUL, S-10:0013.5
24. Crunch and Des (NBC), KPRC, Th-10:00.....13.4
25. *Sky King (Nabisco), KTRK, T-4:30.....12.9
26. Little Rascals (Interstate), KTRK, T-4:00.....12.4
27. Boston Blackie (Ziv), KGUL, W-6:30.....12.3
28. Stories of the Century (Hollywood), KTRK, T-8:3012.2
29. Lone John Silver (CBS), KTRK, Th-8:30.....11.3
29. Ramar of the Jungle (TPA), KPRC, Th-5:3011.3

ABC Film in 'Forest' Push

NEW YORK—ABC Film Syndication is beginning a national sale effort on "Forest Ranger" this week. The pilot was completed last week. The Rabco Production stars Dick Foran. Ben Fox is the producer, and Hal Roach Jr., the executive producer.

It is understood that if ABC does not land a national sponsor, it will syndicate the new series in the fall.

'Today' Racks Up \$1 Million in Sales

NEW YORK—NBC-TV's "Today" racked up about \$1,100,000 in sales last week. Grove Laboratories bought 124 participations costing about \$700,000 on the show for its Four-Way Cold Tablets and Fitch shampoo.

BC Remedy bought 149 participations in "Today" on an Eastern regional line-up of stations.

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

N. American, Kling Merger

HOLLYWOOD — Merger between Kling Enterprises and North American Film Corporation was finalized here this week. New company will be known as Kling California, Inc., and will be headed by Edgar B. Yuhl, former prexy of North American.

The merger will have no effect on the Chicago, or home, branch of Kling, which will continue under the presidency of Robert Eirinberg.

Yuhl and Robert W. Larsen, executive v.-p., have already moved into Kling Studios. Primary activity of the company will be the production of TV commercials and industrial films, but plans are also under way to shoot three TV pilots this fall.

The move is aimed at expansion of production by Kling in Hollywood. Altho the company purchased the old Chaplin studios approximately 18 months ago, majority of production there to date has been by rental companies.

Young TV World

Continued from page 1

nipped off a few of the old favorites from NBC. "Break the Bank," "Kukla, Fran and Ollie," Ted Mack and "Voice of Firestone" once belonged to the NBC fold.

There seems to be no one type of program capable of building audiences over the years. An adaptation of the old variety show seems to have fared the best, even tho variety was considered dead many years ago. Ed Sullivan, "Super Circus," "Talent Scouts," Ted Mack and "Godfrey and His Friends" fall into this general category. And even the dramatic shows have varied their program fare to sustain interest from week to week.

But when the fall rolls around and sponsors are scrambling for those ratings on new shows, most of the old standbys will be back giving the same pleasure as they have for years and most probably with the same loyal sponsors.

NEW YORK—The King Brothers' new TV department will begin shooting its first TV film series on June 5, with Kurt Neumann directing. Titled "The Adventures of Sinbad the Sailor," it will be shot in Persia and Turkey.

COMMERCIAL CUES

BY THESE ABIDE

Triangle Publications, Inc., has come up with a comprehensive set of Triangle Standards of Good Advertising Practice. The rules cover WFIL AM-FM-TV, Philadelphia; WNBZ AM-TV, Binghamton, N. Y.; WHGB AM, Harrisburg, Pa., and WFBC AM-TV, Altoona, Pa., and were drawn up by the stations and with the endorsement of the Better Business Bureau of Philadelphia. The code covers all phases of the commercial message from copy to point of sale. Particular attention is given to the person delivering the message. In addition to this, each station will set up a complaint department, working with the Better Business Bureau.

SMOKE BEFORE THEIR EYES

An interesting sidelight survey on viewers' habits, which might be of interest to the cigarette firms, has been made by Schwerin Research. Those who watch a lot of TV are more apt than light viewers to be cigarette smokers. As examples, of those averaging three to five hours of viewing, 57 per cent are smokers and 43 per cent are non-smokers. Over five hours, 58 per cent smoke and 42 per cent don't.

ID'S

Bob Elliott and Ray Goulding, the comedy team who scored as the voices of Harry and Bert, the Piels Brothers, on the recent TV spot campaign, are forming a company with Ed Graham of Young & Rubicam to produce more commercials. . . A raft of personnel changes include these notes: Burton Freund has joined the animation department of Transfilm, Inc. George Dunning, animated film artist, joined UPA Pictures in New York. Tex Avery joined Cascade Pictures as a director of animation. Sarra, Inc., in Chicago, named Henry Holt to the creative department, where he will direct some of Sarra's commercials. . . Allen Swift is the announcer on the new Grand Union "Stop and Save" TV animated cartoon commercial. . . David O. Alber Associates, Inc., has been retained for Sarra public relations.

LP Production Mushrooms For a Banner '56 Output

Stepped Up Album Waxings by Diskeries Sked 5,000 Releases by End of Year

By JUNE BUNDY

NEW YORK — Altho the quantity of new LP wax on the market this year has been the talk of the trade for some months, heretofore the amount of albums actually scheduled for release has been more a matter of enthusiastic speculation rather than documented fact. Last week, however, The Billboard made a special survey, the results of which strongly substantiate even the most glowing predictions for a maximum album output in 1956.

Approximately 5,000 LP's (both classical and pop) will have been released by the end of this year, with Victor, Columbia, Mercury, Capitol, Decca, M-G-M, Dot, ABC-Paramount, Angel, London and Westminster, accounting for close to 3,000 of that figure. Conversions (from 10-inch to 12-inch) and repackaging, of course, have some influence on the total, but the bulk of this vastly-stepped up album production schedule features newly recorded material.

RCA Victor tops the list, with a total of 975 LP's (Red Seal, pop, Camden and X) scheduled for release this year, as compared to 884 in 1955. Practically all of this increase will be sparked by the label's stepped-up production on pop albums. As of next month, Victor will have marketed 416 LP's since the beginning of the year.

Capitol has released a total of 122 albums since the first of the year, with an additional output of approximately 120 LP's expected

to be out by the end of the year. However, this schedule could be substantially increased were the present HMV (owned by Capitol's parent company, E.M.I.) pact with RCA Victor concluded before the year ends, since ultimately Capitol is slated to receive the entire HMV catalog for release in this country, by virtue of its tie.

Col's '56 Output Less

Columbia, which will release about 60 pop and 80 classical 12-inch LP's this year, plus 50 10-inch "House Party" albums, is the only major label whose 1956 LP output will be less than last year. The

firm, one of the first to adopt an LP conversion program, released a tremendous amount of "converted" (10-inch to 12-inch) packages last year, thereby cutting down on its numerical output in 1956.

M-G-M, always strong for packages, will practically triple its album release schedule in 1956, with from six to eight albums released every two weeks, as compared to the two to three LP's released fortnightly last year. In addition to its annual total of around 250 albums, M-G-M is also releasing 39 extra packages as part of its "Baker's" *(Continued on page 17)*

Rodgers' Day Event Pulls Big Turnout

Work Starts Soon on Hall of Fame; Honor Presley, Kitty Wells, Fred Rose

By BILL SACHS

MERIDIAN, Miss.—The Jimmie Rodgers Memorial Celebration, held here Friday and Saturday (25-26), with headquarters at the Lamar Hotel, stacked up, attendance-wise, as the best such event held since the second one run off in 1954.

This, the fourth annual Rodgers festival, attracted some 550 c.&w. performers, deejays, music men and other trade associates, while conclave features, such as the Friday night dance at National Guard Armory, the parade held here Saturday morning, and the climaxing jamboree at Ray Stadium Saturday night pulled some 30,000 downtown from Meridian and surrounding areas.

Conclave Runs Smoothly

With no official business sessions scheduled, the two-day gathering was given over largely to a series of luncheons, open houses, receptions and similar social gatherings. With no counter attraction, such as the railroad men's convention last year, and with all activity centered in or near the Lamar Hotel, the two-day event ran off more smoothly than at any time in the last four years.

Col. Eyes Day Track Rights

HOLLYWOOD — Columbia Records can be expected to acquire the soundtrack album rights to two highly valuable motion picture properties, largely as a result of the appearance in the films of singer Doris Day.

Recently signed to a long-term exclusive pact by Columbia, Miss Day is scheduled to be cast in the lead female role in the Rodgers and Hammerstein film production of "South Pacific." Film is scheduled to be produced next year, to be followed by an R.&H. dramatic property which would be returned with originals and would star Miss Day. Columbia will also get the album rights to "Pajama Game," currently about to start production and starring Doris Day as well.

With Ernie Tubb and Hank Snow, founders of the Jimmie Rodgers Day idea, splitting emcee chores, the talent line-up for the mammoth country and western jamboree at Ray Stadium Saturday night included Lefty Frizzell, Gary Williams, Jimmy Newman, Charlie Walker, Curtis Gordon, Wilf Carter, Lonnie Barron, the Wilburn Brothers, Jim Wilson, Jack Cardwell, Jim Reeves, Okie Jones, Hank Locklin, Elaine Tubb, Justin Tubb, Myrna Lorrie, Jimmie Rodgers Snow, Don Owens, Linda Flanagan, Bill Bruner, Del Wood, Lew Childre, the Duke of Paducah, Dave Rich, Skeets Yaney, R. D. Hendon, Bobby Helms, Biff Collie, *(Continued on page 20)*

SETTLED: ONE RENEWAL ISSUE

HOLLYWOOD — There's nothing like taking the bull by the horns to settle an issue, and apparently the hot issue of copyright renewals prompted veteran music publisher Carl Fischer to do just that last week.

Fischer, via formal notice to a host of publishers around the country, declared "we have recently become aware of the fact that certain writers of musical compositions owned by us have indicated their intent to attempt to assign the U. S. renewal copyrights of such compositions."

"These renewals were conveyed to us by the writers under the agreements whereby we acquire such compositions. This notice is being sent to re-inform publishers of these facts, and of our claim that such writers have no authority, power or right to make assignment or transfer of the renewal copyrights of any of our compositions."

Haydn Disks on Auction Block

NEW YORK — Eleven thousand Haydn Society LP disks went on the auction block here Thursday (24) with Irving Broudy, of Joseph Gutterman and Company, wielding the hammer.

At press time, it was learned that the bulk of the disks went to the well-known disk "undertaker," Aaron Eichler, at a reported figure of 75 cents per disk.

It has been learned however, that certain of the country's big retail promoters are more interested in a pile of 30,000 additional Haydn Society disks that currently are gathering dust on the floor of the Columbia Records factory, pending settlement of manufacturing bills.

GLOBAL VIEWPOINT

Philips-Col. Mull A Closer Liaison

NEW YORK—This fall Columbia Records artists may tour abroad and artists pacted to Philips, Columbia's European affiliate, are likely to tour the United States, if current plans projected by Jacques Canetti crystallize. Canetti, in charge of artists and repertoire for Philips in France, returned to the Continent last week after a stay here on behalf of Michel LeGrand, Jacqueline Francois and other continental artists released on the Columbia label. The artist exchange, he contemplates, is symptomatic of the closer liaison diskeries are working out on behalf of artists whose sales potential is global rather than national.

In Europe, Canetti for the past 10 years has been packaging shows made up of disk artists. Titled "Festival du Disque," these packages, each of them containing 15-25 artists, do personal appearances in France, Belgium, Switzerland, Holland, Italy, Germany, Austria, etc. The shows, which have proven profitable, are regarded as a primary source of artist promotion — particularly in countries where disk jockeys and TV are not

the chief sources of record exploitation. Should the exchange idea materialize, Canetti estimates that American artists would be assured of between 30 and 60 dates on the Continent.

Canetti, regarded as one of the *(Continued on page 17)*

'Juke Box Service' Is Latest Goody Pitch

NEW YORK—This week, Sam Goody is turning his sights on the juke operator market. The renowned disk merchant has devised a plan called the "Goody Juke Box Service," thru which he plans to sell any and all single 45 r.p.m. disk hits to subscribers at the usual dealers' cost, or 55 cent per disk.

Goody's plan calls for ops to plunk down \$60 a year, or six dollars per month as a membership fee. Thereafter, they may buy all the disks they need without paying the usual price of five cents "up" per disk that ops usually pay

Dot Holds Off On Stock Issue

HOLLYWOOD—Dot Records, which last month indicated the forthcoming sale of a public stock venture, has decided to withdraw the offer and will not make such an issue at the present time.

Dot President Randy Wood disclosed that the current press of business, in addition to aligning plans for the company's forthcoming move to Hollywood, have temporarily delayed the stock issue. Wood indicated, tho, that he was delighted by the response to the previous news of his public stock offering, which he said would have been more than amply subscribed to.

Present plans call for Dot Records to officially make its headquarters on the Coast by July 15, with the probability that Dot would occupy the Sunset and Vine quarters formerly held by Capitol Records. When the company is re-established here, the stock issue will again be offered.

Tho no firm decision has been made, Dot Vice-President Henry Onorati ostensibly would be called to the Coast to make his headquarters here. Onorati heads the firm's album department and is in charge of Eastern Seaboard sales. Jack Spina presumably would continue in New York heading up Dot's operation there.

LP Sampler Key Mercury Plug

CHICAGO—A key promotional item in Mercury's summer push on albums will be a special 12-inch LP sampler, spotlighting the label's top classical, pop and jazz album artists, and retailing for \$1.29.

The demo-disk, specially packaged, will contain a complete multi-color catalog, listing the label's entire LP line — Mercury, Wing and EmArcy. Columbia is offering a similar sampler-plus-catalog (retailing at \$1.49) this summer.

The Mercury demo-disk is part of the label's over-all summer promotional plan, which was presented in detail by Mercury's top brass here last week at a meeting of the firm's Midwest and Western distributors, salesmen and field promotion men from Los Angeles, San Francisco, Seattle, Denver, New Orleans, Florida, Charlotte, Nashville, Cleveland, Minneapolis, Detroit, Cincinnati and Chicago.

Verve Diskery After Crosby

HOLLYWOOD — Norman Granz's Verve Records may accomplish what few other firms have done if current talks with Bing Crosby lead to a recording contract for the veteran singer. Granz confirmed that negotiations with Crosby have been held, and that a verbal commitment was made by Crosby and his business manager, Basil Grillo.

It was learned that Crosby had not yet renewed his Decca pact. Granz indicated that final papers were to be signed this week (29), and that Crosby had already okayed initial recording plans.

Crosby recently had a single release issued on Decca and is soon to be heard on Capitol in the latter's "High Society" soundtrack album.

Welk Signs For ET Pact

NEW YORK—Lawrence Welk, the currently hot orkster of TV and Coral disks, has signed a transcription deal with RCA The-saurus.

The pact, made by RCA's Ben Selvin, calls for a series of half-hour radio segs, labeled "The Lawrence Welk Show," with format similar to the TV version. Selvin will fly to the Coast in July to supervise production with the intention of launching the shows in the Thesaurus library this fall.

one-stop dealers. Goody guarantees to have in stock at all times, in any quantities, all of the disks listed on the trade paper best-selling charts. He also is providing free title strips for all records.

The new Goody one-stop will operate out of his new annex, across the street from his LP store, and will be run by his son-in-law, Bob Menashe. He is providing local patrons with garage parking next door. Out of town subscribers will have to send payment with *(Continued on page 67)*

Grammophon Sets Own Org in France

PARIS — Deutsche Grammophon, the German disk works, is in the process of setting up its own organization in this country, following the pattern of its English invasion last year.

In May, the Polydor label in France was divorced from Philips, which had purchased the French wing of Polydor five years ago. At the time of that sale, in which the Dutch-based Philips operation took over Polydor management personnel, the French catalog and production facilities, it was agreed that the Polydor trade-mark eventually would be returned to the Siemens electric cartel, German owner of Deutsche Grammophon and German Polydor. (The German and French Polydor operations had been "divorced" during the late war.)

Since the sale, the French and German Polydor labels have operated a reciprocal artists deal, altho under different ownership. Now with Deutsche Grammophon taking over the local Polydor label, the Philips-owned artists who had been issued here on Polydor will be switched over to a Philips

label. These include such as Jacqueline Francois and Edith Piaf. Caterina Valente, who records for the parent Polydor outfit in Germany, will continue on Polydor label here, under its new auspices.

Polydor here will be exclusively a pop label, with classics to be issued on Deutsche Grammophon label. Distribution will be by the French branch of Siemens, and all disks will be pressed on a contract basis by Philips.

Last year, in England, Siemens opened its own distribution company, Heliodor Record Company, Ltd. This outfit has recently determined that it will have to begin recording English artists in England in order to provide a wedge for its package goods and Continental repertoire. In the last few weeks, it has signed vocalists Teddy Johnson (formerly with British Columbia) and Pearl Carr. Currently English Polydor's artists and repertoire man, Alex Herbage, is dickering for several top names.

The label-shifting in France does not affect American affiliations. The Deutsche Grammophon interests have an exclusive deal with Decca, and Philips with American Columbia. In fact, Jacques Canetti, of Philips, returns here this week after a series of confabs with Columbia people in the States (see separate story).

RCA-EMI

Pact Looks to Run Full Limit

NEW YORK—Orkster George Melachrino returned to England last week, and many tradesters were left with the impression that there will be no early termination to the RCA Victor-Electric and Musical Industries pact. Altho the latter has until April, 1957, to run, there had been predictions that it would be cut off as soon as possible in order that EMI could switch its HMV catalog over to its American wing, Capitol Records. Victor, it was believed, would be in a hurry to get going with its new affiliate, English Decca.

However, if the deal is stretched out to the official terminus, the hot package seller, Melachrino, could very well be the determining factor. When the Victor-HMV deal ends, Melachrino will become a Capitol property.

It hardly was a secret that Victor made a strong pitch for the orkster on its own, since his present contract with EMI will run out next year. Melachrino, however, was accompanied here by HMV's artists and repertoire chief, Wally Ridley, and the visitors held several confabs with the Capitol people.

While here, Ridley ventured that, in the next year, Victor might

M-G-M Sets More TV Plugs

NEW YORK—M-G-M Records has slated two more network TV plugs for current and forthcoming disks. Tuesday (5) kid singer Barry Gordon unveils his newest coupling on the Milton Berle NBC-TV ailer. Sides are "Ten Years to Go" and "How Do We Look to the Monkeys?" Betty Madigan showcases "Crying" on the Eddy Arnold ABC-TV show June 7.

These follow in rapid succession a recent Joni James disk airing on the Arthur Murray show and an appearance by Rosalind Paige on the ABC-TV "Star Tonight" show, "Have Faith and Have Patience," which was based on Miss Paige's disk of the same name.

FOR TAX-FREE JUKE CABARETS

WASHINGTON — Those dungaree dolls can dance in admission-tax free juke box cabarets, if Rep. Brooks Hays (D., Ark.) has his way. The Arkansas Congressman has offered a bill which would change Internal Revenue's admission tax rules to exempt from cabaret status places that have "mechanical music with dancing privileges." Currently, the law allows exemption from admissions tax only for "instrumental or mechanical music alone," with the tax incurred wherever dancing takes place.

UNIQUE DEAL

Col. to Wax Part of Jazz Festivities

NEW YORK — For the first time, a deal has been set to record part of the proceedings at the Annual Newport Jazz Festival to be held this year at Newport, R. I., July 5, 6 and 7.

Columbia Records, in a unique arrangement, will cut most of the happenings on the second night of the date. The deal calls for the diskery to underwrite a sizable share of the talent nut that night, thereby easing the appearance of some of the highest priced acts in the business.

With the line-up already set by the Festival promoters, Columbia is now in the position of having to persuade the various acts to record. Several, such as Dave Brubeck, the Jazz Messengers, Eddie Condon, Buck Clayton and Miles Davis, are already set via their regular Columbia contracts. The diskery is working out details with Joe Glaser in the hope of snaring Louis Armstrong and Duke Ellington, as well.

Columbia's deal calls for the diskery to pay out recording fees and also performing fees for all participating talent, with the performing fees regarded as Columbia's donation to the Festival.

(Continued on page 17)

ASCAP-ers Worried Over Lack of Film Performance Pacts

They Ask Whether Movie Reps on Society Board Slows Negotiations

By JOEL FRIEDMAN

HOLLYWOOD—The failure of the American Society of Composers, Authors and Publishers to effect performance contracts with the motion picture industry is apparently cause for some concern among numerous Coast songwriters.

Since the Leibell decision, under which ASCAP was denied the right to collect performance fees from theater interests, the Society has had to negotiate with the film producers for such moneys instead. The question posed by writers is: "Does the presence of motion picture interests on the board of directors of ASCAP impede such negotiations?"

Only One Pact

Some hold the opinion that the foregoing is the reason for ASCAP to have come up with only one studio pact since the Leibell deci-

sion was handed down in 1948. Stanley Adams, past president of ASCAP, some months ago acknowledged that a contract had been amicably worked out with Universal-International. It's long been held by many writers that the ASCAP board is domineered by members who work for motion picture studios, among them, Herman Starr, Warner Bros.' topper; Bernard Goodwin, Famous-Paramount exec.; Louis Bernstein, Shapiro-Bernstein-Columbia Pictures Corporation, and presently, Mickey Scoop, Big Three, who recently acceded to the post vacated by Abe Olman.

The presence on the board of directors of Goodwin has also caused speculation among writers because of Goodwin's status as a

(Continued on page 16)

Decca 'Firsts' On Gold Label

NEW YORK — Decca May Gold label release is marked by several impressive "firsts." The classical line-up includes the first recording of Carl Orff's "Trionfo Di Afrodite (Concerto Scenico)" conducted by Eugen Jochum and featuring the Bavarian Radio Orchestra and Chorus.

Also in the release is a waxing of Mozart's "Requiem," with the Vienna Symphony Orchestra, likewise conducted by Jochum, and the Vienna State Opera Chorus. The LP was recorded "live" in Vienna's St. Stephen's Cathedral last December during the commemorative service of the 164th anniversary of Mozart's death, marking the first time permission has been granted to record the service.

Another "first" is the new Andres Segovia waxing (with strings of the Quintetto Chigiano) of the Castelnuovo-Tedesco Quintet Opus 143, the first work written for guitar and string quartet.

Al Lewis Sues Robert Music

NEW YORK — Songwriter Al Lewis has entered a suit in New York Supreme Court against Robert Music Corporation, charging that the firm's topper, Robert Mellin, fraudulently obtained renewal rights to Lewis' songs.

Suit charges that Mellin failed to deliver on promises to produce "A-1 plugs" and obtain additional disks for the songs, if he were awarded the renewal rights. It's also claimed that Mellin obtained the renewal rights at the copyright office, even tho the agreement which Lewis signed with him did not, according to Lewis, contain a rider setting forth in writing Mellin's verbal promises.

Lewis, who holds an A rating with the American Society of Composers, Authors and Publishers, asks that the agreement be declared null and void, that Mellin be enjoined from submitting any further Lewis tunes for award of renewal rights and that renewal rights be restored to Lewis on tunes already awarded Mellin. Damages are also being asked.

Capitol Adds 4 Artists to Talent Roster

HOLLYWOOD—The trek of talent to Capitol Records continues, with four more names added to the firm's talent-roster this week.

Inked were Tabby Calvin and the Rounders, country singer Wanda Jackson, pop vocalist Trudy Richards, and Ken Errair, former member of the Four Freshmen, who signed a pact as a trombonist-vocalist.

Lee Gillette will produce sessions for Calvin and the Rounders and Errair, Ken Nelson will handle production of Wanda Jackson's disks, while Dave Cavanaugh has been assigned to guide record sessions for Miss Richards.

Petrillo's in Middle: Catches Sen. Barbs, Rebel Onslaught

Geo. Meany To Defense Of AFM Chief

HOLLYWOOD — George Meany, president of the AFL-CIO, last week declared that all charges against the dictatorial powers of AFM President James C. Petrillo were "inherited by him from Joe Weber" and have been kept in the constitution by the AFM membership for "all these many years."

Meany, here to dedicate the new headquarters of the Screen Actors' Guild, averred that the current anti-Petrillo battle being waged by Local 47 "was an internal problem." He acknowledged, tho, that he knew of no other union or labor organization that had the broad powers referred to in Article I, Section I, of the AFM constitution.

Queried what might result were the Local 47 complaint taken to

(Continued on page 17)

EXEC BOARD BACKS REFEREE

NEW YORK — International exec board of the American Federation of Musicians last week adopted virtually all recommendations of Referee Arthur J. Goldberg, and ordered that Cecil Read and 10 followers be expelled. The action against the dissident elements who sought to seize control of Local 45—if upheld by the AFM Convention—would deprive Vice-President Read of union membership for one year and deny him office for two years after reinstatement. The 10 board members, too, are subject to expulsion, but may be reinstated after one day, the board ruled. They, too, would not be eligible to hold office, under Local 47's bylaws, for two years from date of their re-admission to the union.

Union Head, Rosenbaum to Speak Pieces

HOLLYWOOD — Publicly branding the "broad dictatorial powers" of American Federation of Musicians' President James C. Petrillo as "the most undemocratic ever seen or heard of in any labor organization," the House Subcommittee on Labor and Education ended its two-day session here with the promise of further meetings in New York and Washington, at which both Petrillo and Music Performance Trust Fund Administrator Samuel R. Rosenbaum would be asked to give testimony.

Four chief inequities involving the Trust Fund were attacked by a procession of witnesses during the two-day hearings, during which Petrillo's wide range of powers were repeatedly scored. Viciously

(Continued on page 16)



DOUBLE HEADER

RUSTY DRAPER

"Rock And Roll Ruby"

AND

"House Of Cards"

MERCURY 70879



CHICAGO 1, ILLINOIS

Juke Exemption Hassle Cues Study of Old Shotwell Findings

WASHINGTON — While no further moves on the Kilgore bill to end juke box royalty exemption have been reported by the Patents and Copyright Subcommittee, the Copyright Office study group is digging into some 17-year-old history on the same problem. The Library of Congress has announced that the Copyright Office experts are going over the voluminous files of the so-called Shotwell Committee, which undertook a study of the nation's tangled copyright statutes in 1938-'39.

Copyright Office spokesmen emphatically state that while the discussion on copyright of that time provide material for study, today's study of copyright revision will not be influenced by the recommendations of the Shotwell Committee. Those recommendations were incorporated into a 56-page bill, S. 3043, in 1940, which received no action in Congress because of the outbreak of World War II. One of the subsections of the bill recommended that the juke box exemption be retained on all works existing up to the time of the passage of the bill, but made no provision for exemption of performance royalties after that date.

The Shotwell study was original-

ly undertaken under Waldo G. Leland, former chairman of the long-named Committee for the Study of Copyright of the National Committee of the U. S. on International Intellectual Co-Operation." Its aim was to promote copyright relations with Latin America, and bring the U. S. into the Berne Copyright Convention. The copyright experts soon realized the need for total re-

(Continued on page 66)

Hi-Fi Booms Disk Sales In Honolulu

NEW YORK—Hi-fi has just hit the Hawaiian Islands, and the disk business potential has boomed accordingly, according to Joe Karasick, manager of the RCA Victor distributorship in Honolulu. Here for a one-month vacation, Karasick stated dealers in Honolulu and Maui, some 40 in all, as well as post exchanges and ships' service stores, were continuously out of stock on players. Sales trend in records, says Karasick, is similar to that in the States, with package merchandise on the upswing. A shipping problem, resulting in the late arrival of disks, persists in the Islands. The effect of this is relatively slight on the package sales, but hurts the over-the-counter movement of hit singles.

Record tastes in the Islands parallel those in the States. Population is 450,000, including a large Oriental segment in addition to Hawaiians and Americans. In the singles field, 45's have taken over generally, and virtually all juke boxes handle the donut disks.

Waring Junket Due June 12

NEW YORK—The annual Fred Waring "Song Pluggers' Day," at which the popular maestro plays host to the music fraternity at his swank Shawnee-on-the-Delaware Country Club, will be held this year on Tuesday, June 12.

As usual, arrangements have been made for those who would like to go up a day early, but the special committee, which consists of Hy Ross and Bernie Pollack, warns that reservations will have to be made early because of limited space. Music men have been advised to contact either Ross at Robbins Music, or Pollack at Mills Music.

The regular Waring Day committee, besides Ross and Pollack, includes Leo Diston, Mickey Glass, Mickey Addy and Joe Santly.

New B-G Firm On Prowl for Young Talent

NEW YORK—Bill Buchanan, who recently bowed out of his Monument Music association with Larry Uttal, has joined forces with Dick Goodman. New firm, to be known as Buchanan and Goodman, will be combined management and publicity operation focussing on teen-age artists and material.

The firm has inked management pacts with the Sonnets, young Baltimore group, for whom a record contract with the Herald label has been signed, and with Jimmy Castor and the Juniors, a New York group of youngsters, who have cut their first sides for Mercury. The new firm will continue on the prowl for new teen-age talent.

More About Mercury 1c LP Sale Plan

CHICAGO — In an amplified explanation of its new 1-cent premium sales plan on LP's (The Billboard, May 26), Mercury Records last week disclosed that the nominal charge to dealers for its premium coupons will be 50 cents.

During June and July, every purchaser of a \$3.98 Mercury, Wing or EmArcy album will receive one of these premium coupons, which entitles him to purchase two more LP's for \$3.99—one for \$3.98, the other for 1 cent. Dealers buy these coupons from their local distributors for 50 cents.

Once a customer has completed the three for the price of two LP's transaction, the retailer then orders three new LP's from his local distributor, paying \$2.47 plus the redeemed coupon, thus holding his gross within 2 per cent of normal.

Randle Tops Pulse Ratings

CLEVELAND — DeeJay Bill Randle, WERE here, made a clean sweep of the March-April Pulse ratings, chalking up the highest quarter-hour rating for daytime-five-a-week, Saturday and Sunday daytime, and evening, multi-weekly shows, local or network.

At the same time he topped his own ratings from Pulse's last Cleveland survey in October and November. Randle's quarter-hour rating (6:45-7 p.m.), Saturday and Sunday daytime, on the new Pulse study was 6.8, approximately 30 per cent higher than the 4.8 he received last time, while his day-from 6.5 to 7.8 (averaging out to a 7.0 for the total five hours,) and his evening-multi-weekly rating went from 6.0 to 7.7.

Arthur Godfrey on WGAR, also received a 7.8, tying Randle in the No. 1 daytime-five-a-week rating slot, but otherwise the jock topped every other radio show in Cleveland, local or network. WERE also walked off with the top four highest quarter-hour ratings, Saturday and Sunday daytime, with deeJay Tom Edwards second, 6.3; "Teen Time," third 6.0, and spinner Phil McLean, fourth, with a 5.5.

Geller to Cap Rep Staff as Album Producer

Move in Line With
Firm's Expansion
Of Intl. Catalog

HOLLYWOOD — The further importance of Capitol Records as a major factor in the classical record market, in addition to indications that the firm would shortly acquire the HMV line and some of its artists, were seen this week with the appointment of Harry Geller to Capitol's repertoire staff.

A veteran musical conductor and previously associated in artists and repertoire positions with both RCA Victor and Mercury Records, Geller's appointment becomes effective July 1. He will serve the company as an album producer, principally in the classical division, altho not limited to the latter. Geller will report to Francis Scott, head of the company's album repertoire department.

According to Capitol President Clem Wallich, Geller's appointment is "in line with Capitol's anticipated expansion of its international catalog." Since January of this year, Capitol has released 13 serious classical albums imported from original EMI masters. Dick Jones, classical director in the East, and Bob Meyers on the classical a.&r. staff here, both continue in their present posts.

Additional emphasis on the global structure of Capitol was also seen in the forthcoming appointment of Joe Zerga, business manager of Cap's repertoire department, as vice-president and general manager of Ardmore and Beechwood Music, Capitol's subsidiary music publishing firms. New post is in addition to his present duties. Mike Gould continues as vice-president and professional manager of both firms, reporting to Zerga.

Tentative plans call for Gould to embark on a six-week visit to England and Europe this summer, with the possibility existing that Capitol might open its own firms abroad. Wallich declared the expansion of Cap's publishing firm was being made "to take full advantage of present-day opportunities. It is expected that the expansion of these operations will shortly result in widespread acceptance of Ardmore and Beechwood Music as leaders in the music publishing field."

Capitol is the only major firm, under Mike Gould's aegis, to successfully operate its own publishing subsidiaries, scoring with "Vaya Con Dios" two years ago and more recently with "Autumn Leaves."

Conn. Jazz Festival Set For Late July

BRIDGEPORT, Conn. — Connecticut's first major jazz festival is scheduled to open the night of July 28 at Fairfield University Stadium Bowl in a special performance for the benefit of the Connecticut Symphony Orchestra. Already signed for the date are Duke Ellington's ork and the Chico Hamilton Quintet. Festival will be emceed by Sidney Gross, deejay currently heard over the ABC network and WNYC, New York, and jazz artists and repertoire chief of Urania Records. An original presentation, written by Gross and featuring all participating artists, will cover historic milestones

BMI OFFERS ELECTION PKGS.

NEW YORK — Broadcast Music, Inc., is sending out 21 scripts, particularly suited to election year programming, to more than 3,000 AM and TV stations. Titled "1956 Presidential Package," scripts will include time signals and station breaks, with a total of five hours of programming. The gratis scripts include "The Rise of Political Campaigning," "Famous First Ladies," "Famous Campaign Songs," etc. BMI spent six months on the project in order to produce authentic material.

1st Quarter Excise Tax Tabs Peak Disk \$\$

WASHINGTON — The United States Treasury Department's excise tax report on phonograph records for the quarter ended March 31 furnishes additional documentation of the substantial increase in dollar volume last year. The collections, for the quarter ended March 31, 1956, represents shipments during October, November and December of 1955. The collections during the first quarter of 1956 totaled \$3,680,000, as compared with \$2,459,000 for the comparable quarter in 1955.

These figures bear out earlier predictions (The Billboard, March 10) that record sales for '55 would hit a peak. The March 10 story, based upon an analysis of 10 months' excise tax figures, January thru October of 1955, estimated that 1955 would show a dollar volume of \$220,000,000.

Excise tax collections on radios, phonographs, television sets and components, for the first quarter of 1956, totaled \$50,073,000, as compared with \$49,090,000 for the comparable quarter in 1955.

MAGIC R&R

Hooch Out; Kids Settle For Freed

CHAPPAQUA, N. Y. — Alan Freed, one of the nation's leading promulgators of rock and roll, has found a golden public relations opportunity in this quiet, well-heeled Westchester County community.

The town recently made the eastern papers, when members of its high school graduating class persuaded their parents to serve beer at the graduation party. When the clergy and a segment of the community took up arms against this, the parents backed down and "made a deal" with the kids. "Don't drink, and we'll buy you a hot show business attraction," they said.

The "attraction" turned out to be Freed and a 12-piece rock and roll band, and the kids reportedly compromised readily.

Freed, who has been fighting bad publicity arising from rowdiness at several rock and roll affairs, had jumped into the Chappaqua fracas with an offer to play for scale provided the kids swear off the hooch.

Chappaqua's population consists largely of TV, radio, magazine and ad agency executives.

of jazz with Ellington's band as the focal point. Admission price will range from \$1.50 to \$5.



JUST RELEASED

RICHARD HAYMAN

WITH A NEW HIT INSTRUMENTAL!

"Autumn Concerto"

AND

"STREET OF TEARS"

MERCURY 70884



CHICAGO 1, ILLINOIS

Copyrighted material

A DELIGHTFUL NEW BALLAD



MIYOSHI UMEKI

"The Little Lost Dog"

AN.

"THE STORY YOU'RE ABOUT TO HEAR IS TRUE"

MERCURY 70880



CHICAGO 1, ILLINOIS

J.C.P., Rosenbaum Testimony

• Continued from page 13

attacked were the provisions which turned over rescoring fees (\$25 per man) to the Trust Fund, reuse fees for transcribed radio shows, recording scale raises of 21 per cent which have gone to the Fund instead of to the musician, and the basic 5 per cent television film formula which, according to testimony, "has created widespread unemployment."

Tariff Proposal

Reference to the widespread practice of telefilm producers buying their music abroad brought suggestions from both Representatives Joe Holt and James Roosevelt that a tariff on the import of such tapes "might be the answer." The Billboard has previously reported moves within the I. E. B. to petition the Federal Tariff Commission with such a tariff in view.

Cecil Read, leader of the dissident faction whose revolt stimulated the current investigation, proposed legislation which would subject all international union officers to the voting will of the membership, would prevent them from diverting or misusing union funds, would require the ratification of collective bargaining agreements by the membership and which would prevent evasive collection of welfare funds from employers or employees.

The controversial Article I, Section I of the AFM constitution was repeatedly attacked by both wit-

ASCAP Worry

• Continued from page 13

member of the broadcasting industry, namely Du Mont. Famous-Paramount was recently bought by Du Mont, and Paramount Pictures owns and operates its own subsidiary, Paramount Television Productions, and Station KTLA, Hollywood. The ASCAP bylaws forbid any member with a pecuniary interest in the broadcasting industry, and also members of the motion picture business to take part in negotiations dealing with those respective industries. According to rule, such members absent themselves from sitting on the board on such occasions. This results in a loss of negotiating strength, it is felt.

Conspiracy?

Goodwin's status as a member of the broadcast industry also has come up for discussion among writers involved in the multi-million-dollar suit against BMI. One of the complaints charged in the action by approximately 33 ASCAP writers is that BMI and the broadcast industry have conspired, and as supporting evidence, the writers point to many broadcasters on the BMI board. They question their chances for success when confronted with a similar situation in ASCAP.

It has been suggested that all members of the board, including indie publishers and writers, be required to sign sworn affidavits as to whether or not they own stock in a film or TV company. This idea is advanced in view of the Justice Department having forbidden members with such pecuniary interests from participating in negotiations.

Referring to the pending sale of the Warner Bros. music interests, writers here also question whether or not a publisher can make such a sale in which a writer's equity is involved, without the consent of the writers. Instances were cited where law suits have been instigated in the past on the grounds that such a sale might deplete the value of a writer's property. It's also pointed out that basic SPA agreements forbid the bulk sale of a catalog, particularly where foreign sales are concerned.

nesses and members of the committee. Chairman Phil Landrum commented that "amendments to the constitution have absolutely no value whatsoever if the president wants to make use of his powers under that section."

Lud Gluskin, CBS music director; band leader Bob Crosby; Dean Johnston, attorney for the Alliance of TV Film Producers, and Holly Humphries, orchestra manager for Ozzie Nelson, all cited instances involving the "unworkable provisions of the 5 per cent TV film formula." Innuendoes pointing to continued bootlegging of music by musicians in this country who obviously do not believe in the TV film trust fund were present in some of their remarks.

Representative Roosevelt promised a study into the question of "property rights" of musicians, pointing to possible changes in the copyright laws. Testimony during the second day brought an admission by deposed Local 47 President John te Groen that "Petrillo has privately acknowledged that he made a mistake in taking the \$25 rescoring payments away from musicians." Asked if Petrillo would acknowledge his mistake and return the money to the musicians, te Groen said, "that I don't know."

International studio representative Phil Fischer was pinpointed by committee chairman Landrum as to whether or not he subscribed to Petrillo's broad powers, and after repeated efforts to evade the questions, he answered affirmatively.

Other witnesses heard included rank and file members Damon Hassler, Si Zentner, Leonard Hartmann, Dale Nichols and Mrs. Ethel Clickman, widow of a member who had been receiving \$25 rescoring payments until they were diverted last year. Representative Roosevelt echoed the sentiments of other committee members in saying, "They made no effort to get the money back after it had been originally paid, and cut off payments without proper notification. This money obviously belonged to you or you wouldn't have gotten it in the first place or be allowed to keep it."

Westlake Quintet Signed by Decca

HOLLYWOOD — Decca Records dipped into the modern jazz field this week, signing the Westlake College Quintet to a term recording contract. Group are students at the Westlake College of Modern Music here, and recently won a contest sponsored by Wurliitzer. Sessions are to be held on the Coast shortly, with the group set to record an album of original modern jazz tunes.

Full Recovery For Garner

NEW YORK — Jazz pianist Errol Garner, at Lenox Hill Hospital here following his recent automobile accident, is expected to make a complete recovery. His dates at Camden and Cleveland have been canceled, but it is expected that he may be able to fill the engagements booked for San Francisco. Garner recently renewed for two years with Joe Glaser's Associated Booking Corp.

NEW YORK — Norman Glenn, vice-president and director of Broadcast Planning for Doherty, Clifford, Steers & Shenfield is resigning from the agency to join Young & Rubicam.

He will function as supervisor on the General Electric account and take over some other important account areas.

Closer Philips-Col'bia Liaison

• Continued from page 12

European music men who has been quite influential in the development of the American song market abroad, states the package record business in France has shown a tremendous rise. EP's, he adds, now constitute an even larger dollar volume than LP's. The 78 singles market is very slow. France's total record business in 1955, it is estimated, was 62 per cent ahead of 1954, and the first quarter of 1956 is again 50 per cent ahead of the comparable quarter of 1955. He estimates 1956 will be 75 per cent ahead of 1955 in dollar volume.

The reason for the boom, Canetti states, lies in the fact that phonograph sales have created many new record buyers. Each buyer of a new phonograph, according to Canetti's statistics, purchases 24 to 30 LP's and EP's in the first three years following acquisition of the phono. Consumer demand for phonos is greater than the supply.

The 45 singles market, altho better than the 78 market, is still small. The donut disks are used for juke boxes and broadcasting. The teen-agers, largely, are oriented to the EP disk. In parts of Europe other than France, singles are doing well, according to Canetti.

Commenting on American a.&r. practice, the Philips exec says disks here are more gimmicked than the European product—where the chief aim is to capture the live

performance faithfully. But the exec, who discovered Edith Piaf in 1935 and brought to Europe such artists as Louis Armstrong, the Mills Brothers and Cab Calloway, is struck with the excellence of American musicianship.

Philips, Canetti indicated, is giving even greater emphasis to the development of a world market for continental singers. Early this month, many such pop artists moved from Polydor to Philips label as a result of a new diskery alignment abroad (see separate story).

Meany Defends

• Continued from page 13

the joint AFL-CIO, Meany replied, "I couldn't say what my reaction might be."

In the wake of the expulsion order handed down by Petrillo and the International Executive Board against rebel leader Cecil Read and 10 others, Local 47 members late last week mapped their strategy for the continuing battle to be waged at the AFM convention on June 11. Petrillo's expulsion order granted Read and the others a stay until the convention, when an appeal could be made.

A general membership meeting of Local 47 will be held here this week (28) at which time convention delegates John te Groen, Maury Paul and Phil Discher are to be instructed. Resolutions to be introduced, and which are almost certain to be passed, include: (1) Amendments to the AFM constitution and bylaws which will deprive Petrillo and the IEB of "their present arbitrary powers, (2) the grant to local associations and Local 47 the right to participate in all negotiations of contracts, (3) resolutions requiring the enforcement of payments of residual rights to musicians, (4) enactment of laws to amend the copyright laws and enforce proprietary rights of musicians, (5) reversal of the policy requiring compulsory contributions to the trust fund, and (6) reversal of the expulsion orders against Read and the 10 others.

Ironically, te Groen and Paul are delegates to the convention, altho the Local 47 membership deposed them at recent meetings. Petrillo's order last week called for both to be reinstated with retroactive pay.

A political group at Local 47 last week formed a committee for the "re-election of Reps. Joe Holt and James Roosevelt," both of whom were members of the House subcommittee which aired the anti-Petrillo charges.

RCA-EMI Pact

• Continued from page 13

show more interest in several HMV acts which, he feels, have potential in the American market. Specifically, he referred to Alma Cogan, Ronnie Hilton and Don Lang. HMV, he stated, has been pushing hard on certain Victor artists, and most recently has broken thru a great deal of public apathy to get Elvis Presley's "Heartbreak Hotel" up to the No. 15 slot there.

Unique Deal

• Continued from page 13

Such fees will be non-returnable. However, artists are being asked to relinquish a portion of the performing fees, when and if the disks reach a certain high sales mark, which will be pre-determined. This would be taken out of royalties only after the disks hit that figure.

Columbia's pop album head and resident jazz expert, George Avakian, is handling the project for the diskery.

LP Production Mushrooms

• Continued from page 12

Dozen" LP promotion plan, which is staged three times a year.

In line with its stepped-up production and promotion on LP's this year, Mercury will release 125 albums (on Mercury, EmArcy and Wing) starting this month and continuing thru November, making a total of almost 200 in all for the year.

Dot Records, which wasn't even in the album business last year, is moving ahead fast, with 15 LP's out to date and a total of 65 scheduled for release by the end of 1956. ABC-Paramount, also new to the LP field, is putting more than \$100,000 into album production during 1956, and expects to have from 50 to 75 LP's on the market by the end of the year.

On the classical side, Westminster is operating on a one-LP-release-a-day schedule, which — eliminating weekends—adds up to between 250 and 300 albums for the label this year.

Angel Records has a hefty schedule of 141 album releases for

'56, with many sets including two or three 12-inch LP's per package.

The rest of the key indies are equally active on the album production level, with Kapp set to bring out about 43 LP's this year, including 18 packages released to date. Vox has released 32 albums since the first of the year and plans to bring out 35 more, making a total of 67 for 1956. Similar schedules are in the works at Atlantic, Bethlehem and Prestige. On the West Coast, Norman Granz expects to release 50 albums each on Clef and Norgan, 25 on Down Home and 75 on Verve. Imperial, which recently bowed in the album market, will release five albums per month, while Modern intends releasing four LP's each month. Liberty, Pacific Jazz, American, Aladdin, Contemporary, Good Time Jazz, Dootone and others have indicated that releases schedules will also be increased, with these firms amassing a total release of more than 200 LP's for the 1956 disk market.



GREAT SONG!

GREAT PICTURE!

GREAT ARTIST!

EDDY HOWARD

"Whatever Will Be, Will Be"

From The Paramount Picture "The Man Who Knew Too Much" with Doris Day and Jimmy Stewart

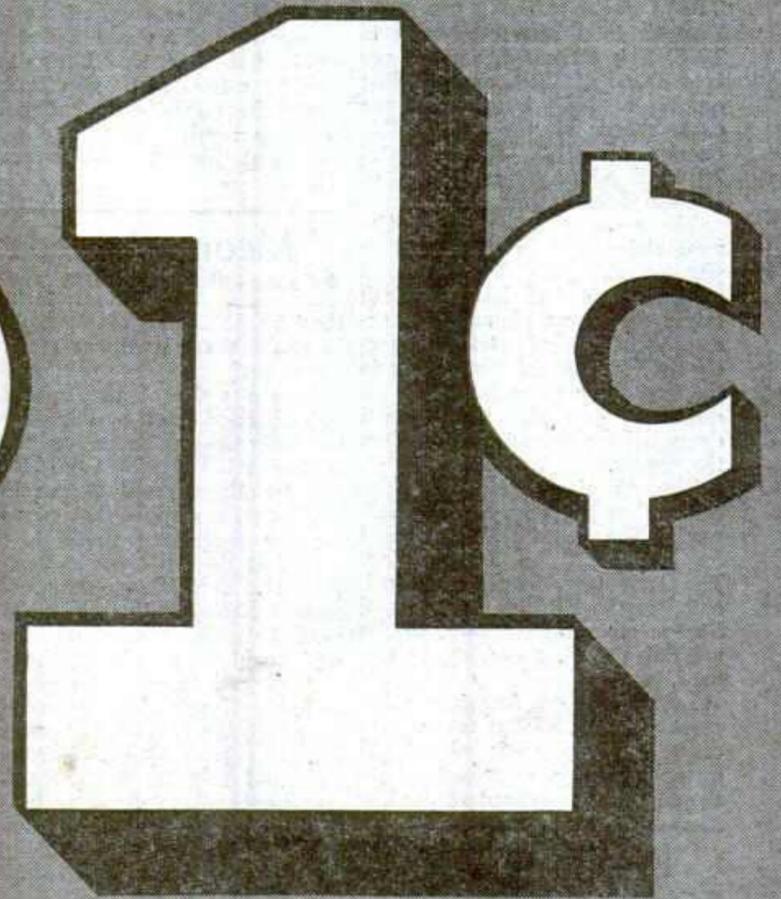
AND

"YOU CAN'T KEEP RUNNING FROM YOUR HEART"

MERCURY 70881



CHICAGO 1, ILLINOIS



Mercury ANNOUNCES THE SALES PLAN IN THE HISTORY

The Only Plan Designed To Bring Customers To

- 1** During the months of June and July you may offer to any purchaser of a Mercury Popular, Classical or Jazz single 12" Long-Play record, a 1c premium coupon.
- 2** This coupon entitles him to buy any Mercury, Wing, or EmArcy single 12" Long-Play record of his choice for 1c with a purchase of another Mercury, Wing, or EmArcy 12" Long-Play record at regular price.
- 3** The customer may redeem coupons any time from June 1st to August 31st.
- 4** The customer may choose to buy two 12" Long-Play records at one time and redeem his coupon immediately. Or he may choose to buy one record and return to use his coupon at a later date. Either way the customer has his choice of selecting from the entire Mercury, Wing, and EmArcy catalog and he buys all three records from you.

PREMIUM SALE

GREATEST DEALER-CONSUMER OF THE RECORD BUSINESS!

Your Store Without Joining A Record Club!

- 5** The customer may receive as many coupons as he desires during the time of the sale merely by purchasing additional Mercury 12" Long-Play records at regular price.
- 6** Customer makes selections from hundreds of famous Classical, Popular and Jazz 12" Long-Playing Records.
- 7** Take advantage of this excellent traffic stimulator immediately.

- 8** Your Mercury distributor and salesmen have all details.



CHICAGO 1, ILLINOIS

CARL PERKIN'S SMASH!
BLUE SUEDE SHOES

- * Recorded by:
- BOB ROUBIAN & CLIFFIE STONECapitol
 - SID KINGColumbia
 - LAWRENCE WELKCoral
 - ROY HALLDecca
 - JIM LOWEDol
 - BOYD BENNETTKing
 - SAM TAYLORM-G-M
 - JERRY MERCERMercury
 - CARL PERKINSSun
 - PEE WEE KINGVictor
 - ELVIS PRESLEY (album) ...Victor
- *Records listed alphabetically by companies.
- HI LO MUSIC, INC.
HILL & RANGE SONGS, INC.

THE POOR PEOPLE OF PARIS

- (Jean's Song)
* Recorded by:
- Larry ClintonBell
 - Les BaxterCapitol
 - Philippe ClayColumbia
 - Sammy Kaye (Album) ...Columbia
 - Lawrence WelkCoral
 - Russ MorganDecca
 - Winifred AtwellLondon
 - Roger RogerMGM
 - Les AnthonyTops
 - Chef AtkinsVictor
- *Records listed alphabetically by companies.
- REG. CONNELLY 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.

DAVID WHITFIELD'S exciting new recording

MY SEPTEMBER LOVE

on LONDON RECORDS

"RATTLE MY BONES"

JODIMARS

Capitol 3436

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

Once Heard, Never Forgotten

Heart of Paris

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

B. F. WOOD Inc. 1619 Bway, NYC

Rodgers Event a Big Draw

• Continued from page 12

Al Dexter, Jimmy Work and Martha Lynn.

With prices scaled at 50 cents for kiddies and \$1 for adults, the Saturday night show attracted nearly 7,500 patrons. Money derived therefrom will go to the Jimmie Rodgers Memorial and Health Foundation, whose purpose it will be to further the interest in country music and to aid needy country and western artists.

Hospital Idea

Tubb, who heads up the Rodgers Foundation, stated here Saturday (26) that the organization has discharged the idea of building a Jimmie Rodgers hospital in Meridian in favor of the new plan for furthering country music and aiding indigent performers.

Tubb stated further that work will begin early in June on a Jimmie Rodgers Hall of Fame, to be operated much along the line of the Baseball Hall of Fame at Cooperstown, N. Y. A committee of 12, chosen from the various facets of the country and western music

HIGH CALIBER

Decca Adds 15 Packages To 'Holiday'

NEW YORK—Decca Records' highly successful "Holiday Series," comprising music from many lands, has been augmented with six colorful new packages. The additions bring the current total to 15 albums. The series is keyed to the holiday and vacation slant and the label is carrying on one of its heaviest promotions to date on the complete set, including a dealer window display contest. The combination of summer merchandising value and the high caliber of the material makes the set a powerful package.

The new additions include: Your Musical Holiday in New York (1-12"), Werner Muller and his orchestra, DL 8263; Your Musical Holiday in the Dominican Republic (1-12"), Super Orquesta "San Joé" de la Voz Dominicana and Antonio Morl y su orquesta, DL 8274; Your Musical Holiday in the South (1-12") Guy Luypaerts and his orchestra, DL 8271; Your Musical Holiday in Barcelona (1-12"), Coblá Barcelona (Catalan Band), Esbart Verdaguier (folk dancers) and the St. Jordi Choir, DL 8224; Your Musical Holiday in Mexico (1-12"), Pepe Gonzalez and his orchestra, DL 8266, and Your Musical Holiday in Spain (1-12"), Jose Ambeniz and his orchestra, DL 8265.

Ren Grevatt.

COLUMBIA RECORDS



everything for complete Listening Pleasure

RECORDS • PHONOGRAPHS • NEEDLES
"Columbia," Trade Mark Reg. U. S. Pat. Off. Marcas Registradas

field, each year will chose an individual to be honored with a place in the Hall of Fame. The first to be so honored at this year's convention was the late Fred Rose, who until his death several years ago headed up the Acuff-Rose music firm.

Also introduced for the first time this year was the Jimmie Rodgers Achievement Award, which each year will go to the man and woman contributing the most to the country and western music business. This year's winners were Elvis Presley and Kitty Wells. Selection was made thru voting among members of the various fans' clubs and the trade.

Deejays Turn Out

Especially noteworthy was the large turnout of deejays at this year's event. Music publisher and record company representation was on a par with other years. Among record and music men on deck for the two-day session were Jack Newman and Nat Vincent, Peer International; Bob Burrell, Columbia; Yankie Barhovich, Fine Records; George Marlo, BMI; Don Pierce, Star-Day; Lester Rose, Joe Lucas and Mel Foree, Acuff-Rose; Chick Crumpacker and Bud Booth, RCA Victor; Julian Aberbach and Grelun Landon, Hill & Range, and Harry Silverstein, Decca.

Jack Stapp, general manager and program director of Station WSM, Nashville, flew in Saturday to direct the Prince Albert portion of "Grand Ole Opry" over the NBC radio network from Ray Stadium. This was only the third time in its long history that the Prince Albert seg wasn't originated from Nashville. On the P. A. show were Ernie Tubb, Hank Snow, Lefty Frizzell, Charlie Walker, the Wilburn Brothers, Del Wood and the Duke of Paducah.

James Bowling again headed up the Philip Morris contingent which tied in with promotion on the two-day meeting. Other Morris men on deck were Bob Norris, Jack Fones, John Montgomery, Jack Prokop and the popular little Johnny.

100G Johnston Infringe Suit

SAN FRANCISCO — Action charging copyright infringement by the song, "Wake the Town and Tell the People," was filed in Federal Court here by plaintiff James Johnston, who claimed the song infringes on his composition, "Looking Into Space, I See You."

Petition asked for \$100,000 in damages and named Joy Music, Oxford Music, Santly Music Company, Sherman-Clay and writers Sammy Gallop and Jerry Livingston as defendants.

Plaintiff acknowledged that there is no similarity in the lyrics of both songs, but claimed in his complaint that "Wake the Town" used his original melody. Latter was copyrighted and recorded and also broadcast, according to the suit.

Mercury Sells Dallas Branch

DALLAS — Cook Distributors, Mercury-owned local branch, has been sold to H. W. Daily, who operates D. & D. Distributors. Manager Frank Anderson will continue in that capacity under D. & D., the only change being that Mercury now has an independent distributor here rather than its own outlet.

However, Mercury still has the same number of company-owned branches, since the label recently dropped its independent distributor in San Francisco and set up its own branch in that city.

LITTLE LEAGUER GETS ON BASE

HOLLYWOOD—It took a dare from grandson Jimmie Fisher to bring Art Kassel out of retirement, with the result that the ex-maestro currently has a tune on the Peatman list and a disk rapidly climbing in sales.

Young Fisher, a member of the Little League baseball school, dared Kassel to "come up with something," since he was such a "big shot." Kassel penned a tune called "Little Leaguer" which has since been performed on a number of TV spectaculars and the Perry Como and George Gobel tele-shows.

Kassel has since formed Double-Play Records and is currently selling the disk to Little League clubs at wholesale prices, with the club making 50 cents on each record sold.

Col'bia Names Wm. Cormeier

HOLLYWOOD — CBS-Columbia of Southern California, factory distributing branch handling the firm's output of phonograph equipment and television, has named William H. Cormier general sales manager of the outlet here.

Cormier will report to Forrest Price, manager of branch operations for CBS-Columbia with headquarters in New York.

Cormier formerly was associated with Emerson Radio & Phonograph Corporation, and before that served as general sales manager for the Emerson distributing branch in Los Angeles. He owned and operated his own radio and appliance store at one time in Lynwood, Calif.

DUBIN TO ATTEND WASHINGTON MEET . . .

Joseph S. Dubin, chairman of the Copyright Subsection of the American Bar Association on Patents, Trade-Marks and Copyrights and chief counsel for Universal-International, will attend the Congress of Washington, a meeting of world wide representatives of the International Association for the Protection of Industrial Property. Meeting convenes in Washington Monday (28).

Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	3	—	1
AUTHENTIC	—	—	1
CAPITOL	6	2	—
CHESS	—	—	1
CO-ED	—	1	—
COLUMBIA	3	—	—
CORAL	4	—	—
CORONATION	—	1	—
DECCA	4	2	—
DE LUXE	—	—	1
DOOTONE	—	—	1
DOT	1	—	—
DUKE	—	—	1
EKKO	—	1	—
FEDERAL	—	—	1
FOREST	1	—	—
GOTHAM	—	—	1
GROOVE	—	—	2
HARMAD	1	—	—
HERALD	—	—	1
IMPERIAL	—	—	1
JESTER	1	—	—
JM	—	—	1
KAPP	2	—	—
KING	—	1	—
MADISON	1	—	—
MERCURY	5	—	—
METEOR	—	—	1
M-G-M	6	1	—
PEACOCK	—	—	2
REGO	1	—	—
SAGE AND SAND	—	1	—
SARG	—	—	1
SAVOY	—	—	1
STARDAY	—	2	—
SUNSET	1	—	—
TIP TOP	1	—	—
VICTOR	4	2	1
TOTAL	45	14	19

Morgan Show Subs for 'Jan'

HOLLYWOOD — The Russ Morgan Orchestra has been named to replace the current "It's Always Jan" telepix series as a summer replacement on CBS-TV. Show is to be called the "Russ Morgan Show" and will originate live from New York.

Singer Helen O'Connell is slated to be featured, with additional guest stars from music ranks to be named. Package was set for the bandleader by General Artists Corporation, with Procter & Gamble slated to sponsor the half-hour show.

ANOTHER BMI "PIN-UP" HIT

GRADUATION DAY

Recorded by: ROYER BOYS, ABC-Paramount
FOUR FRESHMEN... Capitol
LAWRENCE WELK & LENNON SISTERS... Coral

Published by SHELDON MUSIC, INC.

"IT ONLY HURTS FOR A LITTLE WHILE"

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

Advanced Music Corp.

America's New Girlfriend

GLENDORA

PERRY COMO
RCA Victor

JACK LEWIS
Crest

AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

TRUE HIGH FIDELITY

LONDON RECORDS

Today's Hottest Hi-Fi

Fidelis by Voice of Music

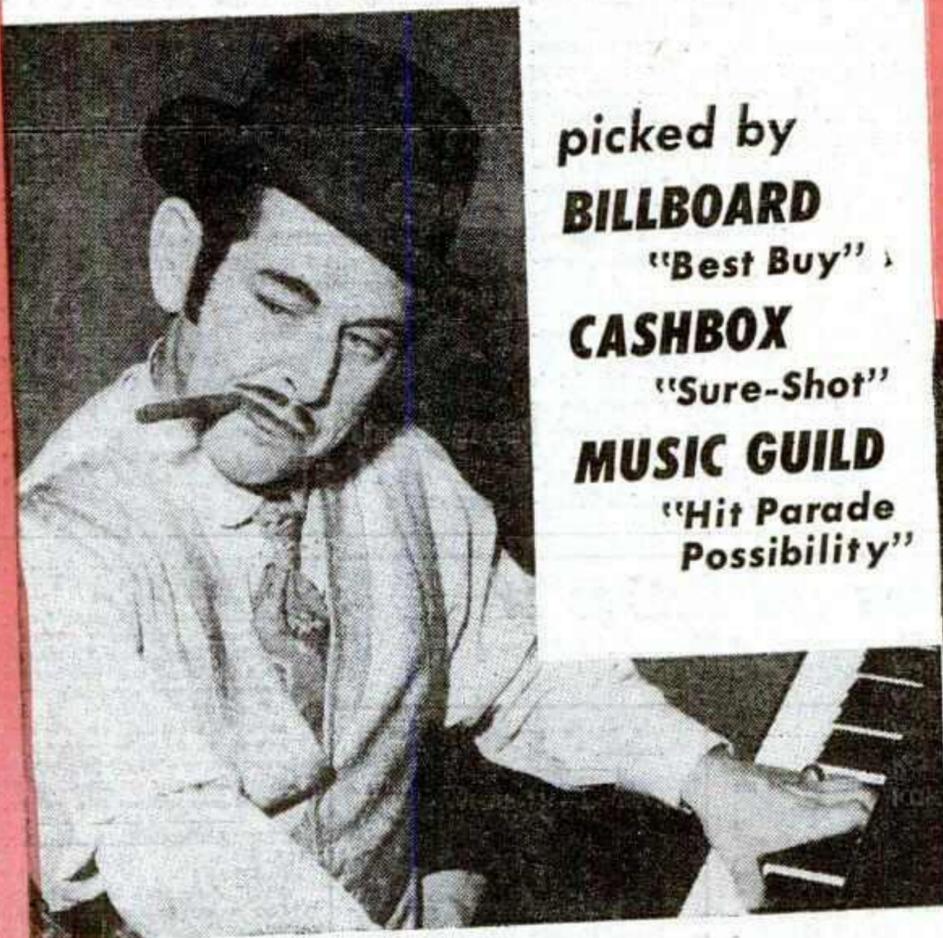
BLASTING to the top!

Powerhouse Sleeper
NOW BREAKING BIG!!

the **first** version

PORTUGUESE WASHERWOMEN

c/w **LUCKY PIERRE**
record no. 3418



picked by
BILLBOARD
"Best Buy"
CASHBOX
"Sure-Shot"
MUSIC GUILD
"Hit Parade
Possibility"

JOE "FINGERS" CARR

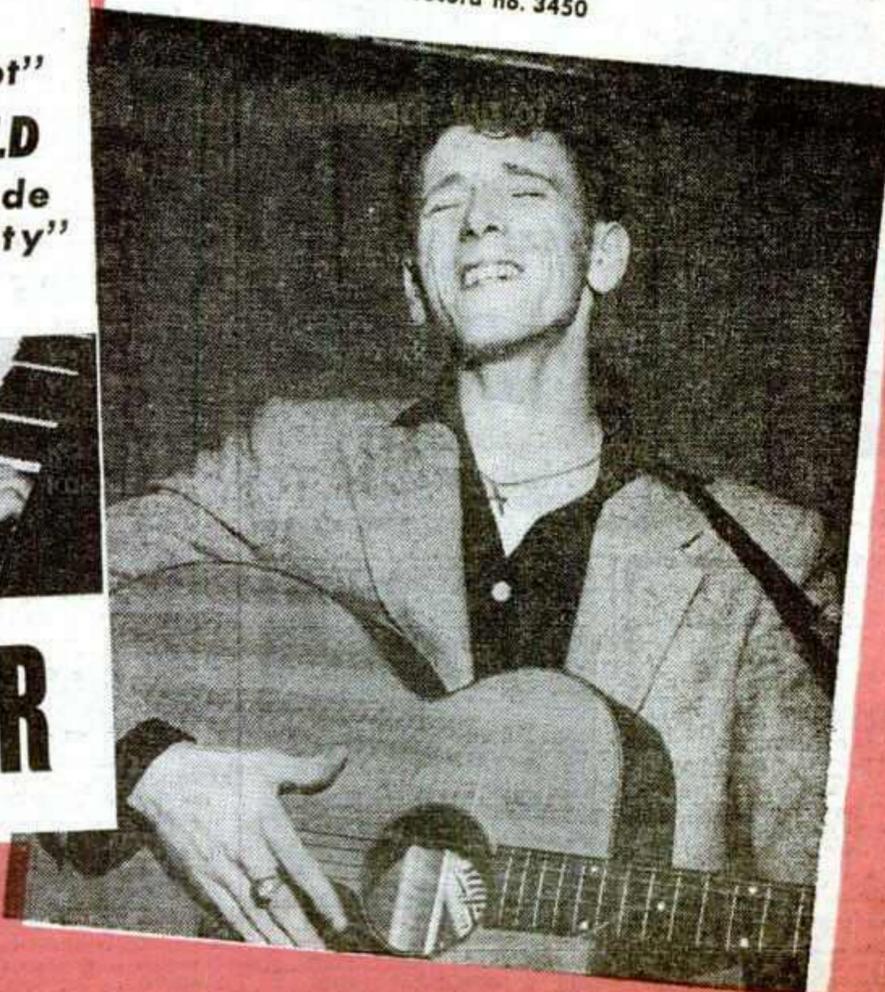
Just released and breaking wide open
the **SCREAMING END!**

GENE VINCENT

and His **BLUE CAPS**

BE-BOP-A-LULA WOMAN LOVE

record no. 3450



● **Review Spotlight on . . .**

ALBUMS

Popular

ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK (2-12") — Verve MCV 4001, 2

Norman Granz's young Verve label should have its first real smash with this monumental issue. Thirty-two songs, the real cream of Porter, are done here as they never have been done before. The great thrush outdoes herself in every department—diction, phrasing and communication of lyrics. It's her best sound on disks, and quite probably the best song selection she has had. The backing, arranged and conducted by Buddy Bregman, is varied but always simple, and swinging when it should be. It's a bonanza for jocks, for jazz fans and for the sophisticates to whom this Cole is "King." In other words, jazz shops, "class" shops, and plain record shops—stock up! Almost any track will serve as a demo, but for a swinger, try "It's Delovely." Heavy national promotion has been scheduled for this \$9.90 seller.

CALYPSO (1-12")—Harry Belafonte. RCA Victor LPM 1248

Harry Belafonte is a top-selling artist on the album charts right now and his new LP should enjoy a similarly big sales success. The cross-section of songs based on the traditional melodies of the English-speaking islands of the Caribbean—sung with expressive warmth and sincere emotional impact by Belafonte—include some interesting new (to the U. S.) calypsos—the West Indian love songs, "I Do Adore Her," "Jamaica Farewell," and "Dolly Dawn," along with "Day O" and "Hosanna." Excellent backing by Tony Scott's orchestra and guitarist Millard Thomas, spotlighting effective use of the penny tin whistle. A striking color photo of the remarkably handsome Belafonte gives the package a big plus display-wise.

Classical

FIESTA! (1-12")—Hollywood Bowl Symphony Orchestra; Carmen Dragon, Cond. Capitol P 8335

Capitol's Hollywood Bowl Symphony LP's are strong, steady sellers and this package should chalk up impressive sales. The package, which holds particular appeal for beginning collectors, spotlights excellent performances of music (both classical and traditional folk songs) inspired by the passion and gaiety of a Spanish fiesta. Selections include Bizet's "Chanson Boheme" from "Carmen," "Granada," "La Golondrina," "Andaluza," "Delibes," "The Maid of Cadiz," "La Paloma," and Massenet's "Aragonaise" from the opera "Le Cid." Provocative, eye-catching cover.

CONCERT PIANO ENCORES (1-12")—Leonard Pennario, Piano. Capitol P 8338

The selling power of this young pianist is well established, and this popular program is must inventory for all types of shops. Included are such staples as Chopin's "Black Key Etude," and "E Flat Nocturne," Debussy's "Reverie," Brahms' "Waltz in A Flat," Schumann's "Trau-

merci," and a flashy Pennario transcription of Strauss' "Emperor Waltz." More subtle interpretations may be imagined, but fans of this fare will be more than content with the clean, well-recorded pianistics of this volume. Pop and middle-brow jocks can use most of the material here without taxing their listeners.

MARIO DEL MONACO, Operatic Recital No. 3 (1-12") — Orchestra and Chorus of Accademia di Santa Cecilia, Rome; Alberto Erede, Francesco Molinari-Pradelli, Conds. London LL 1333

This third selection of excerpts from the Italian tenor's complete opera recordings will likely move quickly to the best-seller class, as did its two predecessors. These are superb performances by one of the great lyric tenors of the day. The selections are arias from the most popular Italian works. There are four cuttings from "Othello," two each from "Manon Lescaut," "Pagliacci" and "Rigoletto," (including the famous "La Donne E Mobile") and single arias from "Aida" and "Cavalleria Rusticana." With Del Monaco slated to open both the Chicago Opera and Metropolitan seasons next fall, this new package will undoubtedly enjoy a sustained and active counter life.

Jazz

DINAH! (1-12")—Dinah Washington. EmArcy 36065

The "new" Dinah impresses with her simplicity and sophisticated understatement. She sings a dozen standards here as they've never been sung before, stripping them down to the melodic and emotional essentials. Her selections include: "Good-bye," "Smoke Gets in Your Eyes," "Look to the Rainbow," etc. Harold Mooney backs her with brass, saxes, strings and Miss Washington's regular rhythm section. Outstanding sales from regular jazz, pop and r.&b. buyers can be expected.

Rhythm & Blues

A NIGHT AT THE APOLLO (1-12")—Apollo Band of the Year, Coles and Atkins, George Kirby, the Keynoters, Jackie Mabley, Amateur Show. Vanguard VRS 9006

John Hammond has realized his long-time ambition to tape an entire stage show at Harlem's famed showcase, the Apollo Theater, and good sales should richly reward his enterprise. Certainly, this is one of the most entertaining disk programs of the year, and it should be a smash album with the r.&b. trade. Also, it's one of the important documents dealing with 20th century show business. Some of the theater's most popular acts are on tap—the great impersonator-comic George Kirby, and rowdy Jackie (Moms) Mabley. The band, hardly disguised, is Count Basie's. That the audience is a big part of the show is apparent during the famed Amateur Show, in which a couple of good acts get discovered. Anywhere in the country where the Apollo is known, this can be sold. Notes are by the author-poet Langston Hughes.

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

SONGS OF THE SOUTH 86
Norman Luboff Choir (1-12")
Columbia CL 860

The Spanish moss hangs low on the tree that frames the stately, white Southern mansion on the striking wordless cover of this album. Quality of the singing is tops in soft, harmonic readings of 15 great songs of the South such as "My Old Kentucky Home," "Carry Me Back to Old Virginia," "Deep River" and the like. Mountain folk tunes get an astring, too; for example: "Down in the Valley," "Black Is the Color of My True Love's Hair," etc. Charming package should be a successful counter follow-up to the group's "Songs of the West."

FAMOUS CONTINENTAL MARCHES . 85
The Band of the Grenadier Guards, Conducted By Major F. J. Harris, M.B.E. (1-12")
London LL 1245

This rich display of martial music in the Continental tradition has the requisites of heavy sales appeal. The recording is tops and the band has a great full sound that conjures mental pictures of time-honored pomp and ceremony. There are marches of British, French, German and Italian background, and, considering the success of similar martial packages, this colorfully packaged set is almost cer-

tain to be an important counter addition.

DELICIOUS 82
Lenny Dee, Organ (1-12")
Decca DL 8275

Lenny Dee, with two successful albums behind him, comes thru with another happy, rollicking series of offerings. The lad shows much imagination in tunes like "Stompin' at the Savoy," "Honky Tonk Train Blues," "Jersey Bounce" and "Hawaiian War Chant." An organ can be a multi-talented, versatile instrument and Dee definitely makes it speak up. Of the increasing number of organ packages available, this is among the best.

WEDDING IN MONACO 78
(1-12")
Mercury MG 20149

Here's a real curio for collectors of oddities on wax. Mercury recorded the civil and religious ceremonies at the wedding. Whether the American public is still interested in the much-publicized event, remains to be seen. A hushed voice narrator describes the ceremonies. The happy couple is only heard twice — both times reciting faintly "oui." The flip spotlights Stan Kenton's vigorous ballet music, also recorded at Monaco, during a performance at the Monte Carlo Opera House.

YOUNG IDEAS 77
Glen Derringer, Organ (1-12")
ABC-Paramount ABC 105

ABC-Paramount's 11-year-old organist plays up an enthusiastic storm on 12 oldies, "Lazy River," "Stardust," "Tea for Two," etc. The boy (under contract to use a specially designed scaled-down Wurflitzer exclusively) has appeared extensively on TV recently and is set to make regular appearances on the ABC-TV "Mickey Mouse Club" show next season—all of which should help sales on this package.

LESTER LANIN ORK 76
(1-12")
Epic LN 3242

Lanin's orchestra is booked to play at high society functions into 1963, according to the slightly breathless liner notes on this package of light danceable society music. The group of nostalgic standards—all rendered with a pleasant, eminently terp-able beat—were recorded "during the Monte Carlo Ball in New York in the spring of 1956." The vicarious-glamour sales pitch may help sales, and, at any rate, the album should appeal to buyers in search of smartly styled fox-trot and waltz material.

THE HI-LO'S AND THE JERRY FIELDING ORK 75
(1-12")
Kapp KL 1027

Four fine early sides by the Hi-Lo's, originally issued as singles on the defunct Trend label, are re-issued on this LP. Fans of the group will find these versions of "Georgia On My Mind," "They Didn't Believe Me," "Peg o' My Heart" and "My Baby" (Continued on page 42)



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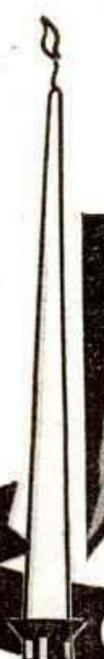
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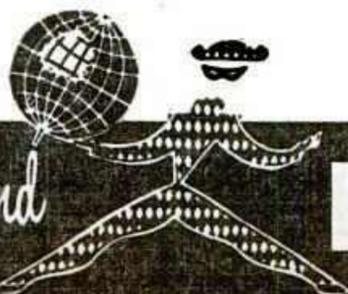
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FROM 20TH CENTURY FOX FILM "THE PROUD ONES"

• Best Selling Popular Albums

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

1. ELVIS PRESLEY.....RCA Victor LPM 1254
2. CAROUSEL—Sound Track.....Capitol W 694
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra. Capitol W 653
4. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
5. MY FAIR LADY—Original Cast.....Columbia OL 5090
6. PICNIC—Sound Track.....Decca DL 8320
7. THE MAN WITH THE GOLDEN ARM—Sound Track.....Decca DL 8257
8. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
9. OKLAHOMA!—Sound Track.....Capitol SAO 595
10. BUBBLES IN THE WINE—Lawrence Welk...Coral CRL 57083
11. SERENADE—Mario Lanza.....RCA Victor LM 1996
12. WALTZES OF IRVING BERLIN—Mantovani Orchestra.....London LL 1452
13. THE BENNY GOODMAN STORY, Vols. 1 and 2—Sound Track...Decca DL 8252, 8253
14. GENTLEMEN, BE SEATED (Minstrel Show)....Epic LN 3238
15. THE EDDY DUCHIN STORY—Sound Track...Decca DL 8289

• Reviews and Ratings of New Classical Releases

COLIN MCPHEE: TABUH-TABUHAN TOCCATA FOR ORCHESTRA; ELIOTT CARTER: THE MINOTAUR (SUITE FROM THE BALLET) (1-12")—Eastman-Rochester Symphony Orchestra; Howard Hanson, Cond. Mercury MG 5010377
Mercury has come up with another irresistible bon-bon for the hi-fi addict. In a press release, the manufacturer admits, "What was left of your loud-speaker and pickup after playing the cannons of the 1812 Overture will surely go when you put on Tabuh-Tabuhan." McPhee's essay in Balinese percussion has more to recommend it than high decibel sound, however. The gamelan ork is an exotic ensemble capable of a wide range of expression, particularly when augmented by Western instruments. Carter's ballet suite is a powerful piece of writing in the tough, dissonant contemporary mode.

KARA KARAYEV: "7 BEAUTIES" BALLET (1-12")—Orchestra of the Leningrad Maly Theater; Eduard Grikurov, Cond. Westminster WN 1814574
Karayev, a pupil of Shostakovich, has turned out a ballet score that should achieve some popularity. It's light, melodious, rhythmic material with a Russo-Oriental flavor comparable to that of the well-established, popular Khatchaturian. There are some portions that pack almost savage excitement. Sound of this U.S.S.R.-made recording is better than might be expected, tho it still falls short of Westminster's highest standards. A good novelty for ballet music buyers.

SHOSTAKOVITCH: SYMPHONY NO. 10 IN E MINOR (1-12")—Czech Philharmonic Orchestra; Karel Ancerl, Cond. Decca DL 982273
This long, perhaps over-long work, with its Slavic brooding, burlesque and bacchanale, is read with loving care by Ancerl and the excellent ork. The well-made Mitropoulos-N. Y. Philharmonic version is competition that will be difficult to overcome, however. Popularity of the composer, and the feeling that the Slavs (and Czechs) can handle such fare with more authority, should induce some shops to carry this set in stock.

BACH: MOTETS: SINGET DEM HERRN EIN NEUES LIED; DER GEIST HILFT UNSRER SCHWACHHEIT AUF; FURCHTE DICH NICHT, ICH BIN BEI DIR (1-12")—Thomanerchor Leipzig; Gunther Ramia, Cond. Archive ARC 304070
JESU, MEINE FREUDE; KOMM, JESU, KOMME; LIBET DEN HERRN, ALLE HEIDEN (1-12")—Same artists. Archive ARC 304170
Unlike most of the Deutsche Grammophon Archive sets, most of these Bach choral works have appeared previously on disks. Still, connoisseurs and educators will probably prefer these carefully made and documented versions. The sound and singing leave little to be desired. Stores catering to a discriminating trade should be able to move a few of these \$5.95 sellers.

GIOVANNI GASTOLDI: 12 BALLETTI; CLEMENT JANNEQUIN: 7 CHANSONS (1-12")—Pro Musica Antiqua, Brussels; Safford Cape, Cond. Archive ARC 303469
Dealers with a clientele of active music lovers can turn this highly unusual entry into a strong seller with just a little bit of effort. The music is from a period virtually untapped by disk makers—the early 1600's. Vocal and instrumental portions—by the proper Renaissance instruments—are beautifully performed and recorded in their full glory and charm. The music, rhythmically and melodically, is different and most appealing. This issue is a must for historians, but there is much more here than purely academic appeal. In usual thoro Deutsche Grammophon style, everything is fully annotated.

GOSTA NYSTROEM: SONGS AT THE SEA; THE MERCHANT OF VENICE (THEATER SUITE NO. 4) (1-12")—Aulikki Rautawaara, Mezzo-Soprano; Stockholm Radio Orchestra; Tor Mann, Cond. Westminster WN 1814766
Other than Nystroem's "Sinfonia del Mare," none of this Swedish contemporary's works grace American record catalogs. On inspection, there is nothing forbidding in his orchestral style. The "Songs at the Sea" are dark and moody for the most part, yet consciously lyric and deeply moving. The rich, expressive voice of Rautawaara is ideal in this music. The "Merchant of Venice" suite is entirely different. Its language is brightly neo-classic and gives, not a pictorialization of the events of the Shakespeare play, but a sketch of the Italian character and temperament, ranging from the burlesque to the melodramatic. The Swedish orchestra does a polished job with both Nystroem works.

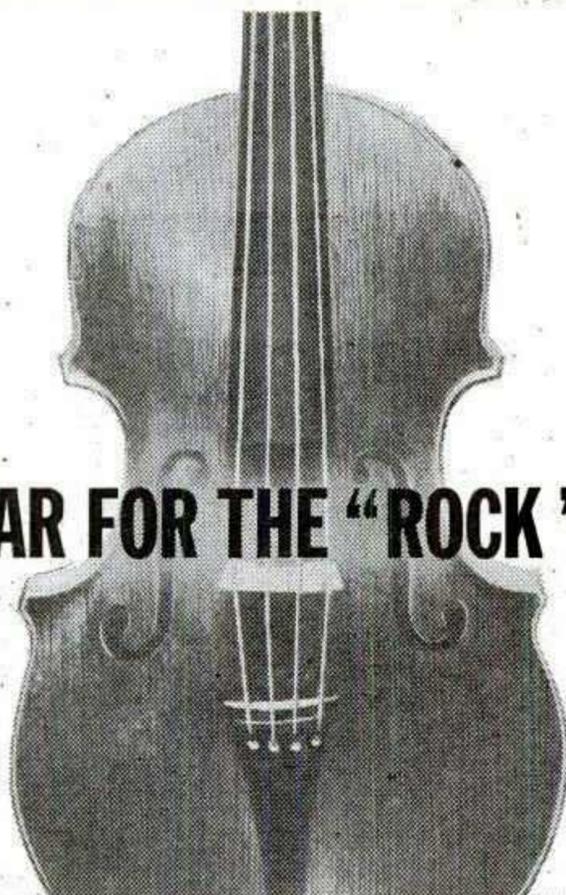
OSWALD VON WOLKENSTEIN: 9 LIEDER; ANONYMOUS: LIEDER AND SPIELSTUCKE FROM THE GLOGAUER LIEDERBUCH (1-12")—Archive ARC 303362
Oswald von Wolkenstein was a swash-buckling knight of the 15th century who left a portrait of the period in his songs, good examples of which are sung here by Bernhard Michaelis and Lotte Wolf-Matthaus. The "Glogauer Liederbuch" is of the same century and consists of sacred and secular part songs in the chanson and motet style; instrumental and vocal. The singers are Eva Gerstein and Friedrich Bruckner-Ruggeberg. Liner notes are excellent but give only the German text. Connoisseurs will be appreciative; otherwise, sales will be very limited.

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending May 23

This Week	Last Week	Weeks on Chart
1. Moonglow and Theme From Picnic	2	8
By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 61618.		
2. Heartbreak Hotel	1	13
By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.		
3. Ivory Tower	3	9
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.		
4. Hot Diggity	4	12
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.		
5. Standing On the Corner	7	5
By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: N. Hefti, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.		

This Week	Last Week	Weeks on Chart
6. Wayward Wind	16	5
By Stan Lebusky-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORD AVAILABLE: T. Ritter, Cap 3430.		
7. Blue Suede Shoes	6	13
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.		
8. Poor People of Paris (Jean's Song)	5	16
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, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.		
9. Magic Touch	8	9
By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819.		
10. Long, Tall Sally	13	8
By E. Johnson—Published by Venice (BMI) BEST SELLING RECORDS: Little Richard, Specialty 572; P. Boone, Dot 15457. RECORD AVAILABLE: M. Robbins, Col 40679.		

Second Ten

11. Happy Whistler	16	5
By Don Robertson—Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3391.		
12. Picnic	14	4
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. Marterie, Mercury 70836.		
13. Walk Hand In Hand	12	5
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.		
14. A Tear Fell	11	13
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.		
15. I'm In Love Again	20	4
By Domino & Bartholmew—Published by Reene (BMI) BEST SELLING RECORD: F. Domino, Imperial 5386. RECORD AVAILABLE: Fontane Sisters, Dot 15462.		

16. Why Do Fools Fall In Love?	9	15
By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORDS: Teen-Agers, Gee 1002; G. Storm, Dot 15448. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Dec 29832.		
17. Main Title Molly-O (Man With the Golden Arm)	15	10
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.		
18. Mr. Wonderful	16	14
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.		
18. On the Street Where You Live	27	4
By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.		
20. Church Bells May Ring	23	4
By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI) BEST SELLING RECORD: Diamonds, Mercury 70835. RECORDS AVAILABLE: Cadets, Modern 985; Willows, Melba 102.		

Third Ten

21. Graduation Day	25	2
By Joel Sherman & Noel Sherman—Published by Sheldon Music (BMI) RECORDS AVAILABLE: Four Freshmen, Cap 3410; Lemmon Sisters, Coral 61648; Rover Boys, ABC-Paramount 9700.		
22. Rock Island Line	19	9
By Lonnie Donegan—Published by Hollis Music (BMI) RECORDS AVAILABLE: D. Cornell, Coral 61613; B. Darin, Dec 29883; L. Donegan, London 1650; L. Dreslar, Mercury 29883; J. Gavin, Epic 9161; G. Jones, King 4918; R. McKuen, Liberty 55019; M. Moore, Cap 3397; J. Work, Dot 1279.		
23. Can You Find It In Your Heart?	25	4
By Stillman & R. Allen—Published by Witmark (ASCAP) RECORD AVAILABLE: T. Bennett, Col 49667.		
24. I Want You to Be My Girl	24	3
By Goldner & Barrett—Published by Kohl (BMI) RECORD AVAILABLE: Teen-Agers, Gee 1012.		
24. Lisbon Antigua	18	23
By Galhardo-Vale-Portela—Published by Southern (ASCAP) RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635; N. Riddle, Cap 3287; L. Welk, Coral 61595.		

26. I Could Have Danced All Night	28	2
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; A. Lon-L. Welk, Coral 61644; D. Shore, Vic 20-6469; S. Syms, Dec 29903.		
27. It Only Hurts for a Little While		
By Max David & Fred Spielman—Published by Advanced Music (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6481.		
28. My Blue Heaven	30	2
By G. Whiting & W. Donaldson—Published by Lee Feist (ASCAP) RECORD AVAILABLE: F. Domino, Imperial 5386.		
28. To Love Again		1
By M. Stoloff-George Sidney-Ned Washington—Published by Columbia Pictures Music (ASCAP) RECORD AVAILABLE: Four Aces, Dec 29889.		
30. My Little Angel		1
By D. Jordan & G. Charles—Published by Mapleaf (BMI) RECORD AVAILABLE: Four Lads, Col 40674.		

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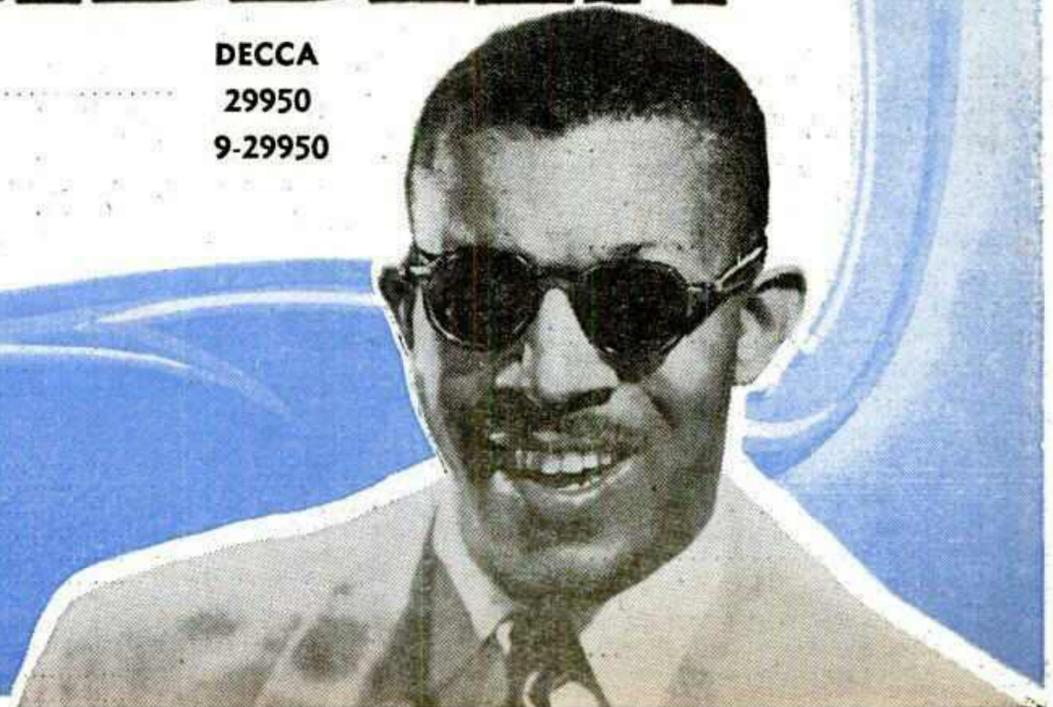
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• Best Sellers in Stores

For survey week ending May 23

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	13
I Was the One (BMI)—Vic 20-6420		
2. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.....	2	7
Theme From "Picnic" (BMI)—Dec 29888		
3. WAYWARD WIND (BMI)—G. Grant..	4	5
No More Than Forever (ASCAP)—Era 1013		
4. HOT DIGGITY (ASCAP)—P. Como....	3	13
JUKE BOX BABY (ASCAP)— Vic 20-6427		
5. STANDING ON THE CORNER (ASCAP)—Four Lads.....	7	6
MY LITTLE ANGEL (BMI)— Col 40674		
6. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates.....	5	7
Rio Batucada (ASCAP)—Coral 61618		
7. I'M IN LOVE AGAIN (BMI)— F. Domino.....	6	5
MY BLUE HEAVEN (ASCAP)— Imperial 5386		
8. IVORY TOWER (ASCAP)—C. Carr....	7	8
Please, Please Believe Me (ASCAP)—Fraternity 734		
9. MAGIC TOUCH (BMI)—Platters.....	10	10
Winner Take All (ASCAP)—Mercury 70819		
10. HAPPY WHISTLER (ASCAP)— D. Robertson.....	12	5
You're Free to Go (ASCAP)—Cap 3391		
11. BLUE SUEDE SHOES (BMI)— C. Perkins.....	9	13
Honey, Don't (BMI)—Sun 234		
12. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter.....	11	16
Theme From "Helen of Troy" (ASCAP)—Cap 3336		
13. LONG, TALL SALLY (BMI)— Little Richard.....	13	9
Slippin' and Slidin' (BMI)—Specialty 572		
14. CHURCH BELLS MAY RING (BMI)— Diamonds.....	14	4
Little Girl of Mine (BMI)—Mercury 70835		
15. A TEAR FELL (BMI)—T. Brewer.....	15	14
Bo Weevil (BMI)—Coral 61590		
16. I WANT YOU TO BE MY GIRL (BMI)— Teen-Agers.....	16	4
I'm Not A Know-It-All (ASCAP)—Gee 1012		
17. PICNIC (ASCAP)—McGuire Sisters... 18	2	2
DELILAH JONES (ASCAP)— Coral 61627		
18. IVORY TOWER (ASCAP)— O. Williams.....	20	8
In Paradise (BMI)—De Luxe 6093		
19. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....	—	1
MY BABY LEFT ME (BMI)— Vic 20-6540		
20. IVORY TOWER (ASCAP)—G. Storm.. 21	2	2
I Ain't Gonna Worry (BMI)—Dot 15458		
21. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers.....	17	16
Please Be Mine (BMI)—Gee 1002		
22. WALK HAND IN HAND (BMI)— T. Martin.....	25	2
Flamenco Love (ASCAP)—Vic 20-6493		
23. CAN YOU FIND IT IN YOUR HEART? (ASCAP)—T. Bennett.....	23	5
Forget Her (ASCAP)—Col 49667		
24. MAIN TITLE ("MAN WITH THE GOLDEN ARM") (ASCAP)— E. Bernstein.....	22	9
Clark Street (ASCAP)—Dec 29869		
25. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers... —	—	1
If You Wanna See Mamie Tonight (ASCAP)—Vic 20-6481		

• Most Played in Juke Boxes

For survey week ending May 23

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	10
I Was the One (BMI)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)— C. Perkins.....	2	11
Honey, Don't (BMI)—Sun 234		
3. HOT DIGGITY (BMI)—P. Como....	3	11
JUKE BOX BABY (BMI)—Vic 20-6427		
4. MAGIC TOUCH (ASCAP)—Platters... 4	8	8
Winner Take All (ASCAP)—Mercury 70819		
5. IVORY TOWER (ASCAP)—C. Carr.... 5	5	5
Please Believe Me (ASCAP)—Fraternity 734		
6. IVORY TOWER (ASCAP)—G. Storm.. 9	3	3
I Ain't Gonna Worry (BMI)—Dot 15458		
7. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... 9	4	4
Rio Batucada (ASCAP)—Coral 61618		
8. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter.....	6	15
Theme From "Helen of Troy" (ASCAP)—Cap 3336		
8. TEAR FELL (BMI)—T. Brewer..... 7	11	11
Bo Weevil (BMI)—Coral 61590		
8. LONG, TALL SALLY (BMI)— P. Boone.....	11	5
Any Place in Heaven (ASCAP)—Dot 15457		
11. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... 14	3	3
Theme From "Picnic" (ASCAP)—Dec 29888		
12. HAPPY WHISTLER (ASCAP)— D. Robertson.....	—	1
You're Free to Go (ASCAP)—Cap 3391		
13. STANDING ON THE CORNER (ASCAP)—Four Lads..... 19	2	2
My Little Angel (BMI)—Col 40674		
14. LONG, TALL SALLY (BMI)— Little Richard.....	16	4
Slippin' and Slidin' (BMI)—Specialty-572		
14. WAYWARD WIND (BMI)—G. Grant.. —	1	1
No More Than Forever (ASCAP)—Era 1013		
16. ROCK ISLAND LINE (BMI)— L. Donegan.....	13	7
John Henry (BMI)—London 1650		
17. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers..... 8	14	14
Please Be Mine (BMI)—Gee 1002		
18. I'M IN LOVE AGAIN (BMI)— F. Domino.....	19	3
MY BLUE HEAVEN (ASCAP)— Imperial 5386		
19. I'LL BE HOME (BMI)—P. Boone.... 12	16	16
Tutti Frutti (BMI)—Dot 15443		
19. IVORY TOWER (ASCAP)— O. Williams.....	—	2
In Paradise (BMI)—De Luxe 6093		

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Ivory Tower (E. H. Morris).....	3	6
2. Standing On the Corner (Frank).....	5	3
3. Walk Hand in Hand (Republic).....	6	4
4. Moonglow (Mills-Columbia Pictures).....	4	3
5. Hot Diggity (Roncom).....	1	12
6. Picnic (Shapiro-Bernstein).....	11	3
7. Poor People of Paris (Connelly).....	2	15
8. Heartbreak Hotel (Tree).....	7	7
8. Blue Suede Shoes (Hi-Lo).....	8	8
10. Mr. Wonderful (Laurel).....	10	10
11. To Love Again (Columbia Pictures).....	—	1
12. I Could Have Danced All Night (Chappell).....	—	1
13. On the Street Where You Live (Chappell).....	12	4
14. Wayward Wind (Warman).....	—	1
15. A Tear Fell (Progressive).....	13	6

• Most Played by Jockeys

For survey week ending May 23

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. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff..... 3	7	7
Theme From "Picnic" (ASCAP)—Dec 29888		
2. HEARTBREAK HOTEL (BMI)— E. Presley.....	1	13
I Was the One (BMI)—Vic 20-6420		
3. WAYWARD WIND (BMI)—G. Grant.. 7	4	4
No More Than Forever (ASCAP)—Era 1013		
4. HOT DIGGITY (ASCAP)—P. Como.. 2	12	12
Juke Box Baby (BMI)—Vic 20-6427		
5. STANDING ON THE CORNER (ASCAP)—Four Lads..... 5	5	5
My Little Angel (BMI)—Col 40674		
6. HAPPY WHISTLER (ASCAP)— D. Robertson.....	8	5
You're Free to Go (ASCAP)—Cap 3391		
7. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... 9	7	7
Rio Batucada (ASCAP)—Coral 61618		
8. IVORY TOWER (ASCAP)—G. Storm.. 6	4	4
I Ain't Gonna Worry (BMI)—Dot 15458		
9. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter.....	4	16
Theme From "Helen of Troy" (ASCAP)—Cap 3336		
10. MAGIC TOUCH (BMI)—Platters..... 10	8	8
Winner Take All (ASCAP)—Mercury 70819		
11. IVORY TOWER (ASCAP)—C. Carr... 12	6	6
Please Believe Me (ASCAP)—Fraternity 734		
12. IVORY TOWER (ASCAP)— O. Williams.....	13	6
In Paradise (BMI)—De Luxe 6093		
13. I'M IN LOVE AGAIN (BMI)— F. Domino.....	—	2
My Blue Heaven (ASCAP)—Imperial 5386		
14. PICNIC (ASCAP)—McGuire Sisters... 15	2	2
Delilah Jones (ASCAP)—Coral 61627		
15. HOW LITTLE WE KNOW (ASCAP)— F. Sinatra.....	—	1
Five Hundred Guys (ASCAP)—Cap 3423		
16. WALK HAND IN HAND (BMI)— T. Martin.....	16	2
Flamenco Love (ASCAP)—Vic 20-6493		
17. CHURCH BELLS MAY RING (BMI)— Diamonds.....	21	2
Little Girl of Mine (BMI)—Mercury 70835		
18. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone..... —	1	1
We All Need Love (ASCAP)—Col 40654		
19. BLUE SUEDE SHOES (BMI)— C. Perkins.....	11	11
Honey, Don't (BMI)—Sun 234		
20. A TEAR FELL (BMI)—T. Brewer.... 14	11	11
Bo Weevil (BMI)—Coral 61590		
21. CAN YOU FIND IT IN YOUR HEART? (ASCAP)—T. Bennett..... 20	2	2
Forget Her (ASCAP)—Col 49667		
22. IT ONLY HURTS A LITTLE WHILE (ASCAP)—Ames Brothers..... —	1	1
If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481		
23. LONG, TALL SALLY (BMI)—P. Boone. —	1	1
Any Place in Heaven (ASCAP)—Dot 15457		
24. LONG, TALL SALLY (BMI)— Little Richard.....	—	4
Slippin' and Slidin' (BMI)—Specialty 572		
24. GRADUATION DAY (BMI)— Rover Boys.....	17	3
I Hear Music (BMI)—ABC-Paramount 9700		
24. MY LITTLE ANGEL (BMI)— Four Lads.....	—	1
Standing On the Corner (ASCAP)—Col 40674		

MR. HITMAKER WITH 2 BIG NEW SIDES

A black and white portrait of Dick Jacobs, a man with glasses, wearing a suit and tie, looking slightly to the left. The portrait is centered behind the large text.

DICK JACOBS

WITH A SMASH FOLLOW-UP TO "MAIN TITLE" AND "MOLLY-O"

BEAUTIFUL BALLAD

EXCITING INSTRUMENTAL

**TE
AMO**

**THE
GOLDEN
BATON**

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distributor

#12 on The Billboard's
HONOR ROLL OF HITS
and climbing fast!

TONY MARTIN

singing the big ballad of '56

**"WALK HAND
IN HAND"**



RCA Victor 20/47-6439

RCA VICTOR



• Territorial Best Sellers

For survey week ending May 23

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

Atlanta

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Main Title ("Man With the Golden Arm"), B. May, Cap.
4. Wayward Wind, G. Grant, Era
5. Portuguese Washerwoman J. (Fingers) Carr, Cap.

Baltimore

1. Heartbreak Hotel, E. Presley, Vic.
2. I'm In Love Again, F. Domino, Imp.
3. I Want You to Be My Girl Teen-Agers, Gee
4. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
5. My Little Angel, Four Lads, Col.
6. Wayward Wind, G. Grant, Era
7. It Only Hurts for a Little While Ames Brothers, Vic.
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. I've Grown Accustomed to Your Face R. Clooney, Col.

Boston

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

Buffalo

1. My Blue Heaven, F. Domino, Imp.
2. Heartbreak Hotel, E. Presley, Vic.
3. Magic Touch, Platters, Mer.
4. Hot Diggity, P. Como, Vic.
5. Moonglow and Theme From "Picnic" M. Stoloff, 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. Standing On the Corner, Four Lads, Col.
6. Hot Diggity, P. Como, Vic.
7. Church Bells May Ring, Diamonds, Mer.
8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
9. Blue Suede Shoes, C. Perkins, Sun
10. I'll Be Home, P. Boone, Dot

Cincinnati

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

Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stoloff, 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. Ivory Tower, C. Carr, Fty.
7. I'm In Love Again, F. Domino, Imp.
8. Happy Whistler, D. Robertson, Cap.

Denver

1. Heartbreak Hotel, E. Presley, Vic.
2. Ivory Tower, O. Williams, Del.
3. Wayward Wind, G. Grant, Era
4. Hot Diggity, P. Como, Cor.
5. Picnic, McGuire Sisters, Cor.
6. Church Bells May Ring, Diamonds, Mer.
7. Happy Whistler, D. Robertson, Cap.

Detroit

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

Kansas City

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

Los Angeles

1. Heartbreak Hotel, E. Presley, Vic.
2. Hot Diggity, P. Como, Vic.
3. Blue Suede Shoes, C. Perkins, Sun
4. Poor People of Paris, L. Baxter, Cap.
5. Moonglow and Theme From "Picnic" G. Cates, Cor.
6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
7. Wayward Wind, G. Grant, Era
8. Why Do Fools Fall in Love? Teen-Agers, Gee
9. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
10. On the Street Where You Live V. Damone, Col.

Milwaukee

1. Heartbreak Hotel, E. Presley, Vic.
2. Wayward Wind, G. Grant, Era
3. Moonglow and Theme From "Picnic" G. Cates, Cor.
4. Ivory Tower, C. Carr, Fty.
5. Standing On the Corner, Four Lads, Col.
6. Happy Whistler, D. Robertson, Cap.
7. Main Title & Molly-O ("Man With the Golden Arm"), D. Jacobs, Cor.
8. Can You Find It in Your Heart? T. Bennett, Col.

Minneapolis-St. Paul

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

New Orleans

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Magic Touch, Platters, Mer.
4. Hot Diggity, P. Como, Vic.
5. Standing On the Corner, Four Lads, Col.
6. A Little Love Can Go a Long, Long Way, Dream Weavers, Dec.
7. Poor People of Paris, L. Baxter, Cap.
8. Happy Whistler, D. Robertson, Cap.
9. Portuguese Washerwoman J. (Fingers) Carr, Cap.
10. I'm In Love Again, F. Domino, Imp.

New York

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

Philadelphia

1. Moonglow and Theme From "Picnic" M. Stoloff, 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. Why Do Fools Fall in Love? L. Baxter, Cap.
7. Too Close for Comfort, E. Gorme, Pmt.
8. Blue Suede Shoes, C. Perkins, Sun
9. Hot Diggity, P. Como, Vic.
10. My Blue Heaven, F. Domino, Imp.

Pittsburgh

1. I'm In Love Again, F. Domino, Imp.
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. Heartbreak Hotel, E. Presley, Vic.
4. Graduation Day, Four Freshmen, Cap.
5. My Little Angel, Four Lads, Col.
6. Moonglow and Theme From "Picnic" G. Cates, Cor.
7. Hot Diggity, P. Como, Vic.
8. Picnic, McGuire Sisters, Cor.
9. It Only Hurts for a Little While Ames Brothers, Vic.
10. Can You Find It in Your Heart? T. Bennett, Col.

St. Louis

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Wayward Wind, G. Grant, Era
3. Happy Whistler, D. Robertson, Cap.
4. Delilah Jones, McGuire Sisters, Cor.
5. Standing On the Corner, Four Lads, Col.
6. Walk Hand in Hand, T. Martin, Vic.
7. Ivory Tower, C. Carr, Fty.
8. Hot Diggity, P. Como, Vic.
9. Magic Touch, Platters, Mer.
10. Heartbreak Hotel, E. Presley, Vic.

San Francisco

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

Seattle

1. Wayward Wind, G. Grant, Era
2. Church Bells May Ring, Diamonds, Mer.
3. I'm In Love Again, F. Domino, Imp.
4. Little Girl of Mine, Clefones, Gee
5. Hot Diggity, P. Como, Vic.
6. Heartbreak Hotel, E. Presley, Vic.
7. I Want You to Be My Girl Teen-Agers, Gee
8. Moonglow and Theme From "Picnic" G. Cates, Cor.

Toronto

1. Heartbreak Hotel, E. Presley, Vic.
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. Hot Diggity, P. Como, Vic.
4. Blue Suede Shoes, E. Presley, Vic.
5. Church Bells May Ring, Diamonds, Mer.
6. Poor People of Paris, L. Baxter, Cap.
7. A Tear Fell, T. Brewer, Cor.
8. I'll Be Home, P. Boone, Dot
9. Why Do Fools Fall in Love? Teen-Agers, Gee
10. Standing On the Corner, Four Lads, Col.



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AND HIS ORCHESTRA

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Smooth As Velvet

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BIGGER EVERY DAY!

MARIE KNIGHT

"TELL ME WHY"

AND

"AS LONG AS I LOVE"

WING 90069



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*** Review Spotlight on . . .**
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.

THE BILLBOARD
 MAY 26, 1956



Johnny Burnette
 and the Rock 'N' Roll Trio

YOU'RE UNDECIDED | **TEAR IT UP**

CORAL 61651

CORAL RECORDS
 America's Fastest Growing Record Company

• 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. **On the Street Where You Live . . . Vic Damone**
 (ASCAP) Columbia 40054
2. **Graduation Day The Rover Boys**
 (BMI) ABC-Paramount 9700
3. **Kiss Me Another Georgia Gibbs**
 (BMI) Mercury 70850
4. **Portuguese Washerwoman**
 **Joe (Fingers) Carr**
 (ASCAP) Capitol 3418
5. **Treasure of Love Clyde McPhatter**
 (BMI) Atlantic 1092
6. **Graduation Day Four Freshmen**
 (BMI) Capitol 3410
7. **In a Shanty in Old Shanty Town**
 **Somethin' Smith**
 (ASCAP) Epic 9168
8. **I Could Have Danced All Night . . Sylvia Syms**
 (ASCAP) Decca 29903
9. **I Almost Lost My Mind Pat Boone**
 (BMI) Dot 15472
10. **Born to Be With You The Chordettes**
 (ASCAP) Cadence 1291

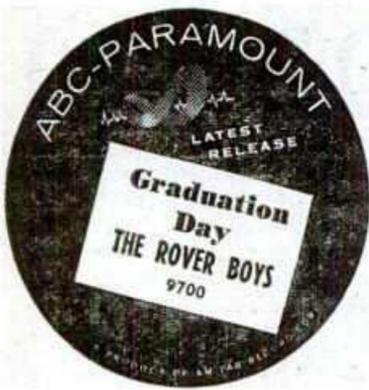
• THIS WEEK'S BEST BUYS

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

I ALMOST LOST MY MIND (Hill & Range, BMI)—**Pat Boone**—Dot 15472—Despite the fact that Boone departed from his usual rock and roll style here, he has his fans in the palm of his hand as much as ever. His latest disk is reported taking off with the speed of other hits of his. Boston, Providence, Philadelphia, Baltimore, Buffalo, Cleveland, Cincinnati, St. Louis, Kansas City, Durham and Richmond are among the cities that are selling the record in unusually big quantities. Flip is "I'm in Love With You" (Ridgeway, BMI). A previous Billboard "Spotlight" pick.

BORN TO BE WITH YOU (E. H. Morris, ASCAP)—**The Chordettes**—Cadence 1291—This recent release is bucking a currently sluggish market with no trouble at all. In fact, dealers and operators agree that an unusual disk like this one is the kind of tonic needed for the warm weather months coming on. Cities doing handsome business with this record include Chicago, New York, Buffalo, Philadelphia, Boston, Baltimore, Pittsburgh and Milwaukee. Flip is "Love Never Changes" (Famous, ASCAP). A previous Billboard "Spotlight" pick.

SECOND FIDDLE (Shapiro-Bernstein, ASCAP) — **Kay Starr** — RCA Victor 6451—The singer is creating quite a stir with this new record of hers. "Rock and Roll Waltz" put Kay Starr back on top, and, as a result, this disk is finding a big ready-made market. Best volume was reported this week in St. Louis, Atlanta, Milwaukee, Pittsburgh, Buffalo, Baltimore, Providence, Boston and Philadelphia. Flip is "Love Ain't Right" (Starstan, BMI), which also is seeing good action in some important territories. A previous Billboard "Spotlight" pick.



The Song From
THE SEARCHERS
and
Portuguese Washerwoman
by
JOE SHERMAN
His Orchestra and Chorus
Kapp 149



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VOX JOX

By JUNE BUNDY

JOCKS ON A BUGGY RIDE: In a move to promote safe driving on Memorial Day, five top jocks at KING, Seattle, staged a "Klunker Karavan," last Saturday (19). The station gave each of them \$10.90 (symbolic of the station's 1090 kc) to purchase autos for the race, which was run under police supervision from the station to the State capitol building in Olympia, Wash., a distance of around 60 miles. Altho no additional money was spent on repairs, each jock had to get his \$10.90 buggy in good enough condition to meet Washington State vehicle safety regulations. The ancient cars were auctioned off after the race, with proceeds going to Seattle's Children's Orthopedic Hospital. Deejays and vehicles participating were Bill O'Mara, 1940 DeSoto; Harry Jordan, 1941 Studebaker; Bill Chase, 1941 Buick; Bruce Vanderhoof, 1940 Chrysler, and Al Cummings, 1930 Durant.

THIS 'N' THAT: In 1948 Vox Jox reported that Milt Hale, KGEM, Boise, Idaho, had a private collection of 20,000 records. Today, reports Hale, the collection has grown to 33,500. . . . Phil Rose, KCRC, Enid, Okla., is anxious to contact the Dallas deejay who "wants to swap weekly tapes." . . . Dale Stevens has deserted the Fourth Estate to do a daily jockey show over

WAVI, Dayton, O. However, the ex-amusement editor of The Dayton Daily News still writes: "I'm doing three paid ads in column form for WAVI." Stevens also does taped telephone interviews with movie, TV and record stars on his show and airs his four-hour Saturday program (all jazz) from the window of a downtown record store. Eighty per cent of his programming is drawn from new album releases.

Harry Birrell, WSTV, Steubenville, O., livens up his record hops by giving away records and passes to local theaters. Co-operative managers of five local movie houses make it possible for him to give away 100 free tickets a week. . . . Lou Barile, WKAL, Rome, N. Y., needs autographed pictures of record artists to distribute at record hops in Rome, Utica and Oneida. . . . Ted Connor, WFMJ-TV, Youngstown, O., tosses weekly Saturday afternoon record hops, which are aired under the sponsorship of 7-Up. Free dancing lessons are given and Connor interviews students on the air. He also gives away free disks and "needs more platters." The kids are invited to attend in club groups only to avoid duplication and "facilitate the type and quality of teen-agers" the station wants to use on camera.

CHANGE OF THEME: Chuck Blore informs us that KTSA, San Antonio, celebrated its new status as an indie station May 21 with the launching of its new music and news format. The new jockey line-up - selected after extensive auditions - includes

YESTERYEAR'S TOPS-

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

JUNE 1, 1946:

1. The Gypsy
2. Laughing on the Outside (Crying on the Inside)
3. Prisoner of Love
4. All Through the Day
5. They Say It's Wonderful
6. Sioux City Sue
7. Oh! What It Seemed to Be
8. Shoo-Fly Pie and Apple Pan Dowdy
9. Full Moon and Empty Arms
10. I Don't Know Enough About You
11. We'll Gather Lilacs
12. Cement Mixer
13. You Won't Be Satisfied (Until You Break My Heart)
14. Coax Me a Little Bit
15. In the Moon Mist

JUNE 2, 1951

1. How High the Moon
2. On Top of Old Smoky
3. Mockin' Bird Hill
4. Too Young
5. Sound Off
6. Loveliest Night of the Year
7. Rose, Rose, I Love You
8. Jezebel
9. I Apologize
10. If

Don Keyes, formerly with KLIF, Dallas; Blore, ex-KTKT, Tucson, Ariz.; Bob Cooper, ex-WTCN, Minneapolis; Don French, formerly with the Dakota TV network; and Frank Bell, of Tyler, Tex. . . . Dolly Dimples has taken over her husband Shorty Long's spot on WPAZ, Pottstown, Pa., while her talented spouse is appearing in Frank Loesser's new Broadway hit, "The Happy Fella." The Longs' deejay show "Mr. and Mrs. Hillbilly," is now tagged "Mrs. Hillbilly."

THEY'RE WILD about this one Chess #1626

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ARCHIE BLEYER

"THE ROCKIN' GHOST"
b/w
"SLEEP, SLEEP, DAUGHTER"

Cadence 1293

cadence RECORDS

New Release!

BILL HAYES

"Das Ist Musik"
b/w
"I Know an Old Lady"

Cadence 1294

cadence RECORDS

Just Great!

Frankie Lester

singing

MEN DON'T CRY

SHE'S TOO MUCH FOR ME



X/4X-0213



THE TOP 100

For survey week ending May 23

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. Stolf	Decca	3
4.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	7
5.	WAYWARD WIND	G. Grant	Era	12
6.	MAGIC TOUCH	Platters	Mercury	6
7.	IVORY TOWER	C. Carr	Fraternity	7
8.	STANDING ON THE CORNER	Four Lads	Columbia	9
9.	HAPPY WHISTLER	D. Robertson	Capitol	13
10.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	3
11.	BLUE SUEDE SHOES	C. Perkins	Sun	5
12.	IVORY TOWER	G. Storm	Dot	10
13.	A TEAR FELL	T. Brewer	Coral	11
14.	I'M IN LOVE AGAIN	F. Domino	Imperial	19
15.	IVORY TOWER	O. Williams	De Luxe	14
16.	LONG, TALL SALLY	Little Richard	Specialty	21
17.	PICNIC	McGuire Sisters	Coral	18
18.	LONG, TALL SALLY	P. Boone	Dot	27
19.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	23
20.	CHURCH BELLS MAY RING	Diamonds	Mercury	21
21.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	34
22.	WALK HAND IN HAND	T. Martin	Victor	26
23.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	23
24.	ROCK ISLAND LINE	L. Donegan	London	15
25.	LISBON / NTIGUA	N. Riddle	Capitol	17
26.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	16
27.	GRADUATION DAY	Rover Boys	ABC-Para-mount	31
28.	I'LL BE HOME	P. Boone	Dot	20
29.	MY BLUE HEAVEN	F. Domino	Imperial	38
30.	KISS ME ANOTHER	G. Gibbs	Mercury	40
31.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	90
32.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	50
33.	MY LITTLE ANGEL	Four Lads	Columbia	36
34.	MR. WONDERFUL	P. Lee	Decca	24
35.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	29
36.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	33
37.	DELILAH JONES	McGuire Sisters	Coral	52
38.	BLUE SUEDE SHOES	E. Presley	Victor	41
39.	TOO YOUNG TO GO STEADY	N. (King) Cole	Capitol	32
40.	NO, NOT MUCH	Four Lads	Columbia	28
41.	CORRINE, CORRINA	J. Turner	Atlantic	48
41.	R-O-C-K	B. Haley	Decca	44
43.	STANDING ON THE CORNER	D. Martin	Capitol	39
44.	TANGO OF THE DRUMS	L. Baxter	Capitol	77
45.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	64
46.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	51
47.	A LITTLE LOVE CAN GO A LONG, LONG WAY	Dream Weavers	Decca	61
48.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	52
49.	JUKE BOX BABY	P. Como	Victor	60
50.	WILD CHERRY	D. Cherry	Columbia	45
51.	MAIN TITLE & MOLLY-O ("MAN WITH THE GOLDEN ARM")	D. Jacobs	Coral	42
52.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	56
52.	I WAS THE ONE	E. Presley	Victor	58
52.	TREASURE OF LOVE	C. McPhatter	Atlantic	86
52.	TOO CLOSE FOR COMFORT	E. Gorme	ABC-Para-mount	49
56.	MR. WONDERFUL	S. Vaughan	Mercury	42
57.	GRADUATION DAY	Four Freshmen	Capitol	56
58.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	30
59.	TO LOVE AGAIN	Four Aces	Decca	55
60.	ROVIN' GAMBLER	T. Ernie	Capitol	63
61.	BORN TO BE WITH YOU	Chordettes	Cadence	—
62.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	62
63.	EDDIE, MY LOVE	Fontane Sisters	Dot	36
63.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	E. Bernstein	Decca	35
65.	LITTLE GIRL OF MINE	Cleftones	Gee	58
66.	WALK HAND IN HAND	A. Williams	Cadence	54
67.	LOVELY ONE	Four Voices	Columbia	46
68.	I ALMOST LOST MY MIND	P. Boone	Dot	—
69.	TRANSFUSION	N. Norvis	Dot	—
70.	CRAZY LITTLE PALACE	B. Williams	Coral	—
71.	STANDING ON THE CORNER	Mills Brothers	Decca	88
72.	MY BABY LEFT ME	E. Presley	Victor	68
73.	FIVE HUNDRED GUYS	F. Sinatra	Capitol	—
73.	TO YOU, MY LOVE	N. Noble	Mercury	67
73.	TOO YOUNG TO GO STEADY	P. Page	Mercury	—
76.	ROCK AND ROLL WALTZ	K. Starr	Victor	47
77.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. May	Capitol	64
78.	PORT-AU-PRINCE	N. Riddle	Capitol	70
79.	PLAY FOR KEEPS	J. P. Morgan	Victor	81
80.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	—
81.	POOR PEOPLE OF PARIS	L. Welk	Coral	78
82.	LOOK HOMEWARD, ANGEL	Four Esquires	London	79
83.	SWEET HEARTACHES	E. Fisher	Victor	—
83.	WATCHING THE WORLD GO BY	D. Martin	Capitol	—
85.	HI LILI HI LO	R. Williams	Kapp	92
86.	I WOKE UP CRYING	J. James	M-G-M	82
87.	IS THERE SOMEBODY ELSE?	Dream Weavers	Decca	—
87.	POOR PEOPLE OF PARIS	L. Welk	Coral	73
89.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	L. Elgart	Columbia	68
90.	BO WEEVIL	T. Brewer	Coral	—
91.	CHURCH BELLS MAY RING	Willows	Melba	84
92.	I'VE GROWN ACCUSTOMED TO YOUR FACE	R. Clooney	Columbia	98
93.	ROCK ISLAND LINE	D. Cornell	Coral	75
94.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	—
95.	MONEY HONEY	E. Presley	Victor	76
95.	THEME FROM THE THREE PENNY OPERA (MORITAT)	D. Hyman	M-G-M	73
97.	PICNIC	R. Marterie	Mercury	71
97.	SAINTS ROCK AND ROLL	B. Haley	Decca	89
99.	I'VE GROWN ACCUSTOMED TO YOUR FACE	G. MacRae	Capitol	—
100.	LOST IN THE SHUFFLE	J. P. Morgan	Victor	92
100.	NEVER LET ME GO	N. (King) Cole	Capitol	—

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HAS CAUGHT FIRE

by

ROY ORBISON

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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.

• 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

- A Beautiful Friendship (R)—Kahn—ASCAP
- Alleghany Moon (R)—Oxford—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Birds and the Bees (R) (F)—Gomallo—ASCAP
- Can You Find It in Your Heart? (R)—Feist—ASCAP
- Flamenco Love (R)—Bregman, Vocco & Conn—ASCAP
- Graduation Day (R)—Sheldon—BMI
- Heart of Paris (R)—B. F. Wood—ASCAP
- Hot Diggity (R)—Roncom—ASCAP
- How Little We Know (R)—E. H. Morris—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- In a Little Spanish Town (R)—Feist—ASCAP
- It Only Hurts for a Little While (R)—Advanced—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Ivory Tower (R)—E. H. Morris—ASCAP
- Magic Touch (R)—Panther—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- Moonglow-Picnic (R) (F)—Mills—Columbia Pic—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Poor People of Paris (R)—Connelly—ASCAP
- Port-au-Prince (R)—E. B. Marks—ASCAP
- Portuguese Washerwoman (R)—Remick—ASCAP
- Searchers (R) (F)—Witmark—ASCAP
- Somebody Somewhere (R) (M)—Frank—ASCAP
- Standing on the Corner (R) (M)—Frank—ASCAP
- To Love Again (R) (F)—Columbia Pic—ASCAP
- Too Close for Comfort (R) (M)—Laurel—ASCAP
- Wayward Wind (R)—Warman—BMI
- What a Heavenly Night for Love (R)—Tee Kaye—ASCAP
- Without You (R)—Broadcast—BMI

- A Sweet Old-Fashioned Girl (R)—Valor—ASCAP
- A Tear Fell (R)—Progressive—BMI
- Birds and the Bees (R) (F)—Gomallo—ASCAP
- Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI
- Delilah Jones (R) (F)—Dena—ASCAP
- Happy Whistler (R)—Beechwood—ASCAP
- Heartbreak Hotel (R)—Tree—BMI
- Hot Diggity (R)—Roncom—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Ivory Tower (R)—E. H. Morris—ASCAP
- Joey, Joey, Joey (R) (M)—Frank—ASCAP
- Little Leaguers (R)—Kassel Airs—ASCAP
- Magic Touch (R)—Panther—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Picnic (R) (F)—Columbia Pic—ASCAP
- Poor People of Paris (R)—Connelly—ASCAP
- Portuguese Washerwoman (R)—Remick—ASCAP
- Rock Island Line (R)—Hollis—BMI
- Rudder and the Rock (R)—Montauk—BMI
- See You Later, Alligator (R)—Arc—BMI
- Standing on the Corner (R) (M)—Frank—ASCAP
- Sweet Heartaches (R)—Pincus—ASCAP
- To Love Again (R) (F)—Columbia Pic—ASCAP
- Too Close for Comfort (R) (M)—Laurel—ASCAP
- Too Young to Go Steady (R)—Robbins—ASCAP
- Walk Hand in Hand (R)—Republic—BMI
- Why Do Fools Fall in Love? (R) (M)—Chappell—ASCAP
- With a Little Bit of Luck (R) (M)—Chappell—ASCAP
- Without You (R)—Broadcast—BMI

• Best Selling Sheet Music in Britain

(For Week Ending May 19)

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)
- My September Love—Bron
- The Poor People of Paris—Berry (Connelly)
- It's Almost Tomorrow—Macmelodies (Northern)
- Rock and Roll Waltz—Maddox (Sheldon)
- A Tear Fell—Robbins (Progressive)
- Out of Town—Kassner (Kassner)
- Memories Are Made of This—Montclare (Montclare)
- Theme From "The Three Penny Opera"—Arcadia (Harms)
- You Can't Be True to Two—Dash (Joy)
- The Ballad of Davy Crockett—Disney (Disney)
- Willie Can—Frank (Acuff-Rose)
- Only You—Sherwin (Wildwood)
- Zambezi—Fields (Shapiro-Bernstein)
- The Dambusters' March—Chappell (Chappell)
- Don't Ringa Da Bell—Michael Reine (Regent)
- Young and Foolish—Chappell (Chappell)
- I'll Be Home—Box and Cox (ARC)
- Come Next Spring—Frank (Frank)
- The Great Pretender—Southern (Panther)

• Best Selling Pop Records in Britain

(For Week Ending May 19)

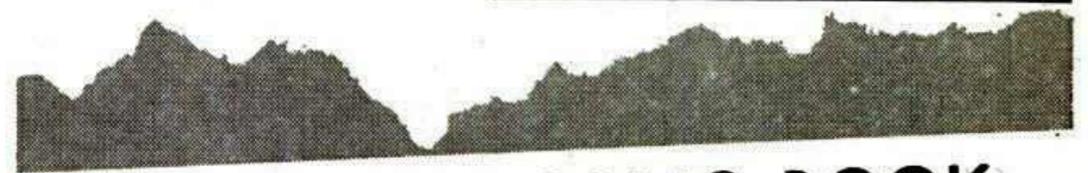
Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. NO OTHER LOVE—Ronnie Hilton (HMV)	1
2. POOR PEOPLE OF PARIS—Winfred 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
7. 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)	—
12. THEME FROM "THE THREE PENNY OPERA"—Louis Armstrong (Philips)	11
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 Comets (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)	—

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(Just Six Days Ago)

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IVORY TOWER
 DeLuxe 6093
THAT'S YOUR MISTAKE
 DeLuxe 6091

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

LITTLE WILLIE JOHN
FEVER
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

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

NEW RELEASES!!

OTIS WILLIAMS AND HIS CHARMS
ONE NIGHT ONLY
IT'S ALL OVER
 De Luxe 6095



Review Spotlight on . . .

RECORDS

PATTI PAGE . . . Mercury 70878 . . . **ALLEGHENY MOON**
 (Oxford, ASCAP)

A warmly sincere, tasteful thrushing job on an unusually pretty ballad. This one should grab off plenty of spins. Flip is "The Strangest Romance" (Lear, ASCAP).

BILL HALEY . . . Decca 29948 . . . **HOT DOG, BUDDY BUDDY**
 (Valleybrook, ASCAP)

ROCKIN' THROUGH THE RYE . . . (Valleybrook, ASCAP)
 Here's another sock two-sided click for Haley. The boys belt across two bouncy rock and roll rhythm ditties in their usual frantic style and solid hard-driving beat.

GALE STORM . . . Dot 15474 . . . **DON'T BE THAT WAY**
TELL ME WHY

The thrush seemingly can't miss and her new disk should do as well as her past efforts. "Tell Me Why" is an appealing cover of the wistful ballad, originally waxed by Marie Knight on Wing. "Don't Be That Way" (a new tune, not the old standard) is a pretty ballad with a catchy r.&b. beat and a personable piping job by Miss Storm.

OTIS WILLIAMS . . . De Luxe 6095 . . . **ONE NIGHT ONLY**
 (Jay & Cee, BMI)

Williams is riding high right now on both the pop and r.&b. charts with "Ivory Tower," and his new platter should find an equally strong acceptance in both markets. He sells a strong vocal on an attractive up-tempo ditty with a good melodic line and infectious backing. Flip is "It's All Over" (Arnel, ASCAP).

AL HIBBLER . . . Decca 29950 . . . **NEVER TURN BACK**
 (Springfield, BMI)

Hibbler should rack up hefty plays with this impressive ballad. He warbles the tune's moving message with sincerity and sock emotional impact. Flip is the pic tune "Away All Boats" (Northern, ASCAP).

ONESIME GROSBOIS . . . Capitol 3449 . . . **THE SUN**
THE LEFT BANK

The label has finally hit upon a winner in its Capitol of the World wax bag. Both sides of this happy disk spotlight bright, smartly paced instrumentals featuring tricked-up piano, a merry-go-round type drum effect, banjo and baritone horn. The results are divertingly different and should pay off with extensive juke and jockey play.

DISK JOCKEY PROGRAMMING

DICK HYMAN . . . M-G-M 12258 . . . **WHEN YOU'RE SMILING**
 (Mills, ASCAP)

ROLLIN' THE BOOGIE . . . (Cromwell, ASCAP)
 Hyman is a favorite with deejays and his latest disk is a flexible programming item, which should please a maximum of jocks and their listeners. "When You're Smiling" is a charming instrumental of the oldie, with harpsichord solo and whistling chorus. The flip spotlights a solid boogie piano solo.

Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

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

ROSEMARY CLOONEY
I Could Have Danced All Night . . . 87
 COLUMBIA 40673 — It's becoming apparent that this "My Fair Lady" excerpt will be around for a while, so Columbia brightened up this arrangement and recut it with Miss Clooney. Improved face figures to cash in nicely. (Chappell, ASCAP)

I've Grown Accustomed to His Face . . .
 This side has not been changed. Reviewed previously, March 25, 1956. (Chappell, ASCAP)

DORIS DAY
Whatever Will be, Will Be
 (Que Sera, Sera) . . . 85
 COLUMBIA 40704—Here's a tune from Miss Day's current picture, "The Man Who Knew Too Much." It's a whimsical bit of philosophy with Latin overtones, via Neapolitan mandolins and rhythms. Action in store here. Watch it. (Artists, ASCAP)

I Gotta Sing Away These Blues . . . 82
 Miss Day sings the torchy blues in first-rate style with classy ork backing. It's typical warm, mellow warbling by the gal, and rates plenty of jock and juke spins. (Daywin, BMI)

RUSTY DRAPER
Rock and Roll Ruby . . . 84
 MERCURY 70879—Draper belts across a sock job on the r.&b. styled c.&w. click with a solid beat. Should get plenty of play. (Hi-Lo, BMI)

House of Cards . . . 80
 A strong vocal job by Draper on an

appealing ballad with an r.&b. beat and clever lyrics. (James, ASCAP)

KAY BROWN
The Teen-Age Hop . . . 82
 DECCA 29932—The ex-Mercury thrush tees off on Decca with highly attractive teen-type material; danceable and lyrics in the current rock and roll idiom. This one has a good chance. (Sanjud, ASCAP)

You Must Come In at the Door . . . 67
 A hip little ditty, this gets an overly strenuous production that renders it less effective than the flip. (Bourne, ASCAP)

THE JODIMARS
Rattle My Bones . . . 80
 CAPITOL 3436 — A rocking blues chanted with enthusiasm by the Jodimars. There's beat and verve here. Good for the boxes. (Myers, ASCAP)

Lot'sa Love . . . 79
 Another blues belted out sharply by the Jodimars. Nice programming for the boxes. (Coliseum, BMI)

JAN AUGUST
Dominique . . . 79
 MERCURY 70875—Standout piano solo work by August on a delightful instrumental theme with infectious pacing. Fine deejay programming material. (Towne, ASCAP)

Lovers and Lollipops . . . 77
 The charming theme from a new movie (by the producers of "Little Fugitive") is wrapped up in a light, listenable piano solo by August. Another good jockey side. (Trinity, BMI)

MARC FREDERICKS
To Love Again . . . 79
 DOT 15465—Fredericks' piano and ork, with high fem voices humming, provides one of the most listenable versions to date of the Chopin Nocturne featured in "The Eddy Duchin Story." Should be a money maker, and certainly a strong deejay item. (Columbia Pic, ASCAP)

Mexico City . . . 72
 Interesting instrumental loaded with Mexican flavor, especially in the use of the marimba. The power is in the flip, however. (Gallatin, BMI)

WERNER MULLER ORK
All My Love . . . 78
 DECCA 29873 — Muller and his Deutsche Grammophon forces serve up this single side from their "Holiday in Paris" LP. Good standard programming fare, the most of the retail action will be on the album. (Mills, ASCAP)

Simonetta . . . 78
 This side, not from the album, is a bright, light-hearted opus in the French music hall tradition. Jocks will like this for a change of pace instrumental. (Caesar, ASCAP)

EDDY HOWARD
What Ever Will Be (Que Sera, Sera) . . . 78
 MERCURY 70881—Howard warbles with tenderness and sincerity on a poignant ditty from the new Hitchcock movie, "The Man Who Knew Too Much." Doris Day (who appears in the film) will probably grab off more attention with her version, but this waxing should get considerable spins. (Artists, ASCAP)

You Can't Keep Running From Your Heart . . . 76
 Attractive vocal job on a pleasant up-tempo ballad. (Maurice, ASCAP)

GENE VINCENT
Woman Love . . . 78
 CAPITOL 3450 — Gene Vincent is Cap's entry in the general scramble to find another Presley. This side is a blues, in the extreme high-tension style popular currently.

Be-bop-a-lula . . . 77
 Another blues in the same extreme style — this one additionally gimmicked with echo.

JOHN LESLIE
To Love You . . . 77
 ABC-PARAMOUNT 9713 — A very lovely ballad from the pic, "The Proud and the Profane." Leslie's styling has the rich, generous proportions of an Eckstine and is a treat to the ears. Should be a fine seller. (Famous, ASCAP)

I'll Be Laughing Tonight . . . 76
 Leslie has been favored with top-notch material on this side, too. This melodic ballad, set to an easy, syncopated beat, gets a warm piping, Leslie's stock should rise with a strong release like this. (Chappell, ASCAP)

GORDON MACRAE
One Misty Morning . . . 77
 CAPITOL 3438—This is a philosophical ballad with an especially appealing melody. The fine MacRae vocal, backed with lush ork and choral sounds, labels it a class item. First-rate jockey and juke material. (E. H. Morris, ASCAP)

I Asked the Lord . . . 76
 MacRae does a solid performance on this inspired devotional item. Chorus is slotted for good religious effects. Singer's fans particularly will enjoy this good piece of showcasing. (Ball-Eye, ASCAP)

HUGO WINTERHALTER ORK
Canadian Sunset . . . 77
 VICTOR 6537—A lush arrangement of a dramatic Eddie Heywood instrumental with a swiny piano solo by Heywood himself. Jockeys will find this interesting programming. (Meridian, BMI)

This Is Real (We're in Love, We're in Love, We're in Love) . . . 78
 An appealing theme from the forthcoming movie, "Lola Montez," is wrapped up by Winterhalter in an attractive instrumental framework. (Remick, ASCAP)

JOANNE GILBERT
It Says Here . . . 77
 DECCA 29931 — A very pleasant waltz tune, with an original idea, is sung sweetly by the young thrush. A classy side that rates spins. (Weiss & Barry, BMI)

Runaway . . . 75
 This tune, from the much-detoured "Ziegfeld Follies," is a pretty ballad that wouldn't hurt any show. The thrush does an appealing job, and there should be curiosity spins. Good conversation piece for jocks who are so inclined. (Valando, ASCAP)

LEROY HOLMES ORK
Where or When? . . . 76
 M-G-M 12253—A lush, lovely version with lilting choral work on the great Rodgers and Hart oldie, currently being revived in the Leslie Caron movie, "Gaby." Film tie-up should help disk garner jockey play. (Chappell, ASCAP)

Surrender to Me . . . 72
 A placidly pretty theme from the new Warner movie, "Lola Montez," is handed an attractive instrumental wrap-up by Holmes. (Witmark, ASCAP)

CAB CALLOWAY
Remember When? . . . 76
 ABC-PARAMOUNT 9689—Calloway warbles an effective r.&b.-styled ballad.

lad with warmth and moving simplicity. Pleasant choral backing by the Gayles canaries. (Trinity, BMI)

Chigger Chigger Wa Wa...75
A showmanly vocal on a bouncy novelty with a good beat. (David, BMI)

BUDDY MERRILL
Rock 'n' Roll Ruby...75
CORAL 61649—Merrill, a member of the Lawrence Welk legion, may pick up some loot on this cover job if he gives it a strong TV send-off. Otherwise, Johnny Cash and the others will be hard to catch. (Hi Lo, BMI)

It May Be Silly (But Ain't It Fun?)...74
Little Jimmy Dickens' country smash in effervescent style. Okay job that could move if properly sold on the Welk show. (Tannen, BMI)

LACILLE WATKINS
Maybe You'll Be There...75
KAPP 145—Miss Watkins and the Belltones render a slow, easy-going reading of the oldie. Gal has many of the qualities of former Ink Spots lead Bill Kenny. A selling effort worthy of plays. (Triangle, ASCAP)

His Hand in Mine...73
Soprano Lacille Watkins offers a pleasant reading of a ballad of faith and hope, ably assisted by the Belltones vocal group. (Bregman, Vocco & Conn, ASCAP)

MIYOSHI UMEKI
Little Lost Dog...75
MERCURY 70880—Mercury's Japanese thrush sings in English with appealing tenderness on the poignant French ditty. The international gimmick provides jocks with interesting conversation wax. (Rayven, BMI)

The Story
You're About to Hear Is True...72
Miss Umeki thrushes prettily on a moving ballad. (Spier, ASCAP)

MIKE PEDICIN QUINTET
The Beat...75
VICTOR 6546—The beat definitely is the thing here. The Pedicin Quintet gets a thumping, groovy beat that could knock a house down. Vocal and instrumental choruses are smoothly paced and equally attractive. Very good juke box offering. (Jungnickel, ASCAP)

Save Us, Preacher Davis...70
This material is patterned after the lively camp meeting songs of the South. But again, cute and humorous as the lyric is, the beat and honking band sound are what put the material over. (Oxford, ASCAP)

KAY ARMEN
Tenderly He Watches (Every Step, Every Mile of the Way)...74
M-G-M 12256—Reverent thrushing on a moving song with a spiritual theme. (Duchess, BMI)

Love Is You...74
A powerful vocal job on an effective ballad. (Paxton, ASCAP)

LEO DIAMOND
Du Bist Schoen Wie Musik (You're as Pretty as Music)...74
VICTOR 6513—German tune has been stirring interest in Tin Pan Alley of late. Its nostalgic melody is handsomely projected by Diamond's harmonica and set to a catchy tango beat. There is something mighty pretty for deejays here. (Burlington, ASCAP)

Polynesian...71
This is a Diamond original that evokes the delicious laziness of a South Sea siesta. An instrumental like this is a good tonic in the summer. (Lero, ASCAP)

THE JONES BOYS
No One Home...74
KAPP 147—The boys fairly whisper the lyrics to this intimate, Latin-rhythm tune, then they burst out in a swiny beat with full-voiced chords. A cute idea for a song and the rhythm makes it a good box item. (Southern, ASCAP)

Mary Smith...67
The gimmick here is trying to find the Mary Smith he met "at the party last night." Wind-up is that the phone operator is the gal. It's a novelty to teen-agers, but the flip has more play appeal. (Evans, ASCAP)

DEAN JONES
In the Heart of Town...73
M-G-M 12264—A pretty ditty, sensitively done, with excellent backing by Harry Geller's ork.

The Tennessee Rock 'n' Roll...73
A cover of this blues recently cut by Billy Eckstine. Dean Jones chants a creditable version, backed by solid instrumentation.

LARRY WAGNER
Caribbean Cocktail...73
FOREST 5601—One of the more talented arranger-composer-conductors, Wagner turns in a colorful, rhythmic tidbit that should pull considerable deejay play. It's good album material, the singles sales are unlikely. (Mode, ASCAP)

Two Left Feet...71
A cute instrumental that rates play. (Quick, BMI)

PEARL BAILEY
Zing Went the Strings of My Heart...73
SUNSET 2018—Miss Bailey, working in her lazy, ad-lib filled style, debuts on the label offering the oldie, which she sings in the upcoming pic, "That Certain Feeling." Pic and TV exposure, via two slottings on the Bob

Hope show, would kick up action on this one. (Harms, ASCAP)

That Certain Feeling...70
Fast-moving, bright title ditty from the pic gets a happy reading by Miss Bailey. This side, too, gets the TV push which should help get attention. (Harms, ASCAP)

MEG MYLES
My Melancholy Baby...72
CAPITOL 3437—The great standard is chanted in Meg Myles' intense, stylized fashion to smart backing. A nice side. (Shapiro-Bernstein, ASCAP)

CAPITOL 3439—Here's a bright big
The fine ballad is chanted tenderly, with lush backing. (Meridian, BMI)

THE GOOFERS
Tear Drop Motel...72
CORAL 61650—The boys team up on a ludicrous parody of "Heartbreak Hotel." It's a laughable job but there'll be competition even in the yock department from Homer and Jethro's "Hart Brake Motel," also issued this week. (Vim, ASCAP)

Tennessee Rock 'n' Roll...71
More parodying by the Goofers of the rock and roll movement. Lyrics, choral repetition of the solo lines, and the beat add up to quite a take-off job. (Broadcast, BMI)

THE GAYLES
Shortnin' Bread Rock...72
ABC-PARAMOUNT 9707—"Shortnin' Bread" gets a pounding working-over here by the girls and it ends up well in the current rock-and-roll groove. A fair-to-good commercial disk. (Mills, ASCAP)

You Fool...70
Patterned after an r.&b. cry ballad, the Gayles style this material in fancily ornamented harmonic dress. The lead turns in a likable solo. The material itself is the only weakness. (Duchess, BMI)

BIG BEN BANJO BAND
I.O.U. Polka...72
CAPITOL 3439—Here's a bright, big, sound by the British ork. It's an exceptionally fast-moving job that will give the polka fans a heated workout. Good box fare. (Zodiac, BMI)

Anna Lisa...70
More hand-clapping polka material that glows with rhythmic excitement. Slightly slower paced than the flip but still a happy terp entry. (Stellin, BMI)

LES ELGART ORK
The Poor Pianist of Paris (Le Piano Du Pauvre)...72
COLUMBIA 40703—An interesting take-off on the basic idea of "Poor People of Paris," but different enough so that it will still spark interest—and sales. The gimmicked piano has an attractive sound. It's the first time Elgart has used the instrument. (Southern, ASCAP)

The Left Bank (C'est a Hambourg)...68
Another clever instrumental with a jaunty Continental air and a solid dance beat. A good deejay programming record. (Cromwell, ASCAP)

BUDDY HACKETT
The Songs My Mother Used to Sing to Who...71
CORAL 61640—The comic has some mildly funny patter here about a girl who apparently didn't learn as much as she should have from her ma. This material is not up to Hackett's best releases, but he has fans that will probably dig it. (Shapiro-Bernstein, ASCAP)

I Used to Yate Ya...69
Hackett, making like a little boy, plays up to a little girl with appropriate cuteness. An amusing trifle, cut previously by Guy Mitchell. (Oxford, ASCAP)

SHER WOOLEY
You Can Do It...71
M-G-M 12260—Here's a bright rhythmic lesson for the day done in pleasant pop style by the country singer. Cheer Leaders vocal group backs effectively. (Cordial, BMI)

Do I Remember?...66
Wooley adopts a tender, crooning style on this romantic ballad. Flip, however, has more attention value. (Cordial, BMI)

BENNY BELL
Six Feet Under...69
MADISON 321—What could be a morbid theme is given a rollicking, gang-sing type of treatment—with philosophical implications. (Madison, BMI)

Part Two...69
More verses to the same ditty. (Madison, BMI)

PAT MILLER AND HALL DANIELS
My Dear Diary...69
HARMAD 113—Another of the teenage type ditties where the gal is supposed to be too young to fall in love, but isn't. The chantress does a nice job in a voice of lyric quality. (Okun, BMI)

Dance of the Goony Bird...67
This side is a novelty lyric, the theme of which is a call to do what the goony birds do. (Okun, BMI)

BILL ST. CLAIRE
Yours and Mine...68
M-G-M 12255—Sincere, warm warbling on a nice ballad. (Roxbury, ASCAP)

Whatcha Gonna Do?...66
Pleasant vocal treatment of a catchy ditty. (Caesar, ASCAP)

THE BEST!
DANNY KATZ
-Sings-
THE SEARCHERS
(RIDE AWAY)
 MGM 12252
 K12252

Joni James

I WOKE UP CRYING

and

THE MAVERICK QUEEN

(From the Republic picture)

MGM 12213 • K12213

Connie Francis

FORGETTING

and

SEND FOR MY BABY

PLUGGED ON NBC-TV SHOW "MODERN ROMANCES"

MGM 12251 • K12251

NEW MGM STAR **SPECIALS!**

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

The Kings IV

YOU'RE ON TRIAL

and

STUMBLING

MGM 12247
K12247

Dick Hyman Trio

WHEN YOU'RE SMILING

IT'S GOT "THAT" WHISTLE

and

ROLLIN' THE BOOGIE

MGM 12258 • K12258

Rosalind Paige

HAVE FAITH AND HAVE PATIENCE

and

LET ME BE THE FIRST ONE

PLUGGED ON ABC-TV SHOW "STAR TONIGHT"

MGM 12229 • K12229

Barry Gordon

10 YEARS TO GO

ON BERLE TV SHOW JUNE 5

and

HOW DO WE LOOK TO THE MONKEYS?

(Cha-Cha-Cha)
Orchestra conducted by Art Mooney
MGM 12276 • K12276

Jack Valentine

WAYWARD WIND

and

THESE OL' BONES

MGM 12267 • K12267

Eddy Manson

on Harmonica

LOVERS AND LOLLIPOPS THEME

and

PEGGY'S THEME

(From film "Lovers and Lollipops")

MGM 12250
K12250

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 36, N. Y.

(Continued on page 42)

• This Week's Best Buys

THE HOOT OWL BOOGIE (Aberbach, BMI)—Red Foley—Decca 29894—The sales response to this record has been the best for a Foley solo in a number of tries. Southern dealers that are not deserting the traditional country music are finding this one of the most commercially potent records now available. Several key Northern territories are also seeing good business on the disk. Flip is "A Handful of Rice" (Springfield, BMI). A previous Billboard "Spotlight" pick.

SWEET DREAMS (Acuff-Rose, BMI)

UNTIL I MET YOU (Lancaster, BMI)—Faron Young—Capitol 3443—Another fast seller in the traditional country vein. Both sides of the disk are getting an excellent reception, territories being almost evenly divided in their side preference. Atlanta, Durham, Nashville, Birmingham and New Orleans reported very good sales in the first two weeks. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

KITTY WELLS

I'd Rather Stay Home (Acuff-Rose, BMI)
Searching (Copar, BMI)—Decca 29956—Miss Wells belts out another great coupling, each sung with solid hit potential. Top side is a lilting, medium-paced bit of simple philosophy, while the flip is an all-out traditional weeper with great gobs of sorrowful tones.

TALENT

FRED CRAWFORD

Secret of My Heart (Starrite, BMI)
Rock Candy Rock (Starrite, BMI) — Starday 243—Crawford's reading of these contrasting sides shows a versatile touch. The lad is equally at home with the traditional styled weeper on top and with the solid, fast-moving rock and roll blues on the flip. Artist has big potential on this and future wax.

• Reviews of New C & W Records

SONNY JAMES

Twenty Feet of Muddy Water . . . 88
CAPITOL 3441—The heavy backbeat and blues pattern have rock and roll appeal, and the lyric idea is fresh and potent. He's gonna dive to see if she tossed his ring away. A dangerous side by this now cow consistent good seller. (J.B., BMI)
All Mixed Up . . . 84
A cute, happy side with perky warbling by James, backed by a lightly rocking piano figure and some intriguing guitar sounds. Attractive stuff. (Central, BMI)

HOMER AND JETHRO

Hart Brake Motel . . . 87
VICTOR 6542—The bucolic parodists serve up one of their better efforts as they fracture the current Elvis Presley smash. Should do well in the field and also crack into some pop coin. The flip side should help. (Tree, BMI)
Two Tone Shoes . . . 83
The take-off, naturally, is on Carl Perkins' "Blue Suede Shoes," and this too is one of the team's stronger parodies. (Hi Lo, BMI)

HANK THOMPSON AND MERLE TRAVIS

You Can Give Me Back My Heart . . . 82
CAPITOL 3440—Thompson has the vocal on an okay, routine ballad offering. The warbler-orkester has had

stronger sides. (Texoma, ASCAP)

Weeping Willow . . . 77
Travis' potent guitar helps along this western instrumental. A good, brisk dance side that should prove useful on the boxes and on deejay programs. (Texoma, ASCAP)

MONTANA SLIM

I'm Ragged But I'm Right . . . 79
DECCA 29942—This one can step out. It's a fetching cover of George Jones' current release, and Montana Slim, backed by swiny instrumentation, does it solidly. Great for deejays. (Starrite, BMI)
The Yodelin' Song . . . 75
This side is a novelty. It couples yodeling with the rock and roll idea to make a distinctive side. (Copar, BMI)

EDDIE NOACK

For You I Weep . . . 78
STARDAY 246—A slow, lilting country weeper (written by the singer) gets Noack's genuine tear-laden tones. Fiddles add to the sad mood. This one could help build a circle of fans. (Starrite, BMI)
You Done Got Me . . . 74
Noack stays in the traditional country groove on a medium paced tune also of his own clefting. Better known as a writer, he handles the singing department very well, too. (Starrite, BMI)

WADE RAY

Just an Old Fashioned Locket . . . 76
VICTOR 6544—A sentimental, old-fashioned pop-type song is rendered with heart by Ray. Guitar backing is especially classy. Should see some action. (Random, ASCAP)
I Need a Good Girl Bad . . . 74
Ray wails a country blues with a rock and roll-inspired beat. Some smart guitar work helps; but the side falls short. (Delmore, ASCAP)

JOHNNY CARROLL

Wild, Wild Women . . . 75
DECCA 29941—A strong side in the extreme rock and roll country style. The flashy ditty is belted out in rapid fashion, with Carroll putting a lot of emotion into his chanting. (Olympic)
Corrine, Corrina . . . 72
Johnny Carroll covers this r.&b. hit in a style right in the current country blues vein—the Presley school. Disk is gimmicked with echo. (Gotham, ASCAP)

CASEY CLARK

Lost John . . . 74
SAGE AND SAND 1139—Clark offers another version of the folk song that has been getting some revival attention since the issuance of Lonnie Donegan's disk. If this gets circulation, it can rack some country sales. (Sage and Sand, BMI)
Pot of Gold . . . 73
Good production and warbling in the western ballad manner. Should be good for territorial sales and spins. (Sage and Sand, BMI)

JIMMY LEE PROW

You Tell Her I Stutter . . . 70
KING 4929—Prow is a disk jockey

• C & W Territorial Best Sellers

For survey week ending May 23

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. Hold Everything R. Sovine-W. Pierce, Dec.
3. Little Rosa, W. Pierce, Dec.
4. Yes, I Know Why, W. Pierce, Dec.
5. Good Woman's Love, H. Locklin, Vic.
6. Gone Home, L. Flatt-E. Scruggs, Col.

Charlotte

1. Heartbreak Hotel, E. Presley, Vic.
2. Hoping That Your Hoping Louvin Brothers, Cap.
3. Blue Suede Shoes, C. Perkins, Sun
4. You and Me, R. Foley & K. Wells, Dec.
5. Yes, I Know Why, W. Pierce, Dec.
6. Baby, Let's Play House, E. Presley, Vic.
7. 'Cause I Love You, W. Pierce, Dec.
8. Little Rosa, R. Sovine-W. Pierce, Dec.
9. So Doggone Lonesome, E. Tubb, Dec.
10. I Forgot to Remember to Forget E. Presley, Vic-Sun

Dallas-Fort Worth

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, E. Presley, Vic.
3. You and Me, R. Foley & K. Wells, Dec.
4. For Rent, S. James, Cap.
5. I Walk the Line, J. Cash, Sun
7. I Was the One, E. Presley, Vic.

Houston

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
4. For Rent, S. James, Cap.
5. I'm Ragged But I'm Right G. Jones, Sdy.
6. Hold Everything R. Sovine-W. Pierce, Dec.
7. I Want You, I Need You, I Love You E. Presley, Vic.
8. I Was the One, E. Presley, Vic.
9. Sixteen Chicks, L. Davis, Sdy.
10. I Walk the Line, J. Cash, Sun

Memphis

1. Blue Suede Shoes, C. Perkins, Sun
2. Rock 'n' Roll Rubby, W. Smith, Sun
3. Heartbreak Hotel, E. Presley, Vic.
4. Ooby Dooby, R. Orbison, Sun
5. Yes, I Know Why, W. Pierce, Dec.
6. I Walk the Line, J. Cash, Sun
7. You and Me R. Foley & K. Wells, Dec.

Nashville

1. Heartbreak Hotel, E. Presley, Vic.
2. Crazy Arms, R. Price, Col.
3. Blue Suede Shoes, C. Perkins, Sun
4. Yes, I Know Why, W. Pierce, Dec.
5. I Take the Chance J. E. & M. Brown, Vic.
6. For Rent, S. James, Cap.
7. Honky Tonk Man, J. Horton, Col.
8. So Doggone Lonesome, E. Tubb, Dec.
9. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.
10. You Nearly Lose Your Mind J. Tubb, Dec.

New Orleans

1. Heartbreak Hotel, E. Presley, Vic.
2. You and Me, R. Foley & K. Wells, Dec.
3. Blackboard of My Heart H. Thompson, Cap.
4. Blue Suede Shoes, C. Perkins, Sun
5. You're Free to Go, C. Smith, Col.
6. Run, Boy, R. Price, Col.

Richmond, Va.

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. For Rent, S. James, Cap.
4. Will You, Willyum? J. Martin, Vic.
5. How Far is Heaven? K. Wells, Dec.
6. Why, Baby, Why? R. Sovine-W. Pierce, Dec.

St. Louis

1. Blue Suede Shoes, E. Presley, Vic.
2. Heartbreak Hotel, E. Presley, Vic.
3. I Forgot to Remember to Forget E. Presley, Vic-Sun
4. You and Me, R. Foley & K. Wells, Dec.
5. I've Got Five Dollars, F. Young, Cap.

in the Middle West who has amused his audiences with his stuttering act. On his first King record he is a riot, particularly when he tried to make love in tongue-stumbling fashion. A cute novelty. (Bourne, ASCAP)

Shopping List . . . 66
Prow drops the stutter on this side and runs thru a fast patter piece that has a few comic moments. On the whole, the material is not strong enough to invite repeated playing, however. (Mar-Kay, BMI)

FRED WAMBLE
Since My True Love Said Goodbye . . . 68
M-G-M 12261—A blue ballad with a genuine folkish quality that many will find appealing. Wamble has a smooth, likeable style that is especially attractive in weepers like this. (Acuff-Rose, BMI)

Let's Don't Wait . . . 65
The singer doesn't quite warm up to

(Continued on page 42)

• Best Sellers in Stores

For survey week ending May 23

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.		14
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	14
I WAS THE ONE (BMI)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	16
Honey, Don't (BMI)—Sun 234		
3. YOU AND ME (BMI)—R. Foley & K. Wells	4	19
No One But You (BMI)—Dec 29740		
4. YES, I KNOW WHY (BMI)—W. Pierce	3	13
'Cause I Love You (BMI)—Dec 29805		
5. I'VE GOT FIVE DOLLARS (BMI)—F. Young	12	9
You're Still Mine (BMI)—Cap 3369		
6. FOLSOM PRISON BLUES (BMI)—J. Cash	7	16
SO DOGGONE LONESOME (BMI)—Sun 232		
7. LITTLE ROSA (BMI)—R. Sovine & W. Pierce	9	5
Hold Everything (BMI)—Dec 29876		
8. BLACKBOARD OF MY HEART (BMI)—H. Thompson	6	9
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
9. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	5	38
Mystery Train (BMI)—Vic 20-6357, Sun 223		
10. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? (BMI)—P. Wagoner	10	10
How Can I Refuse Him Now? (BMI)—Vic 20-6421		
11. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	10	19
In the Middle of Nowhere (BMI)—Cap 3300		
12. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	8	24
Missing You (BMI)—Dec 29755		
13. FOR RENT (BMI)—S. James	13	6
My Stolen Love (BMI)—Cap 3357		
13. MY BABY LEFT ME (BMI)—E. Presley	—	1
I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—Vic 20-6540		
15. HOW FAR IS HEAVEN (BMI)—K. Wells	—	2
Dust On the Bible (BMI)—Dec 29823		

• Most Played in Juke Boxes

For survey week ending May 23

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.		12
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	12
I WAS THE ONE (ASCAP)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	13
Honey, Don't (BMI)—Sun 234		
3. YES, I KNOW WHY (BMI)—W. Pierce	3	11
'Cause I Love You (BMI)—Dec 29805		
4. I'VE GOT FIVE DOLLARS (BMI)—F. Young	6	5
YOU'RE STILL MINE (BMI)—Cap 3369		
5. HOLD EVERYTHING (BMI)—R. Sovine-W. Pierce	5	3
LITTLE ROSA (BMI)—Dec 29876		
6. SO DOGGONE LONESOME (BMI)—J. Cash	4	12
FOLSOM PRISON BLUES (BMI)—Sun 232		
7. BLACKBOARD OF MY HEART (BMI)—H. Thompson	8	6
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
8. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	7	12
In the Middle of Nowhere (BMI)—Cap 3300		
9. YOU AND ME (BMI)—R. Foley & K. Wells	8	10
No One But You (BMI)—Dec 29740		
10. I WANT YOU, I NEED YOU, I LOVE YOU E. Presley	—	1
MY BABY LEFT ME (BMI)—Vic 20-6540		

• Most Played by Jockeys

For survey week ending May 23

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.		14
1. HEARTBREAK HOTEL—E. Presley	1	14
Vic 20-6420—BMI		
2. YES, I KNOW WHY—W. Pierce	2	14
Dec 29805—BMI		
3. I TAKE THE CHANCE—M. & J. E. Brown	6	6
Vic 20-6480—(BMI)		
4. BLUE SUEDE SHOES—C. Perkins	4	15
Sun 234—BMI		
5. YOU AND ME—R. Foley & K. Wells	4	16
Dec 29740—BMI		
6. YOU'RE STILL MINE—F. Young	3	7
Cap 3369—BMI		
7. LITTLE ROSA—R. Sovine & W. Pierce	8	7
Dec 29876—BMI		
8. CRAZY ARMS—R. Price	7	2
Col 21510—BMI		
9. BLACKBOARD OF MY HEART—H. Thompson	11	5
Cap 3347—BMI		
10. FOR RENT—S. James	8	8
Cap 3357—(BMI)		
11. HOW FAR IS HEAVEN?—K. Wells	—	1
Dec 29823—BMI		
12. HONKY TONK MAN—J. Horton	10	4
Col 21504—BMI		
13. SO DOGGONE LONESOME—J. Cash	—	13
Sun 232—BMI		
14. I'VE GOT FIVE DOLLARS—F. Young	14	5
Cap 3369—BMI		
15. HOPING THAT YOUR HOPING—Louvin Brothers	13	2
Cap 3413—BMI		
15. I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers	—	20
Cap 3300—BMI		

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A Great Singer!

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FROM THE BILLBOARD OF MAY 26, 1956

COUNTRY & WESTERN RECORDS

• **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	Chart	Weeks on Chart	
10.		HONKY TONK MAN—J. Horton.....	10	3

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Going UP!!!

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ANOTHER HIT FOR



RED SOVINE

and

WEBB PIERCE

LITTLE ROSA

Decca #29876

↓

The Billboard, May 26, 1956

COUNTRY & WESTERN RECORDS

• **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	Chart	Weeks on Chart	
5.		LITTLE ROSA (BMI)—R. Sovine & W. Pierce.....	10	2
		HOLD EVERYTHING (BMI)—Dec 29876		

See ALL
the Charts!

FOR BOOKINGS, CONTACT

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b/w
"GOING DOWN SLOW"
by
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IT'S A S-Z-Z-L-E-R
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"I NEVER HEAR A MAN"
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"RUN, UNCLE JOHN! RUN"
b/w
"THINGS AIN'T RIGHT"
by Jerry McCain
Excello 2081

"WONDERIN' AND GOIN'"
b/w
"GOIN' HOME"
by Lightnin' Slim
Excello 2080

"EVERYDAY WILL BE THE SAME"
b/w
"I'LL CARRY MY BURDEN"
by the Spiritual Five
Nashboro 597

WRITE—WIRE—PHONE
NASHBORO RECORD CO., INC.
177 3d AV., NASHVILLE, TENN.
(Phone: Chapel 2-2215)

IT'S A HIT
THE CADILLACS
WOE IS ME
b/w
BETTY MY LOVE
#798

Josie RECORD
1650 Broadway, New York City

• This Week's Best Buys

ROLL OVER, BEETHOVEN (Arc, BMI)—Chuck Berry & Chess 1626—Chalk up another powerhouse for Berry! Within 10 days of release, it was reported in the top ten out of Atlanta and Detroit, and also rated a very strong seller in Philadelphia, Baltimore, Buffalo, St. Louis, Durham, Nashville, and New England. As well established as it is already, "Beethoven" should be on the national charts in a week or so. Flip is "Drifting Heart" (Arc, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

SHIRLEY GUNTER

Headin' Home (Panther, ASCAP)—Modern 989—The gal has a warm, intense style that packs a solid wallop and she is right at home with this slow, spiritual-styled opus. Top-notch delivery on the classy material spells big action. Flip is "I Want You" (Modern, BMI)

GENE AND EUNICE

Let's Get Together (Aladdin, BMI)
I'm So in Love With You (Aladdin, BMI) — Aladdin 3321—The pair have a strong pair of sides with gobs of appeal. On top is a smartly swinging opus with tangy harmonies. Eunice comes thru with some cute solo invitations of her own. Flip focusses on a happy, jouncy beat. This disk could go either way and action should be fast.

OTIS WILLIAMS

One Night Only (Jay & Cee, BMI)—De Luxe 6095—See Pop Spotlight Review Section.

• SPIRITUAL

THE FIVE BLIND BOYS

Save a Seat for Me (Lion, BMI)—Peacock 1760—The boys never sounded better. The side starts at a moderate level but builds to a wild intensity. A must entry in its market. Flip is "There's No Need to Cry" (Lion, BMI)

• TALENT

THE PRELUDES

I Want Your Arms Around Me (Simon House, BMI)
Don't Fall in Love Too Soon (House of Fortune, BMI)—Empire 103—Here's an impressive new group with real professional polish. The ballad sides are handled with solid, ear-catching harmonies and the lead shines out with a particularly classy delivery. These lads will bear plenty of watching.

• Reviews of New R & B Records

BOBBY MITCHELL
Goin' Round in Circles85
IMPERIAL 5392 — Mitchell shouts these blues in effective driving style. Band provides a solid beat which could catch the terpers' fancy. (Reeve, BMI)

I Try So Hard75
Here's a slow, pulsing plaint rendered in weepy tones. The flip however, radiates more excitement. (Reeve, BMI)

JOHN BRIM
I Would Hate to See You Go82
CHESS 1624—This has some great Deep South blues tones. Harmonica and guitar give authentic flavor to Brim's vocal. Good blues material that should get territorial support. (Arc, BMI)

You Got Me Where You Want Me79
Brim shows effectively again, this time on another appealing piece of blues wax. This, too, could get action in Southern areas. (Arc, BMI)

LOUIS JONES
Rock and Roll Bells77
PEACOCK 1663—Here is a new r.&b. gimmick that should occasion a lot of interest. The shouter hears tinkling bells and acts as if he is going mad. The unusual backing carries the spirit of the lyric thru effectively. This fast rhythm opus ought to be an excellent seller. (Lion, BMI)

All Over, Goodbye75
Here the singer takes a traditional blues and gives it a heartfelt intonation. A highly creditable job. (Lion, BMI)

LILLIAN CHILDS
The Last Laugh Will Be on You76
GROOVE 0155—Thrush is a husky-sounding, lower-pitched edition of Ruth Brown. Well-made disk, but the material lacks smash potential. (Conley, BMI)

22 Minutes75
As above. (Conley, BMI)

THE DAPPERS
Unwanted Love75
GROOVE 0156—The group, paced by an effective lead, turns in an attractive ballad side. Good material gives this one a chance to step out.

That's All, That's All68
This side's a routine ballad offering,

sung in so-so fashion. (Sylvia, BMI)

SABBY LEWIS
Kenny's Blues74
ABC-PARAMOUNT 9685 — An attractive, smartly paced instrumental arrangement of a swing theme. Good juke wax. (Monitor, BMI)

Ding-a-Ling (Coo Coo Mop)74
Swing vocalizing on a bouncy novelty with amusing nonsense lyrics. (Monitor, BMI)

FATS GAINES ORK
Katy Lee74
AUTHENTIC 701—She spends his money on other men. This blues lament is belted out in real Southern-style with a vocal by Mac Burney. A good one for Southern markets. (Williams, BMI)

You're With Me, Baby73
Another strong side. This is a slow blues, with a vocal by Nap Henry and soulful instrumentation. (Williams, BMI)

MARY EDWARDS AND THE SAXONS
Chilly Willy73
METEOR 5031—A nice blues side. Lyric is a smart novelty and Mary Edwards and the Saxons put it out with a driving beat. (Meteor, BMI)

Oh! Oh! Mama72
A blues with a cute, teen-age type

ON THE WAY UP
CHECKER #837
"A KISS FROM YOUR LIPS"
The Flamingos
CHECKER RECORD CO.
439 S. COTTAGE DRIVE AVE. CHICAGO 15, ILL.
PHONE: KENWOOD 6-4542

• Best Sellers in Stores

For survey week ending May 23

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. I'M IN LOVE AGAIN (BMI)—F. Domino	2	7
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
2. LONG, TALL SALLY (BMI)—Little Richard	1	9
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
3. I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers	5	5
I'M NOT A KNOW-IT-ALL (ASCAP)—Gee 1012		
4. FEVER (BMI)—Little Willie John	7	3
Letter From My Darling (BMI)—King 4935		
5. CORRINE, CORRINA (BMI)—J. Turner	3	5
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
6. BLUE SUEDE SHOES (BMI)—C. Perkins	4	12
Honey, Don't (BMI)—Sun 234		
7. HEARTBREAK HOTEL (BMI)—E. Presley	6	8
I Was the One (BMI)—Vic 20-6420		
8. LITTLE GIRL OF MINE (BMI)—Cleftones	11	3
You're Driving Me Mad (BMI)—Gee 1011		
9. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	9	16
Please Be Mine (BMI)—Gee 1002		
9. TREASURE OF LOVE (BMI)—C. McPhatter	13	2
When You're Sincere (BMI)—Atlantic 1092		
11. MAGIC TOUCH (ASCAP)—Platters	8	9
Winner Take All (ASCAP)—Mercury 70819		
12. PLEASE, PLEASE, PLEASE (BMI)—J. Brown	15	7
Why Do You Do Me? (BMI)—Federal 12258		
13. RUBY, BABY (BMI)—Drifters	—	3
Your Promise to Be Mine (BMI)—Atlantic 1089		
14. IVORY TOWER (ASCAP)—O. Williams	10	8
In Paradise (BMI)—De Luxe 6093		
15. FORTY DAYS AND FORTY NIGHTS (BMI)—M. Waters	12	4
All Aboard (BMI)—Chess 1620		

• Most Played in Juke Boxes

For survey week ending May 23

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	8
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
2. I'M IN LOVE AGAIN (BMI)—F. Domino	3	5
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
3. CORRINE, CORRINA (BMI)—J. Turner	2	5
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
4. MAGIC TOUCH (ASCAP)—Platters	4	6
Winner Take All (ASCAP)—Mercury 70819		
5. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	6	13
Please Be Mine (BMI)—Gee 1002		
6. I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers	5	2
I'm Not a Know-It-All (BMI)—Gee 1012		
7. FORTY DAYS AND FORTY NIGHTS (BMI)—M. Waters	9	5
All Aboard (BMI)—Chess 1620		
8. BLUE SUEDE SHOES (BMI)—C. Perkins	8	12
Honey, Don't (BMI)—Sun 234		
9. HEARTBREAK HOTEL (BMI)—E. Presley	—	5
I Was the One (ASCAP)—Vic 20-6420		
10. LOST DREAMS (BMI)—E. Freeman	—	1
Rockin' Around (BMI)—Imperial 5381		

• Most Played by Jockeys

For survey week ending May 23

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	7
Imperial 5386—BMI		
2. LONG, TALL SALLY —Little Richard	2	9
Specialty 572—BMI		
3. I WANT YOU TO BE MY GIRL —Teen-Agers	10	3
Gee 1012—BMI		
4. SLIPPIN' AND SLIDIN' —Little Richard	3	8
Specialty 572—BMI		
5. MY BLUE HEAVEN —F. Domino	6	5
Imperial 5386—ASCAP		
6. MAGIC TOUCH —Platters	4	8
Mercury 70819—ASCAP		
7. IVORY TOWER —O. Williams	7	8
De Luxe 6093—ASCAP		
8. CORRINE, CORRINA —J. Turner	5	7
Atlantic 1088—ASCAP		
9. WE GO TOGETHER —Moonglows	—	1
Chess 1619—BMI		
10. HEARTBREAK HOTEL —E. Presley	8	10
Vic 20-6420—BMI		
10. WHY DO FOOLS FALL IN LOVE? —Teen-Agers	9	14
Gee 1002—BMI		
12. DROWN IN MY OWN TEARS —R. Charles	15	14
Atlantic 1085—BMI		
13. FEVER —Little Willie John	13	3
King 4935—BMI		
14. I WANT YOU, I NEED YOU, I LOVE YOU —E. Presley	—	1
Vic 20-6540—BMI		
15. BLUE SUEDE SHOES —C. Perkins	11	13
Sun 234—BMI		
15. PLEASE, PLEASE, PLEASE —J. Brown	12	7
Federal 12258—BMI		

Reviews and Ratings New Popular Albums

Continued from page 22

Just Cares for Me four of the group's top efforts. Balance of the band's feature instrumentals by the Jerry Fielding ork, which backed up the Hi-Lo's in their earlier days. The band is a hefty attraction in itself with top-flight ensemble work on eight tunes, including "Spring Is Here," "Stars In My Eyes," "Tea for Two," etc. Disk jockeys will find this a particularly good programming item.

GIRL OF MY DREAMS74
Art Wamer, Piano (1-12")
M-G-M E 3377

Art Wamer, whose band and piano have been featured frequently at New York's Latin Quarter and on TV, has waxed a dozen tunes tied in with the general theme "Girl of My Dreams." Working with a rhythm backing, Wamer handles the material in listenable style that makes for attractive background music. Selections in this tasteful program include "Laura," "Stella In My Eyes," "Mona Lisa," "Moonlight Becomes You," and "Rear Window Theme" among others.

STARLIT HOUR73
Ambrose Ork (1-12")

English band leader Ambrose contributes lush, swingy instrumental treatments of 12 haunting Peter De Rose compositions, including the memorable "Deep Purple," and "Lilacs in the Rain." Excellent mood music, served up with taste and distinction by the veteran orkster. Deejays should find a wealth of good programming material on the LP for romantic segs.

POLITE JAZZ73
Siravo Band (1-12")
Kapp KL 1016

Conductor-arranger Siravo maestros a worthy collection of sidemen thru a pleasant pot-pourri of standards. One hears some very agreeable readings in a happy, almost society-tinged band styling that makes for excellent dancing fare. Buddy Weed, Lou Stein and Billy Rowland take their turns at the piano and polite solos are heard by Lou McGarrity on trombone, Charlie Shavers and Billy Butterfield on trumpet and Hal McKusick on alto sax. "You're an Old Smoothie," "Dream," "Little Old Lady" and "Mean to Me" are samples of the attractive slicings.

HONEYMOON IN ROME71
Renato Carosone, Piano (1-12")
Capitol T 10031
Another in Cap's "Capitol of the

World" series, this well-recorded package marks Carosone's first release in the United States. A pianist, conductor, composer and arranger, his work reflects showmanship and wit. Too, say the liner notes, he has an uncommon understanding of young couples in love, and feels his music reflects this insight. "Ciribiribin," "La Pansé," and other ditties of Italian flavor are included.

INVITATION TO THE MAMBO68
Peter Terrace Quintet (1-12")
Fantasy 215

Terrace, who has toured with Joe Loco's band, has put together a package of mambos which are eminently danceable, with selections in varying moods. "You Don't Know What Love Is," a bolero-mambo; "That Old Devil Moon," a show mambo, and such others as "Tea for Two," "Invitation," etc. There are some good vibes solos by Terrace, interesting work on the bongos and conga drums by Bobby Flash. Moderate sales potential.

Sacred

I SAW THE LIGHT77
Hank Williams (1-12")
M-G-M E 3331

The late Hank Williams was always close to God—as this unusual package of sacred songs testifies. Quite a few of the selections are his own compositions, and the selections include many which were smash hits when first released as singles. "I Saw the Light," "Wealth Won't Save Your Soul," "A House of Gold," "Message to My Mother," "How Can You Refuse Him Now?" are among the numbers. This package, converted from 10-inch, should have a ready sale, for the magic and heartbreak in Williams' voice is apparent in every side.

Jazz

SESSION AT MIDNIGHT81
(1-12")
Capitol T 707

A great assemblage of talent, most of whom cut their eye teeth with the top name bands of the 1930's and 1940's, have a great time blowing in the groove they know best. The half dozen numbers like "Sweet Georgia Brown," "Blue Lou," "Stompin' at the Savoy" and "Moten Swing" get easy, relaxed swinging readings. Outstanding solos by Benny Carter, Willie Smith, Babe Russin, Gus Bivona and Shorty Sherock spark the session. Definitely not for the cool cats, but there are enough jazzophiles around who dig the swing tradition to make this a paying package.

WILDER 'N' WILDER80
Joe Wilder, Trumpet (1-12")
Savoy MG 12063

Trumpeter Wilder, on the basis of this program, should become a much bigger jazz name. He gets a gorgeous, full tone and plays like a warmer, tastier edition of Charlie Shavers. Also, he should appeal to the people who have been buying Ruby Braff. His is a singing, emotional style especially suited to ballads like "Prelude to a Kiss" and "Mad About the Boy," but he also can turn in a highly expressive blues. Hank Jones' piano is in a sympathetic idiom. It's for jazz fans of almost any persuasion and for many who buy jazz only occasionally.

BARNEY KESSEL, VOL. II80
(1-12")
Contemporary C 3512

A re-issue of the material previously available on Contemporary C 2514, a good selling 10-inch, plus four unissued selections made at a later date. On the latter, Hampton Hawes and Red Mitchell were substituted for Claude Williamson and Monty Budwig. The beauty of Kessel's guitar work on standards is to be noted here in "My Old Flame" and "You Stepped Out of a Dream." In "Jeepers Creepers," the ensemble has a lively, spontaneous swing. "I Didn't Know What Time It Was" features sensitive solos by Kessel and by Bob Cooper on oboe. This is top-notch West Coast modern jazz for the aficionados of the same.

KLOOK'S CLIQUE79
Kenny Clarke, Drums; John La Porta, Alto Sax; Donald Byrd, Trumpet; Ronnie Ball, Piano; Wendell Marshall, Bass (1-12")
Savoy MG 12065

Most of the top-grade jazz is on one side of this disk, the one with "Volcano" and "La Porta-thority." But these justify the price of the set. In the former, pioneer modern drummer Clarke takes the spot, and in the second it's modernist La Porta at his inventive best. Don Byrd's clean-cut, post-bop trumpet goes where Clifford Brown once gave promise of heading. These are some of the new sounds that should stimulate evolving jazz fans. Cover is the classiest yet from

Reviews of New Pop Records

Continued from page 37

IRENE CARROLL
I've Been Waiting Just for You68
JESTER 1003—Sweet thrashing on a pretty ballad. Gal has promising pipes and sincere delivery. (Jester, BMI)

Just the Way We Are64
The canary sings an okay rhythm ditty in so-so fashion. She registers better on the flip ballad. (Jester, BMI)

NICK MANERO SINGERS
Have a Happy61
REGO 1002—An old-fashioned gangster with a zingy banjo and piano backing. A jolly tune that might make a cheerful spot on some deejay's programming list. (Douglas, BMI)

Bailey Stomp59
Banjo, piano and traps alone on this side presents a lively ragtime tune in the style of a generation or two ago. A few sentimentalists may be attracted. (Douglas, BMI)

SONNY BROOKS
I'm So Downhearted57
TIP TOP 1008—Brooks pipes a blues with considerable feeling but little individuality. The male group and band backing him give competent but undistinguished support. (Red, White Blue, BMI)

Sweetheart Darling55
A rhythm ballad that also draws strenuous efforts from Brooks. Has no great commercial punch. (Red, White Blue, BMI)

Savoy, whose jazz line is fast becoming one of the most interesting extant.

SIDNEY BECHET: KING OF THE SOPRANO SAXOPHONE78
(1-12")
Good Time Jazz L 12013

The sides in this package are relatively recent, having been recorded in Paris between 1952 and 1955. They present the incomparable Bechet, with his unique style, heart and instrumental mastery, and the outstanding trumpet of Jonah Jones. Several selections were done with Andre Rewelioty's ork, and some with Claude Luter's ork. The tunes include "Lonesome Road," "Wabash Blues," "Some Sweet Day," "Chinatown," etc., and the package contains a very literate set of liner notes by the British critic, Ernest Borneman. Beyond a doubt, traditional jazz lovers will take keen delight in this disk.

HISTORICALLY SPEAKING—THE DUKE77
Duke Ellington Ork (1-12")
Bethlehem BCP 60

The basic idea, of having Ellington re-record some of his musical milestones in hi-fi, would seem great, but it doesn't quite come off here. The performances of such old specialties as "East St. Louis Toodle-O," "Creole Love Call," etc., by the new band, simply don't have the luster of earlier versions. The several new Ellington originals are fairly interesting, but fail to give the old Ellington feeling that something new, different and exciting is happening. Nevertheless, there should be enough fans around to make this worth stocking, and this prestige name in the Bethlehem line should boost the diskery's stock with many dealers and deejays.

THELONIOUS MONK, VOL. I72
(1-12")
Blue Note 1510

A collection of Monk recordings made in the mid and late 1940's. Most of the selections in this LP were previously available on the 10-inch LP 5002. Added are "Humph" and "In Walked Bud" from Blue Note LP 5009 and "Introspection," which was not released before. This is important trail-blazing jazz and should be a part of the nucleus of every modern jazz collector's library.

EARL (FATHA) HINES PLAYS (FATS) WALLER72
(1-12")
Fantasy 217

An unusual package—one great jazz pianist playing the great compositions of another—the late (Fats) Waller. Earl Hines' performance of "Jitterbug Waltz," "Honesuckle Rose," "Squeeze Me" and other Waller tunes reflect devotion, skill and understanding. Support is by guitar, drums and bass. This fine package for the traditional jazz trade contains very knowledgeable liner notes by Ralph Gleason.

RED NORVO WITH STRINGS70
(1-12")

The title is just a little misleading; the strings being on Tal Farlow's guitar and Red Mitchell's bass. This is a most competent, tasteful crew, but the boys would have lost little finesse by adding one non-stringed instrument—namely, drums. As is, there are quite satisfying, modern whirrs at such classy tunes as "Who Cares?" "Let's Fall in Love" and "My Funny Valentine." Farlow is a good seller on Norgran and his presence here should help sales. No powerhouse, but okay inventory for jazz shops. Short selections are good for gentle jazz jocks.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Word is around that Ann Raye, entertainer-deejay of Biloxi, Miss., and daughter of Yankee Barhanovich, secretary-treasurer of Fine Records Company, has been signed to record for Decca, with Paul Cohen, Decca c.&w. chief, sched-

uling a session for almost any day now. Ann, it is reported, will be fitted into the slot vacated by Wanda Jackson, who recently shifted to Capitol. . . . Bob Burrell, who has just resigned as country & western expert for Capitol, with headquarters in Atlanta, has just taken a similar post with Columbia which will keep him in the Georgia metropolis.

Reviews of New C & W Records

Continued from page 38

this light, happy material. The beat is a bouncy one and, with more unloosening on the part of Wamble, could have sold the tune. (Acuff-Rose, BMI)

COCHRAN BROTHERS
Fool's Paradise67

EKKO 3001—The Cochran enter the triplet-backed, Presley styled country gold with some exciting, rhythmic laments. Okay as it is, there's much competition in this groove at present. (Old Judge, BMI)

Tired and Sleepy65
The lads work up a lather on this swinging blues ditty with more of the same colorful piano and down guitar. (Jari, BMI)

NEWCOMB-RAYNER CANNONBALLERS
Jennie58

CO-ED 049-094—Turns out the guy has lost his gal, so he sings about the problem, asking fellows like Ernest Tubbs, Hank Snow, Elvis Presley and the like if they've seen her. Mentioning those names won't help this job very much. (Sorority Fraternity, BMI)

Run Away Heart45
One of the most undistinctive tunes on wax, nor does the weeping fiddle, organ and guitar back-up do anything to help. (Sorority Fraternity, BMI)

THE HAYSEEDERS
Highway Maniac of 10155

CORONATION 101—Another hot-rod type ditty, but the side lacks excitement. (Stafford, BMI)

Mine Not to Hold50
Routine weeper. Disk lacks production. (Stafford, BMI)

Reviews of New Spiritual Records

MAHALIA JACKSON
He's My Light79

APOLLO 304—Mahalia Jackson, now on another label, sings this tender spiritual in her grand style—with warmth and power. (Bess, BMI)

If You Just Keep Still79
This spiritual—of blues construction—gets a powerful reading by the great singer. It's done to a medium tempo with a well-marked beat. (Bess, BMI)

THE FAMOUS DAVIS SISTERS
Plant My Feet on Higher Ground78

SAVOY 4073—An exciting spiritual. The Sisters gain momentum and emotion and quickly work towards a stirring climax. (Crossroads, BMI)

Lord Don't Leave Me78
Slower in tempo than the flip, this matches it in intensity of feeling. An affecting performance. (Savoy, BMI)

THE FRIENDLY FIVE
Jesus Will Answer My Prayer77

AUTHENTIC 702—Keeping to a brisk tempo thruout, the male group effectively drives home the point that Jesus is our eternal standby. The close harmony and solid rhythm of the quintet makes for a strong impression. (Williams, BMI)

Stand Up for the Lord75
With a slower beat and a more subdued backing, the lead is given a chance to range up and down the octaves and get in some tellingly far-out licks. A very pretty and sincere effort that will be appreciated in this market. (Williams, BMI)

Reviews of New Sacred Records

JIMMY WILLIAMS
Alpha and Omega77

M-G-M 12262—Yes; God is the beginning and the end of all things. This is a theme on which Williams enlarges with ever-waxing enthusiasm. A fast, lively tune with a powerful message. Bible Belt fans will want this attractive sacred disk. (White Oak, BMI)

Where Will I Shelter My Sheep74
Another pretty and inspiring piece of sacred material, but taken at a more deliberate pace. Williams embroiders the melody stylishly. Two fine sacred numbers. (White Oak, BMI)

Pat Nelson has joined Tim Spencer's Sons of the Pioneers as promotion, public relations and deejay contact man. . . . Ferlin Huskey will guest star on Buck and Sonny's "Western Jamboree" at Rogue Valley Ballroom, Medford, Ore., next Saturday (2). . . . Red Foley's "Ozark Jubilee" aggregation, comprising, besides the Old Red Head, Bill Wemberly and His Country Rhythm Boys, Porter Wagoner, Bobby Lord, Marvin Rainwater, Wanda Jackson, the Foggy River Boys, and Pete Stampller, attracted two fair houses at Memorial Auditorium, Canton, O., May 20.

Following the release two weeks ago of "Aladdin's Lamp" and "That Big Old Moon" by Ferlin Huskey, Capitol Records followed thru last week with the release of a new Huskey album titled "Ferlin Huskey's Songs of the Home and Heart." The album contains 12 tunes in a mixture of old country standards and some newies. Included are such faves as "I Dreamed of an Old Love Affair," "Never Have, Never Will," "Farther and Farther Apart," "That Little Boy of Mine" and "Useless."

The folks down in Muhlenberg County, Kentucky, are honoring Merle Travis with a special day, June 29, at which time a monument in Travis' honor will be unveiled at his home in Ebenezer, Ky. Bobby Anderson, of WMIA, Central City, Ky., who heads up the Merle Travis Memorial Committee, invites all country artists, deejays and writers to be present for the big event. Write to him direct for further details.

Lefty Frizzell does the guest shot with "Circle Theater Jamboree," Cleveland, Saturday (2), with Ferlin Huskey tentatively set for June 9, and Rusty and Doug moving in June 16. The last named are joining the country and western talent brigade at WWVA, Wheeling W. Va. . . . A large crowd greeted Tex Ritter on his recent guest appearance with Jimmy and Ardis Wells and their bands at the Flame Supper Club, Minneapolis. Tabby West, of "Ozark Jubilee," appeared as special guest with the Wellses at the Flame May 23.

Kenny Roberts, whose TV show is now on four days a week, Monday thru Thursday, over WHIO, Dayton, O., is putting in the weekends on personals in the area. Roberts was in Nashville recently to cut four sides for Decca, with the initial release slated for mid-June. Next Saturday and Sunday (2-3), Kenny works for Frigidaire in Dayton for the opening of the employees' new recreation park. On June 15 he plays the Sesquicentennial at Eaton, O.; June 16, a church festival in Dayton, and on the 17th, a carnival in St. Marys, O. Roberts plays the Flame Supper Club, Minneapolis, June 20, with Texas Bill Strength and group. Kenny says he also has a number of drive-in dates lined up for the summer in Ohio, Kentucky and West Virginia.

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ANTS, MOVE OVER!

Picnickers to Flock To Nation's Parks

• Continued from page 1

often salvaged a seemingly lost day, one that dawned wet or otherwise ominous. Let the sun break thru by mid-morning, and highways jammed with picnickers can develop within the hour. Maybe the crowds will be less than they would be under perfect conditions, but the point is the park units will do very well, indeed.

With buses paid for and boats chartered in advance, the outings will show on schedule in any sort

of weather. The predicted attendance may be slimmed by the weather but, once again, picnicking often spells salvation for the parkmen.

Picnickers are expected to be out in even greater numbers this year, and the parkmen are ready and anxious for them.

Dean Retires As Miss. State Fair Manager

JACKSON, Miss.—J. M. Dean, manager of the Mississippi A. & I. Fair for the past 10 years and a veteran Mississippi fair executive, announced his retirement from the State fair post here Saturday (19). He was succeeded by N. S. Hand, former county agent and more recently assistant to Dean.

In addition to his position with the State fair here, Dean had been active in educational work in the State, was with the State Department of Agriculture and Commerce for 10 years and organized the Mississippi Association of Fairs and served as its secretary for 30 years. He recently retired from this latter post and was also succeeded by Hand.

MIAMI'S EXPO

Cite Delay in World's Fair Bond Offering

MIAMI—The fabulously planned "Interama" project, to be a permanent world's fair on 1,675 acres along Biscayne Bay, is having tough sledding getting off the ground (The Billboard, April 7).

A \$70,000,000 bond issue was scheduled after intensive surveys of previous world's fairs by a New York engineering firm. Ground-breaking was planned for April-May. Expectations based on the surveys were for attendance of 15,000,000 people the first year, tapering to 10,000,000 in ensuing years.

"The general economic situation" was cited this week as a reason why the bond sale has not been started yet. It will get under way in about six weeks, according to the latest report.

Sacramento Rodeo Plays to 13,636

SACRAMENTO, Calif.—The Third Annual Sacramento Rodeo, held on the grounds of the California State Fair here Saturday and Sunday (19-20), pulled a total of 13,636. Three performances were given, matinees on both days and one show Saturday evening.

Guy Weeks too' all-round cowboy honors with Don McBride runner-up. Event was sponsored by the Lions Club.

Names Dot Both Raleigh & ESE Coliseum Programs

NEW YORK—Top names are liberally sprinkled thruout talent programs set for the coliseums at the Eastern States Exposition, Springfield, Mass., and the North Carolina State Fair, Raleigh.

The programs, set by GAC-Hamid, call for Dorothy Lamour to appear during the entire run at Springfield. Other names set for that event with Jack Reynolds, fair manager, are Dorothy Collins and Russell Arms, Hit Parade stars, both for four days, Pat Boone and Denise Lor, both for two days, Joy Cayler and her all-girl orchestra, and Will Mahoney.

Eastern States has used names in its Coliseum offerings for a number of years. This is the first time that such a variety has been included in a single offering, however.

Two shows are set for the Coliseum at the North Carolina State Fair. The first, tentatively titled "Hit Parade Revue" will feature Dorothy Collins and Russell Arms, plus a band and other acts, for three days. The "Midwestern Hay Ride," with Pat Boone featured, has been set for the last three days.

A rodeo has been featured in the unique building for the past two years by Dr. J. S. Dorton, fair manager. In addition to the Coliseum acts, GAC-Hamid will also present the grandstand entertainment, a revue-type offering, as in the past.

This is believed to be the first time that name talent has been featured at the Raleigh event, a major Eastern fair.

RECORD BIRTHS ZOOM MOPPET SPOT POTENTIAL

WASHINGTON — The patron potential for kiddie-lands was boosted last year by a record 4,091,000 births. The Census Bureau announcement also noted that approximately 23,500,000 babies were born in 1950 thru 1955, indicating a current kid spot audience potential of at least 40,000,000.

The total population of the United States as of April 1 was placed at 167,440,000, including the armed forces overseas. The bureau said this represented a gain of 16,308,000, or 10.8 per cent, over the 151,000,000 count on April 1, 1950, when the last census was taken.

OUTDOOR SPECIALISTS

R-B Agency Switch Poses New Ad Look

NEW YORK — The Ringling circus has switched ad agencies once more, with the new account holders being one of the nation's most formidable such organizations. While very few definite policies have been formulated, it is apparent that the agency, Foote, Cone & Belding, will unleash Ringling's most high-powered advertising assault in decades.

Certainly the firm is equipped for it, being nationwide in scope and operating one of the biggest outdoor departments in the agency field.

Selection of FC&B was an-

nounced this week, and it makes the third company to handle Ringling in much less than two seasons. Last year John Ringling North employed the Monroe Greenthal Agency, deep in motion picture accounts and ostensibly chosen at the suggestion of promotion man Milton Pickman. This year it has been the Albert Woodley Agency, which had handled Ringling off and on for years during the New York engagement.

Both prior agencies had, as their major hurdle, the difficulty of long-distance contracting of outdoor and newspaper-broadcast advertising. Relatively basic for long engagements in major cities, the situation becomes complicated on one-night stands, and several revisions were made last season while the circus roamed far from agency headquarters.

FC&B will avail itself of its offices in Chicago, San Francisco, Los Angeles, Houston; Portland, Ore., and Montreal, according to Vice-President William C.

(Continued on page 47)

Angels Camp Frog Fete Pulls 21,600 to Top '55

ANGELS CAMP, Calif.—The Calaveras County Fair and Jumping Frog Jubilee closed its four-day run here Sunday (20) after pulling 21,600, topping a year ago by 4,000 but missing its '53 record of 24,000 admissions.

Usually a three-day run, the fair opened Thursday (17), to enable entry judges to clear the decks to give entertainment features a full three days. The first day pulled 1,100. The top day of the run, the closing Sunday, pulled 10,600 who came out to see a strong entertainment program.

On the schedule for that day was a free stage show, a balloon ascension, an RCA-approved rodeo and the international Frog Olympics, which this year had over 200 entries. The balloon ascension, set for three days by the Badger Balloon Company, had to be changed to a parachute jump because high winds made inflation impossible. After unsuccessful attempts on Friday and Saturday, the jump was finally made on Sunday from an airplane.

Unchanged Price Policy

The fair's price policy was unchanged from last year with adults paying 75 cents on Thursday and

(Continued on page 47)

Rose Gold Falls at Frisco; Fractures Arm, Leg, Pelvis

SAN FRANCISCO—Rose Gold Pahin, aerialist of the Polack Bros. Western Unit, suffered fractures of the pelvis, left leg and arm here Sunday (20) when she fell 40 feet as the Rose Gold Trio was winding up its turn on the last of the show's 11-day engagement at the Civic Auditorium.

She was taken to Central Emergency Hospital and later removed to Children's Hospital.

The trio, which includes her husband, Andre Pahin, and Francesco Rinetti, had almost completed the act when the accident occurred. They were doing the final stunt in which the two men

hang downward by their knees and hold a six-foot rope. Miss Gold dives to catch the rope on the way down. She is reported to have touched the rope but failed to close her grip, plummeting sideways and down to the hardwood floor.

Following the accident, the performance was ended.

Pahin said the aerialist was "undoubtedly blinded by a photographer's flash bulb, because it affected us somewhat." He added that she had done the act thousands of times, once from 600 feet up on Eiffel Tower in Paris.

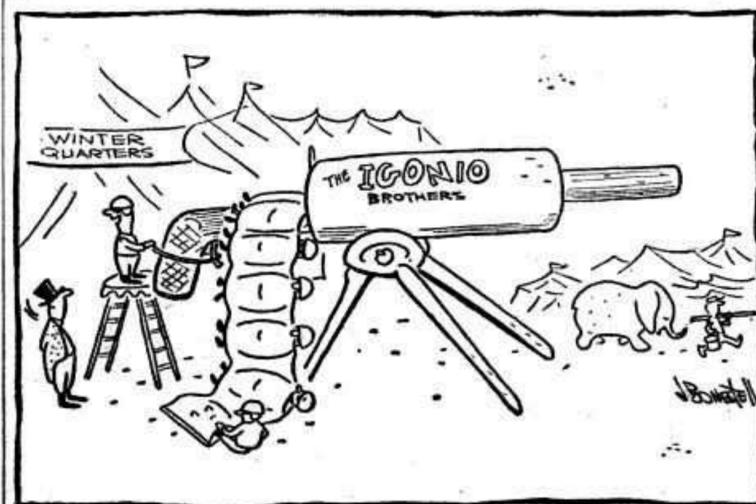
The show moved on to Stockton, where it opened Monday (21) for a six-day engagement. At the hospital Wednesday it was reported she was "resting well and doing as well as could be expected."

\$1.5 Mil Fire At French Fair

PARIS—A fire caused \$1,500,000 damage and menaced the entire "Foire de Paris" early on Monday (21) morning, closing day of the big fair, which opened on May 5. The fire gutted the big Regional Pavilion, in which food products of France were on display. It was brought under control before it could spread to the surrounding halls and stands.

The American "Do It Yourself" exhibit and the many displays of American products, including amusement and vending (coin-operated) machines and juke boxes, were not damaged.

Total attendance of the fair hit a record high of over 4,000,000.



"Is this what you meant when you said 'pop up the cannon act'?"

Name O'Malley To Steel Pier, Trenton Bally

NEW YORK—John O'Malley, New York publicist, has been named to handle publicity-promotion for the Atlantic City Steel Pier and the New Jersey State Fair, Trenton. The appointment was announced by George A. Hamid Sr., operator of both enterprises.

Other accounts handled by O'Malley include the Versailles night club for more than eight years, the Union News Company restaurant chain, including the Rainbow Room. Personalities handled include Edith Piaf, Louis Jordan, Horace Heidt, Mary Small and Dean Murphy.

For the past five years he has been in charge of the Miss Rheingold beer contest.

Geo. Lorey Named SPI Events Director For St. Louis Cele

ST. LOUIS—George D. Lorey, of Pittsburgh, has been named director of special events for the Mid-America Jubilee to be held here during the month of September, Alfred Stern, managing director, announced.

Lorey, who will join June 1, has been special projects director of television station WQED Pittsburgh. A total of 14 special events have already been scheduled. The five Sundays in the month will be designated as Roman Catholic, Lutheran, Metropolitan Church Federation, Jewish, and a Faith and Freedom Rally, involving all faiths.

Other days will include special ones for elementary and high schools, colleges and universities, fraternal organizations and athletic groups. Missouri State Day will also be held as well as a Civic Organization Day.

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ARENAS & AUDITORIUMS

Fayetteville's Kent Shows How to Create Arena Biz
By TOM PARKINSON

AN AUDITORIUM-ARENA that is making its own way in the world is Fayette County Memorial Auditorium at Fayetteville, W. Va. That is a town of about 2,000 people. The building can seat 3,300. On paper it would not seem to be the most favorable set-up.

Yet the four-year-old building, managed by Robert H. Kent, is virtually self-sustaining. It will have housed 502 events in its fiscal year ending June 30, and Manager Kent declares that that is mighty near the maximum number the facilities can handle. It has increased steadily from about 350 in the first year to 474 in 1955.

THIS SUCCESS HAS been homemade in most regards. Kent has gone forth to bring events into his building. Once booked, he promotes them. Many of the 502 are of a local non-show nature, as with all buildings, and a number of them come to the building without effort by its management.

But the major events of the year are traceable to Kent's work. "Holiday on Ice" puts its "Vogues" unit in the Auditorium for a month's rehearsal each winter. They skipped last year because of a switch being made with an overseas unit of the icer, but the rehearsal period will be resumed this year. Kent hopes that it can be set for late summer rather than winter, because of weather. The practice session is followed by a four or five-day opening run by the ice show. This is promoted by Kent, and it does very well, unless, as in 1954, snow makes mountain highways hard to travel. Given a weather break, the show draws thru the area from Charleston, W. Va., south to the Virginia border.

THE COUNTY-OWNED BUILDING has had no circus, partially because of a conflict with a Shrine show at Charleston. Next year it will have a county-wide auto show, conceived, built and promoted by Kent for the county.

He also handles all phases of promotion and operation of the annual home show. Exhibitors are retailers and distributors thru the trade area and the show runs five days. Kent sells exhibit space and promotes the show. It does right well, he reports.

Popular music package shows are too high priced, and gospel singers don't sell here, but Fayette County patronizes country and western packages. The latest was headed by Roy Acuff. Kent explains that his organization can't afford to undertake a percentage deal on these, so it works, not direct with a radio station's talent agency, but thru independent agencies that work on a flat-fee basis.

EACH YEAR HE TRIES to book one of the armed forces bands; most recent was the Marine Corps Band. As in many other cases, the building manager works closely with local auspices groups on the band dates and their charities receive the profits. Tickets are scaled to \$2 for the bands, but the ice show can draw \$3.

With bands and with the Barter Theater, Kent is in close alliance with the school systems. Matinees of both are sold thru schools at special ticket prices. This traveling theater group comes twice a year. The night shows are comedies or dramas for adults. The matinees are Shakespeare productions sold thru 12 high school English departments. Again, it is Kent who handles promotion and makes the school arrangements.

IN SPORTS, FAYETTE'S building is busy. The Harlem Globetrotters are annual sellouts, altho this past year they day-and-dated 29 key high school basketball games in the trade area and business was off. This December saw the Harlem Magicians in the building for a capacity business. Both were promoted by the building.

Playing Fayetteville strictly thru the efforts of Kent is the holiday basketball tournament. This year's participants were Boston College, Denver, Marshall and VMI, and they make a four-game, two-day schedule. Kent declares his is the smallest place played by such an array. And business is good.

It takes aggressive salesmanship, showmanship and promotion, but business in general is good for the Fayette Memorial Auditorium.

Arena Recap

DALLAS AUDITORIUM WORK PROGRESSING
DALLAS—Roof work is in progress on the Dallas Memorial Auditorium. Construction of the \$7,300,000 building is scheduled for completion in January, 1957.

NEW JERSEY TOWN PLANS NEW BUILDING
WILDWOOD, N. J.—Plans for construction of a Convention Hall have been made here. It will cost \$250,000.

STADIUM AVAILABLE TO OUTSIDE SHOWS
BRISTOL, Va.-Tenn. — Shaw Stadium and its parking lot here are available to outside shows for the first time. Manager Dee Webster said attractions will be sought for the facilities.

PAGE BOOKS ICER, AUTRY FOR PEORIA
PEORIA — Sid Page Agency, Chicago, which has operation of the Bradley University Field House,

has booked "Holiday on Ice" for September dates and Gene Autry for a January appearance.

PRINCE OFFERS IDEA IN CHICAGO DEBATE
CHICAGO — William Wood Prince, owner of the International Amphitheater here, in a letter to a newspaper pointed out this week that his building has 473,000 square feet of exhibit space, compared to 440,000 proposed for a suggested Chicago Lakefront Hall. He suggested public funds be used for a new hotel near the Amphitheater rather than a new hall near present hotels.

ICER'S ATTENDANCE DIPS FOR SPOKANE
SPOKANE — Shipstads and Johnson's "Ice Follies" drew more than 36,000 persons at Spokane Coliseum May 1-7, according to Roy McBride, manager of the sponsoring Spokane Sports Attractions, Inc. Attendance in 1955 was about 50,000.

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No Jackpots, These

"I THOUGHT they were merely jackpots. I just didn't think they could be true. But, the tales I had heard of how Canadians beelined to see Leon Claxton's 'Harlem in Havana' were true. If anything, they under-stated the power of that show. And, I speak from first-hand observation."

Dick Best, veteran Side Show operator, paused momentarily as the rain beat a steady tattoo against the roof of his comfortable house trailer.

"Let me tell you what happened at the Canadian Lakehead Exhibition at Port Arthur, Ont., last year. It was my first season with the Royal American and I'd learned that Claxton each year gave two big rambles at the fair. These rambles, I had been told, played to 'terrific' crowds . . . so I was all eyes as time for the first ramble neared.

"That was about 9:30 to 9:45 of a Friday night, at the break of the grandstand show. At this show, the fair gives away an automobile and the midway clears as everyone jams in or about the grandstand until the lucky number is picked.

"It was mighty quiet on the midway as the time approached for the drawing. Once the drawing was made, the grandstand crowd broke—or, rather stormed loose. And, where did the people go? They headed like a shot out of a cannon for the Claxton top, not pausing a moment to give any of the other midway attractions on the Royal so much as a fleeting glance. They were intent on one thing—making sure they got in to see the Claxton ramble. They jammed the top—at one dollar per—and there were some who didn't get in."

Gave It Away at Outset

North of the border—and south of it, too—Claxton's regular shows, as well as the rambles, have become solidly entrenched. "Harlem in Havana" now is virtually an institution, supported by an ever-mounting following in Western Canada and down thru the Midwest and Deep South.

It wasn't always that way. When Claxton first went to Canada more than two decades ago he couldn't get the folks in to see his show. Negro shows which played the prairie provinces before him had been woefully short on talent and this didn't serve to put Negroes generally and Negro talent specifically in a favorable light.

It didn't take Claxton long to realize what he had to overcome. To do it, he opened the show to all comers on the first night or two of each Western Canadian fair.

Even then, they didn't throng in. Claxton recalls an old Indian woman at the Calgary Stampede. She had heard the talker repeatedly urge everyone to come in and see the show free. But she didn't budge. Finally Claxton stepped down from the bally platform and invited her in. Still she hesitated. He reiterated that she would not have to pay to get in. She countered with "but maybe you make me pay to get out." Only after being assured that she would neither have to pay to get in or out did she see the show.

People, who saw the early Claxton editions raved over the talent, the dancing, the costumes and the production wrapped in them. Here, they decided, was an outstanding show, well worth the time and money to see. Here, they concluded, was something which didn't poke fun at Negroes but actually was a highly entertaining show by talented Negroes, presented cleanly and gaily at a spirited pace.

Thru the years Claxton has striven to step up his show's special appeal. Each year he has changed it completely. As he succeeded, he upped outlays for talent, costumes, and scenery.

Draws Rave Press Notices

During the recent Cotton Carnival at Memphis, a city widely known for its rigorous censorship, the public prints carried a quote from a top police official who not only termed "Harlem in Havana" a wholesome show but described it as "well worth the price of admission."

Editorially, newspapermen over the Royal American's route have vigorously applauded the show. Able Will Jones, amusement critic of The Minneapolis Tribune, last year saluted "Harlem in Havana" as "the best buy at the Minnesota State Fair."

Claxton, whose company now numbers about 35, as contrasted with 15 when he started out, can look back on many achievements. Instead, he prefers to look ahead . . . planning for next year's show.

A flashback of his career shows him as a block boy with the Ringling Circus. Show people early took a liking to him. They taught him enough so that he worked up his own contortion act, then went on to the Keith and Western Vaudeville circuits, and from there to producing night club presentations.

Next, he was tapped to produce a show at Chicago's Century of Progress. His work was such that several carnivals including the Royal American sought him. He joined the Royal in 1935 and he has been with it ever since.

Now 54, he works every performance—some times as many as nine a day, does flip flops and emsees, and continues striving to heighten the appeal of his show.

Claxton has prospered. His home is one of Tampa's show places. He is, moreover, highly respected. In '54, he won an award given yearly to the person making the greatest contributions to Negroes in the Tampa area. He was a founder of Tampa's Big Buddy Club.

Tireless when it comes to aiding orphans, crippled children and underprivileged children of all races, he has given much time and lent the talent of his show for many performances for them. He has been equally tireless in giving or helping to raise funds for outdoor showmen's clubs.



CLAXTON

PEACE PLAN

See Group Formula for Coliseum Ills

NEW YORK — Management and labor alike are guaranteeing there will be no recurrences of the disputes which caused much unpleasantness at the home show in the new Coliseum. Jurisdictional disputes skyrocketed costs to exhibitors, who were slapped with a multitude of union fees.

Tearing down was peaceful compared with setting up, as Mayor Wagner's demands forced quick settlements of differences.

Martin T. Lacey, president of the city's Central Trades and Labor Council, AFL, announced an agreement which definitely frees the Coliseum from a repeat of the home show trouble. The agreement was arrived at by officials of the building and the unions which service it. Lacey also claimed peace was also in the making in the union dispute which has prevented any telecasting from the Coliseum, ironically in the middle of the world's greatest TV market.

Solution was the creation of a labor-management committee which will receive all complaints and be empowered to recommend action.

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- ★ BUGGY-PONY RIDE

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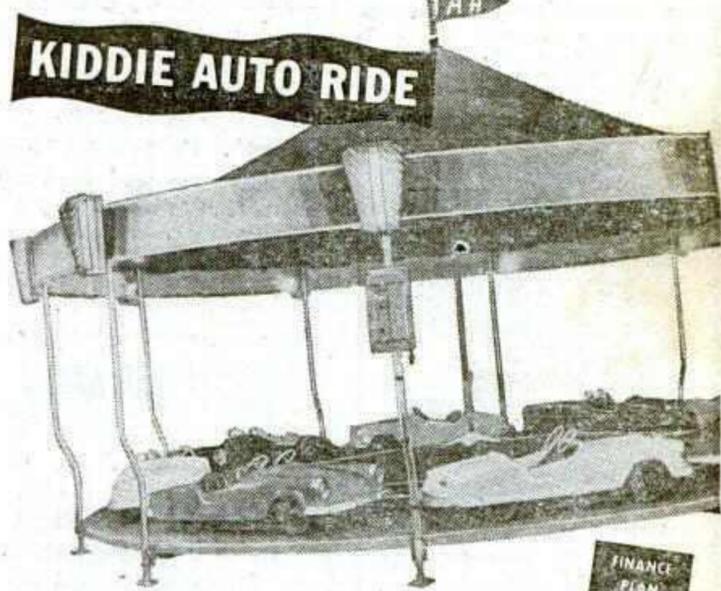


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Stuffed Killer Bull Starts New Museum

SOMERS, N. Y. — A stuffed elephant named Tip arrived here from Yonkers, 40 miles away, on a flat bed trailer Tuesday (15) and was placed in a warehouse where it will be on exhibition. Tip will form the nucleus of a circus museum under the newly formed Somers Historical Society headed by Otto E. Koegel.

A notorious killer, Tip was credited with at least six deaths and severe injuries to at least as many more persons, before he was ordered executed by poison in 1894.

Tip was brought to this country from Europe in 1882 by Adam Forepaugh. He toured with the Forepaugh show until 1899 when he was given to the Central Park Zoo, New York, because he was too difficult to handle. His execution was decreed after four handlers had suffered injuries.

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Alamo Expo.: Portales, N. M.
American Beauty: Marshalltown, Ia.
Amusements of America: Newark, N. J.
Badger State: St. Cloud, Minn.; East Grand Forks 5-9.
B. & J.: Mifflin, O.; Jewett 4-9.
Baker Expo.: Rockville, Ind.
Baker United: Columbus, Ind.; Crawfordsville 4-9.
Beam's Attrs.: Masontown, Pa.; Johnstown 4-9.
Becht, Lee: Washington Court House, O.; Miami 4-9.
Bee's Old Reliable: Whitesburg, Ky.
Belle City: Oconto Falls, Wis.
Bernard & Barry: North Bay, Ont.
Blue Grass: Port Wayne, Ind.
Blue Valley: Greenwood, Mo.
Bogle, P. C.: Arkansas City, Kan.
Borderland: Sanderson, Tex.
Brodbeck & Schrader: Garden City, Kan.
Briggs, A. R.: Woodfield, O.
Buck, O. C.: Utica, N. Y.
Burke, Harry: Lafayette, La.
Burkhardt: Joliet, Ill., 28-30; Plano 31- June 3.
Byers Bros.: Olathe, Kan.
Capital City: Corbin, Ky.; Manchester 4-9.
Caravella Amusements: Franklin, Pa.; Ellwood City 4-9.

(Continued on page 59)

Circus Routes

Carson, Tex: Sargent, Neb., 29; Burwell 30;
Ord 31; Scotia June 1; Bartlett 2; Amelia (mat.) 3.
Clyde Bros.: St. Thomas, Ont., 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.
Cole, Geo. W.: Spencer, W. Va., 29; Ravenswood 30; Point Pleasant 31; Oak Hill, O., June 1; McArthur 2.
Cristiani Bros.: Poughkeepsie, N. Y., 29; Pittsfield, Mass., 30; Greenfield 31; Fitchburg June 1; Concord, N. H., 2; Augusta, Me., 4.
Davenport, Orrin: Edmonton, Alta., 29-June 2.
Hagen Bros.: Frankfort, Ind., 29; Anderson 30; Kokomo 31; Marion June 1; Logansport 2.
Hunt's Three-Ring: Medford, N. J., 29; Stratford 30; Barrington 31; Quakertown, Pa., June 1; Bristol 2.
Kelly-Miller: Bethany, Mo., 29; Trenton 30; Chillicothe 31; Cameron June 1; Atchison, Kan., 2.
King Bros. Eastern: Norristown, Pa., June 2.
Leonard Bros.: Hazelcrest, Ill., 29; Lemont 30; Warrenville 31; Downers Grove June 1; Palos Park 2.
Mills Bros.: Grove City, Pa., 29; Titusville 30; Cambridge Springs 31; Corry June 1.
Erie 2; Mayville, N. Y., 4; Gowanda 5; Buffalo 6; Perry 7; Albion 8; Rochester 9.
Packs, Tom: 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: Tucson, Ariz., 29-30; Provo, Utah, June 4-5; Rapid City, S. D., 8-10; Butte, Mont., 14-16; Boise, Idaho, 19-21; Ogden, Utah, 25-26; Salt Lake City 28-30.
Polack Bros. Western: Santa Cruz, Calif., 29-30; Fresno June 7-9; Salinas 11-12; Bakersfield 14-16; Monterey 22-23; Long Beach 29-30.
Ringling Bros. and Barnum & Bailey: Philadelphia 29-June 2.
Von Bros. Three-Ring: Elkland, Pa., 29; Liberty 30; Jersey Shore 31; Muncy June 1; Benton 2; Nanticoke 4.

Miscellaneous

Brunk's Comedians: Holly, Colo., 29-June 2; Lamar 3-9.
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Cambridge, Mass., 29; Framingham 30-31; Watertown June 2; 3; Nashua, N. H., 4-5; Concord 6; Manchester 7-10; Keene 11-12.
Hitler's \$35,000 Personal Armored Limousine, Jim Stutz, Mgr.: Ruston, La., 28-29; Minden 30-31; Springhill June 1-2; Magnolia, Ark., 3-5.
O'Day, Marie, Palace Car: New Haven, W. Va., 29; Pomeroy, O., June 1-2; Point Pleasant, W. Va., 4; Gallipolis, O., 5-6.

Lassie Set for Rin Tin Tin Dates

NEW YORK—The dog Lassie will be used instead of Rin Tin Tin at fairs this year by the GAC-Hamid office. The switch has been made because prior commitments prevented proper routing, George A. Hamid Sr. said.

Those fairs that booked a canine star with GAC-Hamid's Kiddie Kapers will get Lassie, Lassie's brother and a third dog, all trained performers.

Saskatoon, Sask., Renovates Stadium

SASKATOON, Sask.—A complete renovation job has been started on the Stadium at the fairgrounds. Building, constructed in 1929, is getting repairs to the roof and exterior walls, and the structure will be painted inside and out.

MOVIE REVIEW

Flying Acts Glorified By 'Trapeze'

By TOM PARKINSON

Against the setting of the Cirque d'Hiver, one-time circus performer Burt Lancaster and associates have filmed "Trapeze." Scheduled for release in mid-June and for a heavy advertising campaign, the movie has color, wide screen and Gina Lollobrigida.

That combination is likely to stand it in good stead with the general public. For circus performers, it comes pretty near being an ideal film.

An insistence for accuracy—presumably by Lancaster—is evident. Even the scene-setting shots of a half-dozen acts frantically practicing in the same ring don't seem to be impossible in this movie, and the bulk of the background and general scenes, all made at the Paris Winter Circus building, are excellent.

The film's great strength is in the camera work that has captured and glorified the flying return act. It has been demonstrated in other movies and in TV that flying acts are photogenic; this one turns up new angles and new evidence.

Numerous scenes of the flyers are made with a high camera looking straight down into the act. These and others transmit appreciation of space, height, free flying and air.

Skilled Writing

Circus viewers will notice the movie actors use of trade terms and technical phrases. Skilled writing has blended this specialized trapeze talk into the conversations naturally and without making it seem contrived.

The story itself is incidental to the filming of actual flying. But it, too, is okay. Tony Curtis is a young flyer who wants to do the triple somersault and induces Lancaster to come back to flying to teach and catch that triple. Gina joins out and that causes troubles.

Skillfully, the movie explains the rarity of the triple, names the few who have accomplished it—among them Clarke, Siegrist, Codona and Concello. Moviegoer from the circus world will be amused by the "Mr. Ringling-North" who scouts the act, and they will approve of the way in which the picture shows circus performers and their traditions.

But standing out above all is the camera's capturing the skill and beauty of flying as performed in actuality by Fay and Rose Alexander, Sally Marlowe, Annie and Willie Krause, and Eddie Ward, all prominent flyers with American circuses.

Waco Fair Sets Staffers

WACO, Tex. — Ralph Russell, agricultural manager of the Waco Chamber of Commerce and formerly a vocational agriculture teacher, will be general superintendent of the Heart o' Texas Fair and Livestock Exposition, Othel M. Neeley, executive vice-president, announced.

Named to assist Russell were George Logan, Jimmy Simons, Ed McKay and Bob Welch. Johnny Hunt, local business man, will again be superintendent of the rodeo, the fair's major attraction feature. Fair will operate September 29-October 5.

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Secure Sound Protection
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Whether you have seen it or not, we would like you to know that the "Tip a Coke Bottle and Fork Game" is the most capable new concession to come out in years. Ours can be played in front of or behind counter, with or without bally cloth on one solid bare board. Price \$30 each, complete with instructions for framing. Mail orders only, nothing shipped open. Ready June 20 — four-foot, two-way Striker, same as hand binger, \$125.00 each, and Scissor Picture Frames, same as scissor buckets, \$65.00 each.
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THE FINAL CURTAIN

BELLMAN—Fannie, 62, widow of the late Sidney Bellman and sister of Mrs. Hattie Wagner, May 21 in Los Angeles of paralysis. For many years the Bellmans were widely known concessionaires on the Pacific Coast. Survived by another sister, Mary, Toledo. Burial May 23 in Los Angeles.

BONNEY, Marie, 82, wife of Paolucci, Mills Bros. Circus musician, at Boston recently.

DUNNE—Anthony (Scotty), former canvasman, May 18 in Santa Monica, Calif.

HESHER—Jennie, 69, veteran member of the Woman's Auxiliary, Michigan Showmen's Association, May 22. Survived by her husband, James, and two daughters.

HIXON—Curtis, mayor of Tampa for almost 13 years and well known in carnival circles, May 21 in Tampa following a heart attack. Funeral was held Wednesday (22). Survivors include his widow, Lila; two daughters, Jo Ann and Elaine; a brother, R. F. Hixon, and a sister, Mrs. C. C. Burns Jr.

LOWANDE—Oscar, 79, retired bareback rider and former show owner, at a New York City hospital May 19, of a heart ailment. Son of Martinho Lowande, also a rider and show owner, Oscar was a member of a family act which appeared with many circuses at the turn of the century. In 1908 he became the first rider to perform a backward somersault from horse to horse, doing this with Ringling Bros. in New York. Among other shows he was with Forepaugh-Sells. Later he operated the Bay State Circus and he was a partner in the Sig Sautelle Circus. At one time he had a tally-ho act with seven other persons. He was a clown on numerous indoor shows in recent years, including those of Orrin Davenport. Lowande retired about three years ago and made his home with a niece, Amelia Correia, New York. Also surviving are a son, Oscar Jr., in California, and two sisters,

Mrs. Frank Collins, Reading, Mass., and Marietta Correia. Burial in Westchester County, New York.

MALOT—Jules Rene (Frenchy), 33, veteran concessionaire, May 10 in St. Francis Hospital, Indianapolis. He was formerly with Cliff Thomas Concessions. Survived by his widow, Mary. Burial in Forest Rose Cemetery, Circleville, O.

PURCY—Clara Peterson, 60, mother of Henry O. Wilber, owner of Wilber's Wolverine Shows, May 15 in Chicago. Other survivors include another son, Fred Fitzpatrick, and a daughter, and two brothers, George and Guy Peterson of Merriam's Midway Shows.

REDD—Billy, 54, veteran minstrel man, recently in Portsmouth, Va. Back in the early 1920's he traveled with the minstrel shows of Al G. Fields and Neal O'Brien. Survived by his widow, Mary Lucille; two daughters, Margaret and Janet, and two sisters.

RUSSELL—Bob, 82, old-time circus clown, concessionaire and former show owner, recently in Lyons, Ga. During his many years in show business, he worked on various circuses including Wheeler and Almond, Bond Bros., Bible Bros. and with Sam Dock on Silver Bros. At the time of his death he was with Ring Bros. Survived by his widow, a son, four daughters, a brother and a sister. Burial in Suffolk, Va.

SANDERS—Floyd E., 43, veteran outdoor showman, May 8 in El Paso, Tex. During his many years in show business he had worked on many different shows, including Victory Exposition, Hill's Greater and Monte Young. More recently he was concession manager for Joe Williams. Survived by his widow, Ethel; a son, Robert; a daughter, Floyce; his mother, Mrs. Ollie Oaks; three brothers and two sisters. Burial in Modesto, Calif.

SMITH—Joe Floyd (Smitty), 51, member of the United Exposition Shows, died May 18 in Havana, Ill., while touring with the show. Burial at Canton, Ill.

VOISE—Mrs. Florence, 65, mother of Harold Voise, co-manager of Polack Bros. Eastern Unit, and George Voise, member of the Flying Thrillers and the Aerial Voises, May 5, in Saginaw, Mich. Other survivors include another son, Jack, and two daughters, Mrs. Helen Bettini and Mrs. Janet Hollis. Burial in Forest Lawn Cemetery, Saginaw.

BIRTHS

MOORE— A daughter, Alice Marie, to Mr. and Mrs. W. B. (Curly) Moore May 13 at Castle Creeks, N. Y. Father is Merry-Go-Round foreman on Johnny Denton's Gold Medal Shows.

Estevan Ex Ties in With City's Birthday

ESTEVAN, Sask. — Estevan's 50th anniversary as a town will be marked officially during the summer fair, July 5-7, and the street parade will emphasize the half-century theme. Prize money will be upped in all departments. Last year more than \$12,500 was offered.

250 Dates Listed in

NEW YORK—More than 250 summer events of interest to the public are listed in the new 20-page booklet, "1956 Events in New York State." Many of them have various show aspects.

Just published by the State Department of Commerce and offered free to the public out of its State Street office in Albany, the book is vividly and profusely illustrated and gives descriptions and dates. Included are fairs, field days, parades, festivals, anniversaries, auto races, firemen's events, regattas, summer stock theaters and sporting events.

Warner, N. H., Adds Five Board Members

WARNER, N. H.—Five men have been added to the board of directors of the Contoocook Valley Fair Association because of recent expansion and plans for future development.

The new directors are John Brock, of Hopkinton, who will be in charge of publicity; Dr. William Clough Jr., of New London, in charge of the sheep department; Philip Dunlap, of Hopkinton, Bayard F. Pope and Delbert E. Reade, of Contoocook.

The dates of Hopkinton Fair will be August 31-September 3.

R-B Agency Shift

• Continued from page 43

Matthews, who will be account executive.

Matthews, personal acquaintance of North and a self-styled circus buff of long standing, said top members of his company will form the Ringling account's team. There will definitely be a new look in coming advertising, but since the campaign is in its formative stages the results may not be seen for a couple of months, or possibly not until the 1957 season. First agency meeting was just called.

Matthews cited FC&B's outdoor experience in stating that no trouble is anticipated in getting good outdoor locations for long and short terms alike. There will be a cut-down billing crew on the circus for limited sniping and other functions, it is planned. So long as towns are known three weeks in advance, the agency feels it can succeed with outdoor displays, without pin-pointing dates.

While other advertising media will be carried as usual, the emphasis will apparently be on outdoor, in which FC&B has been a leader. Several accounts have been raised to prominence in their fields thru FC&B outdoor campaigns, Matthews said, listing such products as Kleenex (Little Lulu), Lockheed Aircraft, Rheingold beer, Sunkist Growers, Hiram Walker and Southern Pacific.

Merchandising Challenge

The extent of efforts devoted by the agency to Ringling will, of course, be governed largely by the advertising budget, and the show's \$5-\$8,000,000 annual gross is less than the ad money spent by a host of larger firms. But the agency will be on the lookout for all forms of merchandising and tie-ins activities. It was stressed that FC&B did not actively solicit the account and looks on it as "a huge merchandising challenge."

The agency in the past has had 25-30 top motion picture accounts, on which it did much work akin to the job posed by Ringling. Major enterprises placing ads thru FC&B include International Latex, Howard Hughes Productions, RKO Radio Pictures, Frigidaire, Hallmark Cards, Paper-Mate, Lever's Spry, Montgomery Ward, Chanel, Safeway Stores; Libby, McNeill & Libby pineapple products, and others.

Elvis Presley Pacted for Day By Tupelo Fair

TUPELO, Miss.—Elvis Presley, Rock and Roll sensation, who was born and reared here, has been signed to give two shows in a one-day appearance at the Mississippi-Alabama Fair and Dairy Show.

The day of his appearance is to be named Elvis Presley Day in his honor, James M. Savery, fair manager, announced, Mississippi's governor, J. P. Coleman, already has advised that he will be on hand to honor Presley.

Contract for Presley's appearance calls for the singer to get \$5,000 or 60 per cent of the grandstand receipts. Seats in the 7,500 capacity stand will be priced at \$1.50, 50 cents higher than the usual price.

Different grandstand shows will be offered each day of the five-day event. Grand Ole Opry already has been set for one night and the Blackwood brothers and the Statesmen, gospel singers, have been pacted for another night.

The fair again will have a Buick giveaway each night of its run.

The fair plant is undergoing considerable improvements. Projects include the erection of two new barns and the paving of part of the midway. The Olson Shows will supply the midway attractions.

Frog Fete Draws

• Continued from page 43

Friday; \$1 on Saturday and \$1.50 on Sunday. All attractions, with the exception of rides, were free.

Saturday night feature was a variety show produced by Isabelle Whall, Fun Unlimited. Acts included Bonita (Pat Moreno, vocalist and emcee); Andrei Brothers, instrumental; Del Rubio Triplets, vocals; O'Dells, accordion; Lunard and Lewis, comedy knockabout; Cycling Saxons, and Kathryn Kay, organ. Moore and Mayo canceled out when Angie Mayo was injured in a fall in San Francisco.

The Sunday afternoon program included a rodeo with stock supplied by Christensen Bros., Eugene, Ore., who brought in approximately 300 head of stock. A stage show, spotted during the rodeo intermission and also booked by Miss Whall, featured Hilo Hattie Troupe with Roy Awbray as emcee; Royal Whirlwinds, skating, and Carlyle Nelson. Other entertainment was the Jack Shafton Puppets which held forth in the main exhibit building.

West Coast on Midway

West Coast Exposition Shows provided the midway attractions. Alex Freedman Concessions had the novelties on the independent midway, and Harry Flax, Hum-a-Tunes, entertained profitably on the fair promenade.

Being one of the early California fairs, many managers from other parts were on hand. Included were Cecil Matthews, Mothe, Lode Fair, Sonora; Dale Campbell, Mariposa County Fair; W. C. Woxberg, Merced County Fair, and Nick Walker, Second Agricultural District Fair, Stockton. Tulsa Scott, manager of the Plumas County Fair, Quincy, assisted Carl Mills in staging the event here. Others staffers included Jack Haugen, publicity; Will Long and Larry Emerson, special events, and Pop Hudson, sound.

The Mickey Sullivan band has been signed to play for the Lightning J Ranch Rodeo in Highstown, N. J., June 1-2 and at the Boston Arena, June 8-17.

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In Memoriam



ELI N. LAGASSE
founder of
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Died May 26, 1949

The family of
FLOYD SANDERS
who passed away May 8, 1956, wishes to extend deep appreciation to all relatives, friends and acquaintances for the many beautiful flowers, cards of sympathy and telegrams received during the time of their bereavement.
Mrs. Ethel Sanders and children

New Rendezvous Park Shaping Up Rapidly

ATLANTIC CITY — Grand opening of new Rendezvous Park (The Billboard, March 24), complete with ribbon-cutting ceremonies, is scheduled for June 23, after which daily hours of 2-12 p.m. will prevail, it is reported. Work has been intensified as the target date nears, with additional construction men being taken on, and overtime hours in effect.

Rides on the grounds now, situated at the site of two trolley barns at Caspian Avenue between

Publicity Job Vacated at Rye Playland

RYE, N. Y. — The publicity-promotion activities at Playland, Westchester County-owned and operated amusement park, will be performed by director Edward Kilcullen this season, in addition to his managerial duties.

Kilcullen last year succeeded Col. Allen E. MacNicol, who left Playland to take an executive position with the Wilson Lines excursion firm. Publicity for the last nine years had been done by Charley Palmer, who is no longer with the park.

Off-season work on the grounds included blacktopping of the fountain plaza, Playland focal point next to the boardwalk.

Steel Pier Starts Weekends; Acts, Bands in for 17 Dates

ATLANTIC CITY — Weekend operations will be started by the Steel Pier on Saturday (26) and continue until the daily operating schedule gets under way Friday, June 15. The pier will also be operated on Decoration Day, Wednesday (30).

George A. Hamid Sr., managing director, said the entertainment mecca would continue to use top talent. Beginning with the opening weekend and continuing thru the planned September 16 shut-

Talent Shows Repeat Lure at Willow Grove

PHILADELPHIA — Talent is offered at Willow Grove Park twice daily this year, at 4:30 and 8:30 p.m. The park will again present name attractions, plus special holiday shows during the season.

This weekend's program will be supplemented with local favorites Ranger Joe and Sally Starr in an all-Western show containing acts and music. Wednesday's (30) Decoration Day program will contain several circus attractions.

The Al Raymond band plays for dancing in the Casino every Saturday night. An arrangement Saturday (19) had Toonie, clown of the manufacturer, giving out Toonaviation toys free to the first 500 kids on the new Dragon ride.

Maine and New Hampshire Avenues, are a Ferris Wheel, Merry-Go-Round, Looper, train ride to encircle the grounds, Little Dipper, Sky Fighter and Kiddie Merry-Go-Round. A Pretzel is being installed. Property is leased from Atlantic City Transportation Company.

Grounds have been leveled, and rides and booths are being installed. James Mallin, president of the operating firm, says the intention is to fence in the park and leave three entrances. Main gate will be 50 feet wide, and its sign will be that width and 40 feet tall, reading "Rendezvous Amusement Park." It will be topped by a majorette figure outlined in neon and animated with an illuminated twirling baton, the report says.

Concessions Listed

The barns give indoor space of 372 feet by 76 feet, and business will begin on Decoration Day as originally planned. The following concessions will be working on that day: Basketball, shooting gallery, cigarette gallery, shoot-a-picture, add-em-up dart game, ring-the-Coke, swinger, huckleby buck, pitch-till-you-win, milk bottle, cork dart, 7-11, jewelry store nickel pitch, cotton candy, boola-boo, water ice, twin pops, and another booth with peanuts, popcorn and candy apples.

A sit-down restaurant is located in the center of the midway.

Additional rides, food stands, games, and the Arcade are yet to be completed or installed for the June 23 ceremonies, which will last thruout the day and include giveaways and special events.

tering, no less than 17 top personalities will headline each change of bill. Featured with them will be as many name orchestras.

The Four Coins will open with the Sauter-Finegan band. Other couplings of talent and bands, in order of their scheduled appearances, include the Four Coins and Hal McIntyre on Decoration Day; Jo Ann Tolley and Hal McIntyre; Terri Stevens and Lee Vincent; Elliot Lawrence band with an act to be named; Vaughn Monroe and Tony Pastor. Lillian Roth and Woody Herman; Tony Bennett and Billy May; the Mariners and Richard Maltby; Jean Carroll and Buddy Morrow; Pat Boone and Stan Kenton; Four Lads and Ralph Marterie; Sarah Vaughan and Sammy Kaye; Bill Haley and Comets with Gene Krupa; Julius La Rosa and Ralph Flanagan; June Valli and Bill Darnell with bands yet to be named.

Plans call for stepping up the selling effort over a larger area. John O'Malley, New York publicist, was recently named by Hamid to handle publicity and exploitation.

Atlantic City Seeks Near-Miss Americas

ATLANTIC CITY, N. J. — Search for former contestants in the Miss America contests here since 1935 has been started by pageant officials.

An estimated 1,200 girls have taken part in the pageant. The office has current information on about 300. Plan is for an organization of former contestants to hold a convention in 1960.

THAD RICKS:

Mon. Ads With Corny Touch Build Free Acts for Dallas

By THAD RICKS

Director of Advertising and Publicity
State Fair Midway, Dallas

HUMAN interest is the priceless ingredient for most good publicity, particularly in the entertainment field. We find that nearly all of the performers booked for free acts on the Midway at State Fair Park in Dallas are interesting people. A simple job of reporting usually makes them a good story for the newspapers. This is our basic approach to free-act publicity at Dallas.

We book 14 weeks of free acts beginning with the first week in June. A different act opens each Monday night and gives two performances each evening. The acts are sponsored on the State Fair Midway by the Pepsi-Cola Bottling Company of Dallas. Pepsi-Cola gives the acts and the park a good boost by using large snipes on the back of its trucks. We also use 500 three-sheet Midway snipes.

We have found that our most effective newspaper advertising for the State Fair Midway, except for large special events, is that built around our free acts. They give us an opportunity in our ads to point out graphically that there is something live going on at State Fair Park—and for free.

It has also been our experience that the most effective way to use the limited advertising funds at our disposal is to concentrate our advertising on one day of the week and thereby get a fairly noticeable splash, whereas if we attempted to spread the advertising out thru the week, the ads would be so small they'd probably be lost in the shuffle.

The best day of the week for us to advertise, we have decided, is Monday. We have several reasons for picking Monday, which to some may appear to be just the opposite of ideal. First, our free acts open on Monday night, so we have something new to pinpoint. Also the Monday newspapers are usually the smallest of the week, with the possible exception of Saturday, and our ads have a better chance of standing out.

MONDAY IS PROBABLY our lightest night on the Midway, the night we need the advertising most. Consequently, we use two-column by 10-inch ads on the amusement pages of both The Dallas Morning News and the afternoon Dallas Times Herald every Monday thruout the summer. Naturally, we realize that what works for us might not be suitable for a park which operates under different conditions.

The Publicity Department prepares copy for the Monday free-act ads on the basis of advance information on the acts obtained from our booking agent. We try to take a light, humorous, good-natured spoofing approach which has a lot in common with the wording of the old circus and theatrical posters of many years ago. We feel this is in line with the spirit of fun we are trying to impart.

For example, here is a sample of the copy on an ad we ran last summer:

"ATTENTION, BALD MEN/ This Act Is Positively Hair-Raising/ The Well and Favorably Known/ STATE FAIR MIDWAY/ Has Spared No Expense to Bring You/ MLE. LA NORMA/ Skillful! Shapely! Sensational! Specialist on the Single Trapeze/ (Betty Hutton's Double in "Greatest Show on Earth")/ You'll Be Amazed! Amused! Alarmed!/ At Her Breath-Taking Breakaway Followed By (At Least So Far) A/ Sensational and Perilous/ Bare-Heel Catch/ (A Very Catchy Act (No Catch, No Act)/ See MLE. LA NORMA/ Pepsi-Cola Stage 8 and 10 p.m./ Then JUST FOR FUN/ We Dare You to Ride Everything/ on the State Fair Midway. . . ."

CORNY? PERHAPS. But we have found such copy to be effective and well read. Our advertising agency takes our copy and dresses it up with fancy borders and a wild-looking mixture of old-fashioned, "circusy" type faces, some of which we order from a type-setting house in New York that specializes in old types.

When you put an ad like this on the amusement page of a daily newspaper, mixed in among movie ads which are often of a sameness, it usually will stand out on the page with more visibility even than ads of much greater area.

In addition to the routine type of newspaper stories such as the announcement of acts that are to appear, we try to work up a good story about each individual act. We aim for about the middle of the week after an act starts performing. One of the two newspapers is usually interested enough to carry a good solid interview and a picture if the act is at all photogenic.

YOU DON'T HAVE TO be much of a press agent to see the story material in acts that feature people like aerialist Kate Arrignonis, "the world's strongest woman"; Capt. Harry Pickard, who has been training seals for 50 years and using them up at the rate of two per year; trapezist Elly Ardely, whose husband was killed doing the dangerous stunt she performs twice every night; Kield Brask, who raced all over Denmark for six national bicycle speed championships, and Harry La Mar, of the Flying La Mars, who at 61 admitted to being the second oldest "leaper" in the business.



RICKS

CONEY'S VAST FIELD ERASES PARKING WOES

Car Lot on Old Luna Site; First Military Day Okay

NEW YORK—Generally favorable weather last weekend resulted in some 600,000 persons visiting Coney Island for Sunday's (20) Armed Forces Day military display. How many would have normally attended the Island without the promotion was difficult to say, but satisfactory publicity resulted and at least the event became established.

Scheduled events took place and the public observed Air Force, Marine and Coast Guard units in action. It is intended to build the event to an annual, major status of U. S. military public relations significance.

A goodly number of Air Force planes conducted a fly-over, and Boardwalk loudspeakers provided by the Signal Corps carried descriptions to spectators. Steeplechase Pier was the reviewing point.

Lot Publicized

"C'mon in, the parking's fine!" ads blossomed in all dailies Friday (25) citing the elimination of Coney's major bottleneck, parking. The neatly designed ads mention the conversion to parking use of the 29-acre tract on which the city was planning to build a public housing development. This is the site of old Luna Park, the Velodrome, and Thompson's Coaster, from West 8th to 12th on Neptune Avenue.

Strong protests last winter resulted in the city backing off on its construction plan. The vast field is operated for parking by the Coney Chamber of Commerce in conjunction with the New York City Housing Authority. Week-day parking is 35 cents all day, and weekends and holidays, 75 cents. It is expected that this schedule will set the price pattern for private lot operators who have operated on a quick-change price basis for many years.

N. Y. Kid Spot Is Prosperous On Weekends

NEW YORK—Fairlyland, area kid spot, has done well on weekends thruout the month of May. The weather on Saturdays and Sundays has been good during the hours covered by its operation with after-dark spells of rain or cold having little effect on crowds or spending.

There has been very little activity on week days, however, since virtually the entire period has been affected by either wetness or cold, and often both.

Manager Al McKee said that good business on Saturday and Sunday (26-27) would bring gross earnings for the period close to those for the corresponding month a year ago despite inactivity on many days. The interest and spending pace indicated so far are encouraging and point to an excellent season with fair weather, he said.

ROLLER RUMBLINGS

Skate Queen Contest Big for Meyer's Spot

CINCINNATI — Votes totaling 18,000, representing the same number of paid admissions, were cast in the greater Cincinnati roller skating queen contest concluded May 20 at Lou Meyer's Price Hill Roller Rink here, said C. V. (Cap) Sefferino, rink manager, who termed the number of votes an indication of the contest's success. Under contest rules each admission was good for one vote.

In the contest, which kicked off March 15, Polly Bauman walked off with the title and top prize, a one-week trip to Florida for herself

and her mother. Second-place winner was Sue Lustenberger, who will receive a season's pass to a local swimming pool, while third-place winner, Kathy Maley, will receive a season's pass to the rink.

Coronation of the queen and presentation of prizes will take place at the rink's spring finale session on June 3. The coronation will be tied in with an amateur skating show, the whole affair to be under the supervision of rink professional Shirley Snyder Weaver.

Operator Fred Leiser Succumbs in Chicago . . .

CHICAGO — Fred E. Leiser, 58, veteran roller rink operator whose last venture was the New Planet Roller Rink on Chicago's South Side, died May 21 after a long illness. Surviving are his widow, Wally, and a daughter, Mrs. Gloria Magnuson. Burial took place in his home town of Monroe, Wis.

Leiser first entered the roller rink business in Monroe, coming to Chicago in 1930 to open Rainbow Gardens Rink at Laurence and Clark streets. In successive moves he operated Chicago's Bel Park Rink and Armory Roller Rink. In the latter spot he enjoyed great success until oncoming World War II made it necessary for him to relinquish the spot. Since then he successfully operated the New Planet with a partner. He was a member of the Oldtimers' Roller Skating Club of Chicago.

Mrs. Lauree Betts Succumbs in Tacoma . . .

TACOMA, Wash. — Mrs. Lauree E. Betts, wife of Weston J. Betts, operator of Redondo Beach (Wash.) Park and for many years the roller rink in that resort, died May 4 in General Hospital here. Betts is currently an inactive member of the Roller Skating Rink Operators' Association of America. In addition to her husband, she is survived by a son, Byron, and two daughters, Mrs. Evelyn Pattison and Mrs. Barbara England. Burial took place in Sumner (Wash.) Cemetery.

Ill. ARSA Events To Swank Skatery . . .

CHICAGO — The Illinois championship of the United States Amateur Roller Skating Association will be held at Swank Roller Rink here, Elmer Byrnes, owner-manager, announced. The event is set for June 6-7 and will include all phases of artistic skating and speed events.

3d Anniversary for Skating Reporter . . .

DUMONT, N. J. — The Skating Reporter celebrates its third anniversary in June. The paper is published here by Vi Koch, who is also its editor. Sole interest of the publisher is the advancement and recognition of roller skating as a sport.

Business Opens Ahead of '55 At Forest Park

ST. LOUIS — Forest Park Highlands opened its 60th season on May 5 after making extensive improvements. Business has been good and ahead of last season.

Rides which are operating this season include the Dodgem, Comet, Bob-Sled, Space Ships, Tilt-a-Whirl, Skooter, Boats, Merry-Go-Round, Whirlo, Cuddle-Up, Ferris Wheel and Train.

Bathing Gals, Yo-Yo Champs At Glen Echo

WASHINGTON — Glen Echo's swimming pool opened for the season on Thursday (24), and will be in operation daily from 11 a.m. to 8 p.m., with free dancing on the terrace.

Promotions scheduled so far include Friday's (25) finals of the Miss Glen Echo beauty contest, which earned picture coverage of entrants in the local press, and Duncan Yo-Yo champion demonstrations on Sunday (27).

Park is inaugurating roller skating lessons this year.

Detroit Dance Season on at Walled Lake

DETROIT — Opening of the Casino Ballroom at Walled Lake with the Buddy Morrow Orchestra last weekend marks the debut of the outdoor dance season for the Detroit area. A series of name and semi-name bands have been set for the season. They include Jerry Mercer, Billy May, Richard Maltby, Ray McKinley, Ralph Marterie, the Commanders, Jimmy Palmer, Russ Carlyle and Morrow.

Nipmuc Adds Train Ride

BOSTON — Nipmuc Park in Mendon enjoyed its first solid weekend of play last week, thanks to the weather break which favored all of New England. Joe Carrolo operates Nipmuc, as well as Oakland Beach Park and Goddard Park in Warwick, R. I.

Nipmuc will receive a railroad train this year, and eventual plans also include building of a roller coaster. There will be a summer theater offering musical comedies this year, Carrolo reports.

CHICAGO — Paul Huedepohl, secretary of the NAAPPB, said last week that he is making a survey of member parks to learn if any have requested aid thru the Small Business Administration, a federal agency.

RENEWAL FOR MINEOLA—FROM WEST GERMANY

NEW YORK — Altho there has not been a Mineola Fair for two years, Manager Charlie Bochert has received a renewal from one of his old concessionaires — all the way from Neustadt, Germany. Maria Thiensen writes that she will return to the U. S. in June and "will send you my deposit at once."

Negro Funspot Plans Opening

LONDON BRIDGE, Va. — Eleventh season for Seaview Beach, Negro park on Chesapeake Bay, opened Sunday (27). Spot will feature cash giveaways on Friday and Sunday nights thru the season. Jack Holmes, disk jockey and radio-TV performer, will perform at the park each Friday and Sunday evening.

A new bathhouse is opened for this season. Rides include bumper cars, Moon Rocket, Merry-Go-Round, Ferris Wheel, kiddie boat ride, and Chair-O-Plane. Skee-ball, shooting gallery and restaurant also are operated. Manager is L. B. Davis.

LeSourdsville's New Rides Draw

LE SOURDSVILLE, O. — LeSourdsville Lake's 35th season got under way with heavy play for the funspot's three new rides, Showboat, Turnpike and Tilt-a-Whirl, Saturday and Sunday (12-13). Total of 22 rides are in operation.

The amusement park will operate on a six-day week again, with Monday action limited to swimming and picnicing. One lunch counter will also be open then, but rides, amusements, dining room and cafeteria will be closed on Mondays.

Picnic promotion is aimed at schools thru June 9. Special plan to induce schools to make prior arrangements at the park call for giving free ride tickets and special rate for admission and rides to those who do. Many area schools are signing up, and more than 5,000 students are expected May 31.

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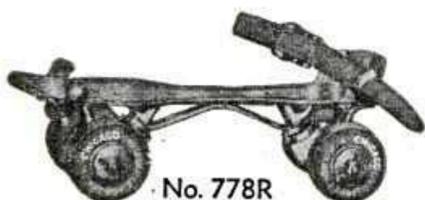
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RINGLING-BARNUM OPENS TENT TOUR

AGVA Quits Rival Show; Business Fair in Boston; Baltimore Okay

WASHINGTON—Ringling Bros. and Barnum & Bailey Circus began its under-canvas tour at Baltimore without special incident and came here Thursday (24) to start a four-day stand.

Business was mediocre. Picketing by AGVA and Teamsters continued, but whether this had any more affect than similar picketing during much of last season by the teamsters' union remained problematical.

Many informed observers believed that general business conditions plus changes in Ringling's advertising methods and press personnel were prime factors.

AGVA's Jackie Bright said that the union was "dropping for the present" the plans he had claimed would put a union-backed show in each town on Ringling's route.

At Philadelphia, where Bright had expected to frame an opposition show, he ran into city requirements for 30 days advance notice, and the idea apparently was dropped.

Plan Paily Picketing

Ringling opens in Philadelphia on May 28 and a large number of carnival operators are scheduled to set up around the show grounds, as usual. AGVA announced it would start mass picketing at Philadelphia to block the single ramp entrance to the grounds. He said he was not concerned with the independent concessionaires.

David Beck, national head of the teamsters' union, entered the fray for the first time by saying at Philadelphia that the picketing would go on until the show is organized. Bright was quoted in the Wall Street Journal as predicting the folding of the show.

Meanwhile, John Ringling North stood firm in his assertion that neither AGVA nor the Teamsters represents an adequate number of show employees to qualify as bargaining agents.

Both sides made exaggerated claims about business done in Boston, where AGVA operated a "rival" circus. The union claimed

Court Sets Beatty Meet For June 12

MACON, Ga. — June 12 has been designated as time for a meeting of creditors of the National Circus Corporation, it was stated here. Judge E. P. Johnston, referee, set the date.

Notice of the meeting revealed that the company has been adjudged bankrupt. Meeting will start at 10 a.m. on that date. The corporation has operated the Clyde Beatty Circus.

Cristiani Gets Diano Giraffe For Menagerie

BEAVER FALLS, Pa. — Tony Diano's giraffe was added to the menagerie of Cristiani Bros. Circus here today. The animal owner also brought a cheetah to add to the hippo, rhino and cat animals already on the show. Still to come are Indian and African elephants.

that its business picked up enough to get off the nut. The Ringling show claimed 100,000 attendance.

Other reports were that Ringling pulled several half houses at Boston Garden, a full house for a 10 a.m. performance, 7,000 for Friday night (18) and some fair afternoon houses.

Baltimore Houses Okay

At Baltimore, the show's first under-canvas stand of the year, half and three-quarter houses were reported for Wednesday and Thursday (22, 23), despite hot weather and heavy rains. About 10 persons picketed without incident.

Washington had a late afternoon show (24) with a reported 200 persons in the top. The night house was one-fifth filled. On Friday afternoon there was about 700 in attendance. When the show unloaded at Washington, some of the young elephants started to run and others in the herd bolted several blocks.

BUSINESS, PRESS GOOD

Clyde Bros. Playing Long Canadian Route

WINDSOR, Ont.—Clyde Bros. Circus is going strong on its third annual tour on Canada. The Ontario route began May 10 at Memorial Gardens, Sault Ste. Marie. Opening was plagued by bad weather but won a gross that was within a few dollars of last year's.

Second stand, Sudbury, built steadily and by the afternoon of the final day it was several thousand dollars ahead of last year's run, the show reported. Both Sudbury and Sault Ste. Marie had Shrine auspices.

Papers in both cities carried page-1 pictures and inside picture layouts. CKSO-TV filmed highlights of the performance for showing on all newscasts. CKGN-TV at North Bay, the next stand, sent a newscaster to make movies of the show for airing there. Show made its first appearance at North Bay, May 17-19, with Shrine auspices. Hamilton (Ont.) Spectator sent a staffer to the first stand to do a story about the show's arrival in Canada.

Idle on Holiday

After North Bay the show had a 400-mile jump to Sarnia for a two-day stand. This left the show idle on Victoria Day (21), a Canadian holiday. The show played on the holiday last year, but this time show Owner Howard Suez and Business Manager Tom Parker felt it would be better to blow the

Yee to Produce Hawaiian Show

HONOLULU — Wally Yee again will produce the Shrine Circus here in 1957, with the run extended to five weeks. John Billsbury, Hollywood, will book the acts again, it was revealed Tuesday (15).

The show will appear here for 18 days starting February 20 and then play 17 days on other islands. Yee's three-ring big top will be used along with his carnival rides. A Side Show will also be featured.

Turnouts Hold Good for Hunt; New Towns Hit

OAKLYN, Pa.—Business continues at a satisfactory level for Hunt Bros. Circus, with nice crowds at some spots in Pennsylvania Dutch territory. Two fresh towns were opened, Hellertown and King of Prussia, neither of which has had circuses before, it is reported.

Advance work paid off in Norristown, Pa., on May 12 under American Business Clubs of Montgomery County auspices. Three heavy houses were reported.

Ray Bickford is doing advance work, making papers, visiting schools and clowning on downtown streets. He has been a reporter on Springfield and Greenfield, Mass., papers. Bickford hit TV in Easton, Pa., and spoke to 1,500-children audiences in both Hellertown, Pa., and Lambertville, N. J.

Hunt's elephants have been making frequent TV appearances along the route.

KANSAS BUSINESS BIG FOR MILLERS

Afternoons Strong, Nights Near Full As Show Tabs Top Week, Starts Another

BEATRICE, Neb.—A. G. Kelly & Miller Bros. Circus has been rolling along to big business. The week ending May 19 was the best of its season so far and was made up of two-thirds afternoons and full houses at night. The full ones includes some straw.

The towns includes Salina, Manhattan, Abilene, Junction City and Beloit, Kan.

On Sunday (20), the show gave a matinee-only at Minneapolis, Kan., and drew a two-thirds house.

Clay Center, the Monday (21) stand, brought two near-capacity houses. Maysville on Tuesday (22) had a three-quarter afternoon and near-full night. Beatrice came Wednesday (23) with twin near-full houses.

BOOK REVIEW

Conover Puts Wagon History To Microscope

One of the most highly specialized publications to turn up in ages is the 18-page pamphlet by Richard E. Conover entitled "The Telescoping Tableaus."

This is a study of big circus parade wagons which included portions that nested inside the main body of the wagon until windlassed upward into position for exhibition. The author is a leading researcher of show and wagon history.

Concentration on the telescoping wagons also makes this booklet a source for information about origins of big-time circus parades in this country, since the first really important parade equipment included telescopers from England.

Conover lays out the historical facts where they can be determined. Correctly, he goes on to deduce how the unknown portions must have been, and he couples some guesses with the word that future research might well prove them wrong.

While this is a detailed, technical and documented publication, it has value to those interested in more general circus lore. The results of research into the origins of such well-known circus wagons as the Five Graces bandwagon and the Asia, Africa, Europe and America tableaus bring some surprises.

The booklet includes 25 photographs dating from 1865 to 1903. It is published at Xenia, O., by the author at \$1.—Tom Parkinson.

Jones' Son Injured

NORTH WARREN, Pa. — Elmer Jones Jr., son of the retired "king of the two-car shows," was seriously injured in an auto accident in which two other persons were killed.

Tom Packs Unit To Open Season At Nashville

NASHVILLE — The Eastern unit of Tom Packs Circus will launch its season with a stand here June 6-9 under Shrine auspices. This is to be followed by two days (11-12) at Jackson, Miss. The show will start then its annual series of stands in Southern Illinois and Indiana.

Clyde Declines New York Show

NORTH BAY, Ont.—Howard Suez's Clyde Bros. Circus has been in contact with the New York Coliseum in regard to producing a circus there this summer. However, the show has decided against the plan. A shortage of time for promotion was one of the deciding factors.

Court Names Receiver; Maley Files Response

MACON, Ga.—William Jennings (Bill) Bailey, Macon businessman, and head of the Macon Shrine Circus since 1940, has been named receiver of the King Bros. Circus units in federal court action instituted by a group of local creditors.

Bailey, long time circus fan and financial backer of the King shows, was selected by Judge E. P. Johnston, referee, because of his experience in circus business matters.

Arnold F. Maley, one of the partners in the King shows, filed a response admitting, individually and as co-partner of Floyd King, the insolvency and all other acts alleged by the creditors. Maley waived an indemnity bond ordinarily required of receivers but the court set a statutory bond of \$5,000. Bailey was expected to qualify late in the week.

In Maley's answer the court was requested to permit circus operations for the remainder of the current season, or longer, in an effort to gross sufficient revenues to pay off the creditors.

May Name Agents

Court officials said that under the judge's order Bailey has authority to permit operations of either one or both King units, naming an agent to travel with the shows and personally supervise operations. This was taken to mean

that Bailey could name either Maley or King, or both, as agents-in-charge.

Floyd King has not been personally served with the petition, but the papers have been left at his residence on Riverview Drive here to be forwarded, and court officials said this will comply with the law. His plans regarding the (Continued on page 58)

King Eastern Continues On Pennsylvania Route

GREENSBURG, Pa. — Floyd King said Friday (25) that his Eastern unit of King Bros. Circus has been progressing okay and that night shows here and at McKeesport were to full houses.

King said that he had no direct knowledge of bankruptcy action started against him and A. F. Maley in Macon, Ga., last week.

Line-up of the performance remains unchanged from the first of the season, King said, with the exception of the addition of the Spartan Family. Among other acts are the Alberto Zoppe riding act, the Eddie Hendricks troupe, Lolita

Perez and Joe Hodgini's comedy Ford.

He said Frank Orman, manager of the Beatty show until recently, was expected to join the King show. He was with King Bros. in 1955. King also reported other personnel has joined recently.

Show is routed thru Pennsylvania this week.

The circus lost two Pennsylvania towns some days ago but followed up at Niles, O., with a near-capacity night show, reported by local sources. A truck mishap caused a tangle with two elephants. New Castle, Pa. (19), was played with Jaycee auspices, as was Niles.

UNDER THE MARQUEE

David Nowrocki writes from Polack Western that a birthday party was held for Opal Paige at Sacramento. Among those attending were Mickey Blue, George Westerman, the Jimmy Risons, the Val Valentines, Herbie Ellensworth, Martin Brody, Chet Morris, Elmer Ford, Ernie Kestler and others from the show. . . . Lalo Palacio had a minor auto accident at Sacramento. . . . The car occupied by Chester Sher-

man and Wally Newbury hit a deer near Tacoma and Joe Sherman's car hit a steer near Sacramento. . . . Clowns made a hospital show 90 miles away at Weimar, Calif. . . . Visitors include Bill Hendricks, the Jordan Family, Heavy Keims and Honey Shyretto. . . . Chester Stanley left Tuesday (8) for England where he and Winny Pile, of the Dagenham Girl Pipers, will be married. . . . At Santa Rosa, three shows on the final day gave everyone a workout, especially Victor Julian, the Atomics, Lou Jacob, Sherman Brothers, Rudy Dockey, Jackie Gerlich and Harold Simmons, who made a hospital show between matinees.

Peggy Kline will play the Canadian A Circuit for Ernie Young's agency. Later she will open a new act for clubs, writes Vic H. Oweiss, Houston. . . . CFA Hobart Hopper caught Mills Bros. . . . Dan (Pappy) Kerr is clowning at West Asheville Amusement Park, Asheville, N. C.

The Hunt show is breaking in two towns. One is Hellertown, Pa., which apparently has had no show since it was founded in 1872. The other is King of Prussia, Pa., which hasn't had a show since it was founded in Colonial times, reports press man Ray Bickford.

Acts at the Leamington, Ont., Shrine show included Keppo Family, Johnny Dash, Gloria Peebles, Knegt Loken, Stanley Book, Terri Koski, Joe and Pinto, Hawthorn Bears, Kenny Reid, Billy DeArmo, Sally Greier, Lou Childers, Kay Bliss, Bob McNea and Professor Catchem.

Cristiani Bros.' Circus visitors, reports Barbara Fairchild, were Eloise and John Cuneo, Tony Diano and his family, Gladine Siferd, Ray Friesel, the Ted Hausmans and the Seymour Dunn family. . . . The entire Cristiani Family were guests of the Dianos for an Italian dinner.

Robert D. Good, Allentown, Pa., reports that renovation of a building there uncovered 50-year-old Strobbridge six-sheets of the Pawnee Bill Wild West Show. Altho the paper and colors remained in good condition, the sheets could not be salvaged.

Rex Ingham visited Ring Bros. (Continued on page 60)

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2—PHONEMEN—2
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Have sailed and are arriving early June in New York. All young animals; prices upon request. No quarantine required.

BABY ASSAM ELEPHANTS

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FAIRS-EXPOSITIONS

52

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 2, 1956

Tulsa Starts Bond Drive for \$1,300,600

Propose New Exposition Building, 15,000-Seat Grandstand, Race Track

TULSA—Tulsa State Fair officials last week launched a campaign for passage of a \$1,300,600 bond issue for fairgrounds improvements to be voted July 24. The money will be used to construct a new exposition building and a new grandstand and race track at the 240-acre fairgrounds.

The exposition building, a clear-span structure containing 96,000 square feet of exhibit space, would be the largest of its type in the Southwest. During the annual fair it would be used to house women's exhibits, displays of household furnishings and equipment and for style revues, demonstrations and stagershow.

Plans for the building call for

a three-level floor with a large stage at the lower level. Officials approved the three-level floor plan in order to gain the use of the building as an auditorium as well as for exhibit space.

Would Seat 11,000

Fair President G. C. Parker expressed confidence that the building would attract large meetings, banquets, stagershow and trade expositions during the off-season which have had to by-pass Tulsa for the lack of suitable accommodations. The proposed building will seat 11,000 people.

The new grandstand and race track proposal included on the July 24 ballot would put Tulsa in a position to attract championship racing events to its mile oval and 15,000 seating capacity stands. The present stands will be remodeled into exhibit halls if the issue is accepted.

Locations for the two structures were chosen to permit lengthening of the fair's midway and amusement area, with the possibility at a future date of installing a permanent midway.

10 Annuals Plan Comic Book Bally

NEW YORK—At least 10 fairs will use specially designed comic books for promotional purposes this year. The booklets are similar to those originated and published last year for the first time by Mac Culver and Fred Iger, of Custom Comics, Inc., New York.

Contracted fairs include the Tulsa State Fair, Tulsa, Okla.; South Carolina State Fair, Columbia; Colorado State Fair, Pueblo; South Dakota State Fair, Huron; Lake County Fair, Lakeport, Calif.; Redwood Acres Fair, Eureka, Calif.; Douglas County Fair, Roseberry, Ore.; Allegan County Fair, Allegan, Mich.; Butte County Fair, Gridley, Calif., and the Chattanooga-Hamilton County Interstate Fair, Chattanooga.

Because of the early dates of some of the contracted events, the new issue is scheduled to go on the presses at the end of this month, Culver said.

Arkansas Event Switches Location

FORDYCE, Ark.—The Dallas County Fair, held for the past several years at nearby Sparkman, will be held here this year, J. A. Barton, newly elected president, announced. Application has been made by the organization for State aid for premiums.

Other new officers are Sam Key, Carthage, and James Taylor, Sparkman, vice-presidents; Jim Barner, manager; Forrest Barner, assistant manager; Maxine Bryan, secretary, and Jack W. Hearnberger, treasurer. A board of directors of 27 was also named.

Williams Leaves California State

SACRAMENTO—Bert F. Williams resigned from his post as publicity supervisor of the California State Fair and Exposition here Tuesday (22). He had held the post for four years.

Williams leaves the fair June 11 to handle public relations for the California Department of Social Welfare. No successor for him at the fair has yet been reported.

Ohio Assn. Meets June 20; Sets Nov. Short Course

COLUMBUS, O. — The Ohio Fair Managers' Association will hold its annual mid-summer conference June 20 in the Deshler Hilton Hotel, Charles J. Betsch, association president, announced. Concurrently, Betsch announced that the group's second annual short course for fair managers will be held November 15-16 at Ohio State University.

Goldie V. Scheible, Dayton, executive secretary of the association, reported that all of Ohio's fairs are now members of the association.

Betsch also announced that upwards of 2,000 fair secretaries, board members and other fair officials will visit the Ohio State Fair here on August 29 as guests of Agriculture Director A. L. Sorenson and State Fair Manager Sam Cashman. A special committee has been formed to work out details with the state fair board.

The state's fair season will get under way July 18 when the Jackson County Fair opens at Wellson and will continue until mid-October. Final event of the year will be the Circleville (O.) Pumpkin Show which runs October 17-20.

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HEART OF ILLINOIS FAIR

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First Federal Savings, 111 N. Jefferson, Peoria, Ill.

World of Mirth Bows At Plainfield, N. J.

PLAINFIELD, N. J. — Frank Bergen's World of Mirth Shows opened here Friday night (25) in cool, clear weather. Prospects for the weekend, which will include Sunday operation, include an upsurge in temperatures. If they materialize, the show should be well on its way to piling up the solid kind of gross that has marked this

Carroll Bow Ends Okay Despite Cold

LEXINGTON, Minn. — Low temperatures and uncomfortable winds greeted Carroll's Greater Shows when it bowed here May 16 but a good advance sale and warmer weather on the weekend helped the cash boxes. Lot was on Highway 8 just northeast of Minneapolis.

Staff this year, in addition to Charles Carroll, owner-manager, includes Mrs. Betty Carroll, manager; Jerry Ramsey, secretary; Ross L. Sinderson, lot man; Clarence electrician, and Benny Hazen.

Ride personnel has Jimmy Dean as foreman of the Merry-Go-Round with Neva Lanke on tickets. Ed Johnson handles the Ferris Wheel with Tom Timblin, foreman on the Octopus, and Charlotte Dean in the ticket box. Red Dean is foreman of the Tilt-a-Whirl aided by Jerry Dean, and Torchie Colcleaser selling the tickets. Jack Henkelvig handles the Tubs-o-Fun. Swede Colcleaser has the kid rides with Woody Cadotte as foreman and Mary Dean on tickets.

Working on the front end here were C. L. Erickson, popcorn and caramel apples; William Sitki, diggers; Milton Joseph, cookhouse; Joe Stanley, set spindle, cork gallery, duck pond and six-cats; Mrs. R. L. Sinderson, jewelry; Joe Divino, parakeets; Eugene Hadded, Coke bottles, balloon darts and bear pitch; Mrs. Benny Hazen, watchla; E. Frazier, novelties; Bob Carl, break-the-records, and Meredith Brown, add-'em-up darts. Due to join soon are Jack Lindsay with two; Harry Bennett, two, and Elmer Charland with two.

Carroll reported that John Groebner will come on with his Mechanical Village and O. G. Oakleaf with a Mickey Mouse Circus and Funhouse. Mrs. Betty Carroll took delivery of a new Rollohome house trailer just before the opening.

Vivona Jersey Dates Okay

PERTH AMBOY, N. J. — Amusements of America opened to a satisfactory crowd Monday night (21), when about 1,000 paid admissions were reported, plus 2,000 women who were let in free. It looked, from the spending pattern, that a good week was in the making.

Previous week in Finderne started slowly but picked up following the Wednesday (16) family matinee. Final Saturday was especially good for all. Visitors included Bill Holt, Jack Perry, George Wright, Jack Dolan, and Don Hayman.

spot for more than two decades.

Some physical changes were noted and many more are due to come as the show follows its usual path thru New Jersey, into New England and then to Canada for the start of its fair route. Turning around there late in August, it will hug the Seaboard States down and into Georgia where it will wind up early in November.

The changes were caused by the selling of eight major rides to the Dominican Republic. The equipment sold has been used at the World's Fair, Ciudad Trujillo, thruout the winter. The unsold equipment was returned to Newport News, Va., by boat last week and transported directly here with a stopover in Richmond, Va., where it was coupled on to the portion of the show train which had remained in winter quarters.

New Brunswick Next

The train arrived in adjacent New Brunswick Sunday (22) and work on setting up began the next day. The train will remain at New Brunswick and the equipment will go overland to that city for its next date beginning June 4.

A Merry-Go-Round, a used unit, has been acquired by the show to close the principal gap in the ride line-up. It will be completely refurbished. All other ride units have already been replaced, or will shortly be, altho the need for a full line-up is some weeks off.

Construction of new light towers out of aluminum is planned. The equipment in use during the winter returned in excellent shape, since it was painted several times at the fair and put in first-class mechanical shape.

Olson Shows Add Flat Car Bought From Royal Am.

HOT SPRINGS — The Olson Shows recently purchased a 72-foot flat car from the Royal American Shows, Paul Olson, manager of the show bearing his name, announced.

The flat, Olson said, will replace a coach. The additional flat, he added, is needed to transport added show equipment.

The show train currently is being painted in winter quarters here and a stateroom is being converted for use by personnel of the Negro revue thru the installation of a kitchen.

Virgil Pierson, press agent, was slated to arrive in winter quarters Friday (25) to prepare advertising publicity material.

NSA New Home Talks Delayed

NEW YORK — The meeting between officials of the National Showmen's Association and the Friars Club, a scheduled for last week, has been postponed for a week or more until top members of both organizations can assemble.

Object of the get-together is to settle the question of the NSA's new home plans. It has a bid in for the Friars' two-story clubhouse on 56th Street.

Clear Weather Greet's Royal In St. Louis

ST. LOUIS — The Royal American Shows were given clear and some cool weather during the first three days of their 12-day stand at Grand and Laclede here. The engagement opened Wednesday (23).

Size of the lot precluded setting up all of the many shows and rides. Among those idled were two of the show's four Ferris Wheels and some of the kiddie rides.

Leon Claxton's "Harlem in Havana," always a potent crowd-puller on the lot, was given excellent business.

The Royal American Shrine Club was hosted Friday (25) at a luncheon given by St. Louis Shriners.

Lottie Mayer was scheduled to arrive here Saturday (26) to start rehearsals for Waterama, which will open at the show's next stand, Davenport, Ia.

Continental Downtown in Oswego, N. Y.

OSWEGO, N. Y. — Hudson, N. Y., proved okay for the Continental Shows last week, with a good Saturday (19) matinee helping a lot. The day started poorly with threatening weather around noontime, but it cleared by 1 p.m. and business picked up in proportion.

Lot here is a new one downtown, after the old show grounds was occupied by construction of a new school. New location is a snug one in the center of the business section, with the operating equipment being shoe-horned onto the lot, and trucks and trailers spotted across the street on another lot.

Morely's Penny Arcade joined here, as did a jewelry joint and three other concessions. Show's popcorn king, Ara Solickian, was visited last week by Mr. Pezavank, in Hudson.

Manning Signs Fest in N. Y.

NEW YORK — A centennial celebration over July Fourth week in Valatie, N. Y., will have the Ross Manning Shows providing midway entertainment, promoter Morgan Demarest said this week.

The site is in Columbia County, some six miles from the Chatham fairgrounds. Week's program includes fireworks displays on the night of July Fourth and on Saturday night (7), plus a parade, queen contest, board contest, and other activities.

Sweetwater, Tex., Gives Jack Ruback Good Week's Biz

ODESSA, Tex. — Jack Ruback's Alamo Exposition Shows trucked here last week after a combination of good weather and spending racked up good ride, show and concession takes at Sweetwater, Tex.

Ruback's new 14-car Skooter, managed by Jake Arnot, topped all units in the line-up. Top money on the back end went to Bill William's Monkey Show with Joe

Outlook Optimistic As C&W Preems

PETERSBURG, Va. — A happy, optimistic attitude prevailed among officials and personnel of the Cetlin & Wilson Shows which began a new season on the West Washington Street lot here Friday (25).

Jack Wilson, co-owner, with Issy Cetlin, said he was particularly pleased with the prospect of continued employment without strikes in the steel country thru which the show will pass en route to its first fair at Ionia, Mich. Wilson, who functioned as general agent following the death of Curtis Bokus, said that he found conditions good everywhere.

Altho presidential years in the past meant unsettled business conditions, Wilson said he looked for stability this season. A shortened season, resulting from the delayed opening, already has proved sound judgment on the basis of the weather for the past month. Wilson noted that attempts to get open earlier in the past invariably resulted in poor business and even losses, all because of the uncertain early spring weather.

While attractions were numerous for the opening, Wilson said many more would be added for fairs. Bert Slover has been named superintendent of rides and Red Utter, show electrician for many years, is the new lot superintendent.

Show attractions include Raynell's girl unit, Earl Purtle with his Lion Motordrome, Jerry Jackson's minstrel unit, Bob Edward's Torture and midget cattle show, Charley Hodge's Side Show, and a new bull-fighting unit framed by George Wicks, pony ride operator.

Chilly Weather Hits Gooding Touring Units

COLUMBUS, O. — Cold weather, with some rain, has dogged units of the Gooding Amusement Company in recent weeks. Fortunately, weekend weather has been fairly good.

The chilly weather is the coldest the organization has experienced in years, according to Floyd E. Gooding, who heads the operation. At Uniontown, Pa., he reported, the mercury stood at 34 degrees when the unit loaded.

Considerable work on Gooding's recently acquired Zoo Park continues. All 18 buildings were repainted, both inside and on the outside. A Flying Skooter, a Tilt-a-Whirl and a new King Auto Ride were installed and the Dodge show has 18 new cars.

The Kiddieland offers free parking, a switch from paid parking made by Gooding when he acquired the funspot. New grills and some new picnic tables have been installed in the picnic area.

Gooding disclosed that he has ordered a new Tilt-a-Whirl to go out with one of his traveling units. It is to replace the Tilt installed in Zoo Park.

Murphy's French Casino on its heels.

Herman Reynolds has the rolling stock in good shape and James Lukens has the Diesel working smoothly.

Wilson said the Wicks unit would be in an arena-style setting. Two bulls have been imported from Mexico for mock fighting. Horses will be used. Other features will be girl Mexican dancers and a Mexican string band.

In addition to two shows, Edwards will have a new Cadillac ride and a dark ride. Hodges will operate a Twister along with his Side Show and Slover is counting on the delivery of a Scrambler by the middle of July.

The train was equipped with every needed device during the winter months in the Norfolk and Western Railroad shops here, Wilson said. Other physical improvements include the rebuilding of a number of wagons and the creation of several brand new show fronts.

Subscriptions In SLA Bond Sale Top 36G

CHICAGO — Pledges to buy Showmen's League of American Building modernization bonds climbed to a grand total of \$36,400 during the week ending Thursday, May 24. The bond issue is for \$50,000.

Subscriptions of \$3,400 were received during the week ending then. Mickey Blue topped the week's subscription, pledging the purchase of \$1,000 worth of bonds. Paul Huedepohl and Sam Arenz each pledged \$500.

Two Canadians, Harry Shore and Julie Silverman, sent in pledges for \$200 each. Other \$200 subscriptions were made by William Glickman, Ed Sopenar, Ed Levinson and Mickey Lawton. Jack Farber, Jack Arenz, Victor Sopenar and Allen Sopenar each pledged \$100.

Thursday's (24) league meeting was presided over by Maurice (Lefty) Ohren, president. Others on the rostrum were J. W. (Patty) Conklin, past president; Bill Carlsky, third vice-president; Bernie Mendelson, treasurer, and Homer Bryant, executive secretary.

Oceanside Big For I. T. Unit

NEW YORK — New York City and Long Island have been very good for I. T. Shows so far this season. Two spots within city limits were played by Phil Isser's unit, while partner Is Trebish's unit has played the Bronx.

Leaving city limits, Isser played Inwood, N. Y., on Long Island, and did well. Opening last Monday (21) in Oceanside was exceptionally good despite nippy weather. Lights on the rides were delayed from going on for some time after sundown, but lines of patrons attended in the semi-darkness, with Roll-o-Plane and Ferris Wheel getting most of the play.

Concessions for the most part had light, and the crowd, mostly children and teen-agers, appeared well heeled and in a spending mood. Show's two units will combine at the Orange County Fair in Middletown, N. Y., for the fair season.

CONKLIN SHOWS

Playing Eastern Canada's Greatest Fairs

Need Agents for Frozen Custard, Stock Wheels and Hoop-La Concessions. We will place non-conflicting Shows and Rides. Have opening for legitimate Merchandising and Refreshment Concessions.

FOR THESE DATES . . .

Shrine Carnival, Kitchener, Ont., July 30—August 6.

FAIRS AND EXHIBITIONS

Peterboro, Ont., Aug. 8-11; Belleville, Ont., Aug. 13-16; Three Rivers, Que., Aug. 17-23; Sherbrooke, Que., Aug. 25-30; Provincial Exposition, Quebec City, Sept. 1-9; Renfrew, Ont., Sept. 11-14; Lindsay, Ont., Sept. 18-22.

Address **FRANK R. CONKLIN**

P. O. BOX 31

BRANTFORD, CANADA

CARAVELLA AMUSEMENTS

Ellwood City, Pa., auspices Little League Baseball Team, June 4-9; Sharpsville, Pa., bona fide Firemen's Celebration, Parades, June 11-16; Mercer, Pa., American Legion County Fair, June 18-23; **WATCH THIS ONE**, June 25-30, Warren, Ohio

CONCESSIONS—Can place Custard, Photos, Glass Pitch and all legitimate Stock Concessions.

RIDES—Can place Pony Ride, one or two more attractive Kiddie Rides, any Flat Ride not conflicting.

SHOWS—Want Wild Life, Monkey Show or any good Family Show.

RIDE HELP—Want Help on Wheel, Merry-Go-Round, Coaster and Chairplans. Semi drivers preferred.

Want two Phonemen or Women at once. Eddie Schultz has good proposition for Caller and Counter Men.

All wire **F. A. Caravella, Franklin, Pa., this week**

WOLFE AMUSEMENT CO.

Want for downtown Bassett, Va., June 4-9. Biggest still date in the South Furniture Factories working around the clock

Want Ball Games, Fish Pond, Photos, Jewelry, Bowling Alley, Long and Short Range, Pitch-Till-U-Win, Hi-Striker, Hunky Panks of all kinds, Need Raffle, Roll-down, Buckets and Swinger. Good opening for Bingo. Want Cookhouse to join at Bassett. Will sell ex on Popcorn and Apples.

Can place set of Kiddie Rides or will buy Kiddie Rides and pay cash. Also will buy Roll-o-Plane for cash.

Want Foremen for Ferris Wheel and Chairplans. Must drive semis.

Can use Unborn Show, Big Snake and Shows of all kinds. Low percentage. Johnny Ryan and Mike Ferrone want Agents for Raffle, Pin Store, Skillo and Six Cats.

Johnny Ryan wants Girls for Girl Show. Want Legal Adjuster. Ralph Decker and Kirk Decker positively not with this Show. All replies to

BEN WOLFE, Mgr., Spencer, N. C., all this week

WANT I. T. SHOWS WANT

Merry-Go-Round Foreman, Octopus Foreman, Ferris Wheel Second Man. Drivers preferred. Will book Grab Stand, French Fries.

Write or wire: **I. TREBISH**

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BRONX, NEW YORK, N. Y.

Phone: LUdlow 4-3247. Call before 9 AM or after Midnight.

LAST CALL CHARLES (CHUCK) MAGID LAST CALL

AM BACK ON THE ROAD AGAIN WITH THE **WM. T. COLLINS SHOWS**

Would like to hear from George (Nofka) Harris, "Little Man" Steiner, Heels Beals and all Agents who contacted me for work in Grind Stores this past winter. Can also place Agents for Push-Up Fork Coke Game, also for One-Ball Game. Can also use General Help for Pitch Outfits, Tom Cooper, Jimmie Lee Gant and anyone who has worked for me before, please contact me by phone or mail at the following address: Oak Grove Apartment Hotel (Room 409), 230 Oak Grove St., Minneapolis, Minn. (Phone: FEderal 2-8741.)

KLEIN AMUSEMENT COMPANY

WANT FOR

Centennial at West Bend, Iowa, May 31-June 1; Centennial at Cherokee, Iowa, June 3-4-5; 75th Anniversary, Mitchell, S. D., June 7-8-9; 75th Anniversary, Miller, S. D., June 11-12-13; 75th at Gaylord; Centennial at New Pra, all on downtown sts.

Hats, Novelties, Country Store, Short Range, String Game, Age, Weight, Custard, Do-nuts, French Fries, Basketball, Photos or other legitimate Stock Concessions not conflicting. Shows—other than what we have. Dale Middleton, contact us. Art Miller, write Art Aten, care of this Show.

IDEAL RIDES

4TH ANNUAL SPRING FESTIVAL, WEST WASHINGTON STREET, MERCHANTS ASSN., TIBBS AND WASHINGTON STS. (2800), WEST INDIANAPOLIS, IND.

Want Hunky Panks of all kinds except Jewelry, Popcorn, Apples, Cotton and Sno Balls. No racket. Can use couple of small Shows. No Dings or Girls. Ride Help of all kinds, Merry-Go-Round Foreman, must drive. No drunks. Seven new Rides. Will be on lot from May 29 on. No phone—wires only.

For Sale—1 1/2 ton Truck with Living Quarters and Fish Pond complete, good; contact Oliver Dutton, care Shows.

PAUL T. ROBERTSON

100,000 . . . \$32.00
10,000 . . . \$10.00
20,000 . . . 12.50
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Price Chg. . . . \$3.00
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DALY TICKET CO.
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Prices Cash With Order
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1 Roll . . . \$.90
5 Rolls . . . 4.25
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50 Rolls . . . 23.00

CLUB ACTIVITIES

National Showmen's Association

NEW YORK—Charley Davenport has 38 members to his credit toward a gold life membership card. Morris Batalsky has 25 toward the goal of 50. Gold cards will also go to members bringing in 500 Booster names at \$1 each within one year.

Recent clubroom visitors were Aaron Katzen, Andrew Stryker, Edward McKeon, Jack Weinberg, Louis (Dada) King, Steve Yerkes, Vincent Anderson, Jack Agree, Sidney Rifkin, Ward Graves, Harry Schwartz, Ralph Endy, Jack Siegel, Sam Weisser, Irving Zaitchik, Clarence Pool, Edward Elkins, Joseph Amico, Morris Black, Max Seskin, Charles Reich, George D. Hensley, Harry Weinraub, Henry Kaufman, Julius Roth, George Bovino, John S. Weisman, Arthur Sicard, Sam Walker, Emanuel Jackowitz and Mack Kassow.

The following have been discharged from the hospital: Louis (Lemons) Kronenberg, Joseph (Yosh) Agule and Jack Schenck.

Birthdays celebrated in May are: 13th, Arthur E. Gillette, Milton Whyard Sr.; 14th, Sam S. Levy; 15th, Joseph Mann, Louis Nuskind; 17th, Norman Y. Chambliss Sr., Joseph Salerno, Simon Stern; 18th, Oscar C. Buck; 19th, Charles Gorbulew, William G. Lish, Michael Zaffarano; 20th, Jack J. Perry; 21st, Harry Greenberg, Max Hofmann, Stanley Stern; 23d, Bernard B. Arent, Henry M. Cogert, Jimmy Dalle; 25th, Samuel Goldstein, Jack Greenspoon; 27th, Dominick Cristallo, Arthur Rothbard, Edward Rouch; 29th, Ralph Decker, Joseph C. Laporta. Word has just been received that Patrick Carney passed away. Altho he was not a member of this organization, he was well known thruout the metropolitan area.

Pacific Coast Showmen's Association

LOS ANGELES — Vice-President Robert Downie conducted the regular semi-monthly meeting Monday night (14) in the absence of President Edward Harris who is on the road with the West Coast Exposition Shows. On the rostrum with Downie were Harry Phillips, treasurer, and Bob Matthews, secretary.

E. K. Fernandez, veteran showman from Hawaii, was invited to sit on the rostrum.

The members paid tribute to George R. Moffet, whose funeral was held Wednesday (16) in Forest Lawn Memorial Park in Glendale.

Art Andersen was reported discharged from the hospital and recuperating at his home. Clyde Gooding was also reported doing well in a Glendale, Calif., rest home.

Downie called upon Fernandez for a few words. Toney Martone attended, having returned from Kansas City. Eddie Dullum and Shorty Hinkle, formerly of the Clyde Beatty Circus, and Jerry Smith took bows.

Hot Springs Showmen's Association

Ladies' Auxiliary

With many members on the road, attendance at the meetings has been light. June Reynolds, second vice-president, presided at the recent meeting in the absence of Ethel Booth. Also at the table were Bonnie Wheatley, secretary, and Carolyn McJunkins, treasurer.

Attending from out of town were Emma Lee Robbins, Bobbie Hackett and Ann Rice. Members were

saddened by the death of Mrs. Olivia Tyree, mother of Mrs. Clementine Moss. Mrs. Vivian Zimdars is recuperating at home following an appendectomy. Louie Cutler, husband of Rose Cutler, is at home after spending several days in the hospital, and Esther Reader has been confined to St. Joseph's Hospital here.

Caroline Holt was named chairman of the "hit the road" party. Daisy Fritts is up and around again after an illness and took the door prize at the meeting. Marie Sorenson took a pair of knitted foot snuggies donated by Irene Ogle.

Marion Shuford, assisted by Elsie Powell and June Reynolds, served luncheon.

Miami Showmen's Association

MIAMI—Mail and membership cards are on hand for many members whose addresses are unknown, and the office would like to forward them.

The members in question are the following:

Robert Wilkinson, Randolph I. Gallant, Lawrence D. Swanson, Paul B. Treon, Douglas Harrison Rigsby, Eugene M. Thompson, Richard Love Duane Jr., Richard R. Cormier, Walter Barrett, Hiram A. Hartley, William Brownfield, Philip Bartlett, John Richman, Maynard H. Gardner, Earl Visaw, Kermit Victor Lilly, Silas E. Bennett, Wilmer H. Hooks, Leonard J. Weiss Jr., Sam Jaffee, Teddy I. Geddings, S. T. Jessop, Monte Kelley, Theodore Katros, Ronald Kisner, Joseph Costabile, Quincy Jack Ainsworth, Leonard Bannister, Jerry Bonder, Irving Bickford Billy Lee Chapman, Joseph Bartolotta, Richard L. Etheridge, Edward N. Golden, Robert W. Armentrout Jr., Martin D. Randell, Harold F. Smith, Robert S. White, Ralph R. Pope, Lawrence R. Nash, Robert Perri, Joseph Muniz Jr., Harold F. Martin, Thomas P. Lyons, Coley Spouse, Frank Stone, Edward Schneff, W. W. Setzer, Forrest W. Riggs, Ollie E. Bradley, Ray (Bozo) Cosmo, Paul Arrel Champion, John J. Kelly, Foster C. Keen, Herbert Lee Griffen, Floyd Geiger, Clarence Tate Lunsford.

Showmen's League of America

Ladies' Auxiliary

Summer activities will soon get under way with books on a portable television set to go out. Proceeds will be turned over to the Cancer Fund. Frieda Rosen and Phoebe Carsky have been named to head up the drive. President Carmelita Horan has indicated plans for additional fund drives.

Dorothy Kennedy, relief chairman, reported Alice Hill was ailing and Ann Sleyster had suffered a toe injury. Hattie Wagner is reported ill in Mobile, Ala. Minnie Simmonds on the road to recovery after an illness while Margaret Filograsso's daughter, Mary Lou, is back in Chicago's Augustana Hospital. Nane Rankine's son, Tom, was reported recuperating after a long illness.

Grace Goss is in New Orleans and Phoebe Carsky is in Miami Beach with her daughter, Lynn. Lillian Woods reported from Antioch, Ill., that she'll probably head for Florida in the near future.

Letters received from Bess Hamid, Grace Goss, Mimi Garneau, Edith Streibich, Lucille Anthony's daughter, Ivadell, Lillian Lawrence and Walter F. Driver.

Alice Hennies plans to leave Hot Springs soon to assist in the operation of the Hennies' Kiddieland in

Houston. Ann Doolan expected back here from California soon. Rose H. Page stopped off here en route to San Diego, Calif.

Mrs. Ann Belden and Dorothy Kennedy will handle the fall bazaar. Elsie Miller and husband will leave in June for a Wisconsin vacation.

Show Folks of America

SAN FRANCISCO—The regular Monday (14) meeting was called to order by Charlotte Porter, acting president. Also present were Bonnie Townsend, recording secretary. Josephine Blome served in the capacity of financial secretary.

A report was given on the informal party held for the personnel of Polack Bros.' Circus. Both units of the show were in the area, one in San Francisco, the other at Oakland. About 75 were present for the event. Entertainment, provided by Duke Navarro, included John Barrientos, piano; Eddie Rajeski, songs, and Patty Galligan, acro-dancer.

The meeting was the last weekly one of the season. Until September, the club will meet once a month with the next meeting scheduled for June 4.

BEST TEN GAMES FOR CARNIVALS

Pitch Till You Win
Add-'Em Up Darts—Works 2 Ways—
Over 20 or Under 8—with Free
Charis—Sponge Rubber. Ea. \$20.00
Punk Racks. Doz. 36.00
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Jewelry Spindle. Ea. 60.00
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Penny or Nickel Pitch Boards. Ea. 60.00
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TWO NO. 5 ELI FERRIS WHEELS
One old Model, Wooden Seats in very good condition. Never been misused or dropped or sprung. Four cylinder LeRol Power Unit. The other one late Model Steel Seats, rebuilt Drive, Eli Power Unit, Night Covers. Have Trailer with Seat Hangers or a full set of crates; this Wheel is like new, been in a Park, used very little. These Wheels can be seen in operation and are ready for immediate delivery.

ALSO HAVE ONE
DELUXE MODEL ROLL-O-PLANE
In good condition, ready to operate. Except tubs, need some repair. Can be bought at a bargain, can be bought with or without transportation. Will give prices to interested parties. Address all mail to

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2226 Michigan Ave., Detroit, Mich.
Phones: WO 57388 or WO 57381
c/o House of Stapleton

MIDWAY CONFAB

Bill Hopkins, James McBryde and others of the Glass City Shows made a round of visits to shows before their opening at Clawson, Mich. Shows visited included Wade Joyland at Pardee Park, Happyland at Garden City, Motor State at Rochester, Tony Carl Shows at Clawson, Howard Brothers at Toledo, and Hiawatha-Funfair at the Miracle Mile, Toledo.

Jackie D. Bailey closed with the Monroe back-ender on Gold Medal and joined the Jeffery Side Show on Penn Premier where he is working tickets and doing his escape act inside. Dave Gibson recently joined as sword swallower. Leona Lee, annex attraction, is driving a new Cadillac convertible.

E. H. Rucker postals that he had a real Florida vacation and now is heading north to get back with it. . . . Leo Eicholz is currently recuperating at his daughter's home at 30 Fairfield Lane, New Hyde Park, L. I., N. Y., after surgery and a six-month stay in the hospital.

Gene Delozier has been named office secretary of Johnny Denton's Gold Medal Shows. Red Brady, owner of United States Shows, and Joe Hoffman, also of that organization, were regular visitors to the Denton midway when the shows played in the same territory. Hoffman is promoting a bicycle giveaway on the show as well as operating his concessions.

Personnel on Penn Premier Shows and Mills Bros.' Circus cut up plenty of jackies when the two shows played Marietta, O. recently. Lloyd Serfass, carnival owner, hosted Jack Mills, owner of the circus, and Mills set aside a section of seats for the midway showfolk. . . . Ralph L. Collins reports from Kearney, Neb., that he'll hit the road soon Mr. and Mrs. Robert Collins recently arrived at Kearney from Long Beach, Calif., to assist in the management of Collins' ride operation.

Benny Nusall and Al Pfeifer have expanded to four games this year and will again go out in the Buffalo area, for the ninth year. Pfeifer will handle the hoopla, Nusall will work the big tom, and the latter's wife, Peaches Nusall, will handle the balloon joint. The group recently visited Frames Greater Shows in Lackawanna, N. Y.

Sandra Faye and Ronda Rondell are putting finishing touches on their two girl shows at their Owensboro, Ky., home prior to joining the Olson Shows.

Olson Shows have moved their Chicago offices from 203 North Wabash to new quarters at 139 North Clark Street.

Mike Piccolo visited the Gooding unit at Uniontown, Pa., and Fairmount, W. Va., where he cut up jackpots with Charlie O'Brien, Hap Berkshire, Mr. and Mrs. Larry Ackley, Pauline Clark, John Gallagan and Bert Minor. . . . Ken Evans, concessions manager on the former Holly Shows, is currently working at Disneyland in Anaheim, Calif. . . . Tiny Hicks, fat boy, has joined the Side Show on Thomas Joyland Shows.

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

Want Hanky Panks, in line, come on, privilege \$36.50. Have opening for well-framed Glass or Pottery Pitch and Bear Pitch, Custard, Ice Cream. Will have opening for well-framed Grab, sit down, must be nice and feed Show-folks. Can join June 17 at Paoli, Ind.

ville, Ind. You will work here and balance of season.

RIDE HELP—Can always use sober, reliable men who drive. Second Men on Wheels and Tilt. We carry 12 of the finest Rides in the business.

All replies this week, wire Frankfort, Ky., May 28 thru June 2; June 4-9, Jeffersonville, Ind., 10th and Wall Sts., City Park.

BILL GEREN

C.S. PECK presents KEY CITY SHOWS

Want for OAKLAND CITY, IND., CENTENNIAL, June 5th thru 10th, and Harvey, Ill., to follow

CONCESSIONS—Snow and Floss, Bottle Game, Cork, Age and Scale, Short Range, Balloon Dart, Dish Pitch, any Hanky Pank of merit. No gypsies or controlled concessions.

SHOWS—One or Two Grind Shows, Fun House, Glass House.

RIDE HELP—Foremen for Spineroo, any Ride Foreman can qualify; and Second Men on all rides, must drive semi and have license. Salary for Second Men, \$45.00 and \$5.00 bonus; come on in.

Wilmington, Ill., this week; Oakland City, Ind., next week.

Wire or phone 2-8215. C. S. PECK, Kankakee, Ill.

Bi-Centennial KITTANING, PA., June 11 to 16 WANT
Custard or Ice Cream, Scales, Hi-Striker, Ring Coke, Break Dishes, Glass Pitch, Basket Ball, Bumper, Clothes Pin Pitch, Photo, Wheels that work for stock Shows and Rides that do not conflict.

Eddies Expo Shows
This week, Canonsburg, Pa.; Donora, Pa., June 4 to 9.

WANTED High-Class CARNIVAL for Hundredth Year CENTENNIAL
August 17 thru August 22. Write **SAM W. TAPPAN**
Chamber of Commerce, Helena, Ark.

PETE NORMAN
Wants Agents for Six Cats, Punk Rack, Bushel Baskets, One Ball, Milk Bottle and Basketball.

HAPPYLAND SHOWS
Mt. Clemens, Mich., this week; Port Huron, next week.

WHITIE DIXON WANTS
1 Peek Store and 2 Grind Store Agents. Only 3 Stores on Show. All replies to **H. L. "WHITIE" DIXON**
Standard Shows Basin, Wyoming

CONCESSION TRUCK FOR SALE
Dodge, 1 ton, all white, fully equipped with double Cretors Poppers, Peanut Roaster and Carmelcorn Equipment. A-1 condition. Operates on bottle gas. Josephine Palmisciano, 14412 Burnside Ave. Phone KE 1-5132 Cleveland 10, O.

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, WILLIMANTIC, CONN.

WHITEY BEARDSLEY
Wants Agents for Ball Games, Balloon Darts, Dart Wheels, Toy Store Help. If you can cut it and are useful Concession Help, come on.
The Office can use Ride Help.

WHITEY BEARDSLEY
c/o WORLD OF MIRTH SHOWS, Plainfield (Arbor), N. J., now thru June 2.

TIVOLI EXPOSITION SHOWS
Want for Fort Madison, Iowa, this week; Iowa City, Iowa, to follow. First Show in Iowa City in four years. Population 35,000. Then 19 big Celebration and Fairs to follow until November 1.

Want Concessions, Penny Arcade, Long and Short Range Galleries, Jewelry, Custard, Ball Games, Hanky Panks of all kinds. All Food Concessions and Bingo booked. Also want no Major Ride such as Rock-a-Plane or any Ride that does not conflict.

Contact H. V. PETERSON, Ft. Madison, Iowa, this week; Iowa City to follow.

Peggy Wright "Cindy Phillips" \$250 REWARD
For location of Peggy, about 40 years old, featured as "Cindy" with Tony Barris Girl Show last year on Thomas Joyland Shows. She supposedly was in Memphis, Tenn., last week, May 20, 1956. Now reported to be traveling with Joe Phillips. "Phillips works Concessions." Ex-wife of Duke Wright, the electrician. Last reported with Joe Reynolds. For reward call collect **George Turner**
Phone Victor 3-9888 Oklahoma City, Okla.

OSBOURN AMUSE. CO.
Wants for Booneville, Ark., and Balance of Season.
Concessions of all kinds, Hanky Panks fifteen per week. Agents for office outfits. Ride Help—Second Men for Wheel and Merry-Go-Round, Foreman for Chairplane. Any worth-while Grind Show, low percentage. Contact **WALKER OSBOURN, MGR.**

THANK YOU
Alexander (Al) Presnell
Cookhouse Operator, Page Combine Shows, for your Buick Roadmaster purchase.
"Save Money With Johnny"
JOHNNY CANOLE
3000 Third Ave. Altoona, Pa.
Phones 9347 or 3-0003

LEGITIMATE CONCESSIONS WANTED
To rent space at Alton Firemen's Flea Days, June 21-22-23, on Route 104 at Alton N. Y. Up to 20-ft. frontage on midway, \$20.00; plus \$1.00 insurance. Bingo Games also wanted. Contact **RALPH DeGELLEKE**
Box 34, Alton, N. Y. Phone: Sodus 4935

\$50.00 REWARD
Information leading to location of **GEORGE S. SAKOBIE**
Call collect 5534
BROWN or ESPY
The First Natl. Bank of Owatonna, Minn

• • **POP CORN** • •
• NOW YOU CAN BUY KEMPOP "40" yellow at new low prices. Shipment made same day. Also supplies.
• **INDIANA POP CORN CO.**
Phone 9762 night or day. Muncie, Ind.

BAKER UNITED SHOWS
Can place Derby, Gold Fish, Pronto Pups, Custard, Straight Sales, Jewelry, Novelties, other clean legitimate Concessions. Want Foremen for Wheels, Tilt-a-Whirl, Rolloplane, Chairplane; Second Men for all Rides, must drive and have license. Pay every Wednesday and sure. Kelly, get in touch at once. John Starkey, answer. John Salyina, come on. Louis Bond, come on. Will place Fun House, Ten-in-One.

All replies and wires to **ERNE ALLEN**
Columbus, Ind., this week; Crawfordsville, Ind., June 4 to 9.

MULLINS' ROYAL PINE SHOWS WANT WANT WANT
CONCESSIONS: Will book French Fries for season. Also want Mitt Camp with Hanky Panks. Have opening for Cookhouse that caters to show people. Can place Hanky Panks of all kinds.
HELP: Can place Ride Help on all Rides. Semi drivers preferred.
SHOWS: Want Manager for Side Show. Have complete, newly framed Show, including sound equipment.

Contact **CLIFFORD W. MULLINS, Mgr.**
Lincoln, Maine, this week; then per route.

DESBRO SHOW
OPENING JUNE 2, CLYDE, NEW YORK
CONCESSIONS—Book all Stock Concessions. RIDE HELP—Foreman for '56 Tilt and Second Men. Foreman for Ferris Wheel. Second Men on all Rides—must have license and drive. WINTERQUARTERS now open until Wednesday, after that Clyde, New York.
650 NORTON STREET, ROCHESTER, N. Y.

ART B. THOMAS SHOWS
Want A-1 Ferris Wheel Foreman, top wages and bonus to right man; must drive semi. Apply immediately.
BERNARD THOMAS, Mgr.
Lincoln, Nebr., May 27-30; Hawarden, Iowa, May 31-June 1-2.

WANT WANT WANT
Cookhouse, Bingo, all types of Concessions. Can use Grind Shows. Ride Help. Show working every day. Playing coal fields. Want two Count and two Pin Store Agents, Help for Skillo. Bill Taylor needs Hanky Pank Agent. Contact **TOMMY SCOTT or DALLAS DUNCAN**
c/o MOUNTAIN STATE SHOWS, TAZEWELL, VIRGINIA

RIDE FOREMEN WANTED
For Merry-Go-Round, must know Herschell 3-abreast (others not needed), \$60.00 per week; extra for driving. Foreman for new Herschell Roller Coaster.
ASSISTANT FOREMEN
For Merry-Go-Round, Wheel, Screwball, Coaster, Tilt. We pay according to what you can do here not what you have done in the past. Only sober, reliable Help needed.
A. J. SUNNY AMUSEMENTS
3006 E. 120 STREET Wa. 14679 CLEVELAND 20, OHIO

PAGE COMBINED SHOWS

Presenting a solid route of Celebrations and Fairs the balance of the season. Positively no more still dates. Excellent opening and route for the following:
CONCESSIONS: Custard, Sno Cone or Chocolate Dip, Waffles, Bear Pitch, Coke Bottle, Break the Dish, Derby Racer, Basketball, Roman Target. Can place Blower and Bowling Alley for balance of season, also Cigarette Block. Need Agents for Razzle, Six Cats, Hanky Panks and P.C. Drunks, save your time. **SHOWS:** Motordrome, Mechanical, Life, Big Snake, Crime or any Show not conflicting. Eddy Ames wants Sideshow Acts, Inside Lecturer, Magician, Help for Bally. Need Geek and Front Man. Bad-Eye and Little Billy, come on. **RIDES:** Especially want Live Pony, Coaster or Dipper, Dark Ride, Scooter and Rolloplane. This is excellent ride territory with seventeen weeks of high-class Fairs. Preference given those joining now. Want Scenic Artist to join on wire.
All replies to BILL PAGE
PUNXSUTAWNEY, PA., THIS WEEK.
 P.S.: Roland Page wants General Cookhouse Help.

JOHNNY'S UNITED SHOWS

PLAYING MURFREESBORO, TENN., NEXT WEEK, DOWNTOWN LOT
CONTRACT SIGNED SINCE NOVEMBER
CONCESSIONS: Cork Gallery, Ball Games, String Games, Dart Games, Coke Bottles, Hit & Miss and Parakeet Pitch.
OFFICIAL OPENING WITH SHOWS
 Can use any good Grind Shows, Monkey, Snake, Wildlife, Illusion, Motordrome and Funhouse. **HELP:** Merry-Go-Round Foreman for Little Beauty. Must know ride and drive. Top salary.
All replies to JOHN PORTEMONT
Cuntersville, Ala. No phone calls, please.

GEORGE CLYDE SMITH SHOWS

WANT Ball Games, Pitch-Till-You-Win, Glass Pitch, Six Cats, Hoop-La, Swinger, Balloon Darts. Agents for office Hanky Panks, General Ride Help, Truck and Tractor Drivers, Truck Mechanics. **WANT** Side Show, Snake Show, Monkey Show. George B. Yancey wants Skillo and Count Store Agents, also Beat to Turn Man.
All replies: GEORGE CLYDE SMITH SHOWS
Houtzdale, Pa., this week; Philipsburg, Pa., next week.

MIGHTY INTERSTATE SHOWS

WANT SHOWS: Girl Shows with own equipment. Grind Shows with own equipment. **CONCESSIONS:** Hanky Panks of all kind, Fish Ponds, Ball Games, Pitch-Till-You-Win, Jewelry, Novelties, Hats, Age and Weight, Long Range Gallery, Bear Pitches, Parakeet Pitches, Ice Cream, Frozen Custard. **WANT** Agents for Buckets, Skillo, Peek Stores, Razzles. **RIDE HELP:** Foremen and Second Men on all Rides. Will book any Flat Rides or Kiddie Rides not conflicting with what we have. Good opening for Live Pony Ride. **WANT** Cook House to join on wire. **WANT** Show Carpenter and Builder to join on wire. **WANT** Scenic Artist to join on wire. **WANT** Man to up and down front gate and sell tickets. Replies to
H. B. ROSEN
CARE WESTERN UNION, CUMBERLAND, KENTUCKY

AMUSEMENTS OF AMERICA

Can place at once, Fly-o-Plane Foreman and Chairplane Foreman • Second Men on all Rides • Ticket Sellers • James and Mary Cash, contact.
Address JOHN VIVONA
AMUSEMENTS OF AMERICA, NEWARK, N. J., THIS WEEK.

WANT—FIDLER SHOWS—WANT

FOREMEN FOR TWO-ABREAST MERRY-GO-ROUND and TILT-A-WHIRL. Must drive Semi-Trailers. **MAN TO HANDLE BINGO TOP AND STOCK.** COUPLE TO WORK IN POPCORN AND CANDY FLOSS CONCESSION. CAN PLACE HANKY PANKS OF ALL KINDS.
OPENING DOWNTOWN, STE. GENEVIEVE, MO., STARTING JUNE 4
Address SAM FIDLER, Mgr.
Airport Branch, Malden, Mo., this week; then Ste. Genevieve, Mo.

BEAM'S ATTRACTIONS

FIREMEN'S CELEBRATION, Johnston, Pa. "D" Street, next week
HELP WANTED—Experienced, sober Wheel and Caterpillar Foremen; Mechanic with tools, Second Men who can drive, Talkers for Shows.
Contact STEVE DECKER
MASONTOWN, PA., THIS WEEK.

GEORGE W. GORDON
WANTS AGENTS

For Buckets and Six Cats. Jack Coast, get in touch. R. A. Pauppirt, write or wire
Howard Duckworth
c/o O. C. Buck Shows, Utica, N. Y.

HELP WANTED AT ONCE

Experienced, reliable Operators for Wheel, Merry-Go-Round, Ride-O and Kid Rides. No up or down until Labor Day. Free rooms, good pay for good Men. Have wonderful location for Cotton Candy, Apples, Snow or Jewelry Engraving. For Sale—Monkey Motordrome.
LEO LANE
CASINO PARK
P. O. Box 339 Virginia Beach, Va.

ROCK CITY SHOWS

Need Balloon Darts, Six Cats, Glass Pitch, Coke Bottle, Devils Bowling Alley, Basketball, Ring Bottle, Bear Pitch, Pan Game, Ball Game, Roman Targets. Ride Help in all departments.
 Oak Forrest, Illinois, this week. Also need Agents.
GEORGE ISENHOWER, Manager

RIDE HELP WANTED

Foreman for Eli #5 and Foreman for eight-tub Octopus. Can place Second Men on all Rides. Must drive and have license. Contact
MIKE WOLD
4550 N. MALDEN CHICAGO
Phone: LOngbeach 1-8480

AGENTS WANTED

For Six Cats and Buckets. Also Agent for Break-the-Record. Only 2 more Still Dates, all Fairs to follow.
ROY T. DUFFY
c/o 20th Century Shows
Leavenworth, Kansas, this week; Fort Dodge, Iowa, to follow.

FOOD DEVELOPMENTS:

New Deep Fryers Boast Big Output

DENVER — A new line of French fryers that are said to have big production output has been introduced here. Called the "Speedster" the units are reported to be low in cost. They are available in four sizes, the 25-pound fat capacity fryer, with three baskets is said to deliver 320, two-ounce servings of fries per hour. Features include the Speedster Lift-Out Heat unit with Robertshaw controls.—Miller & Carrell Manufacturing Company, 1215 Twelfth Street, Denver 4.

Heated Display Case . . .
ST. LOUIS — Two matched lines of food equipment, one gas and one electric, are being marketed here. All units are the same

depth, can be arranged in any combination or can be used separately. Included in the gas line are counter and food fryers, 24 and 36-inch griddles and a two-burner hot plate. The electric line includes food and roll warmers, hot dog machines and combination griddle, steam and work tables.—Star Manufacturing Company, St. Louis, Mo.

Electric Hot Plate . . .
ERIE, Pa. — A new electric counter model hot plate has been introduced. The unit is an addition to the manufacturer's regular line and features Robertshaw controls which are said to bring food to cooking temperatures and hold them automatically. — Griswold Manufacturing Company, Erie, Pa.

Popcorn, Concession Firms To Exhibit at N. Y. Show

NEW YORK—Exhibit space at the trade show sponsored by the Popcorn & Concession Association here September 20-24 is already 60 per cent sold, Bert Nathan, association president, announced. The group will have 180 booths for the show which this year will be held in the new Coliseum.

Lester Grand, exhibit chairman, reported the following firms had already reserved space: APCO, Inc.; Blevins Popcorn Co., Blumenthal Chocolate Co., Canada Dry Ginger Ale, Carbonic Dispensers, Coca-Cola Co., Cole Products Co., Continental Can Co., Cretors Corp., Curtiss Candy Co., Dell Food Specialties Co., Diamond Crystal Salt Co., F & F Laboratories, Flav-R-Rite

Foods, GHR Enterprises, Gold Medal Candy Co., Heat Exchangers, Henry Heide, Hershey Chocolate Corp., Hollywood Brands, Hollywood Servemasters, Jc. Spray Corp., Walter H. Johnson Candy Co., Kraft Foods Co., Leaf Brands, Inc.; Majestic Dispensers, Inc.

Also Manley, Inc.; Mars, Inc.; Maryland Cup Co., Merkel Foods Co., Mission of California, National Market. Equipment Co., Nestle Candy Co., Nehi Corp., Ben Newman Associates, Northwest Cone Co., Original Crispy Pizza Crust Co., Orange-Crush Co., Pepsi-Cola Co., Perlick Brass Co.; Peter Paul, Inc.; Pez Haas, Inc.; Planters Nut & Chocolate Co., Popcorn Corp. of America, Quaker City Chocolate and Confectionery Co., Reese Candy Co., Rex Specialty Bag Corp., Rowe Mfg. Co., the Savon Co., Schutter Candy Co., Selmix Dispensers, Sportservice, Steel Products Co.; Superdisplay, Inc.; Superior Refrigerator Mfg. Co., Switzer's Licorice and Castleberry's Co.

The program for the convention, to be held in conjunction with the trade show, will be based on a two-step technique. Step one is the question "Your popcorn or concession problem." The answer will be offered by a panel of experts.

JACK THOMAS

WANTS
 Man to take head of Bear Pitch. Man to take head of Pan Game. Agent for Beat the Dealer and Hanky Pank Agents.
 Lincoln, Nebr., May 27, 28, 29 & 30; Hawarden, Iowa, May 31, June 1 & 2; Lennox, S. Dak., June 4 & 5; Sioux City, Iowa, June 7, 8 & 9.

TROPICAL MIDWAY SHOWS

WANTED
Cookhouse. Bob Smallwood wants Agents for Razzle, Bear Pitch and Cork Gallery. **Brownie Cole, answer.**
Snow Hill, N. C., this week.

WANTED
 For Plank Road opening Celebration, Baton Rouge, La., May 31 to June 3. Located on American Bank parking grounds. Can place Stock Concessions of all kinds. Everything open. Moon Richey wants Ride Help and Concession Agents. One more week in Baton Rouge after this Celebration. Have for Sale: New and used Evans Wheels, Bowling Alleys, three 25 kw. LeRoi a.c. Light Plants
Address RALPH R. MILLER
Route 1, Box 351, Baton Rouge, La.
Phone Walnut 15068

RED BRUNK

WANTS
 Griddle Man, also Waiters for Cookhouse.
Address:
c/o Tivoli Exposition Shows
Fort Madison, Iowa

WANTED

Large Rides or Carnival for Annual Celebration, June 30-July 4. You get 100% on Rides.
TED BROUSSEAU
CIVIC CLUB
New Baltimore, Mich.

Rochester, N. H., Sets Pat Boone

ROCHESTER, N. H. — Pat Boone will highlight the grandstand talent at the Rochester Fair. The vocalist, and other talent, was set by the GAC-Hamid agency. The fair dates are September 16-22.

WANT CONCESSION HELP

Agents, Cigarette Dealers. Pitch Help, and Men to up and down Concessions.
LOUIS A. RICE
OLSON SHOWS
Hot Springs, Ark.,
Phone: National 4-2231

WANTED RIDES CONCESSIONS

JUNE 26 thru 30.
FIREMEN'S FESTIVAL. Contact
JAMES BARKER
35 Superior St. Sharon, Pa.
Telephone Sharon, Pa., DI 29456

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

CARNIVAL WANTED

Hawkins Co. Fair
CHURCH HILL, TENN.
August 22 thru 25
May set up August 20.
Need 6 to 10 Rides, Shows and legitimate Concessions. No gambling. First fair in this territory, serving 25,000 people. Contact
Wallace D. Alley or Sam L. Taylor
CHURCH HILL, TENN.

WANT

Foremen for Octopus, Roll-o-Plane and Cars; Second Men on all other Rides that drive; Man and Wife to take over Bingo; Agents for Pitch, Target and Popcorn, or will book your Stock Concession.

RAINES AMUSEMENTS

Mena, Ark., this week.

AGENTS WANTED

For Block Store, Pin Store and Blower. Johnny Russell, Johnny "G-Note," Billy Bloom and Billy Ford, get in touch. Also want Hanky Pank Agents. Contact
RED BURTON or JIMMY MAY
Sturgeon Falls, Ontario, Canada, at main hotel.

DROME RIDERS

JIMMY READ
JOHNNY BLAKELY
 Please contact. Can also use Ticket Sellers and Girl Rider.
GEORGE MURRAY
World of Mirth Shows, Plainfield, N. J.

WANT WANT

Foremen for Octopus, Coaster and Kid Rides. Also Second Men, must drive. Can place for another Unit, Foremen and Second Men for Wheel, Merry-Go-Round and Kid Rides. Top salary with sure bonus. Long season. South. Call, come on, will place you.

MOTOR STATE SHOWS
North Saginaw St., Beecher Township, Flint, Mich., May 28-June 12; Napoleon, Ohio, follows.

SHORTER SHOWS

Want, on account of disappointment, Balloon Darts, Cork Gallery, Coke Bottle, Glass Pitch, Short Range, Pin Store, Razzle and 6-Cats. Col. Middleton, answer. Want Agents of all kinds. Playing 2 and 3 a week, heading north. **Greene, Iowa, May 28-29; Forest City, Iowa, May 30-31; New Richland, Minn., June 1-2-3. Call for Manager.**
P.S.: A. J., write again; lost address.

\$50.00 REWARD

For information leading to present whereabouts of
CHARLES R. SALLEE
 Traveling Salesman
BOX D-211
c/o The Billboard Cincinnati 22, O.

SMITH AMUSEMENT PARK

Lawton, Okla., 2103 Gore Blvd. The home and training center of 30,000 soldiers. Want Peek Store and Count Store Agents. Wives who will work Hankies or P.C. Book Photo, Buckets, Swinger. Tattoo Man who will stay all summer. We work seven days a week. Allen Morris, call me—2451.
ROLAND SMITH

GIVE TO DAMON RUNYON CANCER FUND

GRIGGS BROS.' SHOWS

Concessions—Bingo (will operate every week), Popcorn, Apples, Floss, Custard, Bear Pitch, Glass Pitch, Photo, Jewelry, Balloon Darts, Short or Long Range, Buckets, Six Cat, Swinger, Pan Game or Rat Game, Pea Pool, Diggers or any other legitimate Concessions. Will sell the X on some Concessions. None of the above Concessions on show now.

Help—Wheel Foreman, Mechanic with tools, without car, must drive. Want General Agent who knows Ohio; top salary if you can produce, plus bonus every week. Billposter, sound car with Concessions. Mr. Dillion, contact me, good proposition. Jerry Morgan, come back. Rides—Will give the X on set of nice Kid Rides, none here now. Will book Tilt, Octopus or any flat ride; committee money and insurance. Girl Show Operator. Louie and Thelma, call me or wire. Gallipolis, O., this week; Middleport, O., June 4-9. Wire care Western Union or call Sheriff's Office, Phone 66.

CHARLES GRIGGS, Owner-Mgr.

P.S.—Will consider good Assistant Legal Adjuster. Grind Store Agents, we play towns where we work.

PARAKEETS

BABIES—\$1.10 ea.
CARNIVAL BIRDS
85c ea.

Shipped Daily. F.O.B. Los Angeles.
Minimum Order, 48 Birds.
Durkee's Bird Farm
8967 E. Gallatin Rd., Pico, California
Phone: OXford 9-5210

BINGO HELP WANTED

FAIR STARTS JULY 9

Semi drivers given preference.

J. J. HORNFIELD

c/o Reithoffer Blue Show

Weatherly, Pa., May 28-June 2;
Earlville, Pa., 6-16.

"Dyer's Lotta Hoey"

Jonesboro, Ark., this week; American Legion Fling Ding, Herrin, Ill., June 4-9; Lions' Annual Celebration, Du Quoin, Ill., June 12-14—in City Park. Want Shows with own Outfits. No Girl Shows or Ding Shows. Chief Little Wolf, contact. Legitimate Concessions such as Bird, Bear or other Pitches, Custard, Long or Short Range and others. Help on Rides—Second Men. Anyone wanting to work join now. Jim and Don want Concession Agents. Helpers and Workmen to up and down booths Remember...

"CLEAN AS A WHISTLE"

ATTENTION

Any person or persons who owes Bob Russell Sr., of Suffolk, Va. (who died April 26, 1956, in Lyons, Ga.), kindly contact his wife immediately at 249 Haliday St., Suffolk, Va., Phone 2128. I am in urgent need of these funds due to falling health and expenses.

MRS. BOB RUSSELL

HOLIDAY AMUSEMENT CO.

Wants Wheel Foreman; Bill (Pug) Hanes and others, wire or call. Can use Cork Gallery, Bumper, Balloon Darts, Slum Spindle, Watch-La, Scales and all others not conflicting. Also one Grind Show, Athletic Show and Pony Ride. Playing suburbs of Kansas City until July 4, then the better fairs until October.
FIELDING GRAHAM
7415 State Line Kansas City, Mo.

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

FOR SALE

House Truck complete—K-5 International, 18-ft. floor-bottle gas equipped trailer, window and new motor; complete Pitch-Tilt-Win, flash and stock, new Anchor top, 10x12—sell complete for \$450.00. Must sell at once.

W. J. ROBINSON

Pineallas County Jail Clearwater, Fla.

PARAKEETS

BABIES—\$1.15 each
CARNIVAL BIRDS—85c 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

BOOTS CUTLER

WANTS AGENTS

For Bucket Store and Man to take care of Parakeet Pitch. All Celebrations:
c/o ROYAL UNITED SHOWS
Springfield, Minn., May 28-29-30-31;
Tracy, Minn., June 1-2-3.

WANTED

For Annual Street Carnival

Aerial, Trapeze and Platform Acts.
July 19, 20, 21. Contact
A. I. REID
Stockton Lions' Club Stockton, Ill.

AGENTS

Couple wanted for Scale and Age. Long season, good proposition.

Write or wire:

WARD GRAVES

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

Sensational! New! 360° REVOLVING LIGHT



TRIPPE HI-BALL



- ★ FREEZE-PROOF
- ★ WATER-PROOF
- ★ FADE-PROOF
- ★ TROUBLE-PROOF
- ★ EASY TO INSTALL OR REMOVE
- ★ MADE LIKE A FINE WATCH
- ★ BUILT FOR YEARS OF SERVICE

Hi-Powered attention getter! Its parabolic mirror rotates around the powerful light bulb at 60 TIMES A MINUTE. Intense flash can be seen at great distances. Plastic dome available in Red, Amber, Blue, Green or Clear. 115-130 Volt, A.C. 9 1/2" diameter. Heavy chrome. Ultimate in beauty and operation—and the price is LOW!

Write or Wire for Beautiful Catalog or Call Your Jobber

TRIPPE MFG. COMPANY

133 N. Jefferson Street

Dept. R

Chicago 6, Illinois

NORTHERN EXPOSITION SHOWS

CAN PLACE AT ONCE

For well proven spring route—followed by best Fourth in country and for eleventh year complete circuit of ten Montana "B" Circuit Fairs.

CONCESSIONS—Due to disappointment can place Hoop-La, Duck Pond, Punk Rack, Milk Bottle, String Game, Cork Gun, Roman Target, Add 'Em Up Darts, Rat Game, Crazy Ball, Buckets, Coke Pitch, Cigarette Block or any good Hanky or Stock concessions not conflicting. We book only one of a kind.

SHOWS—Ten-in-One, Monkey, Mechanical, Fun House, Drome or any good show not conflicting. Must have own outfit. Can place two more Girls in Revue.

NOTICE—W. B. Rich, please contact.

Phone or wire

MIKE SMITH, Owner

Fort Pierre, S. D., May 28-June 2.

HELP WANTED

Up-and-Down Men, China Pitches, Truck Drivers, Semi Drivers. Must be sober and reliable. Top salaries. Sure pay. Good treatment

plus
42-WEEK SEASON

The OLSON SHOWS

WORLD'S GREATEST MIDWAY

Apply

EDDIE HACKETT

As per route

Hot Springs, Ark., June 1 to 10; Decatur, Ill., June 13 to 18;
Joliet, Ill., June 20 to 26.



PARAKEETS and CAGES

Real Flash
CHROME &
NICKEL
CAGES

50¢

Write or Wire for
Prices on Live Birds.

- Shipped Daily
- Safe Arrival
- Lowest Prices
- Buy Direct

25% dep., bal. C.O.D.—F.O.B. Chicago—WEbster 9-4191.
CHICAGO BIRD & CAGE CO. 422 S. State St. Chicago, Ill.

ROHR'S MODERN MIDWAY

All day Decoration Day, May 30th Celebration, Junctions Highways 1 and 17.
Grand opening Sunset Hills Country Club (all colored).

16th District American Legion Convention, Bradford, Ill., June 1-2-3.

Want Photos, Novelties, Hats, Basketball, etc. Hanky Panks only. Want Mechanical or Grind Shows. Ride Help for Tilt, Second Men on all Rides; must drive. ERNIE & CHUCK COMER, Bill Hall, come on. No flats or gypsies.

D. J. ROHR

PHONE: CHEBANSE 11, CHEBANSE, ILL., OR PER ROUTE.

MERRY MIDWAY SHOW

HOPKINTON, IOWA, FIREMEN'S CELEBRATION, JUNE 5-9.
Want Concessions—Hi-Striker, Coke Bottles, Roman Targets, Basket Ball, Age and Scales, String Game or any 10¢ Prize Every Time Stand that doesn't conflict. Ride Help—First Man on Wheel, must drive semi; also Second Man on Merry-Go-Round, must drive. All Ride Help must drive trucks. Come to Cascade, Iowa, now. Also older Man for Kid Rides. Drunks, don't answer, you won't last here. Will book Roll-o-Plane, Tubs of Fun, Roll-a-Whirl, Airplanes. Committees, have time open in Iowa late July. Write
ALBERT BARKER, GENERAL DELIVERY, CASCADE, IOWA.

DICK WILCOX SHOWS WANT

For Limestone, the world's largest air base here; also Presque Isle, Caribou and balance of season.

Two or more Kiddy Rides; you will have x on same, no other Kid Rides. Want Girl Show with own equipment, low P.C. This is a Hanky Pank Show. No racket.

All replies:
DICK WILCOX

Ashland, Maine, this week; then Limestone June 4-9.

DEL FLORE AMUSEMENTS

WANT

Legitimate Concessions of all kinds. Ride Help on all Rides. This week, West Bridgewater, Pa.; next week, Negley, Ohio.

MAN FOR DERBY

Neat and sober. Must drive truck. Good salary and bonus.

JOE STEINBERG

SIEBRAND CIRCUS & CARNIVAL

Santa Fe, New Mexico

TERRIFIC - OUTSTANDING

NEW ANCHOR TENT FRAMES

for CONCESSION and 4-WAY TENTS

Engineered For 2 Years to Assure the BEST for SHOWMEN
THE SHOWMEN'S CHOICE
Best Delivery—Write Today—
Low Prices.

DESIGNED OF LIGHT WEIGHT — RUST PROOF ALU-
MINUM (1 1/2"x2") • HINGED LEGS, SLIP JOINTS •
NO SCREWS, BOLTS, PINS OR KEYS.

Made to the Quality Standards of
ANCHOR SUPPLY CO., INC.
EVANSVILLE, INDIANA PHONE RA 2-8103

MFRS. OF CANVAS TENTS FOR ALL PURPOSES

GRAND AMERICAN SHOWS

Want for Celebrations and Centennials Thru June and July.

Want Grind Shows, Snake, Monkey Mechanical, Want Skill Game, Basketball, Coke Bottle, High Striker, Balloon Dart, String Game, Hoop-La, Hanky Panks, Age and Scale, Novelties, Ice Cream. Want Merry-Go-Round Foreman, Second Ride Help who drive trucks and have driver's license. Frank Allegretti, contact me.

Ottumwa, Iowa, now; New Sharon, Iowa, Centennial Celebration next.

L. O. WEAVER, Mgr.

TOMMY ARGER WANTS FOR BINGO

Experienced Callers for Bingo, also Counter men (experience not necessary). Good treatment and long season. Wire or write

TOMMY ARGER

c/o Royal American Shows, St. Louis, Mo., until June 3

CARROLL'S GREATER SHOWS

WANT FOR A PROVEN ROUTE OF CELEBRATIONS AND FAIRS

CONCESSIONS: Glass Pitch, Ball Games, Strings, Bumper, Basket Ball, Huckley Buck, Fish Pond, Photos, Hoop-La, Penny Pitch, Country Store, Nickel Roll, Long Range, Under and Over Hanky Pank. No flats or gypsies. RIDE HELP: Second Men on all Rides who have chauffeur's license and drive semis. Will book for season—Rock-o-Plane, Spitfire or Roll-o-Plane. Contact

CHAS. CARROLL, MGR., AS PER ROUTE IN BILLBOARD.

WANTED

Carnivals for Arkansas Fairs, September dates

Carroll County—H. E. Tabor, Berryville

Dallas County—J. A. Barton, Fordyce

Franklin County—Delton Price, Ozark

STOCK TICKETS

1 Roll \$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 40.00

ROLLS 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

TICKETS
of every description
Wheel tickets carried in
stock for immediate ship-
ment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED
Cash With Order Price

2,000 \$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.20
100,000 33.00
500,000 133.00
1,000,000 250.00

Roll or Machine
Double coupon, double price

W.G. WADE SHOWS

—CAN PLACE—

Hanky Panks in general. Will sell "X" on GLASS AND BEAR PITCH, DERBY, PHOTOS, NAMES ON HATS, FRENCH FRIES, AGE AND/OR SCALES, LONG RANGE, etc.

MAX MILLER, STILL TRYING TO REACH YOU!

Would like to hear from the following people:
Pat Rondeau — Joe Coleman — Red Dauer.

All replies to

D. WADE, W. G. WADE SHOWS

KALAMAZOO, MICH., ALL THIS WEEK.

P.S.: Following Kalamazoo, Show plays Manistee, Mich.

CAPITAL CITY SHOWS

WANT FOR MANCHESTER, KY.; FOLLOWED BY ALL FIRST-IN PAYROLL TOWNS AND STEARNS, KY., FOURTH OF JULY CELEBRATION. 16 FAIRS UNTIL ARMISTICE DAY

CONCESSIONS—Photos, Bingo, Long Range, Short Range, Bear Pitch, Cig. Block, Custard, Coke Bottles, Ball Games, Novelties and Stock Concessions of all kinds. V. L. Collier wants Agents for Buckets. H. Berry, contact J. L. Keef.

SHOWS—Big Snake, Wildlife, Mechanical or any Shows with own equipment. Good proposition. Carl Alzora, contact. General Ride Help who drive.

All replies to **J. L. KEEF**

CAPITAL CITY SHOWS, CORBIN, KY.

Weirton, W. Va., June 4-9
Lorain, Ohio, June 11-16
Elyria, Ohio, June 18-23

WANT CONCESSIONS, SHOWS AND RIDE HELP

CONCESSIONS: Buckets, Pea Pool, Rat Game, Arcade, Short Range, High Striker, Photos, Age and Scales, Derby, Ball Games, Novelties, Jewelry Sales, Hoop-La, Bear Pitch, Diggers, Rotaries and Concessions of all kinds. SHOWS: Want Shows of all kinds, committee money only. RIDE HELP: Want Tilt Foreman and one other A-1 Ride Man. Top salary. Also Second Men on all Rides. Ozzie Dixon wants two Agents.

NOLAN AMUSEMENT COMPANY
BARBERTON, OHIO, THIS WEEK

HELLER'S ACME SHOWS, INC.

WANT Custard, Slum Jewelry, Palmistry, Hoop-La, French Fries. Want Ride Help, must be sober. All address: Riverdale, N. J. 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, Lynchburg, Virginia.

GLADES AMUSEMENT CO.

WANT

One first-class Wheel Man. Salary \$60.00 per week provided you are sober, reliable and can drive a semi. Must have license. Want Stock Concessions, Ball Games, Balloon Darts, Short or Long Range or any other Concessions working for stock. Sperryville, Va., this week. Telephone: Sperryville 3232. Stanley, Va., next week. P.S.: Bobby Nolan, contact Wes Price on this Show.

WANT FOR LOG CABIN COLORED BEACH

Six miles east of Williamsburg, Va., off Route #60.

RIDES—SHOWS and HANKY PANKS of all kinds. What have you? Plenty of picnics and excursions booked. Wonderful bathing beach, dance hall and cottages. P.S.: Can place Ride Help of all kinds. Wire

BARNEY TASSELL

PORTSMOUTH, VA. PHONE: EXPORT 9-9073.

SUNSET AMUSEMENT CO.

La Crosse, Wis., June 5 to 10. First show in

Want Tilt Foreman and Second Men who drive semis. Can place Hanky Panks and Ball Games. Shows with own equipment. Mac wants Bucket Agents Dubuque, Iowa, this week; La Crosse, Wis., next week.

Glass City Opens Sixth Season With Detroit Bow

DETROIT — Glass City Shows kicked off its sixth season Monday (21) at Fifteen Mile and Crooks Road under auspices of the Clawson Exchange Club. Show moved here from its Petersburg, Mich., winter base and was up and ready to go when the bell rang.

W. T. (Bill) Hopkins is back as manager after two seasons spent with the Riley Amusement Company. Glass City, which is owned by Gerald R. Anderson, a Toledo designing engineer, premed here with six rides, a limited front end and no shows.

Major dates on the route include Michigan 4-H fairs at Petersburg, Blissfield and Manchester plus a number of celebrations in Southern Michigan and parts of Ohio. Staff, in addition to Manager Hopkins, included James McBride, ride superintendent; Tom Waynick, Merry-Go-Round foreman, assisted by Sam Long. Frank McBride is kiddie ride foreman.

Operating concessions were Joe and Pearl Marx, six-cats; Charlie Phelps, buckets; Mae Phelps, slum spindle; Louis Stevens, pitch game; Mary Stevens, palmistry; Ruby Stevens, slum spindle; C. R. Johnson, jewelry sales and bumper; Orville Groves, four; Jerry Kostner, cotton candy, and Lee and Lynn Wagner, popcorn.

Names Receiver

Continued from page 50

court action have not been learned here.

In view of Maley's admissions of acts of bankruptcy it was believed the referee will declare the King-Maley partnership bankrupt and will call a meeting of creditors in June. The actions of a majority of creditors will have a bearing on future operating plans of the receiver, observers said.

Durward B. Mercer, attorney for the petitioning creditors, is also attorney for Bailey, the receiver. Paul M. Conaway and Jack J. Gautier, former United States district attorney, are attorneys for the partners.

In another action in Civil Court here, Maley and King filed a motion for a new trial in a laborer's lien case brought by Robert D. Lowe and Mary Ann Lowe, former employees, in which judgment of \$45.24 was granted on a claim for \$830. The hearing was set for June 1.

Judge Johnston, the referee, has called on Maley and King to file a complete schedule of liabilities and assets in federal court here by Tuesday (29). The date for the first creditors' meeting will be set after consideration of these facts, but not less than 10 days from that time.

FOR SALE

Super Rolloplane with semi trailer, \$2,150.00; Sunshine Choo-Choo Train, \$500.00; 12-Tub Octopus with trailer, \$2,500.00; 60" Searchlight, mounted 24-ft. trailer, \$1,000.00; 1939 G.M.C. Bus, \$100.00; 1947 G.M.C. Tractor, fully equipped, \$250.00; 1945 Ford Tractor, fifth wheel saddle tank, \$150.00; 30x30 Top and Sidewall, \$200.00; 20x30 Top and Sidewall, \$125.00; two 12-ft. Concession Tops, Sidewalls and Frames and two 14-ft. Concession Tops, Sidewalls and Frames, \$100.00 each; one set of Athletic and Snake Show Banners, \$30.00 per set.

BILL HARRIS
Van Buren, Ohio

WANTED AT ONCE BILLPOSTER

or Man to litho and card. Must be experienced and sober. Excellent pay and treatment. Long season. All replies to **D. WADE, W. G. WADE SHOWS** c/o Western Union, Kalamazoo, Mich., all this week.

Frankfort Okay for Hoosier State After Lex Disappointment

FRANKFORT, Ky. — W. R. Geren's Mighty Hoosier State Shows opened here Friday (25) to good business under American Legion auspices despite lack of advertising, the only promotional work being distribution of \$32,000 worth of merchant tickets.

This stand was the result of an unexpected cancellation of an FOP carnival in Lexington, Ky., after failure to find suitable lot space. The move was caused by last-minute revocation of permission to use a lot in the Southland area for a nine-day showing. Cecil Harp, of the Kentucky Engineering & Development Company, said it was necessary to withdraw permission given the show because the land had been sold, the area was not zoned for carnivals, and residents objected.

In an item in The Lexington Leader of May 24, the FOP's Sergeant Lindsey expressed disappointment over the turn of events and publicly thanked Geren for "his understanding and co-operation and for releasing us from our contract."

Biz, Press Good

Continued from page 50

Elgin Arena, St. Thomas, for the Shrine; Memorial Auditorium, Kitchener, May 31-June 2. Show is scheduling three shows on each Saturday this year, and one weekday afternoon show is eliminated to compensate.

Niagara Peninsula Shrine Club has the show for five days in three towns, Welland, St. Catherine and Niagara Falls. Canadian tour continues thru July 7.

Owner Suez has begun use of a new opening spec, with special wardrobe and a series of pony carts for girls. Four-piece band plays the show.

Acts include Jules Jacot's wild animals; Bouncing Buddies and the Zany's, trampoline; Wilfred Mae Trio, Senor Miquelito, Henderson and Company, and Douglas Duo, jugglers; Valeries, high trapeze; clowns; Eris, finger-stand; Leona's Pets, Howard's Ponies, and Pat's Canines; clowns; Harry Pickard's seal; Four Bumps, comedy acrobats; Antaleks, high perch; Sensational Kays, high wire; Flying La-Vals; show's three baby elephants, worked by Eddie Akins; clowns; Whiz Kids, cycles; Marko, chimps; clowns; St. Leon Troupe, teeterboard; Albert Burwell, Liberty horses; aerial ballet.

F. C. BOGLE SHOWS

WANT FOR TWO SPRING CELEBRATIONS AND 15 KANSAS FAIRS

Bingo, Cookhouse, Hanky Panks, Agents for Ball Games and Percentage Tables. Also Agents for Skillo and Pin Store. Will book Kiddie Rides. Need Ride Superintendent, Legal Adjuster, Man to handle G.E. Searchlight, Fun-house and Front Gate Men, Second Men on all Rides. Salary no object if you are sober and can produce.

Arkansas City, Kansas, now; then as per route.

RIDE MAN

To supervise four Rides located in permanent Park. Must take full charge of electrical work and re-building. Top salary, good treatment and bonus. Good accommodations assured. Can guarantee year round work. Drunks and drifters, don't waste your time and mine.

RUDY PROCTOR

Tappahannock, Va.
Phone Hillcrest 3-4439

TALKER FOR COLORED REVUE WANTED

Finest show of its type on the road. Must open Bethel Park (colored lot), Indianapolis, June 1.

IF YOU DRINK, DON'T ANSWER

JOE SCIORTINO

Western Union or General Delivery
Indianapolis, Ind.

WANTED

FOR OHIO STREET CELEBRATIONS, GAMES AND CONCESSIONS
Ontario, O., Homecoming, Fire Dept., June 5-9; Groveport, O., Fire Dept., June 11-16; Lexington, O., Boosters' Club, June 19-23. For space contact Business Manager

TIM NOLAN

Per Route, or Phone GL 2-8252
Zanesville, O.

P.S.: Mac McGinty, formerly with the Nolan Shows, contact at once. Buckeye State Shows.

FERRIS WHEEL FOREMAN WANTED

And Helpers at once for Philadelphia and Eastern Pennsylvania shows. Long season, top salary, good treatment. Johnny Wilson, phone collect. No other collect calls unless I know you. All replies to

MORRIS HANNUM

Schuylkill Haven, Pa.

Phone: Neche Allen Hotel, Pottsville, Pa., this week.

CAN PLACE IMMEDIATELY

Foreman for Octopus Ride. Must be sober, reliable and drive semi. Can also use other good Ride Men who drive. Don't wire or write, come on immediately.

Zanesville, Ohio, this week; Columbus, Ohio, next week.

PENN PREMIER SHOWS

United Exposition Shows

Want for Waukegan, Ill. 10 days on the Lake Front. Starting May 31. (Sailors' Payday). This should be the best spot of the season.

CONCESSIONS

Can place Ice Cream, Custard, Coke Bottles or any other Hanky Panks. Joe Wells wants Count Store Agents.

All Address:

C. A. VERNON, Mgr.
Waukegan, Ill., now until June 9; then Rockford, Ill.

GRIGGS BROS.' SHOWS

Want Wheel Foreman, \$60.00 per week; \$75.00 at Fairs. Must be first class and drive. Hanky Panks, come on — can place you now. Geo. W. Cole Circus on my lot Thursday, May 31. Want Builder and Painter. Want Alley, Pin and Count Store Agents.
Gallipolis, Ohio, this week; Middleport, Ohio, next week.

WANTED

COUNT STORE AND SIX-CAT AGENTS

Frenchy, get in touch at once.

EARL KELLY

c/o WADE EXPO. SHOWS
Livonia, Mich., this week.

AGENTS—AGENTS

WANT PIN STORE AGENT. Playing 2 spots a week on the streets. ALSO WANT HANKY PANK AGENTS.

JOHNNY MAJOR

c/o Shop-O-Rama Circus & Carnival
Pierce City, Mo., May 28-29-30; Cassville, Mo., May 31-June 1-2.
P.S.: GENE SHARKEY, CONTACT.

HAVE FOURTH OF JULY WEEK OPEN

12 Rides, the finest—40 Concessions—4 Shows. Only interested in Fourth of July spot that will draw 20,000 people.

All replies:

BILL GEREN

MIGHTY HOOSIER STATE SHOWS

As Per Route

SHAMROCK SHOWS

Want capable Ride Help who drive semis. Also Hanky Panks not conflicting and Grind Shows. For Sale—Six Cats, Hoop-La, Skillo and Evans Wheel.

Wire or write General Delivery
Tulsa, Okla., May 28-June 2.

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write BOX 666
2160 Patterson Street
Cincinnati, Ohio

Carnival Routes

Continued from page 46

Carpenter Bros.: Bluffton, O.
 Carroll's Greater: Lester Prairie, Minn.
 Central States: Hastings, Neb.; Yankton, S. D., 4-9.
 Cetlin & Wilson: Petersburg, Va.
 Chasos, Jimmie: Anderson, Ind.
 Cherokees Am. Co.: Cushing, Okla.; Haysville, Kan., 7-9.
 Coleman Bros.: Williamstown, Conn.
 Continental: Massena, N. Y.
 County Fair: Axtell, Neb.; O'Neil 8-10.
 Crafts: Artesia, Calif.; San Fernando 6-10.
 Cunningham Expo.: Crabtree, Pa.; Hermine 4-9.
 Davis Am. Co.: Newport, Ore.
 Del Fiore Am.: W. Bridgewater, Pa.
 Desbro: Clyde, N. Y.
 Dobson's United: Boyd, Wis., 1-3; Bruce 7-10.
 Down River Am. Co.: Monroe, Mich., 28-June 3; Belleville 5-10.
 Drago, No. 2: Bluffton, Ind.
 Drew, James H.: Buchannon, W. Va.
 Dudley, D. S.: Garger, Tex.
 Dumont: McMinnville, Tenn.
 Dyer's Greater: Jonesboro, Ark.; Herrin, Ill., 4-9.
 Eastern Am. Co. No. 1: Auburn, Me.
 Eastern Am. Co., No. 2: Mechanic Falls, Me.
 Eddie's Expo.: Canonsburg, Pa.; Donora 4-9.
 Fidler's United: (Airport Branch) Malden, Mo.; Ste Genevieve 4-9.
 Frame's Greater: Wellsville, N. Y.; Westfield 4-9.
 Franklin, Don: Miami, Okla.; Coffeyville, Kan., 4-9.
 G. & B.: Friendsville, Md.; Oakland 4-9.
 Garden State: Bethlehem, Pa.
 Gem City: Aurora, Ill.
 Georgia Am. Co.: Jefferson, Ga.; Fairburn 4-9.
 Gladstone Expo.: Sturgis, Ky.; Horse Cave 4-11.
 Gold Bond: Streator, Ill.; Milan 4-9.
 Gold Medal: Charleston, W. Va.
 Gooding Am. Co., No. 1: Columbus, O.
 Gooding Am. Co., No. 2: Marion, O.
 Gooding Am. Co., No. 3: Parkersburg, W. Va.
 Gooding Am. Co., No. 4: Lorain, O.
 Gooding Am. Co., No. 5: Alliance, O.
 Gooding Am. Co., No. 7: Columbus, O.
 Gooding Am. Co., No. 8: Martins Ferry, O.
 Gooding Am. Co., No. 9: Springfield, O.
 Grand American: Ottumwa, Ia.; New Sharon 4-9.
 Griggs Bros.: Gallipolis, O.; Middleport 4-9.
 Hale's Shows of Tomorrow: Kansas City, Mo.
 Hannah's Am.: Isabella, Pa.
 Hannum, Morris: Pottsville, Pa.; Allentown 4-9.
 Happy Attrs.: Chillicothe, O.; Ironton 4-9.
 Happyland: Mount Clemens, Mich.; Port Huron 4-9.
 Heth, L. J.: Murfreesboro, Tenn.
 Hill's Greater: Ogallala, Neb.
 Holiday Am. Co.: Kansas City, Mo.
 Holly Bros.: East Point, Ga.
 Hottel, Buff: St. Louis.
 Howard Bros.: Mansfield, O.
 Howard Bros.: Rides: Confluence, Pa.
 Hugo's Novelty Expo.: Harrisonville, Mo.
 Ideal Rides: Indianapolis.
 Imperial: Veedsburg, Ind.; Paxton, Ill., 5-9.
 I. T. Hicksville, L. I., N. Y.
 Johnny's United: Guntersville, Ala.; Murfreesboro, Tenn., 4-9.
 Key City: Wilmington, Ill.; Oakland City, Ind., 4-9.
 King Bros.: Antonito, Colo.
 Klein Am. Co.: West Bend, Ia., 31-June 1; Cherokee 3-5.
 Lagasse Am. Co., No. 1: Dracut, Mass.; Brookline 4-9.
 Lagasse Am. Co., No. 2: Woonsocket, R. I.; Cranston 4-9.
 Lagasse Am. Co., No. 3: Norton, Mass.; Wellesley Hills 4-9.
 Lagasse Am. Co., No. 4: Acushnet, Mass.
 Majestic Greater: Valley Station, Ky.
 Manning, Ross: Newark, N. J.
 Marks, John H.: Newport News, Va.; Alexandria 4-9.
 Marvel: S. Pekin, Ill.
 Merriam's Midway: Columbus, Neb.; Vin-ton, Ia., 5-9.
 Merry Midway: Hopkinton, Ia., June 4-9.
 Midway of Mirth: Auburn, Ill.
 Mighty Hoosier State: Frankfort, Ky.
 Mighty Interstate: Cumberland, Ky.
 Miller, Ralph R.: Baton Rouge, La.
 Monarch Expo.: Granite City, Ill.; Rochelle 5-9.
 Moore's Modern: Ada, Okla.; Okmulgee 4-9.
 Motor State: Flint, Mich., 28-June 13.
 Mountain State: Tazewell, Va.
 Mullin's Royal Pine: Lincoln, Me.; Mill-hockett June 4-9; Patten 11-16.
 Myers, Sonny: Marysville, Kan.; Troy 4-9.
 Nelson, Geo. W.: Sioux City, Ia.; Pierson 4-5; Holstein 7; Minden 8-9.
 Nolan Am. Co.: Barborton, O.
 Northern Expo.: Fort Pierre, S. D.
 Norton's Rides: Hardin, Mont.
 Oklahoma Expo.: Collinsville, Okla.
 Olson's Rides: Hot Springs, Ark., 1-10.
 Osborn Amusements: Booneville, Ark.
 Page Bros.: Horse Cave, Ky.
 Page Combined: Punxsutawney, Pa.
 Parada: Columbus, Kan.; Chanute 4-9.
 Penn Premier: Zanesville, O.
 Playtime: Wollaston, Mass.; Natick 4-9.
 Powelson Greater: New Holland, O.; Co-lumbus 4-9.
 Prell's Broadway: Huntington, L. I., N. Y.
 Putska, A. H.: Rock Falls, Ill.
 Raines Am. Co.: Mena, Ark.
 Rainier: Bellingham, Wash.; Burlington 5-9.
 Raley Bros.: Clinton, N. C.; Mount Olive 4-9.
 Reid's Golden Star: Jefferson City, Tenn.
 Reid, King: Hamden, Conn.
 Reithoffer Blue: Weatherly, Pa.; Earl-ville 6-16.
 Ritters United: Riverside, Calif.
 Rock City: Oak Forrest, Ill.
 Rocky Mountain Empire: Rawlins, Wyo.
 Roger Bros.: Princeton, Minn., 1-3; Ker-kenhoven 5-8; Abercrombie, N. D., 8-9.
 Rohr's Modern Midway: Bradford, Ill., 1-3.
 Rose City Rides: Alton, Mo.
 Royal, Jack: Beaufort, S. C.
 Royal American: St. Louis.
 Royal United: Springfield, Minn., 28-31; Tracy 1-3; Slayton 4-5.
 Schaffer's Just for Fun: Dallas.
 Shop-O-Rama: Pierce City, Mo., 28-30; Cassville 31-June 2.

Shorter: Greens, Iowa, 28-29; Forest City 30-31; New Richland, Minn., June 1-2.
 Siebrand: Flagstaff, Ariz.
 Skerbeck: Ripley, Mich., 1-3; L'Anse 8-9.
 Smith, Geo. Clyde: Houtzdale, Pa.; Phillips-burg 4-9.
 Snapp Greater: Clinton, Ia.
 Standard: Basin, Wyo.
 Stanley, Wm. D.: Dilworth, Minn., 30; Ulen 1-2; Toina 7-8.
 Stephens, C. A.: Big Stone Gap, Va.
 Strates, James E.: Philadelphia; Water-villet, N. Y., 4-16.
 Sunny, A. J., No. 1: (W. 25th & Clark) Cleveland; (E. 55th & Huss) Cleveland 8-10.
 Sunny, A. J., No. 2: (W. 130th & Brook-lawn) Cleveland; (E. 33d & Central) Cleveland 5-10.
 Sunset Am. Co.: Dubuque, Ia.; La Crosse, Wis., 5-10.
 Sylvester, Ernie: Chatham, Va.
 Tatham Bros.: Petersburg, Ill.; Bath 4-5; Mason City 7-9.
 Tennessee Valley: Fort Knox, Ky.
 Thomas, Art B., No. 1: Lincoln, Neb., 27-30; Hawarden, Ia., 31-June 2; Lennox, S. D., 4-5; Sioux City, Ia., 7-9.
 Thomas Joyland: Morgantown, W. Va.
 Tidwell, T. J.: Abilene, Tex.
 Tinsley, Johnny T.: Kannapolis, N. C.
 Tip Top: Waupaca, Wis.; Chilton 1-3; Wausau 6-10.
 Tivoli Expo.: Fort Madison, Ia.; Iowa City 4-9.
 Tri State: Sisseton, S. D., 30-31; Britton 1-2; Hosmer 3-5.
 Tropical Midway: Snow Hill, N. C.
 20th Century: Leavenworth, Kan.; Fort Dodge, Ia., 4-9.
 United Expo.: Waukegon, Ill., 28-June 9; Rockford 11-16.
 United States: Bradshaw, W. Va.
 Victory Expo.: Albuquerque, N. M.
 Wade Greater: Livonia, Mich.
 Wade, W. G.: Kalamazoo, Mich.
 Wilcox, Dick: Ashland, Me.; Limestone 4-9.
 Wallace Bros.: Pontiac, Ill.
 West Coast, No. 1: Yuba City, Calif.; Eureka 5-10.
 West Coast, No. 2: Pittsburg, Calif.; Livermore 4-10.
 Western: Forks, Wash.
 Williams Am. Co.: Valdece, N. C.
 Wilson Famous: Ottawa, Ill.; Mount Mor-ris 4-9.
 Wolfe Am. Co.: Spencer, N. C.; Bassett, Va., 4-9.
 World's Finest: Sault Ste. Marie, Ont.; Noranda, Que., 4-9.
 World of Mirth: Plainsfield, N. J.
 World of Pleasure: Muncie, Ind., 1-9.
 Young, Monty: Salt Lake City, Utah; Vernal 3-9.

Wagner Sets 150 Dates for 2 Thrill Units

PHILADELPHIA — Buddy Wagner's Stunt Capades and Tournament of Thrills are set for mid-June openings with a total of 150 performances skedded for both units during the still date and fair season, according to the thrill show operator.

Wagner's stunts will be a part of a triple-header card of automotive events at Ed Carroll's Riverside Park Speedway, Agawam, Mass., June 12. The program includes stocks and a "destruction derby." This will be Wagner's third straight appearance at the spot.

Wagner will play a total of 27 still dates and 123 fairs in Ohio and eastern territory. Two units will operate during the fair season. Wagner claims the best fair route since he launched his own show in 1954.

New Equipment

All new Ford equipment, consisting of 18 automobiles and two tractors, have been delivered. Bob LaBay, a principal stunt man, will return. He will be assisted by Bill Ward. Planned features include the use of several rodeo acts with the units.

Johnny Purtill will again head the press department with Ray Wagner in charge of advance promotions.

Western Stock Show Names New Pres.

DENVER—L. M. Pexton, president of the Denver Union Stock yards Company, has been elected president of the National Western Stock show, succeeding the late Wilson McCarthy who died last February. The National Western, one of the largest, purse wise and contest entrees, is held each year in Denver during the second week of January.

Other officers elected were Albert K. Mitchell, Ned Grant and Albert H. Reinhardt. Willard Simms continues as general manager of the show.

Missouri Valley, Ia., Adds New Building

MISSOURI VALLEY, Ia.—The Harrison County Fair has approved plans for construction of a new 24 by 120-foot building at the fairgrounds to house 4-H beebes. The project is expected to be completed in July.

San Antonio Okays Train Operations In Two City Parks

SAN ANTONIO — The city council, in a sudden change of course, last week indicated it plans to approve a contract with G. L. Smith, of Austin, Tex., for the operation of miniature railroads in Breckenridge and Koehler parks here.

Earlier the councilmen had indicated they planned to drop the park railroad idea after hearing a report that the proposed 10-year franchise would conflict with a deed requirement that all contracts be freely revocable at any time by the city.

Two double diesel engines would run over two miles of track, each hauling four passenger cars and one observation car. The contract provides for payment to the city of 10 per cent of the railroad's gross receipts.

U. S. PREMIERE

Del Mar, Calif., Sets Indian Dance as Feature

DEL MAR, Calif.—The dance of "El Palo Volador" will be seen for the first time in this country at the Southern California Exposition & County Fair here, June 29 thru July 8, Manager Paul T. Mannen, announced.

The ancient rite which still survives among Indians of remote villages in Southern Mexico, will be seen along with recording and television names booked by Jo and Newton (Carolina) Brunson of the Hollywood Theatrical Agency and the GAC-Hamid office.

Mannen expects "El Palo Volador" to be the most outstanding attraction ever presented at the fair.

Means Flying Pole

Translated, "El Palo Volador" means the flying pole. Except for the fact that it is 100 feet high, the pole plays a minor role in the exhibition, Mannen explained. Six Indians perform a dance atop the feet in diameter, then fly to earth on in diameter, then fly to earth on long, unwinding ropes in widening circles around the shaft.

The dance is linked with the Indian calendar. It is believed to represent a century of 52 years, divided into four semesters of 13 years each.

Long Negotiations

Arrangements for the appearance of the attraction were made by Mannen thru Javier de Leon, Mexico City show producer. Negotiations which began last August were completed only this week.

Hollywood Theatrical Agency, which in the past has supplied talent for five days of grandstand shows, was given the additional contract for the Don Diego Super Circus, which will run for the full 10 days. For the five-day grandstand show, this agency will present Jerry Fielding and orchestra the first two days (June 29-30) with Doye O'Dell and his Western Varieties on Sunday (July 1). Lawrence Welk and orchestra play two days, Monday and Tuesday (July 2-3). Along with the band leaders will be the Bruxellos, balancing; Frank Wheelers, marimba trio, and George Wong Troupe (6), contortionists and acrobats.

List Names

Hollywood Theatrical is presenting the Don Diego Circus for the second consecutive year. Bill Diedrick's ponies open on June 29 and play the first five days. Other acts include Pinky Jackson and chimps, Cheetah and Chico; Black

B. others, comics; the Silhouettes, high act; the Re-Bounds, trampoline, and Landon Midgets.

The GAC-Hamid line-up is not yet completed. Among those signed are Russell Arms and Eydie Gorme. Name bands and recording artists are expected to make up the remainder of the roster.

The Flying Indians will be presented free nightly in front of the grandstand. Front-gate one-pay admission will be 85 cents in for adults and 25 cents for children, Mannen added.

San Antonio Stock Show Nets \$38,000

SAN ANTONIO—San Antonio Livestock Exposition moved into its eighth year of operation with the election of directors and officers in the annual membership meeting held this week. Approximately 175 members and guests were present to hear an auditor's report that the seventh annual show this year showed a cash profit of approximately \$38,000.

The local event has shown a profit each year since it began operations. The auditor's report also showed that the exposition owns property at the Bexar County Coliseum valued at \$320,000 which is free of all debt.

The 369 directors were chosen from among 1,108 life members. Joe Freeman was re-elected chairman of the board. E. W. Bickett was again named president.

Bickett announced that dates of the show in 1957 will be February 8-17.

Sands Dancers Set For York, Wash.

NEW YORK—The Hal Sands Manhattan Rockets, a 24-girl line, has been set for the fourth year at the York (Pa.) Interstate Fair and for the Night of Thrills, Griffith Stadium, Washington, D. C.

Both dates are booked by the Frank Wirth Agency, New York.



EMMAUS, SUBURB OF ALLENTOWN, PA., JUNE 4-9. FEATURING THE GREAT WILNO, SHOT FROM A CANNON OVER TWO FERRIS WHEELS. 250,000 PEOPLE WITHIN AN 8-MILE RADIUS. TWO TERRIFIC CHURCH DATES, ALSO WITH WILNO'S CANNON, TO FOLLOW. ST. GREGORY'S CATHOLIC CHURCH FAIR, MAGNOLIA, N. J., JUNE 11-16, ON THE CHURCH GROUNDS. CAHILL FIELD FAIR, PHILADELPHIA, JUNE 18-23. SPACE HERE WILL BE VERY LIMITED.

CONCESSIONS

Straight Sales, Age & Weight, Jewelry, Chocolate Dip, Hats, Glass Pitch, Bear Pitch, Bird Pitch, Ball Games and all Stock Concessions. No exclusives.

RIDES

Comet, Caterpillar, Rolloplane, Ridee-o.

SHOWS

Grind Shows with own equipment catering to families. Our route is terrific for Motordrome. Short moves, long season, liberal proposition.

HELP

Capable Ferris Wheel Foreman to join at once, top salary, good treatment and bonus. Johnny Wilson, telephone collect. Second Men on Wheels, Octopus and other Rides. Man to handle and drive Funhouse. Want Two Counter Men for Mack's Bingo.

All replies to MORRIS HANNUM, Necho Allen Hotel, Pottsville, Pa., this week; then Americus Hotel, Allentown, Pa., June 4-9.

UNDER THE MARQUEE

Continued from page 51

Circus at Spray, N. C., and recalled he was with Owner Franco Richards' father and uncle with Richards Bros. Circus from 1920 to 1927. Also visiting were Jimmy Waynick, J. Hapton Price and Mayor Floyd Osborne. Hosts were Franco and Lucy Richards.

Roy Arnold's elaborate miniature circus parade is being shown at Woronoco, Mass., thru June 3. . . . Walter Winchell's column recently carried an item about Preston Lambert, Ringling announcer-singer, working at a New York hotel after walking out for AGVA. Since then Lambert has gone with the union's show.

Clowns Gene Lewis and Albert White appear in an advertisement for Pall Mall cigarettes. . . . Dick Adamson, New York, gave a party for Gregg Peterson, Madeline (Bubbles) Long, Millie and George Chambot, Frances Kubcik, Jeri Stevens, Morton Kroos, Joe Shoemaker, Bernie Murphy, Dick Anderson, Francisco Gonzales, Don Edwards and Joe Hodges Hodgini, all of Ringling.

From Cristiani Bros., Barbara Fairchild writes that visitors included Billy Senior, Jimmy Ray and Aut Swenson. . . . Press agent Walter Nealand was back on the show a day. Joe Glass, who also will work press and radio, was on the show. . . . Flora Zaccini rejoined her family and brought with her a spaniel puppy. . . . A birthday party was given in the big top for Johnny Sugar Brown, 8, with ice cream and cake for all guests. More visitors were Joe Hodgini, Clarence Canary and Jack Burslem. . . . Lucio Cristiani gave three surplus bears to Terrell Jacobs.

Everett Coriell writes from Benson Bros. Circus that the show took a hard week of rain. . . . Gayle DeRizkie's horse was frightened by kids during the spec and she was thrown. . . . Everett Coriell and Captain Engerer were on TV in Durham, N. C. . . . Visitor included Mrs. Franco Richards from Ring Bros. and Harold Barnes from Beers-Barnes. . . . A party was held at Betty Bennett's trailer. . . . Bill Morris' brother and his family visited at Portsmouth, Va. . . . Nellie Hodgini joined clown alley with Bill Yates and Skippy Donald.

Hank Carlisle is handling promotion for Tom Packs at Jackson, Miss., and booked Gulfport for the show. He visited Eddie Vann, former vaude performer, at Gulfport, and William Moore, former legal adjuster who has retired to Jackson, Miss. . . . Emile F. (Bobby) Day is clowning on TV and special dates around Phoenix. Arizona Days and Ways Magazine carried a photo of him.

Gus Bell Thrill Circus played Pleasant Grove, Tex., near Dallas, thru May 12, with Exchange Club auspices. . . . Vernon McReavy, circus promotion man and agent, is going ahead of Frank Winkley's auto racing organization. . . . J. W. Hartigan Jr. caught King Eastern at Fairmont and Morgantown, W. Va., reporting big business in the latter.

King Eastern will play New-castle, Pa., May 19, while Mills Bros. comes there May 26. . . . Magician Harry Alabacker writes that he will be at the Barnum Festival at Bridgeport, Conn. He is billed as the "Ghost of P. T. Barnum" and plans three "tests" at magicians meets during the summer to prove he is "the rightful heir to the Barnum estate." Louis Sabo, of Ringling, assists on publicity.

From Leonard Bros. Circus comes word that Jack Burslem has

the concessions. . . . Mario Drougett celebrated his first birthday. . . . Bob King led the band while visiting. . . . Red Larkin visited between shows. . . . The Richard Conover family visited at several spots. . . . More visitors were Eloisa de Barragan and son, Manuel; George and Pauline Penny, L. S. (Masked Rider) Ranger, Terrell Jacobs, Dick Kelly, Carlos Ricci, Bobby Hodson and family, the Silverlake Family, Dub Duggan, Chick Parnell and daughter, Pat; the Lloyd Bushes, Ross Engle, the George Castle family, Jimmy Ray and Steve Fanning.

Wimpey, the English clown, is back in Britain working with Earl Newberry's Hollywood Motor Rodeo. . . . Bob Estes has opened his rodeo at the Palais des Sports, Paris. . . . Ahead of his show there was the Moscow State Circus. The Russian show played Brussels earlier and plays London for three weeks, starting May 21.

Among those on the Cristiani Bros. lot at Lafayette, Ind., were Johnny Vogelsang, the George Piercys, Fred Pfening, Otto Scheimann, the Melvin Olsens, Jack Sweetman and Terrell Jacobs.

Visiting on the Cristiani show were Myrna Silverlake, Mitzi and Murray Fien, Helen and Buster Hayes, Bob Porter, Walter and Sylvia Long, Cactus, Paul Miller, the Dub Duggans and Roy Jones, cooked a spaghetti dinner for girls on the show. Hope Brown and Barbara and Rex Williams agreed she is an excellent cook.

From Mills Bros. Circus, JoJo Lewis writes that the show was getting better matinees despite rain and that the nights have been cool. Harry Baker is producing clown and Peggy Baker is in charge of the ballet. Carlos Carreon, concert headliner, was with 101 Ranch and Buffalo Bill & Pawnee Bill Wild West shows. Visitors included Buck Lucas and wife, Art Concello, Eddie Ward and Doc Holland.

K. E. Simmons caught the Beatty show at Fresno, Calif. . . . Willard Oakley writes that the Sullivan Hall of Fame show he caught recently included Bobby Grovenor, Mary Jane Miller, Dolly Copeland, Sally Marlowe, Shirley Meredith, Barbara Keen, the Meyands, Renee Pape, Frank Cuckey and Betty and Benny Fox. Around Sarasota Oakley spotted Charlie Bell and Emmet Kelly.

Doc Guilford, circus snare drummer, has joined the Hunt Bros. band. . . . Catching Mills at Lorain, O., were John Boyle, Harry Varner, Dan Smith, Art McCall and Harry Reimschuessel, all fans. . . . Visiting Polack Eastern at Austin, Tex., were Tom and Georgie Scaperlanda, Frank and Thelma Pahlman, the Ralph Hartmans, Ray Gerhardt and the John Beards. They talked with the George Hanneford Family, the Voises, Andre and Norma Fox, Ibarra Brothers, Henry Kyes, Bessie Polack and Sam Polack, of the show, and Leland Antes, local fan.

New York booker Stanley Wathon spent several days in Copenhagen this month, visiting Circus Schumann, Tivoli Summer Garden, Valencia, and Circus Benneveis in Roskilde.

Circus Renard and Circus Schmidt Bros. have not gone out on the road this summer in Scandinavia. Circus Belli is now owned and run by the Benneveis family. Circus Moreno is putting on a "double or quits" audience participation gags with cash awards, and playing it mostly for laughs.

After 12 operations as a result of a broken leg suffered in an auto accident two and a half years ago in California while working a Shrine date, it has been necessary to amputate the leg of Fred Clevenger five inches below the knee, according to his sister, Mrs. C. E. Martin, Englewood, Colo., who reports that Clevenger is in Veterans' Hospital, Spokane. Clevenger, who hopes to be getting about on an artificial limb in about three months, would like to hear from friends, particularly the boy who was driving with Clevenger at the time of the accident.

Visiting Mills Bros. Circus at Lancaster, O., were Harold Curtiss, Mr. and Mrs. Buck Lucas, Faith King, Mary Lewis and Jack Sweetman. . . . L. E. (Roba) Collins caught Hagen Bros. at Wellston, Mo. He is with an aircraft plant at St. Louis. Charles McCarthy, adjuster, and Bill Hartnett visited him.

A. F. (Red) Davis caught the King Bros. Eastern unit at Weston, W. Va. (9), and visited with the Floyd Kings. . . . Fred Cousins, magician, and his family visited the Rex N. Inghams at Ruffin, N. C. . . . Donald Marcks visited Polack Eastern. . . . Bozo Lamont is clowning the New Orleans home show. He also continues his newspaper column, which is used by 31 publications.

Ira Millette flies to Washington to assume his duties as 24-hour man for Ringling-Barnum. Before leaving Los Angeles he and Mrs. Millette had a get-together with Abe Goldstein and Everett Hart as guests.

From Polack Eastern, Kitty Kelly Ronstrom reports that Shriners at Oakland, Calif., gave Irene Molter, of the Symphonette Troupe, a corsage in honor of her 18th birthday. . . . Arden Kreisch heard from her husband, Norbert, that he has been transferred to special services and is working his gorilla act in a USO show. . . . Gene Randow and Tommy Hanneford were made honorary members of the Shrine temple at Austin, Texas.

Henry Kyes and Larry Benner visited the Pacific Coast Showmen's Association club rooms at Los Angeles. . . . The Dave Cavanaugh visited Polack Eastern. . . . Gene Randow, Tommy Hanneford and Carmen and Dick Slayton have assisted Henry Kyes in his preparation of fancy foods. . . . Rex Ronstrom had a field day visiting with old acquaintances in the Oakland musicians union.

Joe Rossi's band is scheduled to be with Tom Packs Circus. . . . With "Super Circus" off the air for the summer, some TV and circus sources are predicting it will not return in the fall.

Pat Valdo has closed with Ringling and is back in Sarasota. . . . The Roscoe Armstrongs, funny Ford act, caught Leonard Bros. at Chrisman, Ill., and visited agents Raymond Duke and owner Arthur Leonard. . . . Washington (D. C.) Star of May 20 carried a cartoon panel recalling old circus days.

Merle and Nena Evans will visit the Paul Van Pools at Baxter Springs, Kan., June 9-10 and the CFA will meet with them on the first day. . . . Stan Shaw of Polack's advance flew from Texas to Georgia to visit the Petmecky family and then they and Izz Besser drove him to Butte, Mont., to rejoin the show.

From Polack Eastern, Billy Porter of the Flying Voices, had 23

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.

Parcel Post
Cooper, Jerry (Popular Mechanics Magazine), 14¢

- Alderman, Ralph E.
- Allen, Mrs. Jimmy
- Allen, Robt. E.
- Aluston, Carl
- Anderson, Wm. P.
- Annin, Ralph J.
- Ansher, Sam
- Arger, Tom A.
- Arger, Vona Mae
- Ayers, M. C.
- Ayers, Trobie
- Baker, Dr. Harry
- Baker, Joe
- Barchinger, Wayne
- Barras, Anthony A.
- Barlock, Barney
- Barnes, John (Mose)
- Barofsky, Harry A.
- Barry, D. M.
- Barry, Elaine
- Bartlett, Maurice
- Bartley, Willie E.
- Beardsley, Geo.
- Beers, Marian
- Benson, Robt.
- Benesh, Frank
- Bergan, Fred (Silver Condors)
- Bernstein, Harry
- Best, Dick
- Billen, Mrs. Frances
- Biles, James E.
- Borror, W. L.
- Bosco, Michael
- Bozwell, Harvey L.
- Boynton, C. F. & Mrs.
- Bozman, John P. Mrs.
- Bradley, Henry S.
- Brittle, Bob
- Brod, Maury
- Bromley, J. C.
- Brown, Alvin
- Brown, Mrs. Irvin
- Brownfield, Mary M.
- Bruno, Mike
- Buckley, Mr. Meriam
- Budd & Rosie (Montana Budd)
- Bullock, Mrs. Kenneth
- Burdge, Mrs. W. Kenneth
- Burleson, Mr. Gene
- Burns, Mrs. Eleanor
- Burns, Marion
- Burridge, Frank H.
- Burton, Howard (Red)
- Cain, Frank (Circus Clown)
- Campbell, Clarence
- Carroll, Al
- Carroll Jr., Herbert
- Castlereigh, Carlton
- Chambers, Mrs. Patsy
- Charters, Wanda
- Chicotella, Matthew
- Christ, Mary L. (Ted Lewis Show)
- Clark, Bud
- Clark, Donald (Doc)
- Clayton, Charlet M.
- Coffey, Marcia
- Cohen, Chas. (Butch)
- Cole, Mrs. Daisy
- Colcleaser, Clarence
- Coleman, Victoria
- Collier Jr., Lester N.
- Conlon, Edw. H.
- Cook, Jack
- Cooper, Thos. J. Mrs.
- Corral, James & Mrs. Counter, Mrs. Virginia
- Coutts Jr., Robt. Renric
- Cox, John W.
- Cox, Shirley
- Craig, James
- Craman, Max
- Crosby, W. C.
- Cullivan, C. O.
- Cullivan, Phillip
- Cunningham, C. O.
- Cunningham, Hannah
- Cusson, Bob
- Daley, Mabel
- Davis, Clarence
- DeBald, Eddie
- DeSousa, Edw.
- DeWald, Bobbie
- Dean, Russell S.
- Deiano, Buddy
- DeGrosso, Daniel
- DeMar, Lisa
- Dembroski (Cole) Walter
- Demster, Frank
- Donnelly, Russell
- Donnini, D. & Claudia
- Donofio, Frank
- Drake, Robt. B.
- Dukes, Harry
- Dupp, Stuart
- Durand, Miki
- Durham, Robt. J. (From Louise)
- Eddies, Harry
- Edwards, Chas. L.
- Elliott, Mrs. Alice R.
- Ellis, Rod
- Ellis, Wm.
- Elmore, Johnny
- Engle, Jackie
- Estridge, Mrs. Tex
- Everman, Delores
- Ewell, Peggie
- Farien, Harry Ernest
- Favorite, Geo. H.
- Fawbush, Glen (Cowboy)
- Felitel, Ernest
- Feller, Whitey & Mrs.
- Finley, Mrs. Evelyn
- Finley, Kenneth & Mrs.
- Finstineteno, Anthony
- Fischer, Darrell (Log-Jammers)
- Fisher, Geo. K.
- Flakie, (Flukie) Edw.
- Floyd, Carl
- Flutie, Edw. (or Lefty Fretzel)
- Fowler, C. J.
- Fowler, Little Jack
- Fox, Hank (2 headed cow show)
- Frazier, Mrs. Edna
- Frazier, Jimmie
- Fritzies, the Two
- Gable, Jos.
- Gallagher, James E.
- Gallagher, John J. & Bessie
- Gallo, Mickey
- Gant, James L.
- Gaye, Gloria
- Geary, Walter (Mechanic)
- Gee, Mrs. R. H.
- Gennusa, B. C.
- George, Miss Gee
- Gibson, Benj. A.
- Gilmore, John L. Esq. (Zandau)
- Glasgow, W. R.
- Goldstein, Irving
- Goodman, Joe
- Goodwin, Frenchie
- Gordon, Geo. H.
- Gordon, Pat
- Girouard, Anthony J. & Mrs.
- Grant, Geo. Wm.
- Graves, Wm. O.
- Gray, C. H.
- Gray, Ferdinand M.
- Green (Concessioner)
- Greene, Donald S.
- Hadi, Simon
- Haley, Bobbie
- Hall, Mrs. Barbara
- Hall, Ward
- Haltstad, Mrs. May
- Hancock, Austin & Mrs.
- Hangerterfer, Allen
- Harrell, Robt. E.
- Harris, Chas. Warren
- Hauk, Vera
- Henderson, Grabbe
- Herman, Al H.
- Hewitt, Halsey
- Hileman, Hatcher
- Hinckley, L. & Mrs.
- Hinkle, Whitey
- Hoar, Thornton & Mrs.
- Hodge, Frank C.
- Hoover, Samuel L.
- Horan, Irish (Hell Drivers)
- Hosberg, Mrs. Marcia
- Houner, Sam
- Houl, Leon T.
- Hubbard, Paul
- Hubbard, Wm.
- Huffie, Tom
- Hullendor, Virginia
- Hunt, Al
- Hunter, E. E.
- Jackson, Eddie
- James, Mrs. Al
- Johnson, Barney R.
- Johnson, Coster
- Johnson, Mrs. James C.
- Johnson, Judith D.
- Johnson, Mearle (Mentalist)
- Johnson, Wm. (Rocket Bill)
- Johnston, Jimmy & Mrs. (Forchy O'Day)
- Johnston, W. C. & Joslin, Alfred C.
- Joslin, C. A. Mrs. (Cook House)
- Kaiser & Blair
- Kanerva, Gus
- Keller, L. C. & Mrs.
- Kelly, Jack Morrison
- Kesterson, Edward
- Kibel, I. H.
- Kines, Tom
- King, Martin
- Kipp, Stuart
- Kleban, Harry
- Knapp, James
- Kowski, Raymond M. Plotz
- Krause, Fred
- Kuhn, Capt. Eddy
- La Dieu, E.
- La Rue, Al
- Land, Lucky
- Landes, B. E.
- Lane, Thomas
- Latterell, Myrna
- Lauley, Jesse J.
- Lawrence, James E.
- Layton, Willie
- Le Sa, Sidney
- Le Dour, Marie
- Lee, Linda
- Lee, Mary
- Lee, Miller or Rosie
- Leib, Mrs. Vivian
- Leonard, Bill
- Leslie, Adie
- Lester, Don
- Lewis, Harry V.
- Lewis, James P.
- Ligon, Jesse (Pee-Wee)
- Lilly, Harold J.
- Lipsky, Morris
- Livingston, Earl
- Lucas, Harold
- Lynn, James T.
- McAskill, Arch & Mrs.
- McCormack, J. C.
- McGea, Jimmy
- McGeorge, J. E.
- McHugh, Jerry
- McIntosh, Will
- McKay, Mrs. Florence
- McKeese, Louie
- McNair, H. W. & Mrs.
- Mancuso, Sam
- Mann, Ben
- Mann, Robert
- Marino, Johnny
- Marsh, Douglas
- Marshall, Leonard
- Martin, Carlos
- Martin, Earl
- Martin, Little Jack
- Martin, Mrs. Viola
- Martinkus, Jack
- Matter, Mrs. Clifford
- Mayer, William Bronson
- Mazer, Lewis
- McGraw, Louise
- Mikloich, Joe
- Milan, Alan & Mrs.
- Miller, Bros. Circus
- Miller, Cash W.
- Miller, Floyd (Adv. Agt. 101 Ranch Circus)
- Miller, Jody
- Miller, Mrs. Margaret
- Miller, William E.
- Millap, Pete
- Minnello, Michael F.
- Mink, Bill
- Montello, James & Mrs.
- Moody, Mrs. Hattie
- Mooney, Thomas J.
- Moore, Charles M.
- Moore, Harvey Z.
- Moore, Mabel V.
- Moore, Maicon Millard
- Moore, Mike
- Moore, Paul
- Moran, Frankie
- Morehouse, Danny
- Morehouse, Eddie
- Morgan, Julia
- Morton, J. M.
- Mullins, Jerry
- Murphy, Jim & Mrs.
- Murray, Edward
- Narin, Chet
- Nealy, Joe
- Nelson, Jack & Mrs. Ruby
- Newcomer, L. E.
- Nicholas, Ephrem
- Nolan, Mrs. J.
- Noland, Robert E.
- Norwood, Charley
- O'Brien, Jack (Red)
- O'Rielly, Jimmy & Mrs.
- Olchowky, George
- Olinski, Anthony
- Palitz, Sam & Mrs.
- Palmer, Kitty
- Parks, Curley W.
- Parley, Dale
- Parley, Harry & Mrs.
- Payton, Earl (pin store)
- Perkins, Herman M. Jr. Mrs.
- Permenter, Mrs. Eleanor
- Perry, Jack J.
- Peterson, M. H.
- Phillips, Robert Taylor
- Phinney, M.
- Pinar Jr., Al
- Piercy, Howard
- Pineill, Victor
- Pittman Jr., J. W.
- Pivoteau, Mrs. Jeannine Marguerite
- Poe, Duncan
- Porter, Marsha
- Prentice, Donald E.
- Purkey, Iva & Hubert
- Qualles, Mrs. Bee (Magazine, 6¢ dues)
- Ragland, Charles
- Ramsey, Ted
- Reed, Amos (Boon crusher)
- Reed, Mrs. Billie
- Regan, Madaline E.
- Rescott, Joseph
- Reynolds, Jimmy
- Rice, Hiram
- Richardson, Richard E.
- Riffle, Lewis
- Ristick, Johnny E.
- Robertson, Mrs. Freddie
- Robinson, Leland
- Rodgers, John Henry
- Rose, Neva
- Ross, Joe
- Roth, Irene
- Rowland (or Rolland), Mrs. Richard
- Sachs, Carl
- Sanders, Robert
- Santich, Leo
- Scarbraugh, R. F. (Wild Bill)
- Schuch, Clarence J.
- Schwartz, Chas. Ashley
- Scroggins, Eddie
- Seagins, June
- Scott, Lewis
- Seullin, N. C. (Doc)
- Seagle, Mrs. Cot
- Seebree, Earl
- Seldman, Charles
- Severance, Charles
- Shaffer, Jimmie
- Sharkey, Gene
- Shaunsey, Charlie & Scotty
- Sheets, A. C.
- Sheets, Howard C.
- Shook, Jesse E.
- Signor, Art
- Simmons, Jimmie
- Simon, Bill
- Sims, Edwin W.
- Sitki, William
- Sloat, Donald
- Smith, Martin H.
- Smith, Patricia L.
- Snelling, Wm. L.
- Snodderley, Roy M.
- Spence, Harold (Diggers)
- Spitzer, Harry
- Sproull, A. J.
- Slack, Mrs. Bee
- Starr, Andy
- Steinfeld, Walter
- Stevens, William F.
- Stevenson, Jack & Mrs. Marguerite
- Stoffel, Walter
- Stone, Ben & Mrs.
- Stone, Jack & Billy
- Stophel, Mrs. W. R.
- Straus, Joseph
- Strickland, W. A. (Bill)
- Sudduth, Wm. F.
- Sullivan, Henry A.
- Sumner, Eddie G.
- Sylvester, Lillian
- Till, John
- Toler, Clyde H.
- Turner, Clarence
- Tutterow, Charles
- Tyler, Carl E.
- Underwood, Chas. Vandermeer, George A.
- Venables Jr., W. A.
- Viers, Mrs. Janet
- Vincent, Roy
- Von Ralston, Mr.
- Wadsworth, Harold
- Wadsworth, Opal E.
- Wald, Frank
- Walsh, Earl
- Walsh, St. Hopkins
- Walton, Lew (cousin)
- Ward, J. Robert & Juliette
- Watkins, Emmitt
- Weicht, Robert C. Hubert
- Weicht, William
- Western, Stanley
- Weston, Slick
- White, Lifty
- White, Ralph E.
- White, W.
- Wilkinson, Terry
- Williams, Mrs. (Fat Head)
- Williamson, D. W.
- Wilzite, Cash Leslie
- Wintfield, John
- Wojaske, Bronislaw
- Wood, Herman (Ark)
- Workman, Mrs. J. H.
- Yanda, Tom
- Young, Edward L.
- Zarling, Mary

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

- Beavens, Mr. & Mrs. Ingram, Mrs. Virginia
- Beeman, Mrs. Dolores
- Coleman, Victoria
- Dumont, Denise
- Evans, Beatrix
- Fill, John
- Evans, Arch
- Evans, Jimmy
- Guild, Walter
- Hall, Clint, Jimmy
- Jennings, Dale
- Jabara, Mrs. Louise
- King, Margaret
- Knight, Miss L.
- Logan, Scot
- Nelzer, R. R. (Lucky)
- Nelson, Douglas D.
- Moeller, Harold F.
- Moran, Isabelle
- Moss, S. F.
- O'Brien, Wilmer J.

(Continued on page 65)

musicians serenade him on his birthday. . . . Tommy George Jr., Kay Francis and Vickey Hanneford closed their act on Mother's Day by presenting Mrs. George Hanneford Sr. with a huge bouquet of roses. Mrs. Elizabeth Clarke was on the show to visit her brother, George Hanneford Sr. . . . Relatives of the Ibarra Brothers, Caroline Costine and Ray Sinclair visited. . . . Robert Baudy has a specially designed truck for his greyhounds. . . . Polack Western and Polack Eastern people exchanged visits at San Francisco and Oakland. Several of them caught the Beatty show earlier. A number chartered a bus from Oakland to San Francisco Chinatown for a dinner at Finnochio's. A. Lee Hinckley pulled the band before King Western closed. . . . Ben H. Liddon, formerly with Wallace Bros. Circus, is convalescing at Detroit following a stroke. . . . Johnny Fulghum visited Benson Bros. and Bill and Bernice Morris. He also was on the Ringling lot at Baltimore and visited Dave Murphy and Lewis Brown.

MERCHANDISE TOPICS

Star Sales Company, 1391 Milwaukee Avenue, Chicago 22, recently introduced its new Empire automatic square fryer and, in a matter of a few days, sales of the article surged well ahead of the round-type fryer, officials reported. The new appliance, which features controlled heat, big capacity and electricity savings, is constructed of heavy gauge aluminum and comes with either a copper or aluminum finish cover. Handle has a molded, fluted grip with a quick reference cooking guide. A pilot light signals when the set temperature is reached. Thermostat is by Westinghouse. Irv Tick, in charge of the shipping department at Star, noted that additional help has been added to his crew to fill the big demand. Prices are \$7.25 each in lots of six. A sample is \$8.25 prepaid.

A new compact gold foil display box holding 24 Duotone record cleaning cloths was introduced recently. To date, over a million of these cloths have been sold thru retail stores. The cloth comes in plicofilm envelope and is scientifically treated to clean records, take out static and end record distortion. According to Stephen Nester, president of the Keyport New Jersey Duotone Company, the gold foil box will move the cloths faster than ever before. Selling price is \$1.

Jewelry-of-Season Company, 661 Westminster Street, Providence 3, R. I., has introduced the new colorful fingernail earrings. These earrings are being featured in syndicate and department stores and should be good in gift shops, novelty stands, Arcades, etc. Price is \$30 per gross. The earrings are available in 15 colors. The firm also features a new Ten Commandments necklace and pearl bracelet at \$4.25 per dozen. Write for the

firm's list of costume and religious jewelry.

Pitchmen and demonstrators will be interested in the aluminum clamp vise introduced by Hawthorne Tool Company, 579 Lafayette Avenue, Hawthorne, N. J. This vise, which retails for \$1, holds a razor plane and permits easier handling of the latter. It is offered directly after a razor plane pitch. The firm claims tests at shows have proved that it will increase the gross 40 to 60 per cent. Thirty seconds is all it takes to demonstrate the product. Send \$1 for sample.

A new method of playing bridge is being marketed by Jane Scott Products, 696 Crescent Court, Glen Ellyn, Ill. Called I-Deal Bridge, this method is self taught by means of a kit which includes reference book, two specially designed decks of cards with a series of individual perforations and cutouts, a stylus and score pad. By means of the stylus each deck can automatically deal out 80 separate hands. There is no shuffling or dealing, as the stylus selects the hand and each player upon receipt of the 13 cards, bids, leads and plays the same as in any bridge game. Upon completion of the hand, the reference book is consulted to determine the player's actual score against experts and to correct mistakes. It retails for \$5.95 postpaid, in an attractive package.

If you haven't yet tried Pop-It beads in your operation, you should write to Buter Plastics Company, 433 West Lehigh Ave., Philadelphia, manufacturer of snap-in pop-it beads which are available in pink, yellow, white and blue pearlized finishes. They are offered at \$2.50 per dozen in gross lots. If you buy five gross they are \$24 per gross.

PIPES FOR PITCHMEN

By BILL BAKER

OUR OLD FRIEND . . . A. D. Grant calls our attention to the fact that in last week's piece we took a few liberties with the spelling of the names of a couple of his old pals—we referred to Prince "Nanyatte" (it should have been Nanzatti) and Doc "Layman" (it should have been Sayman). We feel sure that some of the old-timers who were acquainted with these gents will realize that these boobies were merely a slip of the pinkies on the typewriter, for which we are very sorry.

JACK (BOTTLES) STOVER . . . reports that while on his way to the Eastern shore, he met Billy (The Kid) Dietrick and George (Pug) Stacey working the Maryland tobacco markets to pretty good returns. Jack says that he'd like to hear from Pardee, Mangum and Faulkner.

FRED (SIZZ) CUMMINGS . . . comes thru after a long absence and reports the following: "It's been a long time since I have sent in a Pipe so here goes from St. Louis. I thought that some of the boys would like to know where some of the top workers are operating. Clyde Place, Orlando, Fla.; Bob Scott, Louisville; Bob Roan and Ray Cahill, Memphis; E. E. Vanderpool, Cleveland; Cleo Cissell, Evansville, Ind.; Harry McClure, Dayton; Tom and Mildred Owens, Washington; Louise Rankin, Marcia Hasburg, Benny Rankin, Jimmy Miller, all in St. Louis; Helen Hutchcraft, Kansas City, Mo.; Nor-

man Hutchcraft and Ray Pierce, St. Louis; Mel Dytrow, Scranton, Pa.; Trageta Sabbath, Lima, O., and Doc Tubbs in Pittsburgh. Paul Hirsch is in St. Louis and I expect to see him before he leaves. I also had a nice visit with Ray Lindsay while he was in town recently."

FROM LONG BEACH, CALIF. . . Prof. Jack Scharding pens that he was unable to make the Memphis Cotton Carnival because the truckload of seven-in-one scopes which he ordered were not ready on time. Says he, "I have received a preview of the new scope which will be a 10-in-1 set-up. The frame is made of a beautiful du Pont lucid material with strong magnifying lenses. They seem to be a real scientific instrument and much better than the ones that we formerly had which were made in Germany. I am informed that they will be ready for shipment about the first week in June. I am starting out with them after four years of retirement because I feel that they are going to be a sensational seller. Watch The Billboard for ads. They are also scheduled to be ballyhooed on TV. You old-timers take a tip from me and grab yourself a load of them. I sold thousands of them 40 years ago. Harry Flack, Little Joie, George Necus, I. W. Hightower, Bob Smith and Mary Ragan get on the bandwagon with the new scope. Here's wishing each and everyone of you the best of luck."

OFFICIAL BALLOON OF THE MICKEY MOUSE CLUB



OAK'S BIGFLASH 1956 STREET SPECIAL

PRE-SOLD TO MILLIONS OF KIDS

TIE-IN-CASH IN TODAY

See Your Jobber

The OAK RUBBER CO. RAVENNA, OHIO.

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 On #10 Hooks • 12 ast. 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.

PLASTIC SANDWICHES

This remarkable plastic laminating machine will earn \$18 an hour right in your home! Big profits guaranteed

laminating CARDS of all kinds. Business Cards, Social Security Cards, Credit Cards, photos, passes, driver's licenses, newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Demand for such services is staggering. Price complete (illus.) \$39.50 plus postage. FREE sample and literature.

Dept. LM-1706 6612 N. Clark St. Chicago 26, Ill.

PLASTICAST CO.

Direct Source HAWAIIAN TI PLANT LOG Best Quality—Lowest Prices ORCHIDS OF HAWAII, INC. 54 West 56th Street N. Y. C. Tel.: JUdson 6-8950

"I'm my own boss now!"

"I'm a hard worker and I have some pretty good ideas, but I never had the capital to go into business for myself. Today I still work pretty hard but now it's different . . . now I am working for myself; making big money. And believe it or not, I started my own business without investing one cent. I sell the best-known famous-brand products and there's no risk, no inventories to tie up my cash!"



HERE'S HOW IT WORKS: The H. B. Davis Corp. supplies you with your own personalized NAME BRAND CATALOG, beautifully illustrating over 1,000 fine products: appliances, cook-ware, silverware, housewares, tools, clocks, jewelry, watches, etc. . . . from firms like Remington Rand, Richelieu, Gruen, Ekco, Royal, Elgin American, Presto, Anasco, Bissel, Peppercell, Eversharp, Hoover, Dormeyer, William A. Rogers and many, many more. The only name that appears on these super-selling catalogs is your name. (Cover has blank space for your own imprint.) The only prices shown are list prices (the confidential dealers' price list gives you your cost). Complete lines of all items are stocked in our huge warehouse for prompt shipment of your orders within 24 hours. With this tested, money-making catalog plus the streamlined support of the H. B. Davis organization, the pioneer in the field of direct selling, you're ready to start your own business with no investment.

HERE'S ALL YOU DO: Send for your FREE COPY OF THE H. B. DAVIS CATALOG and see for yourself why it's a sure-fire sales-getter. Don't delay—mail the coupon below for your free catalog NOW.

NO INVESTMENT NO INVENTORY

THE HOUSE OF NAME BRANDS

H. B. DAVIS CORP. 145 W. 15th St. New York 11, N. Y.

Gentlemen: I want to start my own name brand business with no investment. Please send me a free catalog (no obligation of any kind).

Name _____
Address _____
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Send for Your SAMPLE KIT > \$11.66 20 Items Below

Complete SNUGGLE Line

- Wet Pack Shabby, Dz. . . . \$ 6.00
- Plastic Table Covers (54x72), Dz. 7.20
- Silver Retractable Pens, Dz. . . . 4.20
- Ball Point Pen Refills, Dz. . . . 1.00
- Sunglasses, Dz. 7.20
- Lighters, Dz. 7.20
- 3 in 1 Spray Blade, Dz. 7.20
- Handkerchiefs—10 to package, Dz. pkgs. 9.00
- Gross Combs in Ice Bucket, Gr. . . 3.00
- 6 in 1 Magnetic Earrings, Dz. . . 24.00
- Cuff Link Assortments, Dz. . . . 7.20
- Embossed Western Wallets—Full Zipper, Dz. \$9.00
- Clutch Bags, Dz. 7.80
- Small Cal Cry Salt & Pepper Shakers, Dz. 4.80
- Assorted \$1.00 Earrings, Dz. . . 4.20
- 7-Pc. Screwdriver Sets, Dz. . . . 6.00
- Men's Linen Hats, Dz. 3.60
- Mother of Pearl Heart Necklaces, Dz. 7.20
- Everyday Cards—50 in package, Dz. pkgs. 7.80
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Terms: 25% with order, balance C.O.D.

DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Ill. Phone: LAwndale 2-7377

Visit Our Showrooms Hours: 8-5:30

MAGIC-FRY AUTOMATIC ELECTRIC SKILLET

- Westinghouse Thermostat
- Automatic Signal Light
- Large 12-Inch Size
- Complete With Cover

LIST \$39.95 \$7.97 ea.

Lots of 3 Sample \$9.25 25% deposit, balance C.O.D., F.O.B. Chicago.

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STANDARD INDUSTRIES 1112 S. Wabash Ave., Dept. B-H Chicago 5, Illinois

IT'S PACKED WITH POWERFUL PROFITS

FREE 1956 WHOLESALE 292 pg. CATALOG

SHOWS THOUSANDS OF NATIONALLY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES

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.

OVER 3000 TERRIFIC VALUES!

- IMPORTED ALUMINUM NECKLACES—DISC, HEART & CLOVER, LARGE SIZE \$9.00 per gross
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- IMPORTED PARAKEET CAGES 7.20 per dozen
- (100 lots)55 each
- IMPORTED TRI-COLOR FLASHLIGHTS 7.20 per dozen

New Catalog Now Ready. State Your Business.

B. PALMER SALES CO., 1433 SECOND AVE., DALLAS, TEXAS

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A Market Place for Buyers and Sellers

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REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

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In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

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FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.
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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 \$6.45
WHILE THEY LAST
Completely reconditioned. Complete with expansion bands. Guaranteed.

WATERPROOF
ELGIN, BULOVA, BENRUS WATCHES WITH EXPANSION BANDS
GUARANTEED and reconditioned like NEW! Also Ladies' Swiss Watches. Order a sample and be convinced!
\$8.75

Wholesale only. 25% with order, balance C.O.D. 3-day money-back guarantee. Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT

WEINMAN'S
182 S. Main St., Memphis, Tenn.

DIRECT FROM MANUFACTURER
EARRINGS—
The Year's HOTTEST Earring Promotion!

Hollywood Styled Creations. Hundreds of handsome, modern designs! Complete 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, 144 different styles!

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Guaranteed lowest prices. 25% deposit on all C.O.D.'s.

PACKARD JEWELRY CO.
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Ch 2-0863

DEMONSTRATORS! PITCHMEN!
PAN-FREE DOLLAR-A-MINUTE MONEY-MAKER!

Instantly demonstrated—actually prevents food from sticking to cooking utensils! Ideal for frying pans, waffle irons, Griddles, Casseroles, etc. Introduces greaseless cooking and ends cleaning messy pans. A must for low-fat diets. Nothing like it on the market. Not a chemical. In bright, attractive plastic bottles. Every woman is a guaranteed prospect.

SAMPLE \$1.00. WRITE TODAY
RUSSELL WELLS & CO., DEPT. B-B
6326 York Blvd., Los Angeles 42, Calif.

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 36, Ohio

ACTS, SONGS & PARODIES

PARODIES! NOW READY. TEN STOCK numbers; five new tunes and five standards, all ten only \$5. Show-Biz Comedy Service (Dept. B-58), 1613 East 29th Street, Brooklyn 29, N. Y.

SCREAMINGLY FUNNY RIOTOUSLY racy! Over 1,000 "cleaver remarks," \$1; satisfaction guaranteed! Order Today! Edmund Orin, 3854 San Vicente Boulevard, Los Angeles, Calif. je7

YOUR ADVERTISEMENT
Displayed in a Space This Size Will Cost Only

\$10 an insertion

AGENTS & DISTRIBUTORS

A BEST BUY, CLOSING OUT. BARGAINS. 507 dozen 5 color silk screened novelty T Shirts; 243 dozen 3 color silk screened novelty Sailor Hats; 171 gross genuine French-type Perfumes. Sacrifice. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Illinois. je30

ATN.I. SALESMEN IN WESTERN STATES—"only" Save 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. je2

EARRINGS—ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. je30

EARRINGS SPECIAL SUMMER ASST. ALL colors, \$1 dz.; \$10 gross. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.

FACTORY CLOSE OUT ON SPONGE MOPS. Money-making deal for pitchmen and agents. Fred Mellor, 991 Grimm Drive, Shreveport, La.

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$6 per gross plus postage, c.o.d. For adults. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. je30

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.
Rhinestones "Miracle" Crosses, 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 Westminster St., Providence, R. I.

FAST SELLING MONEY MAKERS! METAL-lic Ironing Board Cover, Purse-Shopping Bag, many others, including \$1 retailers. Quality Products (Dept. E), Box 748, Passaic, N. J. je23

FREE CATALOG! MAKE BIG MONEY! Sell popular, sensational kits model airplanes, boats, etc. New England, B.H. 124 Empire St., Providence, R. I. je30

IMMEDIATE DELIVERY

New Assortment of Mfr. Close-Outs
Tailored Earrings & Pins \$1.50 dz.
Charm Bracelets, asst. 3.00 dz.
Pierced Earrings, beautifully gang carded 1.50 dz.
Enamel on Copper Pin, Earrings & C/L 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. 2.98 boxed 7.20 dz.

EXTRA SPECIAL!
1 gross #200 Assortment every piece different. Stoned, Plastic Sets, Boxed, Necklaces, Bracelets, Earrings, Kiddie Sets, Bibs, Chokers, Pearls. All fancy goods from large manufacturer's bankrupt stock. Values up to \$5.98.

Gross lots only, \$45 gross All 24 Hour Service 20% deposit with order, balance C.O.D.

KAREN ORIGINALS

Bristol, Connecticut
NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs; cost 7¢, sell 50¢, 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 930, New York 3. je30-ch

NEW FLASHY 7X11" SIGNS, LIGHT RE-fecting, illustrated, color blended, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers, \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. je30

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

NOTICE: LADIES' NYLONS, 83 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, all-over chenille spread with a three multi-colored Peacock design brings repeat orders everytime; send \$4.50 for sample Ladies' Nylon hosiery #501 is our best repeat number. Some customers have used this number for 5 years; be sure and send \$4.50 for sample dozen of #501. Send immediately. Sibert Mill, Chattanooga 4, Tennessee. ch-tfn

PIN AND EARRING SET—GENUINE HAND painted asst. styles and colors, \$4.95 dz. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.

RHINESTONE SETS—BEAUTIFUL HAND-pronged summer sets, boxed, \$9 doz. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.

WATCH SPECIALISTS FOR 66 YEARS. AD in Life, 9 piece watch sets, \$5.95. Catalog of smallest low cost women's 17J and 7J watches and watch sets. Result Sales (Dept. B.), 580 Fifth Ave., New York. ch-je23

YOU CAN SELL A NEW NONPOISONOUS Roach Destroyer, good profit, repeater. Goldwyn Smith Co., Box 11242, Tampa 10, Florida. je2

\$20 PROFIT ON EVERY SALE. 47 PIECE Melmac Dinnerware Set retail \$50, sample \$30 postpaid. Max Saltman, Dept. Melmac, 7635 Hinds Ave., North Hollywood, California. je16

\$25 DAY EASY-SELLING REL-ONG NAIL beautiful, 20¢ per pair, or plastic, sell like wild! To 150% profit, repeats galore. Write Meche Manufacturing Co., Spiro 7, Oklahoma. ch-tfn

80% PROFIT ON \$1 SALES. AMAZING Automobile Cleaner and household product. Your name on labels; free sample. Write Glaxite Mfr., Box 572, Dayton 1, O. je2

ANIMALS, BIRDS, PETS

ALL THIS YEAR'S YOUNG. GREAT HORN Owls, \$9.50; Badgers, \$16; Grey Fox, \$12; Red Fox, \$14; Prairie Dogs, \$4.75; Ground Squirrels, \$2; Storks, \$7.75; King Cobra, \$400; Agoutis, \$18; Giant Tortoise, \$10; Shrunken Heads, \$15; Giant Rattlers, \$15; Parrots, \$100; Snake Dens, \$25. Snake Farm, Phone 5411, Laplace, La.

ATTENTION—SHOWMEN, ZOOS, EXHIBI-tors: We have a larger and better selection than ever before to fill your immediate needs. Buy where prices are right and quality is unexcelled. We have in stock for immediate shipment: Paca (Giant Jungle Rats), \$35; Prehensile Porcupines, \$25; extra large Wild Cat, \$35; Kinkajou (Honey Bear), \$50; Azara's Wild Dog, \$35; Tayra, \$50; Grison, \$35; Red Squirrels, \$25 pair; Akouti, \$20; Capybara, \$35; Giant Anteaters, \$125; tame Jaguarundi, \$85; tame Baby Jaguar, \$450; sulphur-breasted Toucans, \$35; Toucans, \$35 pair; Jabiru Storks, \$150 pair; Curassows, \$50 pair; King Vulture in Deer color, \$85; Young King Vulture, \$35; Harpy Eagle, \$500; Quetzalcoatl, \$200 pair; Ralls, \$35 pair; Boat-Billed Herons, \$50 pair; Nite Herons, \$50 pair; White Ibis, \$50 pair; Laughing Sea Gulls, \$40 pair. We can fill your complete needs in reptiles. We offer the largest and most colorful dens of snakes on the market, including exotic specimens ranging in price from \$25 and up. Complete reptile exhibits from \$50 and up. \$50 exhibits include 1 large Chinese Dragon, 1 large Teju, 1 S.A. Alligator, 1 6' Boa Constrictor, 1 6' Anaconda and 6 smaller colorful snakes. Gila Monsters, \$50; big Boa Constrictors up to 10 ft. and heavy bodied Anacondas up to 18 ft. This week's specials: "Cinnamon Ringtail and Golden Spider Monkeys, \$25 each" and colorful baby Turtles, \$27.50 per hundred. Tarpon Zoo, Tarpon Springs, Fla.

BADGER, \$25; WHITE FERRETS, \$15; baby pure white Raccoon, \$50; Crows, \$750; Yellowhead Parrot, \$50; Charone Animal Ranch, Burlington, Wis.

CALIFORNIA SEALS, SEA LIONS, CHIM-pantees. Main suppliers zoos and circuses entire world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

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. je2

GIANT ANT EATERS, \$125; SLOTHS, \$40; Jaguars, \$350; African Porcupines, \$100; Genets, \$50; Palm Civets, \$50; Llamas, Deer, \$100; giant Chimp, \$550; Birds of all kinds; big Snakes. Free list. Riggs Bird Farm, Box 145, Rockville, Md. Tel. Poplar 2-9030.

LEARN ALL ABOUT PETS, THEIR CARE and keeping in this 100 page and more monthly magazine. Sample 35¢, year \$3. Send 25¢ for catalog 10 which lists over 400 pet books for sale. All-Pets Magazine, 39 Darling Place, Fond du Lac, Wis. je16

PAIR YOUNG TAME LEOPARDS, \$450 each; tame young Cheetah, \$12.50; pair breeding (female pregnant), Ocelots, \$250 pair; young adult male Jaguar, \$350 (see at Washington, D. C. Zoo); Jaguarundi, \$75; tame baby Chimp, \$650; 60 lb. male Chimp perfect, \$450; baby Ostriches, \$375; 5' tall Sarus Cranes, 2 female giant tame Spider Monkeys, \$45. Hundreds more. Write for price list. Rare Bird Farm, Kendall, Fla. je9

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. je9

STOCK ON HAND; ORDER FROM THIS ad; giant Green Iguanas, \$12.50; Black Iguanas, \$7.50; Cantils, \$8; Boas, Indigos, Rattlers, Whips, Racers, boxed Dens, \$25 up. Alligator Farms, Box 881, Mesa, Ariz.

ROSS ALLEN'S WHOLESALE DIVISION and Reptiles, Inc., offer: Reptiles, Birds, Monkeys; special, grade A Iguanas, \$8, extra large, \$10. Free \$7.50 value vacuum snake bite kit with every \$25 order. Write, wire or phone 112 N. Miami Ave., Miami, Fla. Franklin 3-4806. W. F. Prince, manager.

PLENTY SNAKES, ALL KINDS BOAS, Iguanas, Alligators, Armadillos, Horned Toads, Terrapins, Badger, Prairie Dogs, Coyote pups, Timber Wolf pups, Owls, Rats, Guinea Pigs, Peafowl, Egyptian Geese, Ring-neck Doves, Fantail Pigeons, deodorized Skunks, Monkeys, Pacas, beaded Lizards. Phone 141, Otto Martin Locke, New Braunfels, Tex. je30

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 4-2076

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.
39 Broadway, New York

TAME TRAINED PERFORMING CHIMP, 40 pounds, perfect, reason for selling elimination show, \$750. Write Rare Bird Farm, Kendall, Fla. je9

TEN MILLION TOURISTS WILL SPEND over three hundred million dollars in Missouri this year, quote Missouri Division of Resources. The larger share of these tourists and dollars will pass our permanent roadside zoo, 1,500 ft. frontage on federal highway. Concrete block living quarters and large rooms for souvenirs or cafe. Zoo fully stocked with animals, including bear, deer, wolf, birds and reptiles. Large shade trees and small spring-fed creek. Plenty of room to expand, add kid rides, etc. Has consistently made money and should pay for itself this year. Reason for selling, other business, \$14,000 cash, or will lease to buyer of animals. Bill Allen, Fredericktown, Mo.

WILD CATS, COYOTES, \$30; RACCOONS, \$10; Skunks, Red Fox, \$15; Ground Squirrels, Prairie Dogs, pair, \$10; White Mice, \$15 per 100; Pacas, \$25; Agoutis, \$20; Coati Mundies, \$35; Spider Monkeys, \$25; Capuchin Ringtails, \$35; Squirrel, \$20; Rhesus, \$32.50; Pythons, Bear Cubs. Send for listings. Zoo Farm, New Milford, N. Y.

BUSINESS OPPORTUNITIES

AAA1 SELLING OPPORTUNITY FOR AAA1 LOCATION GETTER

Mfr. with national distribution of maintenance equipment for restaurants, taverns, industry, hospitals, etc., now expanding its rental program seeks expert location getter accustomed to earning \$25,000 a year or more. Wonderful opportunity to join in proven program. Salary during training period, draw against liberal comm. when qualified. Give details of exp. and photo if possible. Box C-447, c/o Billboard, Cincinnati 22, Ohio.

FOREIGN FIRMS SEEKING AGENTS FOR their merchandise names and addresses. \$2. Max Saltman, Dept. Billboard, 7635 Hinds Ave., North Hollywood, Calif. je9

FOR RENT—SIDE SHOWS WALK THRU Venice Amusement Corporation, Grand Ave. and Boardwalk, Seaside Heights, N. J. Seaside Park 9-0833. Eugene Thomas, mgr.

FOR RENT—BALLOON DART GAME. Penny Pitch and Grind Joints, Apply Venice Amusement Corporation, Grand Ave. and Boardwalk, Seaside Heights, N. J. Seaside Park 9-0833. Eugene Thomas, mgr.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations. \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. je9

MONEY? VACATIONS? GIFTS? RETIRE? 10¢ in stamps or coin for details (print name and address). ABCo., 165 Okell, Buffalo 20, N. Y. je2

NOVELTY DISTRIBUTORS IN DOLLAR markets seeking offerings, 100 addresses, \$1; 80 sources exotic novelties, \$1. J. Rousseau, BFD 357, Port-au-Prince, Haiti.

OPERATE PROFITABLE MAIL ORDER Business. Sell merchandise by mail, \$1 items. Write Walter Service, E4159 East 112 St., Cleveland 5, Ohio. ch-np

This is a **DISPLAY CLASSIFIED AD**
Your Advertisement Displayed in a space this size will cost only \$14 per insertion

PORTABLE ROLLER RINKS, NEW 40X84, complete Maple Sectional Floors, Tents, 100 pairs Chicago Skates, Sound System, Skate Counter, etc., \$4,250. Also used rinks. Bertram Orr, 224 Kings Hwy., Murfreesboro, Tenn.

HAVE YOU SEEN

NEW 1956

HEX CATALOG

SENSATIONAL VALUES
SAME DAY SERVICE



MERCHANDISE FOR EVERY TYPE OF MIDWAY CONCESSION

LOWEST PRICES—LARGEST SELECTION

WRITE FOR YOUR FREE COPY TODAY

HEX MANUFACTURING CO.
48 EXCHANGE ST. HOFFORD 3, N. Y.

6 FREE Davy Crockett Hats with every sample assortment ordered.

28" BEAR Cuddly or Gentleman Full size body. W/bag. \$13.50 dz. In gr. lots

36" CLOWN OR DOLL Cotton stuffed Taffeta and Rayon Cloth, full size body, with bag. \$12.00 dz. In gr. lots

\$6 DZ. SPECIALS! Minimum Order 3 Dozen
24" Taffeta Clown/Doll w/bag.
12" Plush Scotty, asst. colors.
15" Rayon Plush Sitting Doll.

No extra charge for samples.
66 PIECES (12 of each)... \$45
INCL. 6 FREE Davy Crockett Hats

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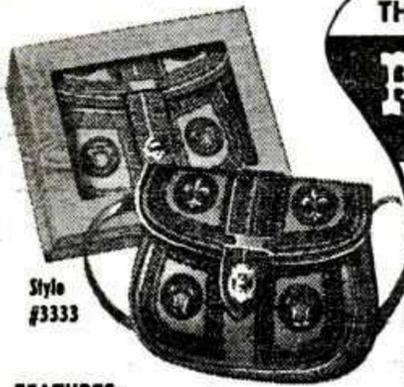
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Each bag PRE-PRICE TICKETED and luxuriously GIFT-BOXED (collaphaned window top)

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Advertisement for Westinghouse Thermostat Automatic Electric Skillet. Includes image of the skillet and text: 'WESTINGHOUSE THERMOSTAT AUTOMATIC ELECTRIC SKILLET'.

Advertisement for Gellman Bros. 1956 Buyers' Guide. Includes image of the guide and text: 'SEND TODAY FOR YOUR FREE COPY OUR 1956 GENERAL CATALOG IS NOW AVAILABLE'.

Advertisement for Imperial Gem Co. Titanium Jewels. Includes text: 'TITANIA JEWELS MORE BRILLIANT THAN ANY DIAMOND'.

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DANCE ORCHESTRAS OR DANCE ORCHESTRA 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. je2

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PIANO MAN, MALE OR FEMALE, LONG location. Small combo, \$85 to start, tax paid, uniforms furnished. Chat Chapman Combo, Louise Courts, Alexandria, La. je2

PIANO MAN DOUBLING ORGAN OR CELESTE, \$25. Drummer, doubling vibes preferred, \$100 to start. Chat Chapman Combo, Louise Courts, Alexandria, La. je2

ROAD SHOW SALESMAN—SELL DATES advance of show to theaters and drive-ins. Hustler can earn \$300 salary and expenses. Reply age and experience. Box 62, Atlanta, Ga. je9

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WANTED FOR AL SEQUAH BAILEYS Wild West Show. Six Indians, Bronk Rider, Trick Rider, Shooting Act, Men and Women Performers. Must have own transportation and stock. Musician with Hammond organ, must play circus music. Opening 1st of July; state salary; send photos, will be returned. Dale Madden Sr., write me. Permanent Address, Post Office Box 393, Arlington Heights, Ill. je2

WANTED—MUSICIANS. LARGE TRAVELING swing band, coast to coast. Include phone number. Dick Mango, 847 East Colfax, Denver, Colo. je2

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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.

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MISCELLANEOUS 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, signing, business, smooch. Money no objective as I have an opener. Nothing fast or shady. I've already heard from you. Present commitments expire Sept. 1. Professional and character references. No preferred territory. Go anywhere for right opportunity. Box C-435, c/o Billboard, Cincinnati 22, Ohio. je16

HOTTEST ATTRACTION IN SHOW BIZ TODAY. World famous hypnotist now available for immediate bookings; Theaters, Nite Clubs, Fairs, Fund Raising Affairs. Contact Morton Greene, 1200 Euclid Ave., Miami Beach, Fla. je9

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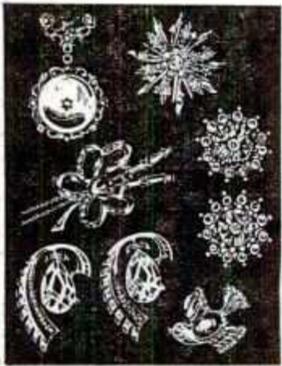
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Poston, Thomas G.
Rayno, Pearl
Rois, William J.
Russell, Fay
Sutton, Vivienne Van

Strate, Joseph F.
Wathon, W.
White, W.
Wood, Marjorie
Wood, Blackie
Younger, John L.
Zull, Clifford A.

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Hudson, William
Hunter, Mrs. Mary
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Hughes, Mr. R. P.
(Red)
Lowrey, Mrs. Grace
Meyers, Cecil
Naimi, Charles
Newby, Ray
Potter, Henry P.
Scott, Wiley B.
Smith, Joseph
Tetrano, P.
Osburg, Charles
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Beebe, R. W.
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Bennett, Virginia
Best, Rudolph
Bidwell, Roy
Blakely, B. H.
Blankenship, Bob
Boudreau, Adrian A.
Bowman, Roscoe
Bowman, Willard
(Whitey)
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Brown, Neal
Brown, Wm. (Lucky)
Bullock, Mrs.
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Maloney, H. E.
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A.
Melbin, Sadie
Melby, Viggo
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Circus
Metzger, Burton
Middleton, Odell
Midwestern
Exposition
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Raines, Mr. & Mrs.
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Rambo, Wesley
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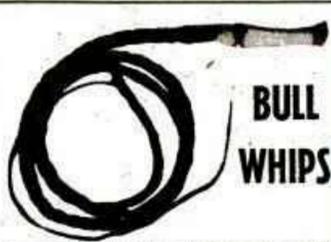
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Music Operators Shoulder Record Taxes in 21 States

Survey Shows Per-Machine Rate 38% Above 1946; City Taxes Climb Also

By BOB DIETMEIER

CHICAGO — Music operators are paying record taxes and license fees in a record number of States. But States are not alone in gobbling up operator income at record rates. An average of per-machine taxes in a number of major U. S. cities shows that these cities trail States by only pennies.

These facts are revealed in a comprehensive survey of juke box taxes and fees in 47 States and the District of Columbia and 32 cities conducted by The Billboard.

(Editor's Note: Preliminary results of the survey were published in the May 12 issue of The Billboard.)

38% Higher

Music operators in 21 States are paying an average of 38 per cent more in taxes and licenses this year than that paid by operators in just 15 States 10 years ago.

The average annual per-machine license fee of 15 States in 1946

was \$8.70; the average today in 21 States is \$14.

Just one State—South Carolina—had an annual per-machine tax greater than \$10 in 1946 (\$15); this year four States have taxes far exceeding that amount, ranging from \$20 to \$40, one State has a tax which equals it.

An example: the State of Oklahoma. There is an annual license fee of \$40 per machine issued by the Oklahoma Tax Commission; a 2 per cent use tax due on all juke boxes brought into the State; a 2 per cent sales tax on the gross receipts taken from the machines. For the Oklahoma City operator, there is also a per-machine tax of \$5.

Cities Worse

Still, in many ways cities pre-empt States when it comes to taxing. States, of course, which have no licenses or taxes leave it up to cities or counties or taxing districts within the State to tax, and naturally even in States which do

tax, local tax officials tax also.

The average per-machine annual license fee among the 32 cities surveyed was \$13.75 compared to \$14 for the 21 taxing States.

However, that doesn't tell the whole story. In many States which tax, cities often charge more—in taxes. Florida, for example, has

(Continued on page 81)

AMI Assigns Field Teams In 5 Districts

CHICAGO — Field service teams, each consisting of a district sales representative and one or more field service engineers, have been assigned in five districts in the U.S. and Canada for AMI, Inc.

E. R. (Ed) Ratajack, AMI director of sales, in announcing assignment of the teams Wednesday (23), said they will work closely with operators on problems affecting their business. He pointed out that under the new district plan "qualified men who live and work in an operator's area and know his local problems will be on call at all times for consultation and help."

The teams and their districts are:

(Continued on page 67)

Resurrects Old Juke Findings

• Continued from page 14

vision, and held two years of conferences with representatives of book, music, radio, motion picture industries, authors' and composers' societies and others, "attempting to reconcile many differences of opinions and drafting at least five different versions of a copyright bill."

The Library of Congress says the study "provides a great deal of information on the problems encountered by the committee in its attempt to revise the copyright law and the problems of the various interests involved. The files of the Shotwell Committee (seven storage boxes of them) are now being assembled, organized and indexed as one of the steps the Copyright Office is taking in its program of studies looking to the general revision of the copyright law."

10c SUCCESS

Op to Dime With New Equipment

MILWAUKEE—"You have to stick by your guns, once you decide to put in dime play," is the advice of Dewey Wright, veteran northern Wisconsin operator.

A recent convert to the need for upping the price of automatic music to 10 cents per play, Wright is one of the growing group of

(Continued on page 69)

EDITORIAL

What Price Taxes?

Taxes are high. They always have been, all kinds. But how high can they get? States and cities both, as the story which appears on this page indicates, are taxing at record amounts. What's to stop them from continually increasing? The answer's simple: The operators themselves.

In many areas, operators have successfully banded together to present their case to tax officials on both the State and local level. But many times their work could have been made easier if they had only known about it sooner. Often not finding out until too late—until after legislation has already passed—spells the difference between immediate relief and indeterminable delays during which time unfair taxes must be paid.

This is a vital area in which operators can pool their experience to mutual benefit. As we've said before, Music Operators of America would be the obvious group to take this job under its wing. The service would be of invaluable help to the entire industry.

PROGRAMMING AID

Op Music Library: Request Solution

BALTIMORE — Today's juke box is a library of music offering a wide selection of tunes to the public. And as a library of music, the coin-operated phonographs must be programmed properly to realize the maximum of profit.

That is the observation of Peter J. Mongelli, head of Jacham Enterprise, Inc., who operates 150 juke boxes in Baltimore and the metropolitan area, which includes Baltimore and Harford counties.

To program his machines tailored to the individual tastes of locations, Mongelli's firm has acquired, thru careful planning, a library of more than 50,000 recordings.

However, the key to Jacham's successful operation is built around a systematic programming plan based on individual location requests developed by Mongelli and the company's unit manager, Del Karfonta.

Route Service

Weekly visits to each location by Karfonta permits Jacham's staff to keep a sensitive finger on the pulse of each stop, fill requests within reason immediately with a minimum of effort, and a maximum of profit.

Upon each visit to locations, Karfonta's first act is to pick up request forms that have been filled out by patrons calling for specific numbers. A supply of these sheets are provided each location.

Karfonta compares the requests with the special record the firm maintains on every disk ever played on the location's juke box since Jacham made the installment.

Quickly he carefully crosses out those tunes that cannot be obtained, usually reducing the number to one-third, and then Karfonta

confers with the location owner as to what numbers will be added or removed.

Disk Record

The next step is to place the list of request records along with the record book for each stop in the order bin under the name of the location proprietor for fulfillment by the librarian.

Jacham's library is carefully planned. All disks are indexed as to the artist and the name of the selection. A panel of bins, one for each location, is located along the library walls.

As the librarian fills each request list she places the disks, record

(Continued on page 69)

UMO Election Date: June 4

DETROIT — The Music Operators of Michigan will meet June 4 to elect a new slate of officers for the coming year.

At their meeting this month, four new members were admitted to the group and suburban Melvindale's new ordinance on juke boxes was discussed.

New members are Stanley Trakul, Casco Vending Company; Charles G. Miloian and Edward Karapetian, Top Music Company; Al Crinzi, Al's Down River Music Company, and James Napolitan, Fair Amusement Company.

According to UMO Conciliator Roy Small, details of the Melvindale ordinance are all acceptable except the proposed fee. It calls for \$25 annual payment per machine while UMO contends this should not be more than \$5 per machine.

Lawyer Plugs Location Contracts to Mass. Ops

BOSTON — Location contracts are the best means by which operators can stabilize the music business, but there are many legal pitfalls which must be checked, a prominent Hub attorney told members of the Massachusetts Music Operators' Association at a meeting this week.

The group, meeting in the Hotel Beaconsfield, was addressed by Jacob Levy, vice-president of the Massachusetts Trial Lawyers' Association. Among the more impor-

tant features which these contracts should contain, according to Levy, are the name of the true owner or the correct name of the corporation, and the business address, the exclusive rights clause; the practical needs of the operator as to the hours when access to the machine is permitted.

Also to be included are the personal property clause and the clause on accounting; the automatic renewal and successor

(Continued on page 67)

400 Attend Banquet Of Westchester Ops

SCARSDALE, N. Y. — Westchester County music operators and their guests—nearly 400 of them—wined, dined and enjoyed the show at the 42 Club here Tuesday night (22).

Other than a brief welcoming message by President Carl Pavesi, no speeches were made during the course of the evening. Don Joseph and his orchestra backed a bill of recording artists which included:

The Capri Sisters, Melody; Dori Anne Day, Mercury; Dorothy Collins, Decca; Johnny Burnette and his Rock and Roll Trio; Della Reese, Jubilee; Tommy Leonetti,

Capitol; Vicki Young, Capitol; Connie Francis, M-G-M; Pat Kirby, Decca; Bob Carroll, M-G-M; Jerry Vale, Columbia, and Warren Bonnell, sponsored by the WOC.

Visiting Firemen

The guest list included Herb Goldfarb, London Records; Andy Miele, Irving Jerome and Don Owens, all of Capitol Records; Jerry Blaine, Elliot Blaine and Ben Blaine, all of Cosnat Distributors; Lou and Bernie Boorstein, both of Leslie Distributors; George Holtzman, Teddy Blatt and Claire Morano, all of the Associated Amusement Machine Operators of New York, and Joe Young and Abe Lipsky, both of Young Distributing Company.

Also, Harry Koepfel, Koepfel

(Continued on page 67)

Franklin Sales New Wurlitzer Eastern Distrib

NORTH TONAWANDA, N.Y.—Franklin Sales Corporation, Buffalo, was named distributor for The Rudolph Wurlitzer Company. Robert H. Bear, phonograph sales manager, announced the appointment Thursday (24). It became effective May 15.

Franklin Sales will handle Wurlitzer's complete line of music machines and remote equipment, and will cover nine Western New York counties and three counties in Northwestern Pennsylvania.

Murray Sandow, in charge of Franklin operations, is a 25-year man in the coin-machine business, has been located in the Buffalo area for 10 years.

The firm is located in newly remodeled quarters at 265 Franklin Street in Buffalo.

Richard (Dick) McCann will head the service and parts department. He has been associated with Wurlitzer distributors for a number of years.

John Seuling, well known to Western New York operators, was named to the sales staff.

TEENS PICKET THE PICKETS OF ROCK-ROLL

BIRMINGHAM — If the taste of teen-agers have any influence, juke box operators have nothing to fear from threats of the North Alabama Citizens' Council to remove rock 'n' roll and pop from the reach of youngsters.

Teen-agers' feelings were evident here Sunday (20) when, with home-made signs, they picketed some 50 citizen council members who were picketing a rock and pop show at Municipal Auditorium.

Finding the council members strolling up and down the sidewalks outside the auditorium, the youngsters hurriedly worked up home-made placards saying: "Rock and roll is here to stay".... "Be-bop is for us."

More than 2,500 wildly enthusiastic youngsters attended the show headlined by Bill Haley, the Platters, Big Joe Turner, Bo Diddley, Red Prysock and his Rock 'n' Roll Orchestra and others.

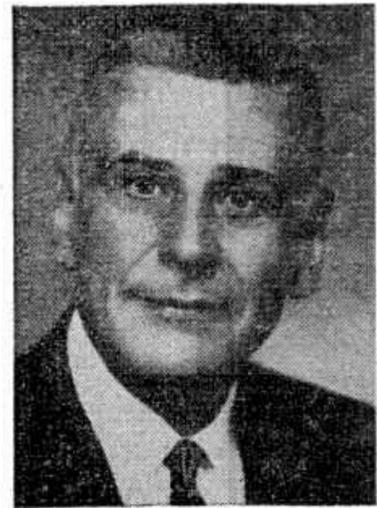
AMI Assigns

Continued from page 66

Tom Sams, district sales representative, and field service engineer Eugene Wasson, who will continue as a team in the far West.

Albert Mason, district sales representative, and John Hickman, field service engineer, Southwest. Mason will headquarter in Dallas, Hickman in New Orleans and west of El Paso.

Sales representative Arthur Daddis and field service engineer



ED RATAJACK

Martin Blatt, Northeast. Headquartering in New York City, they will cover the area along the Atlantic coast from Maine thru Maryland and west to Buffalo; they'll also cover parts of Eastern Canada.

Joseph Collins and George Klersey, sales representative and field engineer, respectively, Southeast. Collins will headquarter at Atlanta; Klersey, Miami; they will cover Alabama, Florida, the Carolinas, Virginia, West Virginia and Tennessee.

Eric Dyer, newly named sales representative and engineers Henry Hoevenaar and Monte West, Midwest. Dyer will work out of Grand Rapids, Mich.; Hoevenaar from Chicago; West, Cincinnati to cover areas in Michigan, Illinois, Pennsylvania, Ohio, Minnesota, Indiana, Nebraska, Wisconsin, Kentucky and part of Central Canada.

400 Attend

Continued from page 66

Distributing Company; Joe Fishman, Y&R Novelties; Tom Gobel, New York State Operators' Guild; Paul Ackerman, Aaron Sternfield, Marty Toohey, Ron Carpenter, Bob O'Brien and Norm Weiland, all of The Billboard; Mrs. Gertrude Browne, New York State Operators' Guild; John Halonka and Harry Apostoleris, both of Alpha Distributing Company; Meyer Parkoff and Murray Kaye, Atlantic-New York Corporation, and Jack Gordon, J. P. Seeburg Corporation.

Barney Sugarman, Abe Green, Irving Kempner and Morris Rood, Runyon Sales; Marty Blatt, AMI; Bill Bolles, J. H. Keeney & Company; Art Garvey, Bally Manufacturing Company; Leonard Wolf, Wolf Public Relations Agency; Howard Kaye and Bob Theile, Coral Records; Ed Hurley, Decca Records, and Mike Munves, Mike Munves Corporation.

Al Denver and Sidney Levine, Music Operators of New York; Phil Silverman and Jack Silverman, Bruno-New York; Joe Norton, Times-Columbia Distributors; Dave Lowy; Al Levine, Ideal Record Distributors; Lou Clayman, Mercury Records; Leonard Book, Book Brothers, and Sam Getlan, Local 26.

WOG officers are Carl Pavesi, president; Max Klein, vice-president; Seymour Pollak, secretary, and Lou Tartaglia, treasurer. On the board of directors are Jim Smith, Ed Goldberg, Harold Rosen-

Juke Service A Goody Pitch

Continued from page 12

their orders, says Goody, and also pay parcel post charges.

Traders, speculating on this latest bombshell by the controversial cut-rater, figure that Goody will be doing most of his op business on the local level, altho limitation of the deal to 45's can keep postal charges within reasonable bounds.

As to his ability to make any money on the deal, it is pointed out that Goody always has been sponsor of special deals, buys, bonus offers, etc., which have usually provided him a comfortable profit margin. Also, gifts of free promotional records from the diskeries and publishers can come in handy, especially to a dealer who builds up a sizable return privilege. Then, there is the usual 2 per cent EOM discount.

Goody, it is recalled, was the first retailer in the country to make the five-cents-over-cost deal with ops. That was in his old Greenwich Street store back in 1940.

Lawyer Plugs

Continued from page 66

clauses. Other clauses that need careful scrutiny, Levy said, are the vandalism clause and the rights of the operator to transfer the contract if he sells his business.

"Contracts are of vital importance," Levy told the operators, "for they represent protection for your investment in equipment and also as security for its use over a sufficient period of time to make the location profitable." This was the reason, he said, the greatest of care should be used in drawing up the contracts.

The recommendation of the directors that the members use the association as a means for the exchange of credit information was voted unanimously, and forms for the reporting of credit losses will be issued shortly.

Hopes are high among MMOA members for the Cerebral Palsy Campaign now under way. This week will see the highpoint of the drive when a telethon will be presented in the name of "The Juke Box Operators of Massachusetts." The organization will keep canisters on locations thru the end of June instead of removing them at the end of May.

A number of music machines are now playing for CP in railroad stations and hotels in Boston and in other cities of the State. Operators are optimistic that good results will be obtained in help for the crippled children as well as some good public relations for the music industry.

High interest was shown in the health and accident policy planned by Music Operators of America. David J. Baker, MMOA president, who has been recruiting members for MOA, points out that this is only one of the many advantages of members becoming affiliated with the national organization.

Plans for the annual meeting to be held June 13 were drawn up. This will be an open meeting and election of officers will take place. There is a strong likelihood that George A. Miller and Sidney H. Levine, president and legal counsel respectively for MOA, may attend the meeting. If, however, in the event this is impossible, a special meeting of MMOA will be called when the two officials can come to the Hub.

berg and Meyer Budinoff. Malcolm Wein is counsel. The Westchester operators have progressed toward dime play the most rapidly of any group in the New York area. It is estimated that 90 per cent of the boxes in the county are set for 10 cents.

MUSIC OPERATOR FORUM

What's Holding Up Dime Music Play?



(Editor's note: Switching from nickel to dime-per-play on juke boxes, years after being successfully put into effect in some areas, is still one of the most perplexing problems facing music operators today. As operating costs continue to increase, the need for operators to increase their grosses becomes more pressing. And yet the factors which make the switch to dime play so difficult are still as active today as ever. This is the first in a series of music operator forums on dime play and its problems based on reports of 103 music operating firms thruout the country.)

Dime play on the nation's juke boxes is moving slowly—despite its economic justice—for a number of substantial reasons. These reasons combine to make it the exceedingly complex problem it is and explain its slow growth.

Both its rate of development and the reasons for it are discussed by operators participating in this week's forum. In subsequent weeks, solutions to problems of converting to dime play will be aired.

Dime play progress to date is reflected in operator returns to question one—what percentage of your phonographs are on dime play? Almost one-third of those reporting answered that 75 to 100 per cent of machines on their routes were currently operating at a dime. But 50 per cent either have none of their machines at a dime or fewer than 25 per cent of their routes converted.

The 32 per cent who have either all or the majority of their machines operating at a dime is the hard core of dime play development to date.

These figures bear comparison with those in the 1956 juke box operator poll, which was based on returns of 400 operating firms. The two sets of figures confirm each other.

Poll figures show that over 55 per cent operate fewer than half their machines at a dime, over one-third under 25 per cent, almost a third 75 to 100 per cent, 44.3 per cent over half their routes, 30.5 per cent who had converted none of their machines.

Both this week's forum and the poll indicate, then, that altho the great majority of operators—70 to 74 per cent—are using dime play, approximately just 35 to 40 per cent of the nation's machines are operating at a dime.

While these figures do show the gradual establishment of dime play thruout the country, they show equally clearly that much remains to be done before dime-a-disk juke box play is an accomplished fact in the overwhelming majority

of machines. MOF operators this week pin down the basic problems involved in operating at a dime.

There are two primary factors involved in successfully converting or operating at a dime according to operators reporting (as the chart shows): relations among operators and relations between operators and location owners. Altho some operators commented that public resistance is a major factor, almost all operators participating made it clear that the chief problems center in the operators themselves on the one hand, and in the relationships between them and location owners on the other. The fact that few operators believe public resistance to be a real problem accounts for the fact that "operator publicity-advertising campaigns" rates so low as an important factor in dime conversion.

"Relations among operators" refers to the problems of competitive pricing. MOF operators confirm the theory that switching to dime play is especially difficult in areas where there are operators who can operate equipment at a nickel. That it can be done successfully in the face of nickel competition is largely a result of the second primary factor: the relationship between the operator and location owners. Operators reported that if this business relationship is solid, i.e., if the location owner gets better equipment, service and commissions with dime play and understands the economic reasons for it, and has been sold properly by the operator, the likelihood of the dime play operator losing the location to another operator who offers nickel play is minimal.

How They Voted

1. What percentage of your phonographs are on dime play?

% of Operators	% of Machines On Dime
24%	Under 25%
7%	25-50%
11%	50-75%
32%	75-100%
26%	None
100%	
2. Please rank in order of importance the following factors in successfully converting to dime play (percentages show number of operators who voted the "most important" classification for each factor).

29.3%	Relations among operators
25.7%	Operator-location owner relations
16.6%	Equipment change (a different machine but not brand-new)
13.4%	Brand-new equipment
9.5%	Operator publicity-advertising campaign
5.5%	Written contracts
100.0%	

Operators Speak on Dime Play Selling Location Owner . . .

BEN L. STETSON: "The most important problem in converting to dime play is to first get the complete co-operation of the owner and employees of the location. Next, the operator must patiently wait for the patrons' adjustment to the increased cost per record spin. Eventually the adjustment runs its course. . . ."

HAL M. HALLER, Haller Amusement Company, Miami: "We have had negligible opposition. We explain to location owners the economic reasons necessary before converting. We point out our higher operating costs, the fact that conversions have proved successful over the country increasing income also for the location and that with it they can get better equipment and service. We also explain the same things to patrons when they ask why conversion is necessary."

FRED J. CHRISTENSEN: "I believe the most important problem is to convince the location owner and employees that dime play will pay off. This may be accomplished by showing the location proof taken from spots previously converted."

TWIN PORT SALES COMPANY, South Duluth, Minn.: "Biggest problem in switching to dime play is in selling the location owner on the idea. Once you have changed you must not go back to nickel play even if takes have dropped—they'll pick up later."

LEON FLYNN, San Pedro, Calif.: "The most important problem in converting is selling the location owner. Some owners are prejudiced and if they are not completely sold on dime play they will advise customers not to play music during the trial period so that it will be changed back to nickel play."

Price Competition . . .

GEORGE R. RHODES, Uniontown, Pa.: "The big roadblock to dime play conversion is trying

to match dime against nickel play. We've found that unless all operators in a particular area are convinced of the necessity to move to a dime, converting is extremely difficult."

ARTHUR WESTIN, Vess Music Company, Detroit: "The most important factor in successfully converting to dime play is whether or not each operator in a given area requires to switch."

ANTHONY J. BIERNAT, Lakeside Novelty Company, Kenosha, Wis.: "Number one problem in converting to 10-cent play is the economic requirements of the operators themselves. If each switches, it will work fine. After converting, my route dropped one-third, but I'm earning more money and have less expense. I've had my machines on dime play for three years."

Public Reaction . . .

E. H. STOCKHAM, Bloomington, Mich.: "Biggest problem in switching to dime play is trying to make people in the small town areas realize that record and equipment costs are all much higher than they were 20 years ago and that more money per play is necessary in order for us to make a fair profit."

FRED NORBERG, C & N Sales, Mankato, Minn.: "All merchants here have raised their prices on most items. Why? Because they had to stay in business. That's just why we have to change to dime play: In order to give him the percentage of commission required and for us to be able to give him modern equipment and the best service."

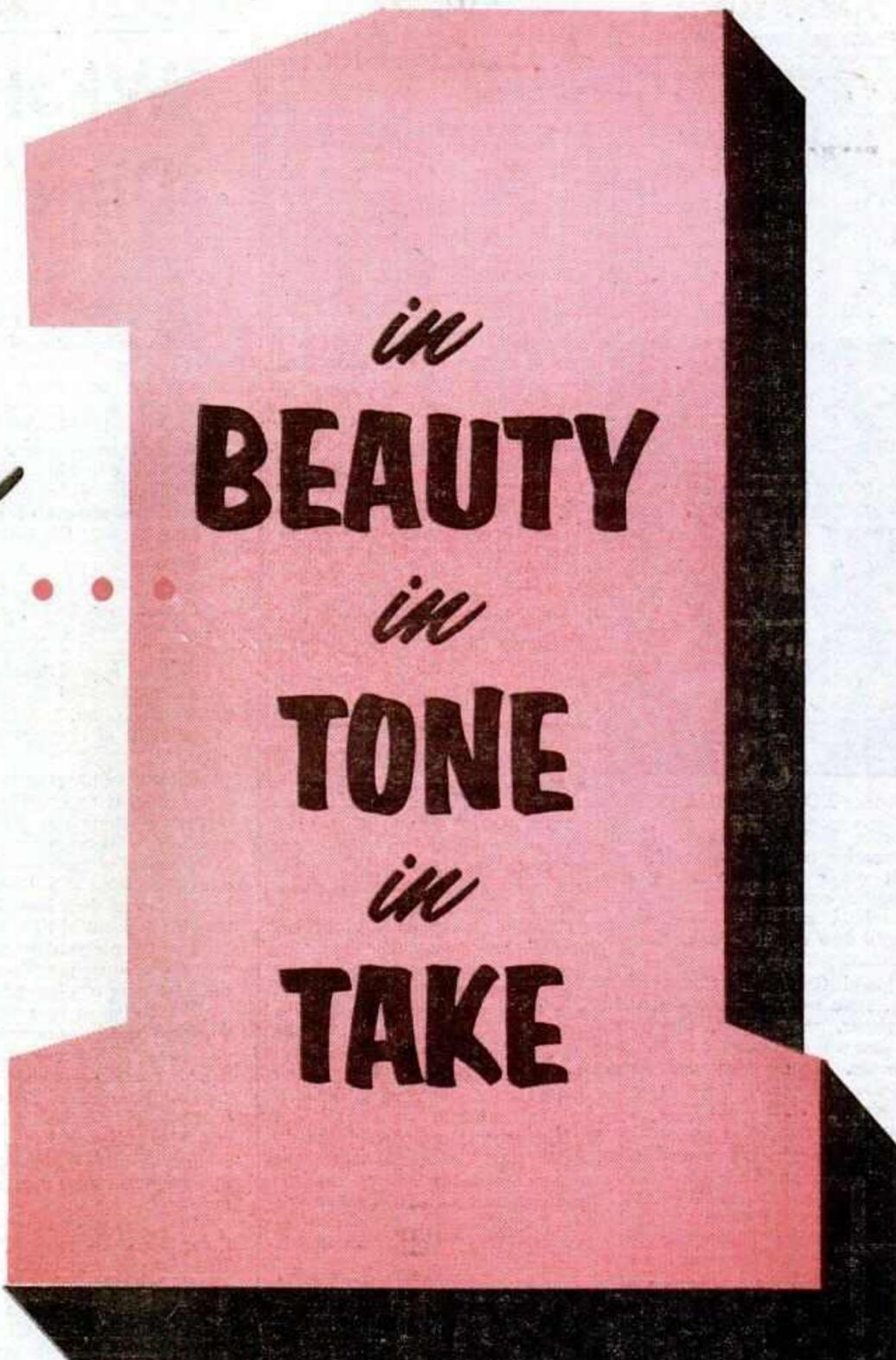
Five Years of Success . . .

O. RODGERS, Rodgers Novelty Company, Salinas, Calif.: "We've been on dime play five years and have had no complaints. We switched when the big multi-selection equipment came out. At that time we offered all our locations the new, bigger models if they agreed to accept dime play."

Number



One glance proves its beauty . . . one record proves its tone . . . one week on location proves its earning power. On all three counts, this wonderful Wurlitzer stands right up at the top.

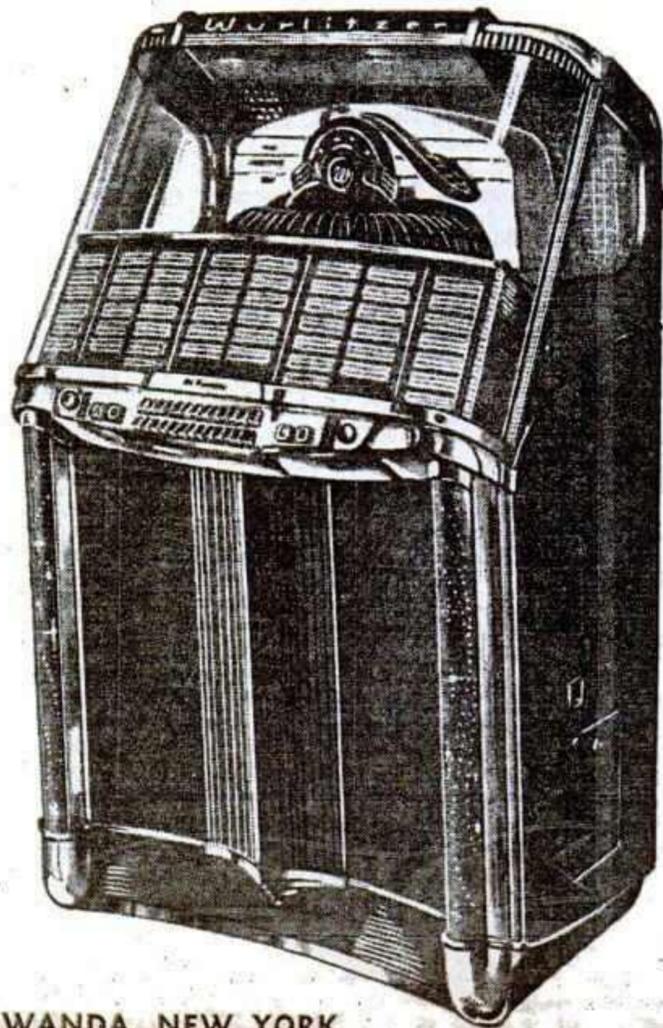


WURLITZER *Centennial*

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

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Lists various pinball games like Bally, Gottlieb, Williams, etc.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated May 26, 1956)

ARCADE EQUIPMENT

- 1. GENCO—Rifle Gallery
2. SEEBURG—Coon Hunt
3. BALLY—Moon Rides
4. GENCO—Basketball
5. SEEBURG—Shoot the Bear

MUSIC MACHINES

- 1. SEEBURG—M-100-B
2. CHICAGO COIN—M-100-A
3. AMI—Model D-80
4. SEEBURG—M-100-C
5. WURLITZER—1500

SHUFFLE GAMES

- 1. UNITED—Leader Shuffle Alley
2. CHICAGO COIN—Hollywood
3. UNITED—Imperial
4. UNITED—Royal
5. UNITED—Clipper Deluxe

VENDING MACHINES

- 1. National 950
2. Northwestern 39, 1c
3. Northwestern Deluxe 1c & 5c
4. PX (8 Col.)
5. PX (10 Col.)

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Surf Club
2. Yacht Club
3. Gayety

GOTTLIEB

- 1. Skill Pool
2. Diamond Lil
3. Guys & Dolls
4. Pin Wheel

UNITED

- 1. Singapore
2. Tahiti
3. '10

WILLIAMS

- 1. Screamo
2. Thunderbird
3. Times Square
4. Twenty Grand
5. Wonderland

MUSIC MACHINES

Table with columns: HIGH, LOW, Mean Average. Lists music machines from AMI, Rock-Ola, Seeburg, Wurlitzer, and Gottlieb.

Table with columns: HIGH, LOW, Mean Average. Lists music machines from AMI, Rock-Ola, Seeburg, Wurlitzer, and Gottlieb.

Table with columns: HIGH, LOW, Mean Average. Lists shuffle games from Ace Bowler, Advance Bowler, American Rank, etc.

Table with columns: HIGH, LOW, Mean Average. Lists vending machines from Comet Target, Comet Deluxe, Criss-Cross, etc.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown.

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.

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.

10c Success

Continued from page 66. Operators in this area who are joining the move to a dime. Any location asking for a brand new music machine is informed that the basic condition he must meet to qualify for the expensive equipment is the acceptance of dime play.

must then accept an older model machine, or get a new operator. Route receipts, according to Wright, indicate that in virtually each instance where he has switched a location over to dime play, takes have climbed beyond expectations.

Programming Aid

Continued from page 66. book and requested number list in their respective bins for delivery. If a recording is not in the library, the librarian makes a few calls to obtain it.

Rock and roll, Mongelli believes, will not last, tho a few of these numbers will find a permanent spot in the firm's library. However, Facham files away songs of popular singers and can usually fill most requests of the Como, King Cole and Crosby variety.

ROCK-OLA MODEL 1448 Worth More When You Buy It Worth More When You Trade It

Sealpak Bows Pilot Of Self-Brew Unit

Vender Operates on Hydraulic-Mechanical Principle; Initial Production in October

NEW YORK — The Sealpak Corporation here has completed its first pilot model on a pre-brew coffee machine which it expects to have in full production by the end of the year.

Operating principle of the unit is a radical concept in the hot drink vending field. Briefly, hot water is forced thru individual aluminum foil-wrapped portions of fresh coffee grounds.

The mechanism is controlled by a mechanical - hydraulic process. Only part of the machine which

comes into contact with the ingredients is the portion which pierces the coffee cartridge.

\$549.50 List

The machine is 12 inches by 12 inches on top (with a slightly larger base) and 57 inches high. Weight is about 65 pounds empty and ingredient capacity is 225 cups. List price will be \$549.50, with discounts for volume purchases.

According to Nat Goros, Sealpak president, the machine has been in development for three years and experimental costs have been about \$150,000.

A major problem was the development of a pellet thru which the hot water could be forced to brew one cup of coffee at a time. The pellet system of operation allows the ingredients to stay in the machine for two or three months without deterioration.

Water Fresh

Insertion of the coin causes the foil pellet to drop into a position where it can be pierced and hot

(Continued on page 79)

NAMA Region 8 Re-Elects Price; 125 Attend

KANSAS CITY, Mo.—Herschel Price, Al Price Vending Company, University City, Mo., was re-elected chairman of Region 8, National Automatic Merchandising Association, at the meeting held in the Hotel President May 19.

About 125 from Iowa, Nebraska, Missouri, Colorado and Kansas attended the one-day session which included discussions by M. C. Bush, Beech-Nut Packing Company, Canajohare, N. William S. Fishman, Automatic Merchandising Company, Chicago; Benjamin Werne, NAMA labor relations counsel, Chicago, and a report prepared by Dr. Wilbur England, Harvard Graduate School of Business Administration, Cambridge, Mass. John W. Mock, management consultant, Chicago, moderated an audience participation discussion on "Profit . . . or Loss?"

Following the business session members attended a cocktail party at which The Vendo Company, Kansas City, Mo., was host.

Regions 10, 11 and 12 will hold a combined meeting Saturday, June 2, at the St. Francis Hotel, San Francisco. The session will begin at 10 a.m. The regions encompass New Mexico, Arizona, California, Nevada, Idaho, Utah, Wyoming, Montana, Washington and Oregon.

German Roll Film Machine Slated For U. S. Debut; Plan Lease Program

NEW YORK—A roll film vending machine, which has been made and operated in Germany since 1934, may get American distribution by fall. The machine is made by Telefonau-Normalzeit, Frankfurt-On-Main, represented in this

country by Fred Marcus, the Telenorm Corporation.

Currently, Marcus is negotiating with K. E. Reichold, president of the Automatic Merchants Company here, on the U. S. distributorship for the German machine.

It is not yet known whether AMC will be the distributor for the Telefonau unit. However, Reichold said that his plans call for the introduction of film venders in this country, either Telefonau's or that of another manufacturer, and Marcus said that Telenorm's plans call for a concerted sales push on his equipment.

In any event, it appears likely that a roll film vender, probably of German manufacture, will hit the distributive channels in this country by September.

Marcus said the Telenorm machine will probably be distributed to operators on a lease arrangement with an option to buy. He explained that the operator could contract to buy film thru Telenorm and gain title to the machine after buying a given number of cases of film. He would also have the option to purchase the machine outright.

The roll film venders come in one, two, three and four-column versions. Capacity is about 25 rolls of film to a column. Dimensions of

the four-column machine are 33 inches high, 26 3/4 inches wide and six inches deep.

Each column has a separate coin mechanism and can vend for 25, 50 or 75 cents. The machine will take quarters or half dollars. Marcus figures that there is about a 40 per cent mark-up on film.

(Continued on page 73)

J. P. Newlander On NAMA Staff

CHICAGO — Appointment of James P. Newlander as co-ordinator of field services of the National Automatic Merchandising Association was announced by O. C. Leach, assistant executive director, last week.

"Newlander will assume responsibilities in field membership services, exhibit and advertising sales

(Continued on page 76)

Nat'l Rejectors Moves to Larger Dallas Quarters

ST. LOUIS—The Dallas branch office of National Rejectors, Inc., has moved to new and larger quarters at 4633 Insurance Lane, it was announced last week.

Insurance Lane until recently was known as Marcus Street. Vance C. Popelka, Dallas branch manager, announced, adding that the street is still listed under that name in the city directories.

He requested clients to call the firm at Justin 2291 for direction to National when reaching Dallas.

THE GRAVY TRAIN

Sales Mag Sees Quick Cash In Direct Location Selling

NEW YORK—The June issue of Salesman's Opportunity, a publication devoted primarily for door-to-door salesmen, carries a story about selling vending equipment directly to locations.

The Fawn Engineering Corporation in Des Moines, according to the story, maintains that "85 per cent of all locations that offer, or would consider candy and cigarette in vending machines, would rather own their machines outright—instead of having them on a percentage basis."

The story, in the "News of Money Makers" section of the magazine, tells of a "25-year tested sales plan" which allows the seller to offer equipment "on a small-

deposit easy payment-plan basis that helps to clinch sales."

Good prospects for direct sales, according to the story, are taverns, hotels, resorts, garages, filling stations and that broad category known as "stores."

"Choice territory," the announcement (it was not labeled paid advertising) continues, "is still open to qualified district factory representatives and a number of spots for ambitious salesmen who are looking for a lifetime opportunity."

The equipment is made by the Hawkeye Novelty Company, Des Moines. Fawn cigarette machines come in five, seven, nine and 12-column models, 20 packs to a column. The Vend Directory says that the manufacturer failed to list prices.

75 YRS. WITHOUT STOPPING, TYPER STILL OPERATING

CHICAGO — Its history briefly: 75 years of operation with total sales amounting to more than \$45,000 via 5 and 10-cent sales. Finally, not one piece has needed replacement.

That is the record of an "ancient" Harvard Metal Typer machine just acquired by Standard Metal Typer Company here for \$25, Jerry Kuklin, general manager, announced.

"It's in excellent condition," Kuklin stated. "It's ornate cabinet and grill are works of art, and the machine is going to be our favorite show piece."

Describing it, Kuklin said, the coin mechanism is about like today's, only it is operated by a two-cell dry battery. The unit has two hand levers, one for pulling the hammer to pound inscription onto the round disc, the other to release the disc.

The machine is 5 feet high, 18 inches square and weighs about 150 pounds. Concluding, Kuklin declared:

"I'll wager it will operate for another 75 years."

L&M Changes Mind After Cig Price Boost

Anticipated General Increases Fail to Materialize as Other Mfrs. Hold Firm

NEW YORK—The general increase in the price of cigarettes has been staved off for the moment. Last week, a wholesale price boost on all major brands appeared a certainty when the Liggett & Myers Tobacco Company announced an increase in the wholesale price of regular and king-size Chesterfield cigarettes of 50 cents a thousand.

Monday (21), L&M wired its customers that the increase has been canceled retroactively.

Why L&M boosted its prices and then reversed its field is a matter of speculation. Best industry guesses are that L&M figured the other major cigarette companies would follow suit on the price increase. When they didn't, L&M could not afford to be a cent higher than its competitors.

Wooten Statement

A general increase in the wholesale price of cigarettes has been expected for several months. Recently, Harry Wooten, unofficial spokesman for the industry, called for such a boost, pointing out there

has been no general increase for regulars in three years.

L&M's back-tracking on the increase doesn't mean the boost is forgotten. Consensus of the industry is that it will still come sometime this year.

Looking on the bright side, from a vending operator viewpoint, L&M's action in announcing an increase and changing its mind may have done some good.

Conversion Cost

With recent increases in State cigarette taxes, the days of the 25-cent vend are numbered. Operators have been reluctant to convert their equipment to 30-cent and dual pricing because of the tremendous cost of the venture on large routes.

An unexpected price increase of a cent a pack would have meant a rush of conversion jobs, with operators taking a beating until their coin chutes had been changed.

Now, conversion jobs and replacement will probably go along at an accelerated rate—and when the increases do go into effect, operators will probably be in a lot better shape to cope with them.

Vending to Play Important Role In Pic Confab

NEW YORK — The automatic merchandising industry is expected to be well represented at the Motion Picture Industry's International Trade Show, to be held September 20-24 at the New York Coliseum.

The show is a joint effort of the Theatre Equipment Dealers' Association, the Theatre Owners of America, the Theatre Equipment and Supply Manufacturers' Association and the Popcorn & Concessions' Association.

Some 175 of the booths will be devoted to concession exhibitions, with vending machine manufacturers, sirup suppliers and candy firms occupying the bulk of the section.

In charge of the concession exhibits is Bert Nathan, Brooklyn, Theatre Popcorn, Inc., president of the PCA. More than 10,000 trade people, servicing 15,000 theaters, are expected to attend.

Chocolate Ups Vended Milk, Is D. C. Report

WASHINGTON — Sales of vended milk may increase as much as 100 per cent when both white and chocolate milk are offered, according to Rep. William H. Ayres (R., O.).

Ayres told the House last week (21) that when both types of machines were installed in Toledo schools, sales jumped over 100 per cent. Where children were offered

(Continued on page 76)

Chicago's First Hot Meal Vender Installed

CHICAGO — Full hot meal selections thru a single vending machine are being offered for the first time in a Chicago industrial plant. The operating firm—in conjunction with a caterer who prepares and packages the meals—is Allied Vending headed by William B. Garrett.

The meals are packaged in a 4x6-inch aluminum foil carton with a cardboard and laminated foil lid sealed by an overwrap of the carton foil.

Meals are vended in two selections each day thru a hot food model Vari-Vend. Food is stocked fresh in the vender daily. Unsold items are removed.

Garrett prepares menus with two selections per day for two weeks in advance—a total of 20 different selections for the period. The menu is posted prominently thruout the plant and office to keep employees informed as to what will be served.

50-Cent Vend

All meals are vended at 50 cents, Garrett disclosed. Food, preparation and packaging costs—paid to the caterer—plus 4 cents, the cost of the carton and lid, and wood fork, spoon and crackers, which are taped to the carton, comes to 50 per cent of the vended price.

Garrett reported he installed the hot meal machine May 17 in the

(Continued on page 73)

A National Love-Affair..

BOYS LOVE—GIRLS LOVE
ROCKING CHAIR CHARMS..

\$15.25
per 1,000



F. O. B.
Jamaica, N. Y.
Or at Our
Distributors

EVERYBODY LOVES A WIN-
NER. The demand is OVER-
WHELMING. Place your
orders, but please be pa-
tient. We shall ship as
much as we can, as fast as
we can.

SAMUEL EPPY
& CO., INC. 91-15 144th Place
Jamaica 35, L. I., N. Y.

Keeney's 3 VENDERS

SOUP
COFFEE
SNACKS

BRING 3-WAY PROFITS!

★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

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

SIZE:
19 3/4" W. x 15 1/2" D. x 52" H.

Keeney's HOT COFFEE VENDER

SIZE:
19 3/4" W. x 15 1/2" D. x 52" H.

Keeney's SNACK VENDER

SIZE:
10" W. x 10" D. x 36" H.

Neutral Gold Color
Attach to or set
beside any hot
or cold drink
vender.

Write FOR FREE CIRCULARS TODAY!
J. H. Keeney & CO. INC.
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

COINMEN YOU KNOW

Chicago

By KEN KNAUF

VENDING COMPANY HEAD INJURED. Don Conley, president of Fedam Company, Elmwood Park, Ill., was seriously injured in a head-on car crash just a few miles from his home in Arlington Heights. Also injured were his wife and two children. The accident occurred as the Conley family was en route home from the 1956 National Restaurant Association convention at Navy Pier here.

J. H. Keeney & Company roadmen are scattered thru the country this week. Bill Bolles is checking sales in New York, Tom McCormack is in Philadelphia, V. N. Allbritten in Texas, and Bill Coan heading thru Denver and Salt Lake City. . . . United Manufacturing Company's sales representative, John Casola, hit New Orleans, Memphis and Arkansas last week, while Al Thoeke was stopping at Cleveland, Buffalo, Syracuse and Rochester, N. Y.

Herb Perkins, Purveyor Distributing Company, took flight Friday (25) for the East, with plans to visit New York, Pittsburgh and Union City, N. J. Herb reports pool game sales to resorts moving well. . . . Jerry Koci, Chicago Coin Machine Company, back at work following a European pleasure trip. . . . Betty Johnson, Bally Records artist, flew into New York recently for minor surgery. Her latest Bally disk is "Honky Tonk Rock," backed with "Say It Ain't So, Joe."

Word reached the trade here recently of the passing of Mrs. Rose Tupler, Los Angeles. Mrs. Tupler formerly owned and operated the Rose Amusement Company in Chicago, from 1940 thru 1950. She was one of the few women juke box operators in business here at that time.

New Orleans

By JACK DEMPSEY

POOL BIG ALONG THE BEACHES. The Mississippi Gulf Coast, long a mecca for tourists, is currently experiencing a boom period, thanks to thousands of Louisianans who are flocking to the famed resort area each weekend. And one of the top attractions in the many lounges which dot the beachside is the pool game, reports Nick Carbajal, of the Crown Novelty Company. . . . Murry Bullock, McComb, Miss., operator, in town recently getting instructions on new Wurlitzer equipment at FAB headquarters from F. E. Blalock, shop foreman. . . . J. C. Monk and Tony Nastasi, of M & M Amusement Company, of Bogalusa, purchased a supply of new Wurlitzers from the F. A. B. Distributing Company on a recent visit. . . . Ralph Bosworth, sales manager at the New Orleans Novelty Company, having a hard time trying to divide up a small shipment of Bally machines among his distributors.

Lovace Hobert, Lake Arthur, La., has been named a salesman
(Continued on page 72)

Bendix Sets Plans For Machine Sales

CINCINNATI—National coverage by franchised Bendix Commercial Laundry distributors has been completed as well as arrangements for Canadian and international distribution, H. J. Mitchell, manager, commercial laundry division, Bendix Home Appliance Division, Avco Manufacturing Corporation announced. Mitchell announced that distributors would sell direct to coin machine operators, institutional buyer and motels. At a series of regional meetings slated for June, distributors are to be given information on a factory supported financing plan, he said.

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary venditor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending. Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-ins. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices
Write, Wire, Phone Today
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
President 2-2900

STEMWARE

Beautifully designed — brilliantly vacuum plated in two-tone finishes. Assorted shapes. For all types of vending. IMMEDIATE DELIVERY!

\$16.50 per M

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

• **SANITARY VENDOR** •
The Best for Vending Flat Pack Products

FEATURES

Here is a durable, reliable, sanitary venditor with many exclusive features which have made it the best seller of all time.

Accommodates flat package up—1/8" 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 break-ins. 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. 9504 NEBRASKA AVE.
TAMPA, FLORIDA

NEW! NEW! NEW!

**SPECTACLES
GENIE LAMP
RUBBER FINGERS
LARGE BABY SHOE
OWL WITH JEWEL EYES
SKULL WITH JEWEL EYES**

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2538 MISSION STREET PITTSBURGH 3, PA.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY
on 25c and 30c Coin Mechanism Conversions for

ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS, NATIONAL 930, 950, 750, 9A

UNEDA ALL MODELS

Also • **ROWE PRICE DIFFERENTIAL BARS**

Available: • **NEW CIGARETTE MAGAZINES (Containers)** for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Model W, 9 Cols., 270 Cap.	85.00
National 950, 9 Cols., 370 Cap.	115.00
Rowe Crusader 8 Cols., 340 Cap., 25¢ & 30¢	135.00
Rowe Crusader, 10 Cols., 425 Cap., 25¢ & 30¢	145.00
Rowe President, 10 Cols., 425 Cap., 25¢ & 30¢	135.00

All Equipment Unconditionally Guaranteed.
COMPLETELY RECONDITIONED AND REFINISHED
Trade Prices, 1/3 deposit, balance C.O.D.

Uneda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

ROWE DIPLOMAT CIGARETTE VENDOR
8 Cols., 340 Cap.
Vends at 25¢ & 30¢.
ONLY \$137.50

when answering ads . . .
Say You Saw It in The Billboard

TWO BIG MONEY-MAKERS!

NOW Victor's Famous BABY GRAND
Equipped With
PICTURE CARD VENDOR

Vending beautiful, interesting cards simultaneously with ball of gum.
LARGE CAPACITY—
1200 CARDS • 1200 BALLS OF GUM

Don't overlook the fact this is the same highly popular BABY GRAND which opened thousands of locations never before available to bulk vendors. . . . And requires no more space than the regular model.

Write for complete details and prices
Also ask for prices on outstanding CHARM VALUES.

VICTOR'S SUPER MART VENDORAMA
(Trade Mark)
"Symbol of Progress in the Bulk Vending Field"
U. S. Patent Pending

VICTOR VENDING CORP.
5701-13 W. GRAND AVE. CHICAGO 22, ILL.

New Chi Quarters

CHICAGO — Mr. Robot, Inc., bulk milk vender manufacturer, has moved its Chicago headquarters to 5951 North Broadway Avenue, Jack Howe, president, announced last week.

Cleveland Coin Machine Exchange, Inc.
HARMON MACHINE CO., INC. DISTRIBUTORS
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

amco
SINCE 1900

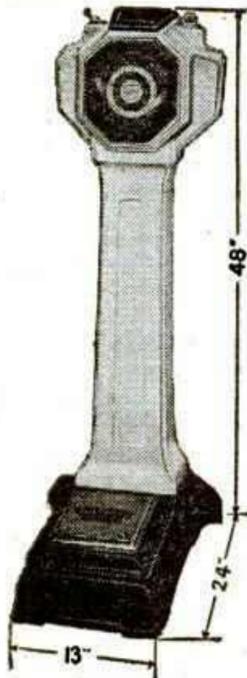
SANITARY NAPKIN VENDOR

Gray finish presents hygienically neat appearance.
Easily filled hopper holds up to 28 napkin packages.
This large-capacity machine is ideal for factories, schools, public buildings, restaurants, et al.

HARMON MACHINE CO. INC.

BOX 147 WICHITA, KANSAS
DESIGNERS MANUFACTURERS QUALITY VENDING MACHINES

WRITE FOR CIRCULAR AND NAME OF NEAREST DISTRIBUTOR



\$25 DOWN

Balance \$10 Monthly ALL WEATHER SCALE

COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES. Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 71

by the Dixie Coin Machine Company, according to Ed Holifield, general manager. Hobert, a service man for AMI equipment for the past six years, will handle the southern part of the State. . . . Nick Carbajal hosted a delegation of out-of-town operators recently. In the group were Martin Tortorich, Shelby Rotela, Rudy Flack and Bob Banner, all from Baton Rouge; Joseph Theall, Frank Toce and Lionel Piechler, all from Lake Charles; John Evans and Horace Crane, Gulfport, and Jerry Juanico, Bobby Hoffer, Griff McEichan, Tony Irwin, Curtis Galle, from Biloxi.

Louis Bilberti is back in business again operating a large route of pool games. . . . The shrimp are in. And that means, of course, that the big speckled trout are in, too. And that means that Teddy Geigermann and Eli Lucas are out on Lake Pontchartrain fishing both North and South shores two or three times a week. . . . Bill Peacock, another operator who doubles as an ardent disciple of the finny fraternity, hosted Chuck Simmons, Bill Terisky and yours truly, on a trip out of Pointe-a-la-Hatche last week. . . . John Hickman, former head of the service department at the Dixie Coin Company, was recently named field service representative for AMI at Grand Rapids. . . . Johnny Asprodites, of FAB, burning up our streets with his new Olds 88. Like a kid with a new toy, says his sidekick Milton Chauffe.

New Orleans Novelty reports that their export business is picking up. Several large shipments have been made recently to Belgium, Panama, Cuba and South America. Louis Boasberg, general manager, feels that the proximity of the company to the International Trade Mart (right around the corner) has helped his firm's trade considerably. . . . Bob Dupuy, vice-president of FAB, has an attic full of electric trains. And most of them are his. Son Bobby Jr., doesn't stand a chance with them when Pop's around. . . . Harold Cohen, State Street Drive operator, has come up with a real discovery. . . . a gourmet's delight, namely "baked crawfish."

Detroit

By HAL REVES

VENDING FIRM BRANCHES OUT. The recently organized Kwik-Kafe Automatic Coffee Service of Dearborn, located in the west side suburb of Dearborn, has taken over the independent operation of the former Automart of Detroit. Leroy H. Pecar, founder of Automart, is owner-manager of the Kwik-Kafe organization, which operates under franchise from the national Kwik-Kafe in Wayne County. In addition they operate a route of soup and soft drink venders.

James Napolitan is now operating a juke box route under the name of Fair Amusement.

Another new name among local juke box operators is that of the Casco Vending Company in Northwestern Detroit. Owner is Stanley Trakul. . . . Al Crinzi, formerly of River Rouge, who has been operating juke boxes under his own name for over 15 years, has moved to down river Lincoln Park and is now going under the name of Al's Down River Music.

James M. Jeffrey, Jeff's Music, and Edward L. Carlson, Carlson Music, trekked to Chicago to attend the Music Operators of America convention and were delegated to give a report of events to the United Music Operators, of which they are president and past president respectively. . . . James W. Hobson has established the G & W Vendors, with a small route of tab gum, peanut and nickel candy bar venders. A newcomer to the vending business, he is planning expansion to operate coffee, soft drink and cookie venders at a later date. The firm has no connection with the cigarette vending firm of G & W Vending Company, operated by William Maurodis.

Birmingham

By JIM McADORY

DISTRIB ACTIVE IN LOCAL AFFAIRS. Harry Hurvich, Birmingham Vending Company, is currently busy with religious and civic interests which occupy a large part of his time. He was recently elected treasurer of Temple Beth-El, Jewish congregation. Soon after, he directed a special meeting on Zionism at Fairmont Club at which U. S. Senator John Sparkman spoke. Both Harry and Max Hurvich are enthusiastic over the new 200-selection juke boxes.

Congratulations are forthcoming to Mr. & Mrs. William C. Ellis who have a new daughter named Sherri Ann. The proud grandmother is Lois Ellis, head of the secretarial branch at Birmingham Vending. . . . Back from a tour of North Alabama is Al Toranto, junior executive at Birmingham Vending. He brought back greetings from Al Farned, Russellville; Robert Sisk, Ernest Tucker and Byron Smith, Huntsville; Bill Jacoway, Fort Payne, and the folks at C & D Music Company, Guntersville.

Los Angeles

By SAM ABBOTT

OPERATOR SELLS ROUTE. Ed Neel has sold his music and game routes in Blythe, Calif., to Jess Johnson. At the present time Neel has no immediate plans. . . . Jack Neel, of Riverside, who is Ed's brother, made a trip to Indio recently to contact his locations. While there he had dinner at the Plaza Hotel, where one of his music machines is a top earner. . . . Don Swalm and wife were in town from San Diego. Don came up to buy Arcade equipment for his spot in the Navy city. . . . Cecil Ellison, of Desert Operating in Lancaster, was a recent visitor. He stopped off at Paul A. Laymon, Inc.

Ken Arnold, of Barstow, is reported to have sold part of his music operation there to Smith Music Company, operated by Lela Smith. Arnold expects to expand his vending machine activities in the area. . . . Ray Milhizer opened a new night club in Las Vegas. . . . Al Hanlin visited along coin row and dropped into Badger Sales Company. . . . Ben Counselman up from Santa Ana, where he has music, games, cigarettes and Arcade equipment on location. . . . Mike Devins, a local

(Continued on page 77)

Glass Containers Up

Revised Census Bureau figures on shipments of returnable beverage containers in 1955 put the total at 8,565 thousand gross, and not returnable beverage containers 1,177 thousand gross. New totals represent increases of 2,261 thousand gross and 214 thousand gross in the respective categories.

VICTOR'S TOPPER



1c BALL GUM MACHINE

\$13.25 each \$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/3 Deposit on All Orders
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga.
Phone: EMerson 4300

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model . . . \$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model . . . 80.00
NATIONAL 9-18 CANDY, 162 capacity . . . 75.00
ROWE 8-COLUMN CANDY, 120 capacity . . . 60.00
DUGRENIER CHAMPION CIGARETTE, 11 column, king size . . . 65.00
DUGRENIER "V" CIGARETTE, 7 column, king size . . . 50.00
UNEEDA 6-COLUMN CIGARETTE, king size . . . 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL

VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

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

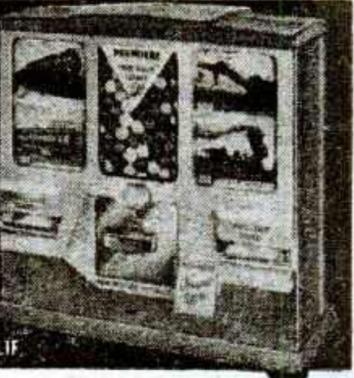
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WE HAVE OAK'S NEW

"PREMIERE"

DANCO COIN MACHINE COMPANY
401 N. Gay St., Baltimore 2, Md.
Distributors for W. VA., VA., D. C., MD., DEL.

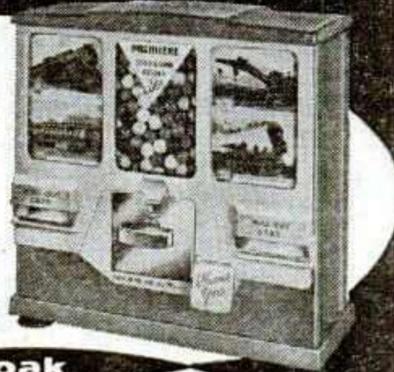
OAK MFG. CO., INC., CULVER CITY, CALIF.



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.



oak

oak's "GOLD MINE" tab gum selector

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.



oak

MANUFACTURING CO., INC.
17411 Knightsbridge Ave. Culver City, Calif.

contact your DISTRIBUTOR

Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles
East & Midwest Gen. Sales Mgr. M. J. ABELSON Phone: AT 1-6478 2033 Fifth Ave., Pittsburgh

Naber, Trentacoste Promoted by PM

NEW YORK—Walter J. Naber and Peter Trentacoste this week were promoted by Philip Morris, Inc. Naber was named staff assistant to George Henn, vice-president, and Trentacoste was named manager of the Philip Morris Customer Service Division, succeeding Naber.

Naber has been with the firm 12 years, while Trentacoste is a 10-year man.

Cig Smoking Drops by 3% During March

NEW YORK—Cigarette smoking for March was 4 per cent below March, 1955, and cigarette production fell 3 per cent below the figure for a year ago, according to the Internal Revenue Service.

During March, manufacturers paid taxes on shipments of 32.5 billion cigarettes, compared with 33.7 billion shipped in the same month last year.

However, the picture for the first quarter of 1956 compared with a year ago is considerably brighter. First-quarter shipments this year were 96.1 billion cigarettes, 4 per cent more than the 92.8 billion shipped in the corresponding period a year ago.

Cigar smoking in March rose 3 per cent above a year earlier, but production slumped 6 per cent. Factories produced 491,700,000 cigars in March, compared with 524,500,000 a year earlier.

Jennings Names 2d Distributor In New England

CHICAGO—Louis F. Urban, president, Jennings & Company, Chicago, announced the appointment of Manton-Gaulin Manufacturing Company, Inc., Everett, Mass., distributor for the firm's carton milk vender.

Manufacturers of homogenizer, Manton-Gaulin is the tenth distributor, and the second in the England States, named by Jennings. The firm's territory includes Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island.

J. K. Colony, vice-president and treasurer of the New England firm, stated a special sales division headed by C. A. Dodge has been set up to handle sales for the milk vender.

Chicago's First

Continued from page 70

Bally Manufacturing Company at which time employees were informed of the installation.

The machine, which has a capacity of 200 meals, was only loaded to one-half of its capacity, according to Garrett, offering chop suey and frankfurters and beans.

Slightly more than 70 were purchased during the regular lunch period with a number of employees inquiring if the meals would be available later in the day.

Surprised at the question, Garrett stated that the remaining meals were all sold at the close of the day. Home-bound employees, he explained, were taking the meals home for dinner.

In each case, it was reported, the wife worked also and the packaged meals were ideal for dinner.

The food is delivered to the plant by the caterer in special "hot boxes" and are vended at a 170-degree temperature.

German Vender

Continued from page 70

A warehouse has been set up in Long Island City for parts and service, with Frankfurt-trained engineers on hand for service problems.

Reichold figures the machine will be primarily an operator item rather than equipment owned by photographic stores. Potential outlets, he said, will probably be retail stores not normally handling film. Resort areas, he added, should provide prime location sources.

Marcus said that three roll film sizes account for 85 per cent of the roll film sales in this country.

Another roll film unit made by the German firm has an aperture thru which film to be developed may be dropped. Marcus explained that the operator can make arrangements with a photographic shop for pick-ups.

Victor Bows Combo Card, Gum Vender

CHICAGO — Development of the "5 Star Card Vender," a bulk machine that dispenses for 1 cent a ball of gum and a picture trade card, was announced by Harold M. Schaefer, president, Victor Vending Corporation, here.

The bulk vender is operated by one coin slot and one handle. Its over-all height is 17 inches, width 10 inches and depth 6 inches. It has a 6-inch square window for displaying ball gum and a card.

Capacity is 1,200 cards and 1,200 balls of gum, Schaefer stated. It lists for \$21.50 f.o.b. and can be installed on counters, walls or stands.

Tanzer Reports 500 Month Sales On Cologne Units

JERSEY CITY, N. J.—Joe Tanzer, head of Jo-Lo Perfumatic, said the firm is currently selling women's cologne venders at the rate of 300 a month and men's dispensers at the rate of 200 a month.

Tanzer added that new women's machines are made in a pink pearloid luminescent finish, while the men's fragrance units come in a black and copper finish, with white lettering.

Current sales, he said, are made mostly to persons new to the vending business.

Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation
Distributors
2029 Prospect Ave. Cleveland, Ohio
To: 1-6715
Write for prices.

THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH **Northwestern**



This amazing vender is a sure bet for big gum profits. A rotating merchandising drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
2626 East Armstrong Street
Morris, Illinois

Use The Billboard classified pages for **RESULTS!**

Brown Bows New Ice Cube Vender

MATTITUCK, L. I., N. Y.—The K. G. Brown Manufacturing Company here is currently in production on a new ice cube vender which has a vending capacity of 85 10-pound bags and storage space for an additional 250 10-pound bags.

Dimensions are six feet by eight feet by seven feet eight inches. List price is \$2,475 f.o.b. An electric panel advertising "Crystal Clear Ice Cubes" with "24-Hour Self Service" is standard equipment.

IN STOCK IMMEDIATE DELIVERY
PACKAGE CHARM MACHINE "VENDORAMA"
\$79.50
Package Fill \$4.50 ea.
WRITE FOR DETAILS

TAKING ORDERS for OAK'S new

"PREMIERE"

Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. LOmbard 3-2676

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each
\$12.75 Each 100 or more
30 day money-back guarantee if not satisfied
1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

MARBLE SEASON
Will soon be here—order now
Agate—Glass—Assorted Colors
21,000 size 9/16 \$21.00
50,000 size 9/16 45.00
17,000 size 5/8 19.00
40,000 size 5/8 35.00
Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER
CHARMS
Try a bag of charms (450 to 500 charms)
\$3.20 per bag—Parcel Post Paid.
Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

ROY TORR
Lansdowne, Pa.
Giving friendly service & liberal financing since 1910

ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE
Sample \$24.35
2 to 11 19.50
12 to 49 18.25
Bracket 1.00
Floor Stand 5.00
1/3 deposit, bal. C.O.D., F.O.B. N. Y.
Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial.
Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.
ORDER TODAY!
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

The hep crowd will dig these the most—
"ROCK 'n ROLL" BUTTONS
10.25 per thousand
with "No Stick" safety catches 3/8" red and blue assorted
AT YOUR DISTRIBUTOR OR
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

BALL and VENDING GUMS
LOW Factory Prices
BUBBLE • CHICLE CHLOROPHYLL and TAB
Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.
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
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

MONEY-BACK GUARANTEE!
TRY VICTOR'S New **SUPER MART** for 30 days. If it doesn't empty within 30 days, RETURN IT FOR FULL REFUND.
1 SUPER MART Filled With Gum & Capsules. \$35.45
We know how fast the Super Mart empties. DO YOU? Try It . . . You Can't Lose With Our Money-Back Guarantee!
LOGAN DISTRIBUTING CO.
916 Milwaukee Ave., Chicago 22, Ill.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #29 1c Porc.	7.95
N.W. #35 1c Porc. B.G.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
ABY Guns	30.00
Acorn 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Sheik	.57
Cashew White	.61
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 550 ct.	.40
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Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
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Game Industry on Lookout For Hot New Location Piece

CHICAGO—The coin-operated amusement game industry is on the lookout for a hot new game model to follow the pool game boom.

What this game will be is currently anybody's guess, but it is reasonable to assume that manufacturers will soon come up with several new creations, any of which might be the answer to industry prayers.

Necessity is the mother of invention. And what with the considerable drop-off of the pool game over the past few months, a new-type location game is necessary to good business. It's in demand not only as a sales stimulant for manufacturers and distributors, but as a novelty piece at operators' locations.

Much Speculation

There's been much speculation over what form a new, all-round location game might take. Manufacturers constantly are developing new game items and putting them on test location—where they get the acid test of: How many dollars they earn and in how many days.

What kind of games are being tested? This is a closely guarded secret talked of only in the engineering rooms of manufacturing plants. Rumors from time to time

Chi Coin Ships Steam Shovel, Preps Hockey

CHICAGO—Chicago Coin Machine Company shipped its new Steam Shovel, kiddie construction game, to distributors last week and expects the new Twin Hockey unit to go into shipment this week.

Ed Levin, director of sales, said the firm regards Twin Hockey as "definitely a location piece," as well as a game fit for Arcade use.

Extensive testing of the game on locations, he said, show that grosses made on nickel and six-for-quarter play exceed those made on dime play. The game will thus be shipped with nickel and quarter coin chutes.

With the Steam Shovel unit, Chi-
(Continued on page 78)

leak out, and there have been reports of golf games, skee-ball variations and games other than pool, played with ball and cue.

If the pool game has set a precedent, the next big game will be a simple-to-play, low-priced, easy-to-service model. These features of the pool game, setting it off from its amusement predecessors, the shuffle bowler and the pinball game, brought new operator blood into the business and set new records in distributor sales.

Arcade Games

There is currently a new crop of games on the market, including baseball, kiddie and Arcade units, but these are considered essentially seasonal and special-location items, rather than the type that can be

placed in taverns, bowling alleys and such regular locations.

The new baseball games, which are reported selling well to seasonal locations and resort spots, include Genco's Hi-Fly, United's Star Slugger and Williams' Deluxe 4-Bagger.

New novelty and Arcade pieces now on the market are Williams' Crane, Chicago Coin's Twin Hockey and Steam Shovel. The Crane and Steam Shovel are kiddie construction games. Twin Hockey is a new version of the standard hockey Arcade game.

Following the out-going tide of the pool game, Bally Manufacturing Company and United Manufacturing Company each revived their
(Continued on page 78)

WORLD'S LARGEST

Washington State Hosts Giant Shuffle Tourney

By JACK SIMON

SEATTLE — This city, which long has boasted of its meteoric rise from a frontier town on Puget Sound to a city of nearly a million, now has another claim to fame—the world's largest shuffleboard tournament.

In other parts of the nation shuffleboard has waxed or waned. But here it's become an attraction that even affects a tavern's eventual selling price.

The Sixth Annual Washington State Shuffleboard Tournament recently drew more than 600 players a night from all parts of the State.

The event, held this year on two floors of a VFW hall, is the culmination of about seven months league play in taverns.

Tavern Playoffs

From October on, teams of six players and four alternates play one league game a week on a one-home, one-away schedule. The home tavern owners usually feed dimes to the board.

When Dave Talbot, a shuffleboard operator, started the tournaments six years ago, only three boards were needed. This year, eight shortboards and five longboards were full until the final gun.

The tourney is sponsored by the Washington State Shuffleboard Association and runs under rules of the American Shuffleboard Leagues, Inc. Dave Mark, proxy of WSSA, has handled the tourney the past four years. A city light employee, Mark works the business end of the tournament from his home. Les Lystad, American Shuf-
(Continued on page 76)

Northwest Cities Hit by Pin Rulings

TACOMA, Wash.—The Northwest pinball industry was hard hit last week, with unfavorable action in the cities of Tacoma, Wash., and Portland, Ore.

The Tacoma City Council voted to outlaw pinball games effective January 1, 1957; in Portland, voters upheld a City Council ban on the games.

At the same time, the decisions stirred operators in Seattle, where many have owned routes for 10 to 20 years; they feel the Tacoma and Portland cases have struck "close to home."

Ops to Fight

Tacoma's action was brought by Police Chief Robert D. Kerr, who recommended that the pinballs be banned; the City Council concurred. Tacoma operators, however, are expected to fight hard to reverse the action or stave off the January deadline.

Association Helps Ops

Seattle and King County operators look askance at the Tacoma situation. For the past seven or eight years the established Seattle operators have taken the view that there is enough profitable business to go around without conflicts

Gottlieb Skeds Vacation Period

CHICAGO — D. Gottlieb & Company will begin its annual summer vacation June 29, and will re-open for business on July 16. A skeleton office crew will remain at the plant during the period, but production and shipments will be held back during the vacation.

WHAT'S NEXT— POOL WITH TENNIS BALLS?

CHICAGO — What with the many forms the game of coin-operated pool has already taken, one never knows what "tomorrow's model" might look like.

In fact, a group of local operators were not overly surprised when they strolled into one of the Chicago showrooms and found a distributor who had temporarily set aside the plastic snooker balls and was experimentally shooting tennis balls over the playfield.

Pin Players Who Win Cash Under Arrest

SAN ANTONIO — Capt. R. D. Allen, vice squad chief here, last week told his men to start arresting pinball players who are observed winning free games or cash.

Players so observed are to be booked for gaming on a pinball machine.

Allen said he is applying this new pressure as a reminder that the heat generated by the March grand jury is still on.

In the past, detectives have been arresting only the proprietors of establishments.

Previously several hundred Bexar County (San Antonio) operators were found to be in violation of a federal law that requires a \$250 stamp if the device pays off in money or prizes.

Govt. in Drive Against Pins Test Cases Due

NASHVILLE — Altho Federal Court ruling on test cases is still pending, U. S. Revenue agents here have launched a new intensive drive against operation of pinballs in Middle Tennessee.

Action appeared going South-wide with other drives in progress in Greenville, S.C. and Covington, Ky. Locations in Charleston, and Spartanburg, S.C., were also hit last week (The Billboard, May 26).

Announced reason for seizure is alleged operation of the machines as "gaming devices" without display of the \$250 U.S. tax stamp.

Nashville operators and their attorneys deny this however, contending the machines are "for amusement only" and subject only to the \$10 government levy for such devices.

Industry Surprised

Pinball distributors and operators said they were "dumbfounded" by action of the government—because they understood U.S. Federal Judge Elmer Davies of the Middle Tennessee District Federal Court had not yet ruled on test cases filed three years ago after seizure of machines in Davidson County (Nashville) and at Clarksville, near Fort Campbell, Ky.

A government spokesman said Judge Davies is preparing to rule officially July 13 on the test cases. However, an attorney for the operators expressed a different view. He said this is the date for Judge Davies to "hear the case" on the basis of some new evidence found
(Continued on page 76)

New Bowler In Blueprints At Chi Coin

CHICAGO—Chicago Coin Machine Company plans to revive its shuffle bowler line with a new model in the near future.

Said Ed Levin, director of sales: "We expect to go back to bowler with an interesting game featuring a new-type play theme."

Chicago Coin will be the third firm to renew shuffle bowling model production, following months of inactivity in this field. Both Bally Manufacturing Company and United Manufacturing Company have produced limited numbers of new shuffle bowlers recently.

Fresh Pool Approach: Rotation and Kelly Play

CHICAGO—A new approach to coin pool game play has taken root here, and it could develop into a timely boost to the trade.

It's the idea of playing the game according to the principles of the popular "rotation" and "Kelly" pool versions.

This calls for use of numbered balls. Previously the coin game models were furnished with unmarked balls, and most of the games provided that the first player to sink all of the balls—in virtually any order—was the winner.

The rotation game calls for the player to hit balls "by the number." That is, the ball marked "1" must be hit first, until it is sunk; then the "2" ball, etc.

Kelly Pool Play

The Kelly game has players drawing a number out of a leather bottle, and requires that the ball carrying that number must be sunk to win the game. Player keeps the number in his pocket, so the opponents don't know which ball he must sink to win until the game is over.

The new numbered ball approach was sparked by Chicago Coin Machine Company's introduction early in May of Rotation Pool which, according to the firm, is the first model to utilize the
(Continued on page 80)

OPERATORS GIVE BLOOD

Coinmen Make Vain Attempt To Save Life of Phil Simon

NEW YORK — The coin machine industry in New York and Philadelphia last week rallied to save the life of a New York game and music operator, but their efforts were in vain.

Phil Simon, 58, died Friday (18) in Hahnemann Hospital, Philadelphia, following a heart operation. Burial was here Sunday (20).

Before the operation, physicians at the hospital said that Simon would require 20 pints of blood in the next 24 hours to have a chance to survive. That was all the New York operators needed to hear.

Response to Call

More than 20 New York operators, as well as some from Philadelphia, rushed to Red Cross blood donor headquarters in Manhattan, Brooklyn and Queens as soon as the call was issued. The 20 pints

were donated within the time limit, and several pints were left over as credit.

The drive was organized by Al Denver and Nash Gordon of the Music Operators of New York, and Meyer Parkoff, of the Atlantic-New York Corporation.

However, Gordon said that a permanent blood bank will be established for local operators as a memorial to Simon. Operators will be able to donate blood thru the Red Cross, and the plasma will be established as credit when any operator needs transfusions.

Simon had been operating games since 1931 and music since 1944. His route will be taken over by his son, Sheldon.

He leaves, in addition to his son, a widow; two daughters, Mrs. Lillian Zipperman and Mrs. Esther Z. Verling, and seven grandchildren.

A FORMULA FOR TOP PROFIT

How Depreciation Affects Game Operator Net Income

- Chicago Operator Keeps Tabs on Equipment Values, Annual Costs and Posts Results
- Route Budget Needed to Provide Dollars For New Machine Purchases

By KEN KNAUF

CHICAGO—How much can today's operator of coin-operated amusement games expect to net per machine? One all-important factor in getting top net income is his depreciation schedule for replacements which can spell the difference between profit and loss. That's the conclusion of Norman Schlossburg, veteran Chicago operator.

An amusement game operator should budget costs on all games on the route as a group rather than on an individual machine basis, declares Schlossburg.

According to him, the pool game era hasn't changed this group-versus-per-machine policy of depreciating. He argues: Depreciation eventually catches up with every piece of equipment—regardless of its cost—in a definite period of time—one year.

Keeping a close tab on machines on his routes over past years, Schlossburg finds that the average machine depreciates \$10 a week for the first 10 weeks; \$4 a week thereafter.

Must Set Aside \$\$

This formula checks out on all equipment introduced within the last several years and in operation in Chicago, including pool games, according to Norman. Thus, he feels, operators should set aside money each week to meet this depreciation and avoid debt. The operator has to be able to buy and pay for new machines as the route requires them, he believes.

Few local operators, he says, can boast of better than \$15 average weekly takes (as a group average) from their machines over the long pull, he asserts. And the bigger the route, the smaller this average. With a big route, it's tougher to keep all the spots in top form. The man with 20 pieces out can always improve his route, Schlossburg feels.

The 80-machine operator today has an average \$15,000 investment, figures Norman. If he owes money, his profits will go into paying off the debt; if he is debt-free he can spend the money for new equipment. With 80 machines, Schlossburg asserts, average expenses are over \$600 weekly—\$8 per machine per week. (Editor's Note: All the estimates are for Chicago in which pinballs are banned.)

Lower Investment Now

The introduction of the low-cost pool games lowered the investment required, says Schlossburg, but with the drop-off in pool play, he figures operators will be called on to make higher investments again in the future.

Actually, pool replacement parts cost more than replacements for shuffle bowlers, he found. Balls, cues, cloth cost more to replace than shuffle pucks and electrical parts. The operator must spend time and money putting on cue tips and replacing broken cues and stolen pool balls. Balls run to \$1.75 a piece.

When the pool game first came out the operator got his money back in two to three weeks, but this doesn't happen today, says Schlossburg. The tables have to be budgeted as a group to realize a profit. He feels the operator—who puts in long hours and hard work on the route—is entitled to a salary comparable to other business levels. On a 80-unit route, he figures a net of just \$125 is left to the operator, above expenses and a reasonable return on the investment.

Move Costs \$4

On a \$15,000 investment the operator can net from \$150 to \$350 a week, but he has to work hard and re-invest in new equipment. Schlossburg believes 10 per cent of the machines on the route

should be moved to provide variety at locations every week. Without moving machines, route income goes down, he found. A move costs about \$4, so eight moves a week on an 80-piece route would come to \$32 a week.

While the Chicago operator is most often his own collector and repairman, he still requires outside servicing, which comes to about \$1.10 per machine per week, \$88 a week all total.

Replacement parts come to about \$10 a week for all machines on the 80-unit route, he figures. These costs ranged from \$5 to \$10 before the pool game came onto the scene, he said.

Minimum phone calls necessary to locations by the operator will run to \$2 a week. Car expense is a \$25 weekly item.

While the pool game boom began in August, most Chicago machines were purchased in December and after, according to Schlossburg. Depreciation from December to present has reached \$140, making those tables worth about \$60 now, he figures. Depreciation catches up to shuffle bowlers, Arcade pieces and other units operated in Chicago in much the same fashion, he reports. Exceptions are a few pieces which will hold their price over a long period, but these, too, take the depreciation tumble before the year is out, Schlossburg finds.

Re-Investment Required

About \$320 a week is needed to buy new equipment, and must be set aside, Schlossburg calculates, to keep the 80-piece route up-to-date. The route needs variety to keep grosses up.

Schlossburg states it is wise to place seasonal equipment such as baseball games and novelty Arcade pieces while they hold their price, then sell the pieces before the season passes or the novelty wears off. As an example, he said he feels some new novelty pieces, recently introduced, will hold up their prices thru the summer months, then level off during the fall season. Such a piece can be very profitably operated for the three summer months, he feels.

Schlossburg believes manufacturers should apportion shipments of individual models to suit the market demands, not "swamp" the distributor and operator with wide variations of every type of game.

Another big help to the operator, Schlossburg says, would be more reasonable local legislation which would not discriminate against games that are strictly amusement pieces. As an example of this, he cites the ban on baseball novelty games in Chicago.

Average Weekly Costs for 80-Piece Chicago Route

(Editor's Note: Following is Norman Schlossburg's breakdown of weekly route expenses in Chicago, which he feels are conservative and not all inclusive. These costs do not include such other expenses as license fees, association dues and items incidental to the particular operator's route.)

Eight machine moves, at \$4 a move	\$ 32
Serviceing costs	88
Parts	10
Phone calls	2
Car expense	25
Owner's salary	125
Depreciation costs, at \$4 per machine	320
Total	\$602

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YONKERS, N.Y.—The Fleetwood Vendors Corporation here has launched a promotion for vending ball point pens. The deal calls for the purchaser receiving a free venter with a five-gross order of the firm's pens.

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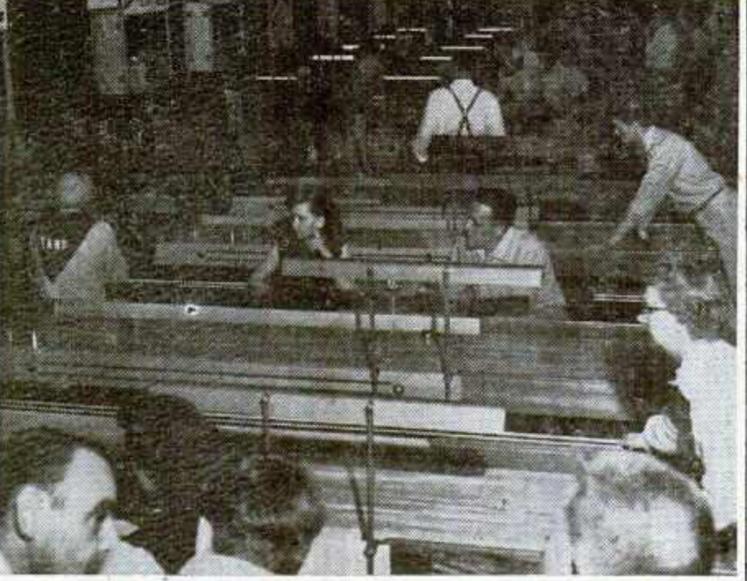
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JEAN FLINT, SEATTLE, SET FOR TOUGH SHOT in the sixth annual Washington State Shuffleboard Tournaments held in Seattle recently. Watching intently at far right is her opponent, Chet Coulet, Renton, Wash. Interested observers in back are Les Lystad, left, and Dave Mark, president of the Washington State Shuffleboard Association. Lystad, of the American Shuffleboard Sales Company, Seattle, and distributor of American boards in Washington, Oregon and Northern California, provided the 13 boards used in the tourney.



SOME 75 TEAMS KEPT WEIGHTS SKIMMING on 13 long and short boards to provide five days of red-hot action in the Sixth Annual Washington State Shuffleboard Tournaments held in Seattle recently. More than 600 pucksters from all parts of the State entered the event. The sponsor, Washington State Shuffleboard Association, says the tourney is the biggest ever held. Team members often are cheered on by yells from cheering sections comprised of their alternates and team supporters.

Washington Hosts Tourney

Continued from page 74

leboard Sales Company, Seattle, lends a hand. Distributor of American boards in Washington, Oregon and Northern California, Les provided the 13 tourney boards free of charge.

Elimination Matches

Leagues consist of 6 to 12 teams. Of the 75 teams entered in the competition, 40 were from the Puget Sound area, which has a population of about 2,000,000. Tavern owners often buy shirts for their teams and pay the tournament entry fee. Entry fees are \$15, \$10 and \$5, for participation in the A, B, or C, divisions of the tourney, depending on the team's skill. Entry fees go toward trophies, prizes, general expenses and next year's event.

In tournament play, teams progress to the semi-finals and finals by match elimination. A match consists of the best five out of nine games.

While the Washington players' love of shuffleboard has become as

J. P. Newlander

Continued from page 70

and related association activities," Leach stated.

A resident of Chicago, Newlander was formerly midwest district merchandising manager for the Cling Peach Advisory Board, headquartered in San Francisco. He is an Air Force veteran.

Raymond E. Jennison, a member of the NAMA staff since 1953, has resigned to become executive director of the National Society of Public Accountants with headquarters in Washington, D. C.

Gov't in Drive

Continued from page 74

by counsel for the operators. He contends there is no assurance a ruling from the bench will follow immediately such a hearing.

The government representative said there were three points at issue in the seizure of machines three years ago:

(1) Whether pinball machines were subject to the \$250 federal tax applied to gaming devices. The Revenue agent said Judge Davies ruled "yes" on this question.

(2) Whether the government could subpoena as witnesses "routemen" who service the machines, to testify whether or not machines were used as gaming devices. The Revenue agent said Judge Davies held routemen could not be subpoenaed for such testimony on the basis that they would possibly be placed in a position of self-incrimination (in violation of the Fifth Amendment to the U.S. Constitution.)

(3) Whether the government could actually seize machines for failure to display the \$250 federal gambling stamp. (This point apparently awaits official ruling July 13).

Altho the official ruling on the third point is not yet on the books, the government spokesman quoted Judge Davies as saying "the court has already ruled on that point—in making its decision on the first point (i.e., the \$250 stamp is required.)"

An attorney for the operators explained that this appears to be a government application of a law which pertains to alcoholic beverages—not to pinballs. He said the law relating to beverages is construed to mean unstamped liquors can be seized—but he pointed out there is a big difference between mere presence of a container of liquor, and the presence of a pinball machine designed to provide amusement thru skillful manipulation.

Federal men said the Middle Tennessee area, including about 20 counties from a Nashville radius, was shown to have the heaviest concentrations of "illegally operated" pinballs in the State. There are virtually none at all in Shelby County (Memphis) where city and county officials have waged a continual war against them.

A government agent said the Statewide spot check by representatives showed the following:

Memphis (Shelby County), no "illegal operation."

Knoxville, city law which forbids pinballs giving free games "apparently is enforced."

Chattanooga area, "very little, if any, violation."

Jackson, Tenn., "some operations in violation of the gambling law."

Tri-Cities area, around Johnson City "very little violation."

Chocolate Ups

Continued from page 70

a choice, consumption of both white and chocolate milk went up. Children who ordinarily were not milk drinkers consumed large amounts of chocolate milk, increasing total milk sales.

"Scientific research has demonstrated that chocolate milk is a decided stimulant to total milk sales," Ayres said, "and it has been proved definitely that consumers do not purchase it as a substitute for white milk, but rather as an addition."

Ayres added that in factories, 16.6 per cent less milk is sold when chocolate milk is not available. Interviews with workers indicated that more than half of the chocolate milk drinkers would change to non-milk beverages if chocolate milk were not available.

"Tax payers could be richer by \$350,000 a day if they would drink their milk instead of storing it," he said.

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COINMEN YOU KNOW

Continued from page 72

operator, has sold his route and plans to return to Miami Beach in the near future. He had been operating on the West Coast for three or four years. . . . Ellis Everett in town from his home base, Kingman, Ariz.

S. L. Griffin, of Claremont, was a coin row visitor. . . . Rudy Illions, veteran Arcade operator of Ocean Park, is well on the mend following a recent illness. . . . Loren Kirkland in town from San Bernardino. . . . George Key is expanding his Arcade operation near Crestline in view of the large crowds expected this summer in the resort area. He is adding kiddie rides to lure more customers. . . . Jan Clark, saleswoman for Permo Point needles, made the rounds on coin row contacting suppliers.

Dorothy and Jack Leonard, of the Badger Sales parts department, plan to spend their September vacation in Oklahoma City where the Oklahoma State Fair will be on. Jack's father, Lou Leonard, will be there with the Royal American Shows playing the midway. . . . William J. Suter, AMI representative for the Far East with headquarters in Manila, and his wife are expected to spend about 10 days here some time in June. They are currently in Europe. Following their arrival in New York, they are expected to visit the AMI factory.

Milwaukee

By BENN OLLMAN

ANOTHER WATSON ON THE ROUTE. Lyle Watson, of Sheboygan's Watson Vending Company, is due for a transfusion of new blood in the business. Lyle Watson Jr. is being discharged from the Marines next month after a two-year hitch and is expected to start in learning more about the family enterprise. . . . Joe Dellosso, president of the Badger Candy Club, reports the Astor Hotel has promised effective air conditioning for the forthcoming Fall Candy Carnival in July. . . . Elias P. Garfinkel, vice-president of the Badger Tobacco Company, has been promoted to major in the U. S. Army Ready Reserve.

Barney Kuehn claims that the coin machine operators are hard working gents. He always finds one or two at the door of his record shop when he arrives in the morning, waiting for their disks so they can get an early start. Stopping in at Barney's Music Mart last week were: Eddie Tarman, Milwaukee; Art Menne, Elkhart Lake; John Jesinski, Sheboygan; Bob Harding, Northern Music Company, Milwaukee, and Arnold Foch, Beloit. . . . Operators, according to Barney, are getting big coin results with "Corrine, Corrina," by Joe Turner, and the McGuire Sisters' version of "Picnic."

Candy rep Harry Mallman reports that the D. L. Clark Zag-Nuts bar is going over big with his operator customers. They are selling them big at both the nickel and dime price tags, he claims. . . . Sam Hastings reports that his routemen are still adding one or two new dime play spots each week. Collections are holding firm, he says, with pool table action leading the pack.

George Berquist, Ironwood, Mich., coinman, is reported recovering from injuries sustained recently in an auto accident. . . . Harry Jacobs Jr., just returned from a sales trip thru Northern Wisconsin and Upper Michigan, reports operators up that way confident that a big summer season lies ahead. . . . Bulk Vender Sol Singer was in the receiving line at Temple Shalom this past weekend during a confirmation reception. He and his wife were being congratuated on his daughter's confirmation and graduation from the religious school.

Supplies in Brief

Confectionery

Sales of confectionery and competitive chocolate products by manufacturers in March were estimated at \$86,181 thousand, 7 per cent below sales in February of this year, but 3 per cent above the March, 1955, total, according to Commerce Department. Sales of manufacturer-wholesalers at \$60,576 thousand were 12 per cent below February of this year and 6 per cent below March, 1955. However, manufacturer-retailers' estimated sales for March, 1956, were 33 per cent above February of this year, and 90 per cent above March, 1955. Sales by chocolate manufacturers in March, 1956, were 15 per cent lower than in the preceding month, and 10 per cent lower than in March of 1955. Imports of cocoa beans dropped in February. Reports from a selected group of large manufacturers—wholesalers and chocolate manufacturers indicated that for the first three months of 1956 poundage sales were 5 per cent ahead of last year's level and dollar sales 2 per cent above last year's level. Poundage sales of bar goods and poundage sales of packages goods retailing above 50 cents were each up 12 per cent compared with last year.

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New Game Sought

Continued from page 74

shuffle bowler line with new models. Bally introduced a new version of its ABC Bowler, and United brought out a new model with advancing scores, Build-Up. Production runs on these games were reported limited, however, as the bowler market is not an active one at present.

Pinballs Steady

The only location game that seems to be fairly steady these days is the pinball. Both five-ball and in-line pins are reported faring well in most areas of the country. While unfavorable legislation has hit the in-line games in many cities, the games still are operated successfully in most sections. The five-ball market, having none of the ups and downs of the in-line market, has continued steady over the past year.

What may be the final try to renew sales on pool games, is the introduction of new models with slate table tops (The Billboard, May 26). At least seven firms are currently producing slate top models, others expected to join in. The added weight and balance to the table, and the fact that the top will hold up better than the wood ones, poses these new models as a boon to the operating trade. But slate is a scarce item on the market and quantity shipments of slate pool games have not yet been made.

Chi Coin Ships

Continued from page 74

Chicago Coin distributors will be selling to operators looking for a piece to move into new locations, including shopping centers, bus depots and such spots, as well as those interested in a novelty location piece at taverns and regular spots.

Introduced at Show

Both the Steam Shovel and Twin Hockey units were introduced to the trade at the Music Operators of America show here May 6-8. (The Billboard, May 19.)

Steam Shovel features lever operation of a miniature construction piece enclosed in a glass cabinet. Players get scores for lifting simulated gravel into a hopper via the steam shovel, and a clock sets a time limit on the operation.

Twin Hockey, while following the lines of the standard hockey Arcade game, has a feature which permits the game to be played by one or two players. Played by a single player, one of the hockey goalies is operated manually, while the opposing goalie is activated automatically, providing the opposition. Played by two, one player defends one goal, his opponent the other.

Twin Hockey is available in regular, free-play and triple match models. Steam Shovel is available in regular and free-play models.

Pin Ruling Hits

Continued from page 74

year from pinball license. This was more than double the 1954 revenue as a result of the fee increases.

Tacoma has 492 machines and received \$53,025 in license fees in 1955. Tacoma pinball operators paid \$163,607 to the State last year.



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'Heartbreak' Holds MOA Show Lead

NEW YORK—"Heartbreak Hotel," with Elvis Presley on RCA-Victor, remained top choice of the Music Operators of America on "National Juke Box," the ABC radio network show.

Regional favorites on Saturday night's (26) program were "The Stars and Stripes Forever Mergue," with Gloria Parker on Cloro; "The Wayward Wind," with Gogi Grant on Era, and "I'm in Love Again," with Fats Domino on Imperial.

Sealpak Bows

Continued from page 70

water forced thru it. Only enough tap water for the portion served is drawn at one time, so that the water is fresh at all times. The individual packing of the portions prevents waste and flavor evaporation and simplifies inventory control.

Heating is by a flash infusion process which eliminates the need for a boiler. Delivery cycle is 14 seconds. After the cup of coffee is drawn, the pellet automatically drops into a receptacle in the base of the machine. While the brewing cycle is on, the smell of brewed coffee emanates from the machine and lingers for a while thereafter.

According to the manufacturer, the hot water and steam which is released in the brewing process also serves to clean the interior of the machine so that no further cleaning is necessary. The unit contains no solenoids, valves or ingredient lines.

Servicing is performed by removing the top—which lifts up—and filling the columns with coffee pellets, much in the same manner that a cigarette machine is serviced.

While normal installation consists of hooking the unit with a water line on the location, a water reservoir, which fits in the base of the machine, is available for locations with no water facilities. This reservoir is available at extra cost.

Cups, sugar and cream are not dispensed in the machine. However, Goros has developed a canned cream in half-pint containers which he says can stand for two months without refrigeration. Cream and coffee pellets are available thru Demay Products, the supply end of the firm.

Goros figures the coffee cartridges will cost the operator about 3 cents and the other ingredients 2 cents, giving him a 5-cent spread on a 10-cent vend. The National Rejector coin mechanism will accept either two nickels or a dime, or it can be set for a 15-cent vend.

Manufacturing will be done under contract by a Rhode Island firm. Plans call for an initial run of 200 in October, full production in December, and 1957 production of 15,000. The machine will be exhibited at the annual convention of the National Automatic Merchandising Association in Chicago in December.

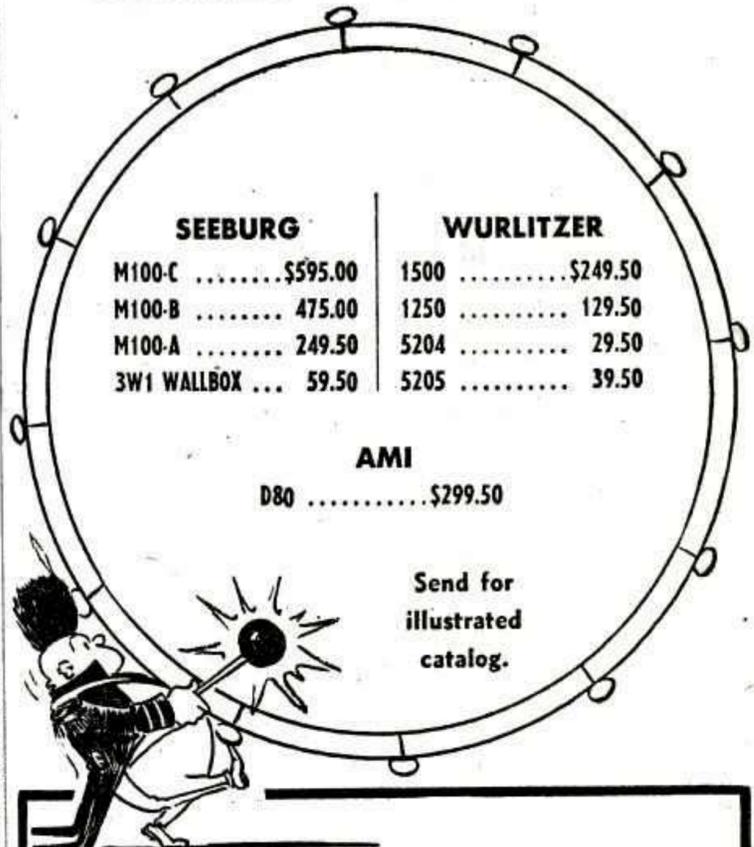
Initial distribution will be from the sales offices here, but Goros plans to set up a distributor organization in 1957.

He added that the unit is designed primarily for factory and office locations rather than transient stops. As the ingredients will stay fresh for two months without refrigeration, Goros said that location personnel could refill the machine thus eliminating the need for frequent servicing on the part of the operator.

Goros has been a vending operator in the New York area for 18 years and currently heads the Commercial Cigarette Service. He operates cigarettes, coffee and soft drinks. Sealpak was incorporated a year ago.

Designer of the machine is Joe Rodth, who is chief engineer for Sealpak.

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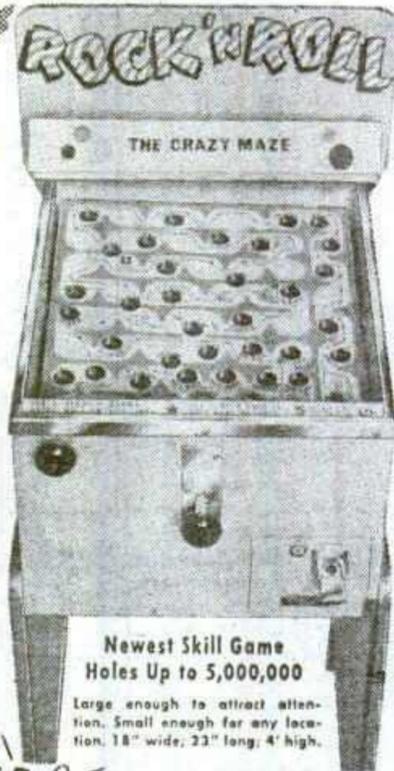
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VALLEY MFG. CO. DISTRIBUTORS
 422 Wilson St., Santa Rosa CALIFORNIA
 Phone: Paul Speer Santa Rosa 1498 or write for prices

Fresh Approach
 • Continued from page 74
 numbered ball (The Billboard, May 12).
 In this game each player or team has five balls, numbered from 1 to 5, to sink in the red or the white colored end pocket, depending on which pocket he is shooting for.
 While players must hit the balls in number rotation, they can shoot the proper numbered ball against other balls to sink balls of their own or block or knock away balls of opponent's color.
 Now other firms have numbered pool balls on the market to sell to operators for use on their regular-play coin tables. Marvel Billiard and Bowling Supply Company, Chicago, is marketing sets of rotation pool balls, and Kelly pool bottles. The firm also markets conversion playfield tops which operators can use to bring their older tables up-to-date.

Exhibit Appoints Runyon Sales, N. Y.
 NEW YORK — Runyon Sales here was named last week as distributor for Exhibit Supply for New York City and surrounding trading area, Northern New Jersey and Connecticut.
 Barney Sugarman and Abe Green head the Runyon distributing firm.
 Sam Lewis, Exhibit president, said Mike Munves, Inc., New York, will continue to represent the firm for Arcade equipment in the New York area and Seacoast Distributors, Inc., Elizabeth, N. J., will continue to handle the firm's products in that area.

It's crazy, man ...but how they like to play it!

ROCK 'n ROLL THE CRAZY MAZE



Newest Skill Game Holes Up to 5,000,000
 Large enough to attract attention. Small enough for any location. 18" wide, 23" long, 4" high.

Player rocks playing field in all directions to move ball along the road, thru the maze. The further he travels the higher the score and excitement mount. A fast, suspenseful, thrilling game that keeps them playing and spending.

See ROCK 'N ROLL On Display At Your Distributor or write to

INTERNATIONAL MUTOSCOPE CORPORATION
 44-02 Eleventh Street, Long Island City 1, N. Y. Stillwell 4-3800

Cleveland Coin Machine Exchange, Inc.
 Valley Manufacturing Distributors
 2029 Prospect Ave., Cleveland, Ohio To. 1-6715
 Write for prices.

BANK-A-BALL
 THE SMALLEST ADV. PROFIT OPPORTUNITY
 Orms only mfr. in United States with 9 years' experience making Belgian Pool.

 Terms: Low as \$10.00 per week
 DISTRIBUTOR TERRITORIES OPEN
ORMS MFG. Co. 2814 MAIN DALLAS, TEXAS

BEST IN THE MIDDLE WEST

BINGO AND PINBALL COVERS \$15.95

CUSTOM MADE VINYL LEATHERETTE WATER PROOF IMMEDIATE SHIPMENT
 1/2 Down, Balance C.O.D.

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POOL TABLES
 Now Delivering the Latest Models by UNITED—VALLEY—FISCHER
 CONTACT US FOR THE VERY BEST DEALS

<p>SHUFFLE ALLEYS</p> <ul style="list-style-type: none"> Ace Bowler \$125.00 Capital 295.00 Clipper 285.00 Chief 110.00 Cascade 59.00 Clover 45.00 Classic 85.00 Deluxe 59.00 Imperial 75.00 Leader 125.00 Olympic 70.00 Rainbow 125.00 Royal 95.00 10th Frame 40.00 4-Pl. Original 50.00 League Bowler 120.00 C.C. 10th Fr. Dbl. 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 Blue Ribbon 350.00 Victory 165.00 	<p>BINGOS</p> <ul style="list-style-type: none"> Triple Play Manhattan Tropics Stars Big Time Gaiety Variety Palm Springs Atlantic City Beach Club Yacht Club Spot Lites 	<p>ARCADE EQUIPMENT</p> <ul style="list-style-type: none"> Bally Big Inning .. \$ 85.00 C.C. 4-Pl. Home 175.00 Run 175.00 Pitch'm & Balm' .. 175.00 Wms. DeLuxe Baseball 125.00 Wms. World Series 99.50 Wms. Pennant Baseball 150.00 Life-a-League 75.00 Evans Bat-a-Score. 145.00 Heavy Hitter 35.00 Star Super Slugger, new 395.00 Coon Hunt 150.00 Sbg. Bear Gun 125.00 Carnival 250.00 Bally Defender 125.00 C.C. Pistol 50.00 Dale Gun 50.00 Ex. Sportland 175.00 Ex. Gun Patrol 95.00 Ex. Six Shooter 95.00 Genco Sky Gunner 95.00 Silver Bullet 125.00 Ex. Jet Gun 125.00 Genco Rifle Gallery 225.00 Ex. Shooting Star 150.00 Champion Hockey. 125.00 C.C. Hockey 75.00 C.C. Goalee 95.00 C.C. Basketball 195.00 K.O. Fiter, new 395.00 K.O. Fiter, F.S. 350.00 Telequiz 100.00 Vibrators, F.S. 150.00 Shoe Brush-Up 95.00 Shoe Shine Mach. 150.00 Midget Movies 125.00 Muf. Card Vendors 50.00 Phil. Toboggan (10) 475.00 Genco Bingo Rolls 50.00 Sidewalk Engineer 195.00 Muto. Photomat 350.00 Auto Photo, newest Write Balloonomat, new \$395.00 Balloonomat, F.S. 345.00 Keeney Targ. Gun 195.00 Rock-N-Roll 145.00 Stand. Metal Typewriter FS Voiceograph 375.00
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PLEASE WRITE FOR LOW PRICE

POOL TABLES
 10 Late Used \$110.00

UPRITE & SPECIAL GAMES
 Saddle & Turf (3) \$275.00 (club model)
 Hunters (2) 295.00
 Genco 400 (25) 49.00
 Genco Gold Nugget 59.00
 Circus 295.00

NEW—10 DERBY ROLLS \$250.00

MUSIC
 Seeburg Sicum 200 \$295.00
 Wur. 1500 (12) 175.00
 Wur. 1500-A Hi-Fi 295.00

CIGARETTE MACHINES
 LEHIGH 12-COL. NEW All-Coin Combinations \$235.00 (mechanical)
 National 930, used \$ 95.00
 National 950 110.00
 PX 10 Col. 115.00
 Electro 8 Col. 95.00
 Keeney 9 Col. Elec. 135.00
 Electro 10 Col. 165.00
 All used equipment shipped and refinished with 25c and king size.

COUNTER GAMES
 Kicker & Catcher, new \$ 42.50
 Advance Shockers 24.25
 Advance Shockers, 10 or more 19.50
 ABT Challenger 20.00
 Smiley 15.00
 Three of a Kind .. 18.00
 Pop Up 15.00
 Ship, Wizard 19.50
 Whiz (4) 18.00
 Whiz Basketball .. 18.00

WENDING MACHINES
 Andico Hot Coffee (4) \$495.00
 Andico Hot Coffee, F.S. 375.00
 Coca-Cola Cup Drink 150.00
 Bevco Ice Cream (15) 85.00
 Craig Ice Cream 85.00
 Kleenix, brand new 20.00
 Adv. Sanitary Nap. (25) 15.00
 N.W. Jet Capsule, 5¢ (50) 10.00
 Victor's Rocket Capsule (50) 10.00
 Victor's Baby Grand, 1¢ 7.00

FIVE BALL PIN GAMES
 Army & Navy \$ 65.00
 Rose Bowl 65.00
 Skiff Pool 75.00
 Oklahoma 35.00
 Gin Rummy 35.00
 Madison Sq. Gar. 50.00
 Peter Pan 175.00
 C.O.D. 95.00
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Cleveland Coin MACHINE EXCHANGE, INC.
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 Terms: 1/3 deposit with all orders, balance C.O.D.



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VALLEY'S SLATE TOP BUMPER POOL

REGULATION 1-1/16-INCH BILLIARD TABLE THICKNESS

... World's Finest Playing Surface!

One More Good Reason Why It Pays to Operate VALLEY'S BUMPER POOL!
 ASK THE MAN WHO DOES!
 Write, Wire, Phone Now for Information.

14th YEAR OF QUALITY PRODUCTS

VALLEY MANUFACTURING CO. 333 MORTON ST. BAY CITY, MICH. PHONES 8587 or 8588

Ops Shoulder Record Taxes

• Continued from page 68

a \$7.75 annual per-machine license fee, but Miami exacts a \$250 annual operator license plus a per-machine tax of \$18.75.

Milwaukee \$100 State

Wisconsin has no juke box tax, but Milwaukee has a \$100 annual operator license and a \$5 annual per-machine tax.

Massachusetts has no tax. But Boston has a highly involved taxing procedure. A Boston operator must have a Sunday permit for each machine. They may be obtained on a weekly or yearly basis. On the weekly basis the fee is \$4: \$2 for the city, \$2 for the State. On the yearly basis, the fee is \$100: \$50 for the city, \$50 for the State.

Illinois has no tax, but Chicago exacts \$25 per machine per year; Georgia has no tax, but Atlanta has an annual per-machine license of \$30. Louisiana has an annual per-machine tax of \$10 but the New Orleans operator must also pay \$10.25 per machine annually. Tennessee has an annual per-machine license fee of \$5 for nickel play machines, \$10 for dime play; but the operator in Nashville must also pay an annual \$5 city license fee, a county fee of \$11.

Here are five States which were not received in time to be included in the table of State juke box taxes and licenses published in the May 12 issue of The Billboard: Georgia. There is no tax

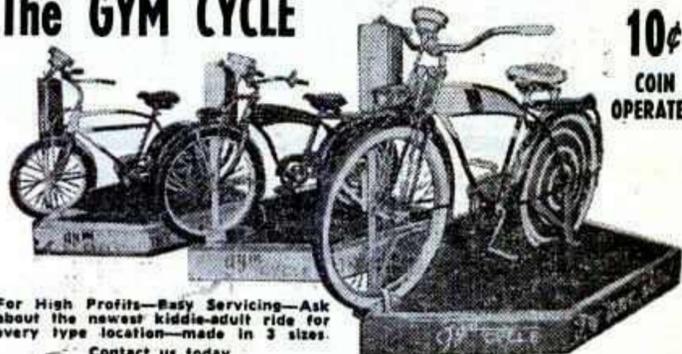
or regulation on juke boxes. Total income is subject to sales tax, however.

Indiana. There is no tax, license or regulation on juke boxes. Gross income is subject to a State income tax.

Massachusetts. There is no tax, license or regulation on juke boxes. Minnesota. There is no tax, license or regulation on juke boxes. They are subject to personal property and income taxes, however.

New Mexico. This State licenses juke boxes only from the standpoint of income and use tax on juke boxes brought into the State. There is an emergency school tax at the rate of 2 per cent on gross income.

The GYM CYCLE



10¢
COIN OPERATED

For High Profits—Easy Servicing—Ask about the newest kiddie-adult ride for every type location—made in 3 sizes.

Contact us today.

Exclusive Distributorships open in certain territories.

GYM CYCLE AMUSE. CO. 106 15th Ave. N., Nashville, Tenn. Phone: Chapel 2-2313

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CASH WAITING FOR YOUR LATE USED FIVE BALL GAMES

Send name of game, general condition and price first letter

UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA 12, KANSAS HO 4-6111 HO 4-3504

Complete Line of POOL SUPPLIES

Miniature Lamps Now Packed in Handy 10-PACK!

44-47	\$6.25	per 100	\$57.60	per 1000	#63	\$6.40	per 100	\$60.00	per 1000
51-55	\$4.95	per 100	\$46.00	per 1000	#81	\$6.40	per 100	\$60.00	per 1000
1458	\$6.40	per 100	\$60.00	per 1000					

SLATE POOL TABLE TOPS

Regular size. Plastic Lite-Up Bumpers 100% warp-proof. Complete with center hole plug. Distributors: Write for information!

only \$99.50
LITE-UP CONVERSION KITS only \$9.50 each

REGULAR SIZE POOL TABLE TOPS

with center hole; plugs can be converted to 3 holes. Complete with lite-up plastic bumpers only \$33.50

4 oz. Pool Balls—Red, White, Each	\$ 1.35
Spotted, Each	1.50
POOL TABLE CLOTHS, Reg. size 32-48, Each	11.60
Plastic Lite-Up Bumpers, Each	.35
Rubber Bumpers, Each	.45
CUE TIPS, Per 100	1.45
CHALK A1, Gross	3.50
CUE STICKS, stained Butt Oak, Dozen	24.00
Stained Walnut Butt Oak, Dozen	36.00
WP10 BALL SETS—4 oz. with W.R. Marble Cue Balls, Set	10.00

(sold in sets only)

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THERE'S ABSOLUTELY NOTHING LIKE IT!

EXHIBIT'S ENTIRELY NEW INNOVATION IN POOL GAME PLAY!

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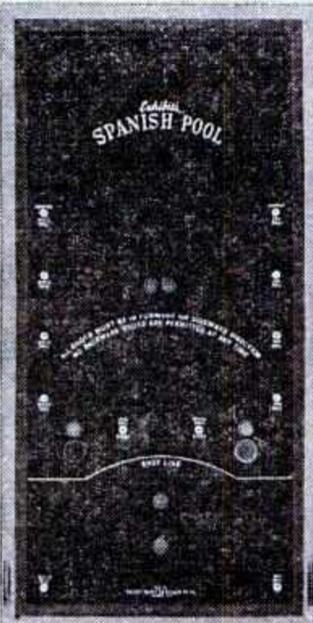


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COMPLETELY NEW AND DIFFERENT "FRONT END" PLAY

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★ Save on cloth, cues, balls and other supplies!

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Now you can buy everything you need to maintain your equipment direct from the factory of the world's largest manufacturer of pool and billiard equipment... Brunswick. Get prompt service from stock. Get substantial savings, too.

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SHUFFLE ALLEYS	PINBALLS
Bally Gold Metal \$300.00	Beach Beauty \$500.00
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Bally Magic Bowler 275.00	Tropics 60.00
Keeney Pacemaker 50.00	Atlantic City Write
Keeney Bonus 75.00	Bally Broadway \$25.00
Keeney Bikini 150.00	Miami Beach 325.00
United Imperial Bowler 65.00	Gaytime 65.00
United 4-Play Star 45.00	Gayety 195.00
United Deluxe Comet Targette .. 125.00	Palm Springs 65.00
	Yacht Club 75.00
	Hi-Fi 100.00
	Surf Clubs 65.00
	Ice Frolic 99.50
	Coney Island 50.00
	Tahiti 50.00
	Dude Ranch 65.00
	Beauty 50.00
	Big Time 325.00
	Four Balls 145.00
	Pin Wheel 99.50
	Super Jumbo 295.00
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MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select. . Write

Rock-Ola 1444 Hi-Fi, 120 Select. \$695.00

Rock-Ola 1438 Comet, 120 Select. 499.50

Seeburg M-100-C, 100 Select. 550.00

45 RPM 425.00

Seeburg M-100-BL 425.00

WALL BOXES

Seeburg 3W1 Hammerloid \$ 49.50

Seeburg 3W1 Chrome

ARCADE

Bally Bull's-Eye Kiddy Gun Write

Bally Hot Rod Write

POOL TABLES? WE HAVE THEM

Bally Booster

Chicago Coin Advance

Center Hole Plugs use as a 3-Hole or 3-Hole Game

Light-Up Bumpers or Regular Bumpers

King Size or Regular Size

End holes in or end holes out

3-sided play or 4-sided play

Used Pool Tables \$115.00 & Up

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Write
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BINGO SPECIALS

Big Time ... \$295.00

Gay Time ... 275.00

Variety ... 190.00

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Broadway, like new. Ea. . . 495.00

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All Machines Reconditioned—Ready for Location.

Send 1/3 Deposit With Order.

BEFORE YOU BUY CALL ALPINE 4-8571

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S. Nashville 10, Tenn.

7 Wurlitzer Field Engrs. Study 200

NORTH TONAWANDA, N. Y.—The Rudolph Wurlitzer Company's seven field service engineers returned to their respective territories after having completed a

week-long training program on the firm's new 200-selection phonograph. They will now conduct operator service schools on the new model. Joseph F. (Joe) Hrdlicka, Wurlitzer phonograph service manager, conducted the course. Attending were: C. Reid Whipple, LeMont W (Walt) Peteet, Richard B. Luther, Karel H. Johnson, Andres Echevarria, Harry D. Gregg, and Harrington W. (Hank) Peteet.

COIN MACHINE SALESMAN WANTED

From one of Chicago's leading distributors. Must be experienced. Good pay and commission. All replies kept confidential. Write

BOX #856, THE BILLBOARD, CHICAGO 1, ILL.

EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

ALL EQUIPMENT IS RECONDITIONED THOROUGHLY AND READY FOR LOCATION

WRITE FOR BEST PRICES ON ARCADE, BINGOS AND POOL TABLES

MUSIC	BOWLERS	VENDORS
AMI F-120 \$475.00	CC Score a Line \$425.00	C.C. Feature Frame \$150.00
AMI D-40 199.50	CC Bonus Score 345.00	CC Super Frame 125.00
AMI C-40 139.50	CC Triple Strike 295.00	CC Criss Cross Bowler 125.00
AMI A-40 99.50	CC Fireball 250.00	CC Advance 110.00
Seeburg HM100A 275.00	CC Flash 195.00	CC King Bowler 110.00
Seeburg M100A 245.00		CC Criss Cross Target 150.00
Wurlitzer 1500A, 45 RPM 295.00		CC Bowl-a-Ball 95.00
Wurlitzer 1500, 45 RPM 225.00		Un Royal 95.00
Wurlitzer 1100 110.00		Un Olympic 75.00
		Un Cascade 60.00

1/3 Deposit With Order, Balance C.O.D. or Sight Draft.

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COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio - Superior 1-4600

immediate delivery!

GENUINE BLACK SLATE TOPS

FOR POOL TABLES

★ ALL-WOOL CLOTH ★ JUMBO LITE-UP BUMPERS
★ 3 HOLES OPTIONAL

QUANTITIES:

1-4 \$89.50

5-9 84.50

10 or more 79.50

Will fit tables of all manufacturers, size 52" by 36". Shipping weight, 70 lbs.

FIBRE GLASS CUE STICKS—WRITE!

Manufacturers and distributors, write or phone for special prices. 1/3 DEPOSIT, BALANCE C.O.D., F.O.B. N. Y.

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Operators at home and abroad buy from Davis with complete confidence. Davis 6-point Guarantee insures location-ready equipment. Phonographs available pre-set for 10¢-play if requested. Write, wire or phone us collect about the following equipment . . .

SEEBURG	AMI
148ML \$ 99	B \$150
M100BL 475	E80 395
M100C 575	F120 595

WURLITZER	ROCK-OLA
1600-1650 \$375	1428 \$ 99
1700 575	1432 175
1800 695	1434 45 R.P.M. 225
	1436 Fireball 120, 45 R.P.M. 259

WALL BOXES

- ★ 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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"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!

- 5-Oz. Phenolic Balls
- Pocket set in front and permit rebound action
- Dimensions: DeLuxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Table Top on Hinges with 2 Locks
- Cash Box inside, also with Lock
- ABT Double 10¢ Chute Bumper Posts
- New Plastic Light-Up



- Anti-Warp Adjusters included
- Repair Kit Included

POOL SUPPLIES

- Set of 10 2 1/2" Balls... \$12.00
- Set of 10 5-oz. 2 1/2" Balls 14.50
- ABT 20¢ Coin Chute... 8.00
- Overhead Light w/bkrt. 15.00
- 48" Cues 1.95
- Cue Chalk, gross 3.50
- Anti-Warp Adjusters, Set of 2 6.95
- Billiard Rail Brush75
- Cue Repair Kit 4.95

Write for complete list of parts.

Pool Game Playfields

Novoply—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each. \$35.00

Large size tops. Each 45.00

Tops with lights in bumpers... \$10.00 addtl.

MARVEL MFG. CO. 2845 W. Fullerton Chicago 47, Ill. Tel.: Dickens 2-2424

Delay U. S. Visit

HAMBURG, Germany — The American tour of European coin machine executives, which had been scheduled for May 5-June 3, has been postponed until late fall to coincide with the National Automatic Merchandising Convention, to be held in Chicago in early December.

The tour is sponsored by the Hapag-Lloyd travel agency here and the German trade magazine, Automaten-Markt. Coin machine organizations planning functions for the fall are requested to send exact dates to Hapag-Lloyd-Reisebüro, Kaiserstrasse, Frankfurt (Main), Germany.

ARCADES—OPERATORS

Late Guns—Like New—Write

Exhibit Treasure Cove—2500 Star
Genco Sky Rocket—Big Top—Gallery
United Carnival—Jungle Sportsman
Williams Safari—Polar Hunt
Exhibit Shooting Gallery \$175.00
Williams Jet Fighter, new 275.00
Williams Jet Fighter 175.00
Seeburg Coon Hunt 175.00

Games Rebuilt the Munves Way

Look and Work Like New

Mutoscope Rock 'n' Roll \$149.50
Mutoscope Tongo—Lord's
Prayer—Fighter Write
Hokey (mechanical), 2 players 75.00
Set Shot Basketball 275.00
Grandmother, Mystic Swami Write
Astroscope \$125.00, 175.00
Solar Horoscope (Grandmother or
Globe) 110.00
Sidewalk Engineer, floor sample 195.00
Sidewalk Engineer, new 245.00
Williams Crane Write
Williams 4-Bagger Baseball Write
Genco Quarterback, floor sample 395.00
Genco Quarterback, new Write
Midget Movies, new or rebuilt Write
Panorama, Giant Screen Movies Write
3-D—all makes Write
Exhibit—all models Write

SUPPLIES

Pool Tables—and Others

Finest Slate Pool Table Tops—
fits any game—easy to install Write
Pool Balls, red or white \$.65
Pool Balls, top quality. Set of 10 12.50
Cue Sticks, 48" 1.75
Cue Sticks, heavy duty fibre glass 2.75
Decals for Mercury Grip 1.25
Pokerinos—Glasses and Balls.
Punching Bags, Cards, etc.

1956 Catalog—325 Illustrations

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New York 36, N.Y. BRyant 9-6677
44 YEARS SERVICE • EST. 1912

IF YOU HAVE....

Seeburg or AMI Phonographs—Late Five Balls—Late Bingos—Guns—
Arcade Equipment—Late Shuffles . . .

AND YOU NEED

Regular Pool Games—Electric Pool Games—One End Play Pool
Games—New Baseball Games—Cranes—Used Pool Games—New Bingos

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

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. KOSIENER AVE
CHICAGO 51, ILLINOIS

POOL GAME OPERATORS!

CASH IN WITH YOUR TABLES • ROTATION POOL BALLS ARE NOW AVAILABLE TO YOU IN 10 BALL SETS

Two 1/2" ROTATION POOL BALLS supplied, same colors, numbers and quality as the regular pool tables have. Balls are numbered 1 to 10 inclusive. Take advantage of your present equipment by purchasing Rotation Ball Sets. In addition to playing Fascination, you can use the tables for ROTATION, KELLY and numerous other games.

ROTATION POOL BALL SETS \$18.50
Kelly Pool Bottles ea. \$1.50; per doz. \$16.75
Tally Ball Sets, No. 1 to 10 . . . per set 65c; doz. sets 7.00

RECONVERSION PLAYFIELDS

Novoply Beds, covered with Rubberback Billiard Cloth. Plastic Bumper Posts, lined for three or four-sided play.

Grade 1—Furnished with Imperial Billiard Cloth. Ea. \$32.50

Grade 2—Furnished with STANDARD Billiard Cloth. Ea. 27.50

SPECIFY STYLE

REGULAR PLAYFIELD—2 hole, holes close to cushions.

SPECIAL PLAYFIELD—3 hole, holes away from cushions, with center hole plug.

FOR TOP QUALITY BUMPER POOL SUPPLIES—EVERY ITEM YOU NEED

. . . Write for our complete Price List.

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TRY A USED GAME RECONDITIONED THE **PREMIER** WAY!

Variety . . . 175

Gayety . . . 165

Palm Springs 85

Beach Club . . 90

1/3 dep. with order, bal. C.O.D.

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GAYETY	125.00	PIXIE	300.00
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VARIETY	145.00	STARLET	325.00
BROADWAY	450.00		

Rock City Amusement Co.

108 LAFAYETTE ST. NASHVILLE, TENN.
Phones: 6-8371 or 42-4353

Joe Ash says...

When you compare quality with price, Active is never undersold!



Joe Ash says...

Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolas (pin games) y veloneras (music machines) nuevas o reconstruidas listas para operacion.

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AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30
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YOU CAN ALWAYS DEPEND ON ACTIVE—ALL YEAR

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Say You Saw It in The Billboard



BASEBALL GAME

FOR 1 OR 2 PLAYERS

BALLS SOAR 4 FT. THROUGH THE AIR without the use of ramps!

NEW! ADJUSTABLE HOLD-OVER PENNANT FEATURE and multiple or single replay

NEW! COMPACT CABINET... PIN GAME SIZE... ONLY 60" long, 24" wide, 69" high

NEW! KING SIZE 1 1/2" SOLID BREAK-PROOF BALLS!

NEW! COLORFUL FORMICA PLAYING FIELD!

3 OUTS AN INNING ...adjustable to 1, 2, or 3 Innings

SEE Your GENCO Distributor

THE HIT OF THE M.O.A. SHOW
GENCO'S 100% WARP-PROOF MARKLITE TOP POOL TABLE

- VERY LIGHT WEIGHT (approximately like old-type tables)
- HINGED TOP
- WALNUT or REGULAR CABINET



GENCO MFG. & SALES CO.

2621 N. Ashland Avenue Chicago 14, Illinois

Lake County, Ill., Grand Jury Acts

WAUKEGAN, Ill.—An investigation has been launched by a grand jury of Lake County, Ill., into charges of alleged 'gambling' on pinball machines.

Among those who testified were seven owners of five taverns in which Internal Revenue agents seized pinball games for "gambling violations" last January 9. The owners subsequently purchased \$250 tax stamps for the machines.

Ponser Takes on Valley Pool Line

NEWARK, N. J.—George Ponser, local game jobber, has taken on the pool table line of the Valley Manufacturing Company and is currently making deliveries.

Ponser shares offices with Ajax Music here, but Ajax moves out June 1, and the game jobber will take over the entire premises. At that time, Ponser said, he will handle used juke boxes.

SHUFFLE GAMES

FIRST-Conditioned CHICAGO COIN

- *HOLLYWOOD \$295
- *ARROW 815
- *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 85
- *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
- Chi. Coin CROWN POOL 125
- Keeney FASCINATION POOL 125
- Genco TOURNAMENT POOL 125
- Wm. BANK POOL 125
- Bally DELUXE POOL (Hinged Top) 140
- Exh. 85 DELUXE POOL (Hinged Top) 140
- Chi Coin HOOLIGAN POOL 235

Exclusive Distributors

CHICAGO COIN

ROTATION POOL
ADVANCE POOL
CLOVER POOL
SENIOR POOL

STEAM SHOVEL
TWIN HOCKEY
CHAMPION POOL
JUMBO POOL

EXHIBIT

SPANISH POOL
SLATE TOP POOL
SUPER STAR POOL

SKILL SCORE
"800" SKILL POOL
"750" KING SIZE

INTERN'L MUTOSCOPE

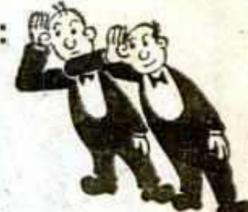
ROCK 'N' ROLL \$149.50

K.O. CHAMP
TUNGO
DROP KICK
LORD'S PRAYER

MYSTIC SWAMI
ZELDA
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:
Everyone Calls Us
"FIRST"
For Finest Equipment!



BINGO 5-BALLS

FIRST-Conditioned BALLY

- CAYTIME 275
- CAYETY 165
- VARIETY 155
- SURF CLUB 125
- ICE FROLICS 110
- PALM SPRINGS 90
- DUDE RANCH 90
- BEAUTY 80
- PALM BEACH 75
- BEACH CLUB 45
- YACHT CLUB 75
- ATLANTIC CITY 75
- SPOTLIGHT 75
- CONY ISLAND 65

UNITED

- MEXICO \$135
- HAVANA 115
- RIO 105
- TAHITI 95

ARCADE

FIRST-Conditioned

- Genco WILD WEST 1355
- Bally MOONRISE 250
- United D.L. CARNIVAL 245
- Genco 2 Pl. BASKETBALL 158
- Wm. BIG LEAG. B.B. 175
- Chi. Coin HOME RUN 175
- Mut. DRIVEMOBILE 165
- Seeburg COON HUNT 165
- Seeburg SHOOT BEAR 145
- Chi. Coin BASKET BALL CHAMP 148
- Mut. SUPER BOMBER 145
- Cap. MIDGET MOVIES 135
- Mut. SKY FIGHTER 135
- C.C. 4 PLAYER DERBY 125
- UNDERSEA RAIDER 125
- Genco SKY GUNNER 118
- Evans 8AT-A-Score 115
- Bally BIG INNING 118
- Ex. SIX SHOOTER 95
- Mut. FLYING SAUCERS 95
- Chi. Coin GOALEE 95
- Evans TEN STRIKE 85
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- Chi. Coin PISTOL PETE 75
- Exh. SHOOT THE BULL 70
- Amusa. BOOMERANG 45
- ZINGO 45

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COIN MACHINE EXCHANGE, INC.

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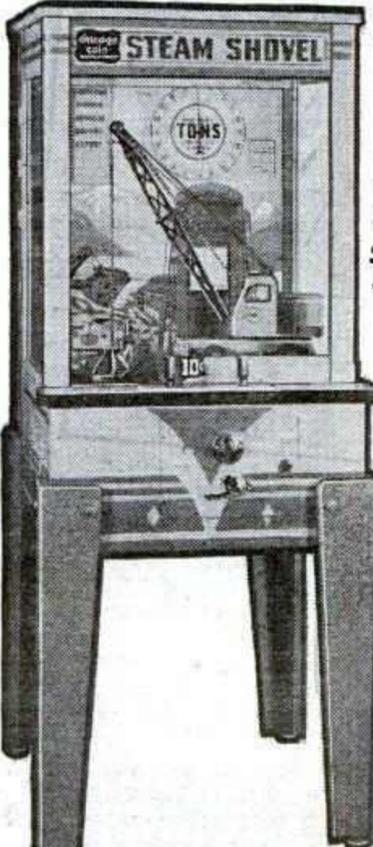
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chicago coin's

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



Magic Squares
SPOTTED 2 OR 18
Advancing Scores
CORNER SCORES
Extra Balls
BALLYHOLE

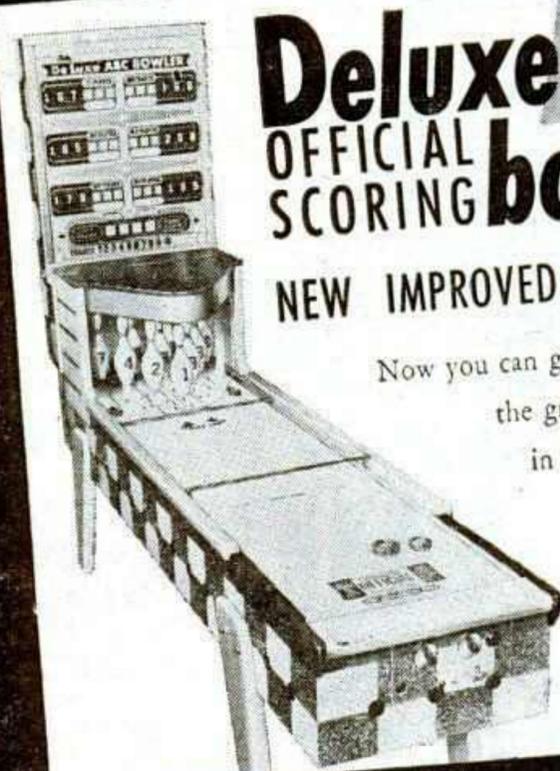
press buttons
BEFORE
shooting 4th ball

press buttons
BEFORE
shooting 5th ball

press buttons
AFTER
shooting 5th ball

Double, Triple and **Quadruple** scores

Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally NIGHT-CLUB is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings get NIGHT-CLUB on location now.



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

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Pin-Pool**

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for best deals on biggest money-makers \$ \$ \$ \$ \$

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UNITED'S STAR SLUGGER

Fascinating 2-Player Animated Baseball Game



NEW
ELECTRO
MECHANICAL
Features

2
MODELS
Regular or Replay
•
OPTIONAL
1-2-3
INNING PLAY

3-WAY
HITTING CONTROL
WEAK
MEDIUM
HARD

Many Attractive Scoring Features

SUPER HOME RUN POCKET
SCORES 30 RUNS PLUS 1 RUN FOR
EACH MAN ON BASE

LOWER DECK SCORES HOME RUN
AND MEN ON BASE SCORE 1

CENTER DECK SCORES 2 HOME
RUNS AND MEN ON BASE SCORE 2

UPPER DECK SCORES 3 HOME
RUNS AND MEN ON BASE SCORE 3

ALL 3 DECKS LIGHTED
SCORE 30 RUNS

Ball in any one of 3 front single holes
on playfield loads bases

SIZE: 6½ FT. HIGH
6½ FT. LONG
2 FT. WIDE

BRIGHTLY
ILLUMINATED
•
COLORFUL
•
FLASHY

SEE YOUR
DISTRIBUTOR

EQUIPPED WITH
UNITED'S FAMOUS
SLUG REJECTOR

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OPERATORS
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SUCCESSFUL
OPERATORS

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SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • HIT POOL • STARDUST • REGULATION Shuffle-Alley

**why a modern music system
should program
E. P. records . . .**

Most "pop" tunes are released on 45 RPM singles. But, standard music on 45 RPM is available principally on *Extended Play* records. This standard music — all-time favorites, show tunes, classics and varieties — is music the public wants to hear. By including it, you make sure there's "Music for Everyone."



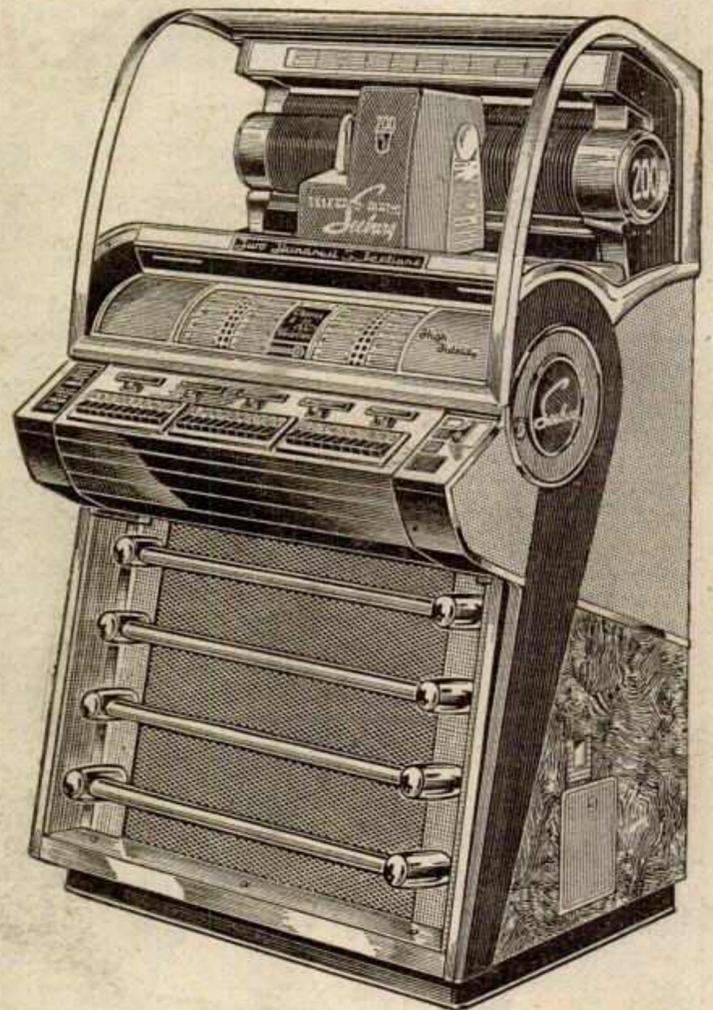
how the

SEEBURG V-200

**makes proper
programming
profitable . . .**

It takes longer to play a two-tune E.P. record than it does a single-tune record. The operator should be compensated for this additional playing time.

The Seeburg V-200 makes this possible. That's because the V-200 is equipped with a Dual Credit System that permits you to (1) program single records at one price and (2) Extended Play records at a proportionately higher price. That's why it's called the World's First Dual Music System.



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DEPENDABLE MUSIC SYSTEMS SINCE 1902
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