

The Billboard

SIXTY-SECOND YEAR

MARCH 10, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Report Verifies Top Record Industry Yr.

Projection of 10-Month Excise Tally Shows \$220 Mil in '55 Tops Even '47 Peak

By HAPS KEMPER
WASHINGTON, March 3. — The United States Treasury Department's Excise Tax Report released this week appears to confirm comfortably the record industry's earlier predictions that 1955 would prove to be the biggest year in history.

Based upon a conservative projection of tax collections reflecting domestic sales to consumers for the first 10 months of 1955, total sales for the year will have reached \$220,000,000 or better. The pre-

vious peak year was 1947 when sales reached approximately \$204,000,000. Sales for the year 1954 were approximately \$183,000,000. Now 1955 will have exceeded 1954 by approximately 20 per cent. It will have exceeded the 1947 peak year by approximately 8 per cent.

Industry sales at the retail level have followed a fluctuating curve over the last nine years. Following the 1947 peak, the totals ran to only \$172,620,000 in 1948; \$157,875,000 in 1949; \$172,700,000 in 1950; \$178,950,000 in 1951; \$189,460,000 in 1952; \$192,826,000 in 1953, and \$182,945,000 in 1954.

Although there are other yardsticks used for estimating record sales, the government's reports on excise tax collections are accepted as gospel. Unfortunately, these reports are released long after the fact. Tax collections thru December, 1955, were released this week, but they reflect actual domestic sales only thru October, 1955. The final tally on the industry's record for 1955 will not

be known precisely until about May 1. Since manufacturers, distributors and dealers almost unanimously claim that last November and December were substantially better than 1954, it is assumed that the gain of approximately 19 per cent for the 10 months will hold up or improve for the total year. Total 1954 domestic sales to consumers is known to have been about \$183,000,000. An increase of 19 per cent over this figure would make 1955 a \$218,000,000

year. Most trade leaders feel the final result will exceed \$220,000,000. It represents an achievement of particular significance in view of the widespread price reduction in LP records. RCA Victor initiated this move in the industry with its Operation TNT in January of 1955 which reduced its LP prices almost 30 per cent. By year's end, practically every label had followed suit.

It is well to note that excise tax figures include all sales. Records purchased by juke box operators represent substantial dollar volume. Also included are sales to radio stations and sales direct to consumers thru mail-order clubs.

Movie House, Juke Box Tie

MEMPHIS, March 3. — Aptly showing the stepped-up concern of juke box distributors to help operators cement good public relations and good will, a distributor and a record distributor teamed up to supply a movie theater with continuous Benny Goodman music during a two-week showing of the movie, "The Benny Goodman Story."

The juke box was placed in the lobby of Loew's State and had only Benny Goodman records on it. Sammons-Pennington Company, Seeburg distributor, and Decca-Coral Distributing Company supplied the juke box and records, respectively.

SHOW BUSINESS SPECULATES ON HOLIDAYS BILL

NEW YORK, March 3.—A bill introduced in the U. S. House of Representatives Monday (27) providing for a change in dates of several holidays so that they will always fall on Monday, is of considerable interest in show business circles.

Rep. Henry J. Latham, Nev. York Republican, introduced the bill. It provides that if Washington's birthday, Decoration Day, Independence Day and Armistice Day do not fall on a Monday they will be celebrated on the nearest Monday.

Two of the stipulated holidays, Decoration Day and Independence Day, plus Labor Day which is already permanently tied in with Monday, provide the biggest daily earning periods in outdoor show business.

No Industry Action

Although important, especially to the operators of permanent installations, there is no indication that industry groups will stomp either for or against the proposed bill. When queried, Henry G. Bowen, Whalom Park, Fitchburg, Mass., president of the National Association of Amusement Parks, Pools and Beaches, said it was unlikely that his group would adopt a stand unless a need was demonstrated by membership reaction. The proposal was given scant attention in the press and it is possible that many operators are not yet aware of it.

(Continued on page 61)

G.I.'s Abroad Need Good Gratis Talent For Morale Boost

Stars Hard to Find; Others Loath Without Paid Work; Trip Is Free

By JACK SINGER and MURRAY LANE

NEW YORK, March 3.—American Armed Forces in many overseas areas are witnessing the gradual disappearance of American professional entertainers.

The number of performers making the overseas morale-building trek has dropped so alarmingly in recent months that a special high-level committee was formed at the Pentagon to investigate a solution.

Extinct Breed

Why are American professional entertainers fast becoming an extinct breed, so far as servicemen stationed abroad are concerned? This question has aroused heated controversy, involving charges and counter-charges, between the Armed Forces, the American Guild of Variety Artists, talent bookers and others.

One of the important reasons has been a sharp cutback in the activities of the USO. This organization, as the result of continuing decrease in funds, can now put together only an occasional troupe of paid performers limited to the area from Alaska to Turkey.

The dissolution of the Hollywood Co-ordinating Committee, which channeled Hollywood stars to overseas bases, is another factor contributing to the blocked-up

flow of talent. The difficulty here was in getting stars to donate their services.

According to one talent entrepreneur, the Armed Forces itself must also share responsibility for the sad state of affairs. Many promoters, this source said, would be only too eager to put together more entertainment packages to tour overseas bases, if they could be guaranteed by Washington that these troupes, after they complete three weeks of gratuitous entertainment, would be given work in officers and enlisted men's clubs and other installations which pay talent for performing. That is the only way a promoter can get back his costs and make a profit for doing his work, he said. It's now risky, however, because there is no guarantee that such pay dates can be obtained.

At present the clubs book their own talent, either locally or thru a central booking office, inasmuch as they pay for this talent with their own funds. Washington has no voice. And overseas auditions are a must, making it rough on U. S. acts.

Martha Raye

One of the people here who is trying to increase the quantity of overseas troupes is Michael Sean O'Shea, well-known New York legit press agent and public relations director of the American Theater Wing. He guided the recent Martha Raye tour to Puerto Rico for the Marines and put together a previous troupe for Labrador and Greenland. O'Shea is now planning more overseas tours. His major problem, he says, is finding available name talent willing to work free.

A few American commercial firms have sponsored such tours. Nat Abramson in New York has put together several. Philip Morris and Mennen have footed bills. Bob Hope has contributed his bit, too. (Continued on page 3)

Forces Probe Illegal Deals

NEW YORK, March 3. — The U. S. Armed Forces have launched a widespread investigation in Germany, England and elsewhere on evidence of bribery, kickbacks and other questionable practices revolving around booking of talent from foreign agents who are on the scene.

Involved in the probes, which are being conducted by the Army's Criminal Investigation division and the Air Forces' Office of Special Investigation, are civilian bookers working for Special Service units, talent agents and, in some cases, American personnel.

NEWS OF THE WEEK

First 104 Warner Bros. Films Due for Stations in 4 Months

TV stations will get their first crack at movies from the Warner Bros. catalog in four months. They will be offered a package of no more than 104 pictures. In the deal concluded this week, Warners guarantees PRM, Inc., complete clearance of at least 750 pictures produced before 1948. The bundle may ultimately total closer to 850 pictures. Page 6

AFTRA Stakes Out Its Claim On Video Tape Jurisdiction

The American Federation of Television and Radio Artists this week stole a march on the Screen Actors' Guild when it established its jurisdiction over video tape by getting the three networks and the advertisers to sign a clarification of its 1954-'56 code. Page 2

NAMM Disk Committee Outlines Controversial Panel Session

The record panel session at the annual convention of the National Association of Music Merchants may have sharp repercussions. Leon Ferguson, dealer who is chairman of the disk committee, presents a detailed outline of what he considers pertinent matters to be taken up. Page 19

Juke Box-Copyright Talks On Again; Reports to Be Filed

Special meeting in Washington on controversial juke box bill failed to come up with a compromise on approach to amending the

Copyright Act. Legalists on both sides of the issue were present in force. Reports will be filed. Page 20

Minimum Wage Law Expected To Hypo Outdoor Show Takes

Outdoor show business is expected to benefit from the new federal minimum wage law which went into effect March 1. The \$1-an-hour minimum will give that segment of the public most attracted to outdoor entertainment millions in additional income. Page 61

Beatty to Invade South, Preceding Ringling-Barnum

The nation's two railroad circuses will be in direct competition this season when the Clyde Beatty show, with the Cisco Kid as added box-office lure, invades Ringling's Southern territory. Beatty intends to get three months' action in the Southland before Ringling or the fairs open there. Page 76

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COMING NEW **Billboard** MARCH 24 ISSUE ORDER NOW!

AFTRA Stakes Out Its Claim On Video Tape Jurisdiction

Webs, Important Firms Sign Code Clarification; Kine Rerun an Issue

NEW YORK, March 3. — The American Federation of Television and Radio Artists this week took a long step forward toward establishing its jurisdiction over video tape. The three networks—NBC-TV, ABC-TV, and CBS-TV—and a number of important advertising agencies and producers this week signed a clarification of the AFTRA 1954-1956 Code which is "applicable to network TV programs . . . produced or recorded by means of any electronic video equipment." Sole exclusion from the clarification are programs recorded solely by motion picture camera. The rest of the clarification is about a reduction in kinescope rerun fees by AFTRA.

But by signing this agreement which runs for two years beyond November 15, 1956, the networks, advertising agencies and producers have agreed to deal with AFTRA when electronic recording comes of age, a day said to be not more than three years away. AFTRA, consequently, has handed the Screen Actors Guild a considerable setback in the struggle between them for jurisdiction of actors in TV. It is generally conceded that electronic video, that is the use of tape, will virtually supplant film, except for shows which must be photographed on location.

And while SAG is now flourishing because of the tremendous use of film in TV, its future is not so clear once electronic video comes

of age. There has been a running battle between the unions for control of actors in TV. And now AFTRA has staked out a firm claim to the new form of TV recording.

So cleverly was the move blueprinted that many of the AFTRA members are unaware of the implications of the clarification of the code. They have been concentrating on the revisions of the kinescoping fees and at a union meeting this week opposed such revisions. This allows producers to reuse kinescopes by paying 75 per cent for the first replay, 75 per cent for the second and 50 per cent for all additional replays.

This is still double the amount SAG gets for its replays. SAG fees are 35 per cent for first replay, 30 per cent for second replay and 25 per cent thereafter. The AFTRA kine revisions were made

to get more live producers to put their packages into syndication and so to tap this lush field for AFTRA members.

Cut Kine Fees?

AFTRA execs obviously have concluded that much lower SAG replay fees have hurt the employment situation among its members. They state that the cutting of the kine fees will not hurt present AFTRA employment on live shows but will open up new avenues of revenue by giving live producers an added chance to make money in fields now untapped by them.

The AFTRA clarification of the code as regards electronic tape is complete in that it also defines the union jurisdiction as also covering "any other apparatus now or hereafter developed which is used to transmit, transfer or record light or sound for immediate or eventual conversion into electrical energy."

SAG Protest CBS' Pact on Tele Tape

HOLLYWOOD, March 3. — Screen Actors' Guild this week charged that the Columbia Broadcasting System's recent agreement with the American Federation of Television and Radio Artists covering the use of TV tape is a "flagrant violation" of the CBS-SAG jurisdictional agreement. In a letter to CBS Board Chairman William Paley and CBS President Frank Stanton, the Guild called for an "immediate" meeting in Los Angeles with CBS and emphasized that this discussion is "imperative . . . to avoid a most serious controversy."

SAG's ire was aroused by the clarification of the existing CBS-AFTRA agreement to embrace the use of TV tape. The wording of the so-called clarification, SAG feels, grants AFTRA jurisdiction beyond the realm of live TV and into the score of film TV. The Guild has NLRB certification covering all actors employed in film TV and the CBS-SAG contract recognizes the Guild's TV film jurisdiction.

Following are excerpts from the text of the Guild's letter to Paley and Stanton:

"You are signatory to the memorandum of agreement for 1955 television supplement to the producer-Screen Actors' Guild codified basic agreement, under which you recognize the Screen Actors' Guild as the

exclusive bargaining agent for all actors employed in the production of television motion pictures. Under this contract and your contract with AFTRA, you and the television industry have historically rec-

(Continued on page 3)

Time Switches Mean Gains for Programs

NEW YORK, March 3. — This season's lesson for network program directors is that the only way for two half-hour shows to fight a good hour show is to lead with strength. The latest case in point is Jackie Gleason. On the second week of his switch from 8:30 to 8 p.m., Saturday (25), the comedian scored with a 29.5 to Perry Como's 24.1. Previously he was losing viewers every week to the crooner.

In two other cases—Phil Silvers vs. Milton Berle and "Dragnet" vs. "Climax" — shifts occasioned the same results. Early in the season Silvers was in trouble against Berle, and consistently being out-rated by him. But when he moved into the Tuesday 8 p.m. spot, he began to top Berle and has done so most of the weeks against him.

CBS NEAR TO GIANT REVAMP

NEW YORK, March 3.—CBS is keeping details tightly bottled up until it gets a chance to talk to its advertisers with the necessary diplomacy, but word has it that a violent shake-up of its present programming line-up was blueprinted this past weekend. Details were set by top echelon executives at an all day meeting Saturday (25).

Such anchor shows as Ed Sullivan, "\$64,000 Question," Phil Silvers, Jackie Gleason and others of similar stature will continue in their current time slots, but most of the other network programs are in for some heavy handling before the new season arrives. All indications point to the fact that next season's programming line-up on CBS will bear little resemblance to what it now is.

Revlon Nixes CBS Time for 'Girl' Show

NEW YORK, March 3.—Revlon has decided against putting its new "The Most Beautiful Girl in the World" show into the CBS Thursday 10-10:30 p.m. spot for the spring and summer and is shopping around for a different time slot for the show. The bankroller had signed a contract with the web for the time period, but CBS reportedly is willing to tear it up if a replacement for Revlon can be found.

Hazel Bishop, it's understood, has expressed interest in picking

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'Queen' Pulls Some Really Regal Ratings

NEW YORK, March 3.—"Queen for a Day" has virtually moved up into the No. 1 position among the daytime shows. The American Research Bureau shows it as the No. 1 show, while Nielsen rates it as No. 2.

The ARB rating for February gives it a 15.7 vs. Art Linkletter's "Houseparty," which received a 13.5. On Nielsen, "Guiding Light" has a 14.1 and "Queen" a 13.9. The show has only been on NBC-TV several months which makes its rating all the more remarkable.

Conditional GE 'Fox' Renewal

NEW YORK, March 3.—General Electric, now considering a renewal of its "20th Century-Fox Hour," is willing to bankroll the property again, if two conditions are met. The price per program must be cut from \$115,000 to about \$75,000. Also, it asks 20th Century-Fox sharply curtail the amount of time it takes for its behind-the-scenes plug which is estimated to run about 10 minutes.

GE evidently believes that if the moving picture company meets its conditions, the property will have sufficient value to be continued next season. The advertiser this week is reported to be considering "Mr. Belvedere," another 20th Century-Fox show, for Tuesday night 9-9:30 time period on ABC-TV next fall.

Steel in ABC, CBS Struggle

NEW YORK, March 3.—U. S. Steel may have to build itself a shuttle between ABC and CBS for its alternate week, live hour drama. Reports have it that ABC is currently wooing Steel to return to the ABC fold and is offering Steel the choice hour period following "Disneyland" as an inducement.

The bankroller left ABC last year to move over to its current Wednesday nighttime slot on CBS, which it shares with General Electric on alternate weeks. The latter advertiser will reportedly drop its sponsorship of "20th Century-Fox Hour" at the end of this season.

One of the factors that Steel will probably consider in deciding whether or not to return to ABC will probably be the program with which it will alternate either on CBS or ABC. How CBS reshapes its programming schedule for next season is another factor that would

(Continued on page 3)

'Studio 1' May Need Sponsor

NEW YORK, March 3. — Alternate weeks of "Studio One" may shortly be available for sponsorship next fall on the CBS-TV network. Westinghouse, the long-time sponsor, is still fighting one of the toughest strike situations in its history which has lasted since December.

The advertiser may be forced to cut back its network advertising program next fall. Since "Studio One" has more or less saturated its audience with the Westinghouse message, it may be the property to be cut back. The client also owns the election package on the same network, and it, too, could be affected if things become rough enough.

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Vol. 68 No. 10

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Billboard

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out March 24 . . . packs
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easier to read and easier
to use package. You'll
love it!

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NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE**

Special 1/2 Price introductory subscription offer see page 62

Brief & Important

'4 STAR' NEEDS SPONSORS WITH TIME FOR RETURN . . .

It looks as if "Four Star Playhouse" is going to have to find itself a new sponsor with a time slot if it wants to be back on the air in the fall. Bristol-Myers and Singer, its current co-sponsors, have bought into CBS' "Playhouse 90," which will displace "Four Star Playhouse" next season.

CBS SELLS LOMBARDO AS PHARMACEUTICALS SUB . . .

As the first step in a five-year deal with Guy Lombardo, CBS has sold Pharmaceuticals, Inc., a new show starring the band leader as a replacement for "Meet Millie" on Tuesdays, effective March 20. The deal is just for the spring and summer. Tho if the show catches on, it might well be retained for next season as well. The program, titled "Guy Lombardo's Diamond Jubilee," will be emceed by the band leader.

WINSOR TO FORM OWN PROGRAM PKG. FIRM . . .

Roy Winsor, veepee in charge of TV and radio for the Biow Company, is leaving the agency to form his own producing and packaging firm. His first assignment will be to produce "Love of Life" and "Secret Storm" for Whitehall Pharrnacal, and "Search for Tomorrow" for Procter & Gamble. These are properties he was in charge of and created for the clients at the agency.

NBC DENIES REPORTED NIX OF 'HOWDY DOODY' . . .

NBC-TV denies a report that "Howdy Doody" will be dropped next season. The network says that the show will be revamped to improve it, but that it will remain where it is, if present plans materialize.

PONTIAC MAY NIX 'WORLD' AND 'PLAYWRIGHTS '56' . . .

Indications this week were that Pontiac would drop its sponsorship of its two NBC-TV shows, "Wide, Wide World" and "Playwrights '56," contrary to reports published last week. Pontiac owns one-third of "WWW." The show will probably be sold to other divisions of General Motors, the present GM sponsors being the Delco Battery and Guide Lamp divisions of the company.

'EARTH TURNS,' 'WITHIN' P&G REPLACEMENTS . . .

Procter & Gamble is dropping two of its CBS daytime shows and will replace them with two new properties. Shows being dumped are "Love Story" and "On Your Account." Replacing them will be "As the Earth Turns" and "World Within."

LEEDS IN EAST TO SELL 'DUFFY' AND 'WHITINGS' . . .

Martin Leeds, Desilu Productions' vice-president, is in New York for a week's sales activity on two Desilu properties, "Father Duffy of Hell's Kitchen," starring Lloyd Nolan, and "Those Whiting Girls," starring Margaret and Barbara Whiting.

Everyone Gangs Up On Video Networks

WASHINGTON, March 3. — "I have never seen such an all-out push against the nets," a network spokesman said in Washington this week. Said another, "As long as we're giving the public top programming, most of it will blow over."

At least six government groups and several hundred representatives of private industry and citizens have piled into the net scrimmage on the hill in the past weeks. Both Senate and House Interstate and Foreign Commerce committees; House Judiciary Committee; Department of Justice; House Appropriations Committee, and the Federal Communications Commission. And from across the country have come educators, UHF'ers, ministers, set manufacturers, station owners, electronics experts, local politicians, sports fans and even garden variety TV viewers.

The separate groups studying or attacking separate aspects of alleged net dominance of the "golden baby of communications," as Philip Merryman, of Hometown TV, Inc., dubbed U.S. television, are hampered by having no common ground. Conflicting areas of authority and political rivalries hamstring the Senate and House committees, and have split the FCC from the Department of Justice—to say nothing of dividing each agency within itself, on this highly sensitive area of American business.

Most Concern

All are aware that possibly no other business, except perhaps the telephone, concerns the public more intimately than its TV programs: How good, how many and how cheaply they can be obtained.

Even the House Appropriations Committee, talking over the FCC's budget problems with the commissioners, brought a quizz into the FCC's ability "to regulate monop-

oly in TV." Rep. Joe E. Evins asked FCC Commissioner Hyde: "Is the commission adequately empowered to cope with these network situations—or do you need additional legislation to handle them?"

Hyde indicated that the FCC's network study would go into the monopoly question, but Evins pooh-poohed the program. "I think the inherent authority exists, and I think the commission ought to proceed rapidly with its study, and that it ought not to wait until these monopolies are so tremendous that you cannot cope with them," he said.

Net spokesmen themselves, while not openly uneasy at the increasing encirclement, admit that a chain reaction might develop among the different groups. The right combination of forces might possibly dump the net appellation, at least enough to give more outlets for the rising demand for community expression on what is today largely big-city, big-time television.

SAG Protest

Continued from page 2

ognized and agreed that the dividing line which separates pre-recorded television programs from television motion pictures is whether such pre-recorded programs are done by kinescope or similar device in the manner of a live broadcast.

"Under the guise of being a 'clarification,' the above referred to agreement attempts to substantially enlarge the scope of AFTRA's bargaining unit and clearly impinges upon the bargaining unit certified by the National Labor Relations Board and recognized by you under our several collective bargaining agreements with you. We also call to your attention the letter to you dated August 10, 1954, writ-

Programming Rules TV With Nets As Regents; Can Throne Topple?

Justice's Anti-Trust Group Questions Whether Anything Will Release Hold

WASHINGTON, March 3.—Programming is king on television with power to make or break a station or even a network. This was the clearest outcome in a rash of Congressional hearings on television held here this week (February 27 thru March 21). As programming goes, so goes the TV audience, advertising, revenue and profits.

The natural follow-up has been a call for anti-trust investigation of control of the programming kingdom by the nets, their affiliates and owned stations, armed with best time, best talent, best coverage. Consensus is that the nets will prove a hard throne to topple.

Testimony before House and Senate groups, by Stanley N. Barnes, chief of the Department of Justice's anti-trust division, left a large question as to how much could be done about net practices like option time, "must buy" agreements and station acquisition allegedly pressured, like the recent NBC-Westinghouse station SWAP. The Justice Department says "it's looking into it." But even in less complicated cases, like closed circuit sports programming, Barnes

pointed out, court dockets can delay action months or years.

UHF'ers despairingly point out that they can't wait for a share in the programming kingdom. Witness after witness reported: "If we have to wait even one year—we're dead." They can't wait much longer for the Federal Communications Commission to deintermix some protective areas for them. And they can't stop the toboggan of all-channel set manufacturing (now below 20 per cent at C. E. Electronics) unless by some "frankly arbitrary" government action to force the issue, and possibly the removal of all-channel excise tax.

Nets gave no testimony at the Magnuson Senate Commerce Committee hearings on broadcasting, nor at the Celler House Judiciary Committee sessions on monopoly aspects of "regulated" industries. But in corridors, net and VHF spokesmen were saying that they got there "fustest with the mostest," in programming. They feel they have a right to the rewards of shrewd investment in the TV empire.

Every angle of programming,

from film to color spectacular, from net to independent, came in for discussion at the Magnuson hearings.

George Storer, non-net owner of five VHF's and two UHF's, frankly admitted that without net programming today's UHF's can't live. Even in his Miami outlet (WGBS-TV), under prime UHF conditions of smooth terrain, and no high buildings, "our program standards could not let us continue without our net (NBC) affiliation." Storer is currently battling the FCC's ownership limits to five VHF and two UHF, in the Supreme Court.)

TV film was given the palm for helping UHF in its last-ditch "hold-on" operation. Improved and cheaper TV film emerged as the backbone of any future widespread local community programming that may develop if Congress and FCC heed the pleas of ministers and educators, politicians and sport fans, UHF and small station groups. However, the "block booking" angle on feature film distribution is getting the eye from the Department of Justice, Barnes reported, for possible "Paramount case" parallels.

Whose Authority?

At the House hearings, the whole question of who'd bell the cat, in getting the program pie from the net monopoly, snagged on government agency authority. The Justice Department feels the anti-trust angle in broadcasting is largely up to the FCC. The FCC says it is hazy about its own authority and is making the question part of its network study now under way; it feels the Justice Department will have to do the prosecuting.

G.I.'s Abroad

Continued from page 1

but all this is a mere drop in the bucket.

Tho the Armed Forces don't guarantee additional paid work, they do offer the performer—professional or amateur—as an inducement up to 90 days additional abroad (at his own expense) before returning to the United States. His passage is paid by the Armed Forces.

According to Col. Joseph Goetz, Chief of the Armed Forces Professional Entertainment division, there is an overwhelming need for good professional entertainers, especially name talent, for morale boosting tours of overseas service centers. This need is becoming increasingly greater as the number of quality entertainers engaged in this important work rapidly diminishes. The solution to the problem has yet to be found.

LISTENERS MEAN SOMETHING, TOO!

Trendex's 'Mickey Mouse' Poll Finds Big Bonus Audience in Those Only Hearing

NEW YORK, March 3. — Evidence of the existence of a vast bonus audience for many TV advertisers, an audience not taken into consideration by current rating methods, was pointed up this week by a special Trendex survey on "Mickey Mouse Club" that was underwritten by ABC-TV.

The survey indicates that for every woman viewer of "Mickey Mouse Club" in each average minute, there's one unmeasured woman "listener" who, tho not watching the program, has her ears tuned to it. Such TV "listeners" are not counted by the TV rating services as members of the TV audience.

The fact that there are so many adult "listeners" to "Mickey Mouse Club" is probably due to its 5-6 p.m. time slot, an hour when

housewives are generally preparing dinner. Most TV shows would probably not have as high a proportion of "listeners." But it's logical to suppose that many shows deliver a relatively large, unmeasured listening audience which can be considered by advertisers as a form of bonus.

Writers Note

This fact might well be borne in mind by TV copywriters in preparing TV commercials that would have some effect on this listening audience without detracting from the visual selling that's actually the heart of TV advertising.

The Trendex "Mickey Mouse Club" special survey was conducted by telephone in the 15 Trendex cities on February 27 and 28. Trendex put thru a total of 4,800 calls during the hours of 5-7 p.m. both nights, an average of 1,200 calls per hour.

The Trendex survey, translated into audience figures for "Mickey Mouse Club," indicates that there are 3,114,000 unmeasured adult "listeners" and 3,843,000 measured adult viewers during the average minute.

Revlon 'Girl'

Continued from page 2

up the period for a live-budget program and indications are that Revlon may be relinquishing the time to its rival.

The reason for Revlon's bow-out, according to reports, is that it's taken a second look at the idea of buying time that it will have to vacate at the end of the summer to make room for CBS' "Playhouse 90" show. Revlon is now probably seeking a time period in which it would be able to stay for a longer time, if it so desires.

Steel in Struggle

Continued from page 2

have some bearing on U. S. Steel's decision.

CBS may well have another time slot in mind for Steel that the bankroller might like better than its current one, which is up against a show with heavy male appeal in ABC's Wednesday night fights and one with heavy female appeal in NBC's "This Is Your Life."

ten by us at your and AFTRA's behest, agreeing that the status quo would be maintained with reference to jurisdiction over new methods and devices of television production. Your unilateral action constitutes a flagrant violation of the letter and spirit of all our agreements."

BILLINGS TRIPLED

La Roche Agency Talks TV Stride

NEW YORK, March 3.—C. J. La Roche is the newest agency to take the TV ball and run with it. The agency has tripled its TV billings in the last three months, with the coming year certain to be most lush in its history.

The agency always has been in a position to move into impressively because of the nature of its accounts. But with the hiring of Henry (Hank) Boorem as veepee in charge of TV and radio recently, it began to make the most of its opportunities.

Boorem has two clients in network TV who never used the medium previously. They are Warner Bros., ladies undergarments, and Norelco, electric shavers. The first bought four Saturday afternoon hours next fall on NBC-TV for a fashion show which is to be

pipied into innumerable department stores. And Norelco bought three shows in the "Project 20" series on NBC.

"Beautiful Girl"

The biggest plum that Boorem has landed is Revlon's newest vehicle, "The Most Beautiful Girl in the World," tho no network has been bought. This is a show created by Boorem himself and sold to Revlon. Adrian Samish will produce.

In all cases, the agency exec has sought to prevail upon his clients to go into TV in a big way and to use more than the advertising value of video. They are concentrating on getting the promotion extras that TV can give, as for example, the telecasting of the Warner Brothers' fashion program into department stores.

Commercial Cues

COMMERCIALS FROM AFAR

Philco, which recently signed for participations on "Today," is believed to be the first sponsor in TV to authorize "live remotes" of all its commercials. Starting Tuesday (6) originations will come from "Williamsburg, Va., a huge float in front of the "Today" studio, a supermarket, a produce market, a meat market, a Philco dealer store and the kitchen of a consumer's home. Dave Garroway and Lee Meriwether will handle the spiels.

MULTI-BRANDED SPONSORS

A dilemma faces the client who has a number of products to sell. How much time does he need to sell just one item? Will one ad do it? Two? The sponsor must play it by ear, for there is no simple answer. However, Schwerin tests have come up with some pertinent figures on the multiple effectiveness of two and three commercials for one product. With a sample audience on a beauty product, the sponsor gained 14 people choosing the brand after viewing, and with the second commercial, the gain was 25. On the other hand, a food advertiser gained 19 with one commercial, 12 with two and 7 with three. These contradictory figures raised a real head-scratching problem. Conclusion: A second commercial (or third) can be helpful if it supplements the message in the first, harmless if the story is the same but the technique is varied and definitely detrimental if both (or all three) are unvaried, as was the case with the food client.

ID'S

Paul Perry Productions is doing a series of commercial clips for the Oertels 92 beer firm in Louisville. . . Hal Persons has joined Film Laboratories, Inc., as advertising and sales promotion manager. . . Philip F. Donoghue has joined the commercial-industrial production wing of Transfilm, Inc. . . Olympus Film Productions, Inc., completed a 20-minute industrial for Lycoming, Inc., titled "Look to Lycoming."

• 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.

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
AGRICULTURAL AND PET FOODS			
Kellogg's Gro-Pup, Dog Food, Leo Burnett	1 (60)	LA	Mercury Internat.
AUTOMOTIVE (Cars, Tires, Accessories)			
Ford Motor, Cars, J. W. Thompson	—	NA	Playhouse Pictures
Fisk Tires, Tires, Fletcher D. Richards	1 (20)	FA	Roger Waide
Ford Motor Co., Mercury Cars, Kenyon & Eckhardt (Ed Sullivan Show)	1 (25)	FA	Academy
U. S. Rubber, U. S. Royal Tires, Trilok, Fletcher Richards (Inside Beverly Hills)	1 (120), 1 (60), 1 (90)	LA, FA, M	Transfilm
General Motors Corp., Pontiac, MacManus, John & Adams	3 (45)	LA, SA, J	Transfilm
E. I. duPont de Nemours, duPont Car Wax, BBD&O	2 (10)	ID, SA, LA	Transfilm
American Motors, Nash, Geyer (Disneyland (Mickey Mouse Club))	2 (90)	SA	Roland Reed
Ford Motor Co., Ford Cars, J. W. Thompson (Ford Jubilee)	1 (135)	LA	Roland Reed
Stewart Warner, Alemit, MacFarland Aveyard	3 (60)	LA	Roland Reed
Chrysler Corp., Chrysler Cars, McCann-Erickson (It's a Great Life, Climax)	2 (45)	LA	Roland Reed
Phillips Petroleum, Lambert & Feasley	3 (—)	ID	Bill Sturm
Dodge Division, Chrysler Corp., Dodge Cars	—	NA	Sarra
Standard Oil of New Jersey, Esso-Corporate Citizenship, McCann-Erickson	1 (75)	LA	Lalley & Love
BAKERIES AND BAKE GOODS (Cookies, Crackers, Pretzels, etc.)			
Dolly Madison Cakes, Cake, Dan B. Miner	1 (20)	LA	Mercury Internat.
Helm's Olympic Bakeries, Hicks & Greist	—	NA	Playhouse
Merchants Biscuit Co., Cookies & Crackers	19 (60, 20, 8)	LA, SA	Alexander
Ward Baking Co., Tip-Top Bread, J. W. Thompson	2 (20)	FA	Academy
National Biscuit Co., Cinnamon Crunch, McCann-Erickson	1 (20)	FA	Bill Sturm
National Biscuit, Vanilla Wafers, McCann-Erickson	1 (20)	LA	Bill Sturm
Campbell Taggart Associated Bakeries	—	NA	Sarra
Roman Meal Co., R. M. Bread, Roy S. Durstine	4 (60), 4 (20), 1 (8)	FA, LA, J	Academy
Holsum Bread, Bread, W. E. Long	1 (60), 3 (20), 2 (8)	SA	Kling
Holsum Unification Program, Holsum Bread, W. E. Long	3 (60), 9 (20), 6 (9)	LA, FA	Kling
Koeplinger Baker, Bread, Simons-Michelson	1 (8)	FA, ID	Video Films
BEER AND WINE			
Santa Fe Wine, Dan B. Miner	2 (20), 2 (10)	LA	Mercury Internat.
Piel's Beer, Young & Rubicam	— (20, 30, 60)	FA	UPA
A-1 Beer, Erwin Wasey & Co.	—	NA	Playhouse
Theo. Hamm Brewing, Hamm's Beer, Campbell-Mithun, Inc.	1 (48)	LA, FA, SE, J, SM	Swift-Chaplin
West End Brewing, Matt's Premium Beer, Harry B. Cohen	3 (30)	LA	McDavitt
Brading Breweries, Ale & "Cinci" Lager, F. H. Hayhurst Co., Ltd.	—	NA	Sarra
Wine Advisory Board, California Wine, Roy S. Durstine	5 (20)	FA, LA, J	Academy
Meister Brau, Bock Beer, BBD&O	2 (20)	SA	Kling
Molson's Beer & Ale, Cockfield, Brown & Co., Ltd.	7 (60), 1 (20)	LA	East Coast

(Continued next week)

ADVISORY BOARD SURVEY

What Shows Would Correct Daytime Ills?



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

The minor revolutions that have been taking place in daytime programming on both the network and local level are leaving most of the industry far behind, according to the tallies registered by the TV Editorial Advisory Board. Such pioneers as "Matinee Theater," "Home," "Afternoon Film Festival" and "My Little Margie" represent only a handful responsible for new daytime innovations. "Margie" is being rerun as a daytime strip by over 30 stations.

This seems to be the gist of the new revolution, with the pioneers operating on the theory that the daytime audience wants the same values that it gets at night. The advisory board, at first blush, seems to lean on the old traditions of daytime radio in that it voted overwhelmingly for making daytime TV different from nighttime.

However, the opinion of the board is not quite that clear cut. Tho they favor the discrimination of daytime from nighttime, their replies also indicate a preference for some nighttime flavor on daytime programming.

Two further questions were posed for the board's opinions: If you were in the market for a film program to air daytime, what type of show would you look for. What is the main fault you find in the daytime shows now on the air?

Favor Night Styles

In response to the first question, over 50 per cent of the total replies were in favor of the types of programs found on the air at night. Dramatic anthologies, variety with an emcee, feature films, situation comedies a la "Susie" and "I Love Lucy" and light drama gained the board's favor. What then are they voting about? Is the board actually in favor of the old radio pattern?

The answer seems to be an emphatic "No." Altho the advisory board says definitely that daytime should be different from nighttime, it still advises the nighttime format, but with its own particular daytime slant.

For example, Arthur Godfrey, Garry Moore and Jack Paar with their variety-emcee formats have adapted this nighttime flavored program to daytime fare. Several panelists mentioned these shows specifically in defining how daytime should differ from nighttime. Some 12 per cent took a liking to this type of show, as did another 12 for the drama anthology.

Light drama and soap operas came in heavily on the voting, with over 16 per cent favoring these types of shows. This, however, represents no contradiction. Here, the influence of "Matinee" is perhaps being felt, for the leaders in the in-

dustry are taking another look at the old radio soap opera pattern. Several were quick to add that they favor a drama on a shorter continuing basis over the old drawn out, year after year "Perils of Pauline" type of tear jerker.

Good, modern feature films were high on the list of preferences with 12 per cent of the vote. Again the pioneering "Afternoon Film Festival" seems to be bearing some influence on station and agency thinking. And even tho an additional 12 per cent wanted love stories for the afternoon, many indicated that they felt the daytime audience's I.Q. was a little higher than radio had supposed. They wanted more adult fare for the housewife. Service shows, too, should have a definite place on the daytime log, says another 10 per cent of the panelists.

"Margie," too, seems to be leading the way. And some 9 per cent of the panelists stated that if they were looking for a film program to air daytime, they'd pick something like "Susie" or "Lucy."

So it seems that altho the leaders are not quite willing to go along with the pioneers in putting daytime on a complete par with nighttime, the difference seems one of slant rather than type of format. But even the slant represents a big step ahead of the old radio days.

Some Dissatisfaction

All of these suggestions seem to indicate a dissatisfaction with daytime TV as it is. And these indications rapidly become fact when the panel attacks the question about the "main fault in daytime shows now on the air."

Right down the line, stations, agencies, distributors and producers pounced on poor quality. Like the little girl with the curl on her forehead, some shows are good and some are bad. Said one station executive, "The bad ones are bad basically because the personality is bad. The formats and ideas generally existing in bad shows have less bearing on the bad aspect of the problem than the personality quotient. I don't think there is enough development of new talent in the daytime TV picture."

A rundown of other criticisms includes too much repetition, dull and slow moving, too many old Westerns for the younger generation and dull, old, old movies. One station exec commented that present shows are programmed as if night and day audiences are different, which he feels is not true. On the other hand, seven station men staunchly defended the present look in daytime TV, finding no criticism whatsoever, which should be of comfort to the diehards.

ADVERTISERS AND AGENCIES SAY . . .



JAMES P. DUFFY, advertising manager, Genesee Brewing Company, Rochester, N. Y.: "I wouldn't look for a daytime show for beer. For home products, I would look for a soap opera type. Fifteen minutes a day across the board a la 'Helen Trent'."



PAUL G. PFLAUMER, advertising manager, Renuzit Home Products, Philadelphia: "Our product with primary appeal to women would prompt me to buy a homemaker type of show. The daytime shows now on the air are all too similar in format."

BOB EDRINGTON, TV director, Henry Quednau Advertising Tampa: "My first consideration would be a dynamic central personality—then find a film where this personality glamorizes the housewife's routine, either thru interviews or story line or warm humor. The daytime shows are not as carefully programmed and thought out as evening shows. The main idea seems to be to 'get on and sell participating spots.' If more attention were paid to capturing an audience and setting the dial, sponsors would be more willing to invest in daytime TV."

READ H. WIGHT, vice-president, J. M. Mathes, Inc., New York: "Entertainment of any good woman appeal type such as Liberace, Como, soap operas, 15-minute film is what I would look for to air daytime. The fault I find with those now on the air? Adaptations of radio writing is not new dramatic form. Audience participation shows are tired of nighttime TV."

JOHN MARWIN, TV director, Wayne Welch, Inc., Denver: "We'd look for light-hearted comedy or helpful domestic information show. In this daytime market there are too many dull old movies, mediocre local talent and toothy emcees on network quiz shows."

HENRY C. HART JR., TV director, Horton-Noyes Company, Providence: "Personality shows involving Garry Moore, Art Linkletter or the like would be good. It would also contain information of interest to women. There are too many soap operas which demand too close attention over too long a period now on the air. There aren't enough personalities to interest the women."

ANDREW N. VLADIMIR, TV director, Gotham-Vladimir Advertising, New York: "What I would look

for depends on whom I'm trying to reach. But generally speaking shows like Arthur Godfrey's and Garry Moore's are good bets. Those on now abound in mediocrity. Matinee, Godfrey are good, but the others have little appeal to offer."

STATIONS SAY . . .



PHILIP MERRYMAN, president, WICC-TV, Bridgeport, Conn.: "The question of what to look for is certainly a puzzler. Certainly it's got to be a new concept. Nothing developed so far will do. They are a worn-out rehash of other media techniques which lack imaginative use of TV's possibilities and are usually done less adequately than for the media from which they were stolen."

DOUGLAS A. CLARKE, CJCB-TV, Sydney, N. S., Canada: "My choice for a daytime show would be something with very definite female appeal. 'Janet Dean, R.N.' (syndicated film show) should be natural. Too many shows on now, daytime, are designed to amuse children and fail to do so. Unless it's a Western or adventure type show, the kids are bored."

WALTER J. SCHAAR, KREM-TV, Spokane: "A good light dramatic offering which would not have to be watched religiously in order to be followed. A show which will allow the housewife freedom to move about a bit and still follow the play. Those on now seem to be too dramatic such as the soap operas or not enough program material involved to keep any one's interest."

PRODUCERS SAY . . .

GARO W. RAY, Cine Video Productions, Inc., Milford, Conn.: "Daytime TV programs without daytime considerations will obviously tell on the future culture and behavior as well as personal efficiency of the population. Slowly but surely we will have dirtier houses, poor cooks and a badly trained household in general."

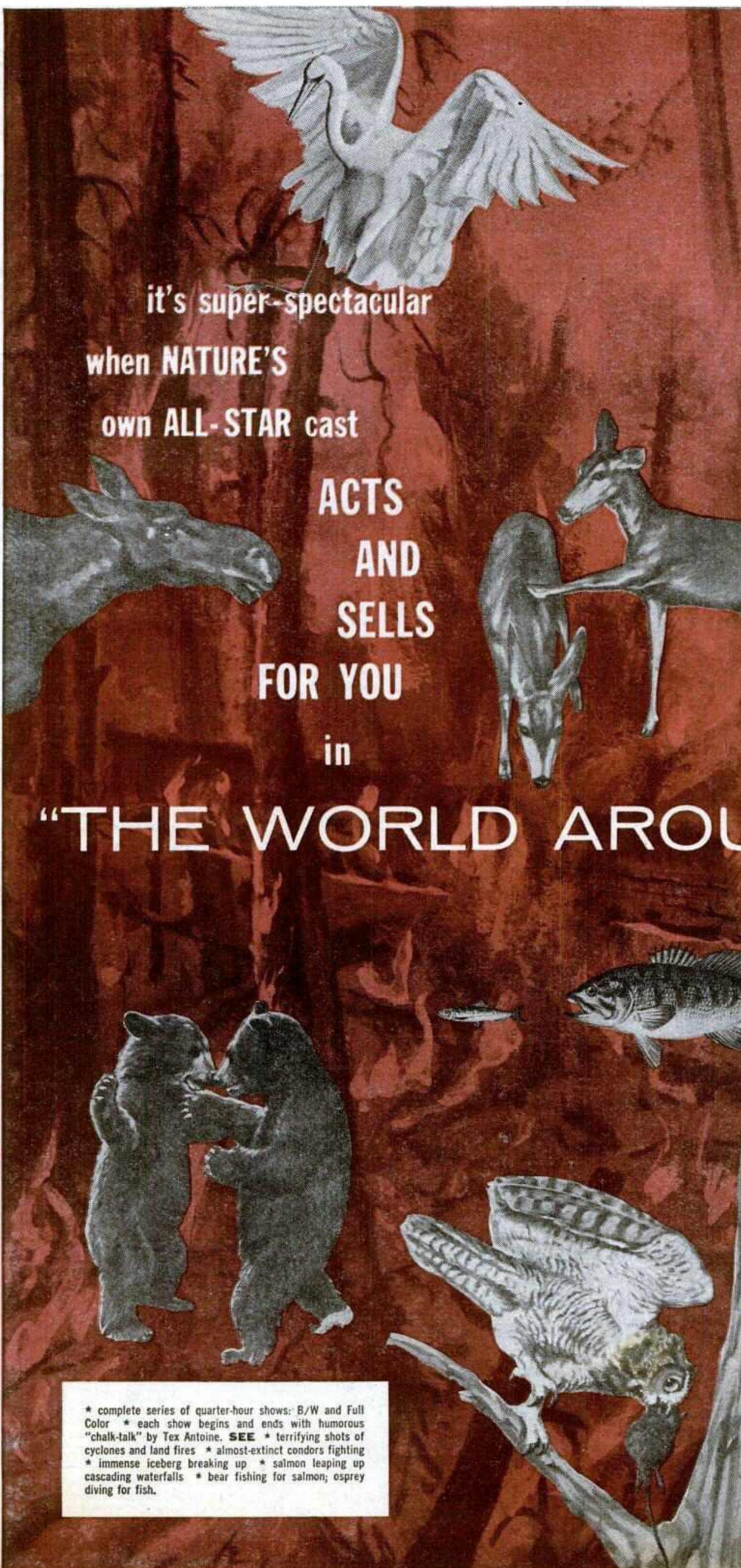
MISS BABETTE J. DONIGER, Television Snapshots, Inc., New York: "A program which would give informative material, imaginative programming and constitute a good vehicle for advertisers to daytime audiences. The choice would lay between women's service programming and the usual schmaltzy type of 'story of my life' or 'Break the Bank' daytime format."

In the next TV Editorial Advisory Board study: **FEATURE FILM COST TRENDS**

SAVE \$1.00



See Page 62



it's super-spectacular
when NATURE'S
own ALL-STAR cast

ACTS
AND
SELLS
FOR YOU
in

"THE WORLD AROUND US"

The new TV series
for **EVERYONE!**

In exclusive, never-before-photographed scenes **THE WORLD AROUND US** unfolds nature's most startling and fascinating mysteries and spectacles. In breathtaking color, it dramatizes the *how* and *why* behind nature's complex plan of survival. That's because John H. Storer, America's foremost naturalist photographer, travelled over 150,000 miles to film this natural, *all-star* cast in its natural habitat.

Top TV showmen spent 2 years editing **THE WORLD AROUND US** into the only show of its kind on TV. Each program opens and closes with pertinent and amusing "chalk-talks" by Tex Antoine, popular network personality.

THE WORLD AROUND US not only appeals to everybody's interest* in nature, animals and weather, it also provides incomparable merchandising opportunities. All sorts of civic, community, fraternal and social groups are ready for exploitation and tie-in by alert sponsors.

For complete information and audition prints, write, wire or call your nearest RCA recorded program services office.

JOHN H. STORER pioneered in the slow-motion photography of birds. Some of his extraordinary shots of bird life were used in Walt Disney's Academy Award winning movie, "Water Birds," and in other True Life Adventure films.

**Today nature movies pack multi-million dollar box office appeal. As Charles M. Sievert of the N. Y. World-Telegram and Sun has said, after viewing several programs from THE WORLD AROUND US, "Disney apparently has started something."*

Produced by Thomas Craven
Story and Photography by John H. Storer
Released by Pictura Films Corporation
Distributed by RCA Recorded Program Services



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* complete series of quarter-hour shows: B/W and Full Color * each show begins and ends with humorous "chalk-talk" by Tex Antoine. **SEE** * terrifying shots of cyclones and land fires * almost-extinct condors fighting * immense iceberg breaking up * salmon leaping up cascading waterfalls * bear fishing for salmon; osprey diving for fish.

NOT MORE THAN 104

First Warner's Group Due On Market in Four Months

NEW YORK, March 3. — The first group of Warner Bros. pictures will probably be put on the TV market in four months. It will consist of no more than 104 titles. Eliot Hyman, who will control the distribution of the Warners' product to TV, said at no time will he build a package of more than 104 pictures. He does not know at this moment at what intervals he will release further packages.

In addition to the groups that will be put on the station market, Hyman plans to put together special packages for possible sales to

networks or to national advertisers. Another possibility is a color package.

The deal putting the Warners' product in line for TV sales was signed in Wilmington, Del., on Thursday (1). The purchaser is PRM, Inc., headed by Canadian financier Louis Chessler. According to the deal, Warner Bros. guarantees delivery to PRM of at least 750 sound feature films on which all rights will have been cleared. It will take a couple of months to check out all the papers on that many pictures. It is deemed possible that when the clearance job is completed, PRM will have closer to 850 pictures.

AAP Status

The distribution set-up for this product has not yet been decided. One possibility is that Hyman's Associated Artists Productions will act as the distribution agent for PRM. Another is that PRM will absorb AAP.

PRM, Inc., since the syndicate headed by Chessler took it over, has been a shell corporation, operating nothing but a bundle of cash. The corporation was founded 40 or more years ago and was originally in the steel business.

Hyman has known Chessler for about two years. Hyman originated the negotiations with Warner and brought Chessler into it about six months ago.

The total price announced on the deal was \$21,000,000. PRM will own all rights in perpetuity. In addition to TV distribution, Hyman, who will serve as a consultant and director of PRM, plans 1) to re-issue some of the pictures theatrically, 2) to distribute some of them non-theatrically, 3) to produce and co-produce new motion pictures based on the properties, 4) to sell properties to outside picture producers, 5) to produce and co-produce TV programs, live and film, based on the properties and to sell properties to outside TV producers and 6) to sell its vast stock shot library.

Separate Entities

Hyman plans to set up separate divisions for each of these operations.

In addition to the movies, PRM will acquire over 1,500 sound short subjects, including about 1,000 cartoons, the bulk of which is in color. Among the cartoon subjects are "Merry Melodies," "Bugs Bunny" and "Looney Tunes." PRM does not, however, get the 191 "Looney Tunes" currently under lease to Guild Films.

Other short subjects are "Bobby Jones Golf," "Robert Ripley's 'Believe It or Not,'" "Adventures in Africa," "Joe McDouakes," "Sports Parade" and "Floyd Gibbons Adventures."

'Rough Sketch' Production in Scandinavia

HOLLYWOOD, March 3.—Actor Gerald Mohr returned this week from Stockholm with the pilot reel of a new series, "Rough Sketch," which he plans to produce in its entirety in the Scandinavian countries. Serving as co-producers with Mohr are Norman Foster and Ted Sherman. Foster, who directed a number of theatrical movies, including "Davy Crockett," was writer-director of the pilot reel.

The series will be jointly owned by Birger Juberg, president of Svensk Filmindustri, one of the leading producers of theatrical features in Sweden. The studio's facilities were used in filming the pilot with plans calling for all phases of production and processing to be handled by the Svensk firm once the series goes into production.

William Morris is handling the sale of the series for national sponsorship.

The format of the show is a semi-anthology. It will treat adventure, comedy and romantic stories revolving around Mohr, who portrays a roving correspondent-artist.

NBC Near Nix Of 'Popeye' Pix

NEW YORK, March 3. — The NBC-TV network this week was close to turning down a deal to purchase 234 "Popeye" cartoons from Paramount Pictures and King Features. The owners want \$2,000,000 for 234 "Popeyes," a price the network considers to be high.

The cartoons are not for sale, but only for lease for a period said to be 10 years. The web believes that it will not be able to make enough on the films to justify the price, because not all of the "Popeyes" are of a sufficiently high standard. Interstate TV is also negotiating for the cartoons.

OPTIMISM HIGH

Three Holdout Majors Expected to Enter TV

NEW YORK, March 3. — The three major motion picture companies that have not yet put pictures into TV are expected to get in within the next few months, but it is extremely unlikely that they will dump entire libraries as Warner Bros. and RKO have done. Instead, they will probably let loose limited packages, not unlike Columbia's "Hollywood Movie Parade," now being sold by Screen Gems.

Rumors were still rampant this week that M-G-M is hot after a TV deal. It is understood that Metro is talking to TV men about three specific series of features. The "Andy Hardy" pictures and the "Dr. Kildare" pictures are said to be two of the series.

Universal, which has two groups in TV, is offering a package of Deanna Durbin pictures. Paramount a year ago tried the TV market with a group of Dorothy Lamour pictures, but couldn't get its price. Twentieth Century-Fox, it is said, will also listen to a TV deal.

In distribution circles, optimism is running high that deals on packages of this type can be made within the next few months.

Eliot Hyman, in the wake of his deal on the Warner product, asserted that he was negotiating for still more features. Asked if that could mean M-G-M product, he replied it could mean anything. Jerry Hyams (at the moment Hygo is releasing a new group of 22 pictures) declared he had every confidence he will have another new package of up to 26 titles in another four months, and then still another four months after that. Oliver Unger, while sales of National Telefilm Associates' "TNT" package are mounting, said that he was negotiating for several more major-company features.

Stevens to Concentrate On Expansion of Firm

HOLLYWOOD, March 3. — Actor-Director-Producer Mark Stevens will drop the first of his activities to concentrate on expanding his firm's production operation. Mark Stevens Production, Inc., recently acquired the filming of the

Joan Davis show for ABC-TV. Stevens will also seek to expand his position in the commercials field.

He intends to follow a policy of "tailor making" TV film shows to the needs of specific sponsors. Each of the pilot reels now in the works are either being produced for firms buying his company's services or with definite sponsors in mind. This approach demands too much of his time and effort to permit him to continue as an actor.

Stevens, who portrays Steve Wilson in Lever Bros. "Big Town," will seek to retain production of the series for his company, but is asking the sponsor to replace him with another actor once the current cycle is completed this spring.

'Victory' Series

Production will start March 19 on the first of Stevens' new series, "The Victory," an anthology based on stories published in Guidepost magazine and featuring Dr. Norman Vincent Peale. The pilot, "Why Money?" will star Joe E. Brown.

The second series to be given a pilot exposure is an anthology on life in New York titled "The City." Stevens will introduce and narrate each episode.

Stevens has also acquired rights

Films to Watch

ANNIE OAKLEY—CBS-TV Film Sales

"Annie Oakley" is riding high. Among syndicated Western series, she had the second highest national average Pulse in December. Among children, who are the prime target of a Western, Oakley is the top ranking Western, drawing 98 per hundred sets. Among all syndicated shows, "Oakley" ranks third as a kiddie attraction, coming after "The Little Rascals" and "Abbott and Costello," the latter of which has a considerably lower average rating. Of the eight markets listed in this week's "Scoreboard," "Annie" is the top syndicated gal in two, Baltimore and Buffalo. She is fourth in another two, Kansas City, Mo., and Minneapolis.

MR. DISTRICT ATTORNEY—Ziv-TV

"Mr. D.A." which is approaching the end of its second year, warrants mention this week because it is one of the top 10 over-all in one of the markets listed in this week's "Scoreboard." This is an all too rare accomplishment for syndicated shows, which usually occupy fringe time. "D.A." did it in January in Charlotte, N. C., a one-station market where it had the juicy Thursday 8-8:30 p.m. slot. Some measure of its accomplishment are the facts that it was preceded by a local show, that in the following half hour "Climax" averaged only .5 better and that on the other four weekday nights the 8-8:30 slot drew no better than its 60.3, and three of those night it did worse.

Webs' Sales Catch Distributors Pilotless

NEW YORK, March 3.—TV film distributors have been caught with their pants down as the result of the swiftness with which the networks have launched their sales drives to wrap up their programming schedules for the 1956-'57 season.

The film companies are finding themselves forced to stand idly by, chafing for production to be completed on the pilots of new national properties they hope to sell, while the networks, notably ABC and CBS, are out pushing their wares to network sponsors. With the time situation being what it is on the two major webs, indications are that many bankrollers aren't going to wait long before committing themselves to both network time and network programs.

ABC has been the first to unleash an all-out drive for sale not only of its time, but also of its new packages, the pilots of which are for the most part already in its hands and ready for showing to advertisers. CBS this past weekend wrapped up the final details of its fall programming schedule changes and is now set to start talking to advertisers.

'Circus' Exception

One distributor who was fortunate enough to have a pilot film ready early was Screen Gems, whose "Circus Boy" stanza not only

was one of the first ready for fall sale but one of the first to be gobbled up. In this case, it was not an advertiser but a network, NBC, which grabbed the property. Another example of a quick sale that may be set is 20th Century-Fox' "Mr. Belvedere" series, which General Electric is reportedly close to buying. Tho the TV film pilot of this show is not yet completed, 20th-Fox is prepared to buy the series on the basis of the 45-minute "Mr. Belvedere" show that 20th-Fox shot for its hour-long CBS show General Electric sponsors.

In an effort to meet the sales competition offered by the networks, TV film distributors are applying heavy pressure on their producers to rush upcoming pilots into their hands.

To Nix 'Fair' Participations

NEW YORK, March 3.—ABC is preparing to discard the idea of selling its new Monday night feature film show, "Film Fair," on a participation basis next fall. Instead, it will seek to sell the show in half-hour units to regular sponsors. Its two other feature film programs, the Sunday night "Famous Film Festival" and the afternoon, across-the-board "Afternoon Film Festival," would continue to be sold on a participation basis.

ABC's thinking is that there aren't enough participation bankrollers around to support three feature film shows. Two such shows offer sponsors seeking a spot ride enough opportunities for exposure on ABC features, the web seems to feel.

The network this week lined up some additional participation deals for "Afternoon" and "Famous" film festivals. John H. Breck, hair product manufacturers, picked up three participations a week on the daytime show and one a week on the Sunday night show for 13 weeks starting in April. Carter Products, on behalf of Arrid, bought one spot a week on "Famous" and two spots a week on "Afternoon" for a three-week period starting March 11.

ABC, meanwhile, is still on the lookout for a new supply of first-run American features for use next season on its three feature film shows.

to the records of the Internal Revenue Department for a series called "Room 3400" on the government's fight against income tax evasion. He also has bought the TV rights to Whit Burnett's anthology and to "Welcome to Life," the Halle Burnett anthology of short stories.

CISCO KID

28.9*



To build a big TV audience faster, get in touch with . . .



BALTIMORE, ARB*, March, 1955

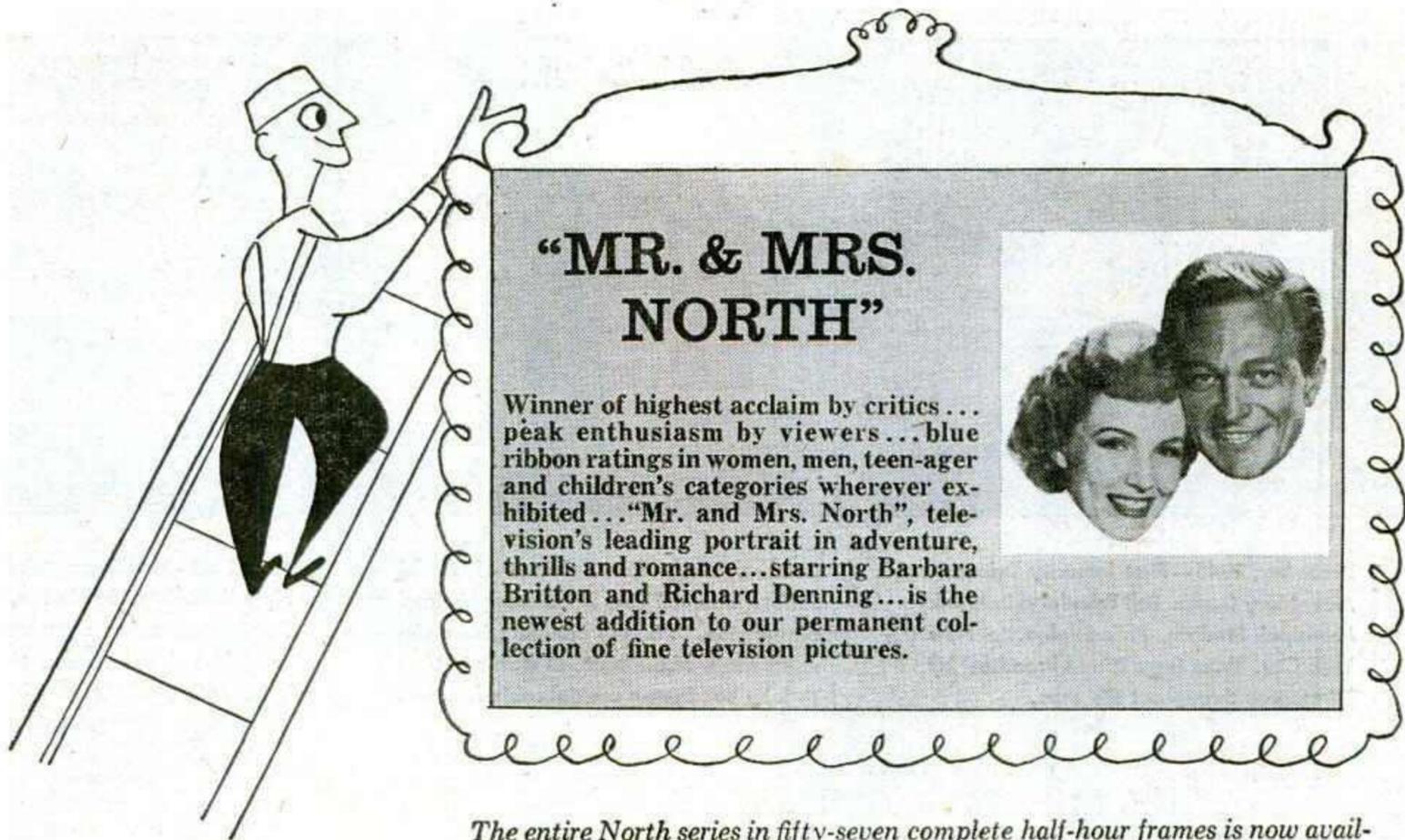
In only eight months, ZIV-TV'S CISCO KID, starring Duncan Renaldo, leaps in Baltimore favor from 7.3 in August 1954 to 28.9 in March 1955,

ARB* . . . topping other favorite shows like Comedy Hour, Loretta Young, U. S. Steel Hour, etc.

CHICAGO NEW YORK HOLLYWOOD

Now in the gallery of successful pictures

from *Bernard L. Schubert, Inc.*



"MR. & MRS. NORTH"

Winner of highest acclaim by critics... peak enthusiasm by viewers... blue ribbon ratings in women, men, teen-ager and children's categories wherever exhibited... "Mr. and Mrs. North", television's leading portrait in adventure, thrills and romance... starring Barbara Britton and Richard Denning... is the newest addition to our permanent collection of fine television pictures.

The entire North series in fifty-seven complete half-hour frames is now available for display in leading markets through Bernard L. Schubert, Inc.

Our catalogue of successful pictures now on exhibition:

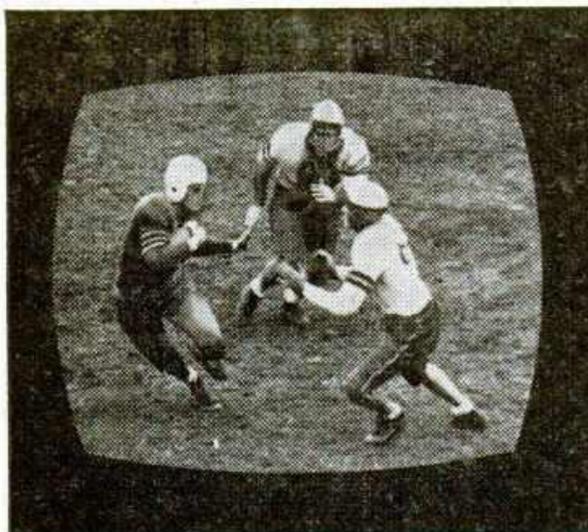
<p>TOPPER</p> <p><i>Sponsored by Standard Brands over the ABC Network</i></p>	<p>CROSS-ROADS</p> <p><i>Sponsored by Chevrolet over the ABC Network</i></p>	<p>MOVIE QUICK QUIZ</p> <p><i>An entirely new version of television's only syndicated audience participation show</i></p>	<p>ADVENTURES OF THE FALCON</p> <p><i>Produced for NBC film syndication</i></p>
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For further details of our outstanding gallery of fine pictures, contact

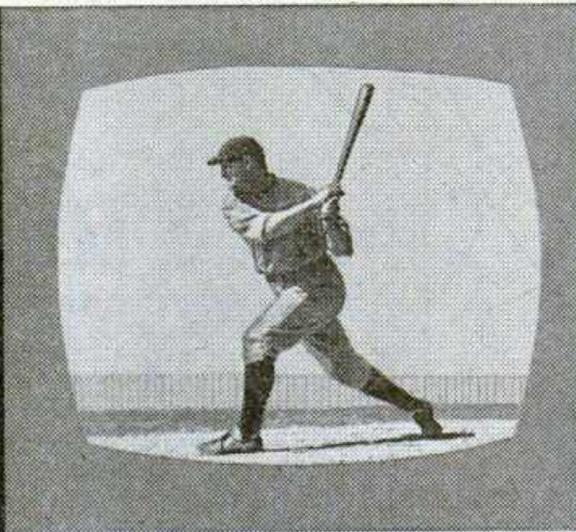
BERNARD L. SCHUBERT, INC.
 509 Madison Avenue · New York, N. Y.
 MUrray Hill 8-0940



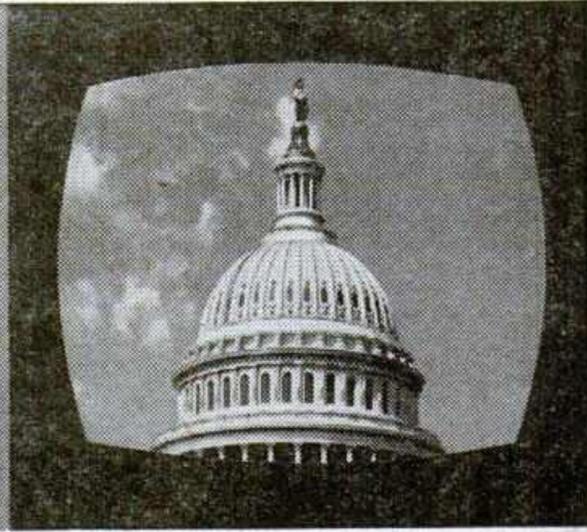
DO YOU REMEMBER THESE TV "FIRSTS"



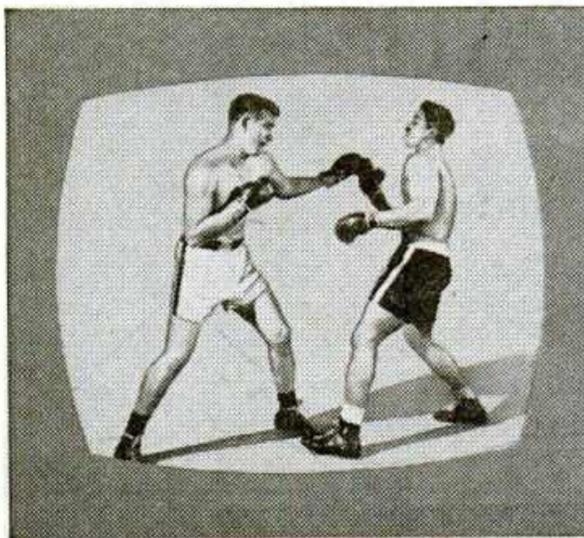
1 December, 1945—**First Intercity Telecast:** Army-Navy Game. Bell Telephone lines link Municipal Stadium, Philadelphia, to New York City. From there it was broadcast by TV stations throughout the area.



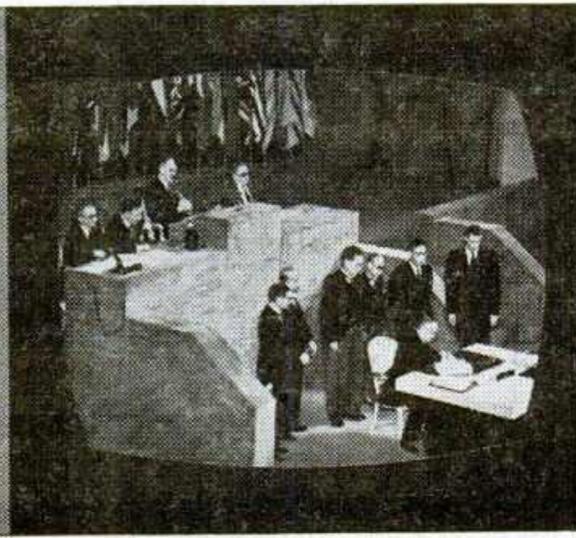
2 October, 1947—**First Telecast of World Series.** Baseball fans in Philadelphia and Washington, D. C., are brought within television range of the baseball classic in New York by Bell System coaxial cable facilities.



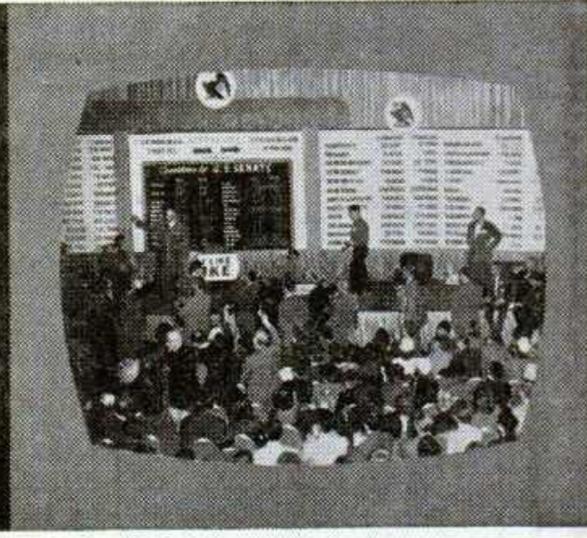
3 May, 1948—**First Commercial Service Starts:** New York City, Baltimore, Washington. Bell System opens commercial use of TV coaxial cable between New York and Washington.



7 June, 1951—**First Theater TV.** Prize fight in Madison Square Garden carried to nine theaters in six eastern and midwestern cities. Telecasts in New York travel from ringside over Bell System video channels.



8 September, 1951—**First Coast-to-Coast TV.** Japanese Peace Treaty Conference, San Francisco. To cover ceremonies Bell System advances previous plans, by about a month, for opening cross-country TV service.



9 November, 1952—**First Presidential Election on TV.** Bell System uses almost 30,000 miles of intercity television channels to carry events to the nation. Programs are transmitted to 110 television stations in 67 cities.



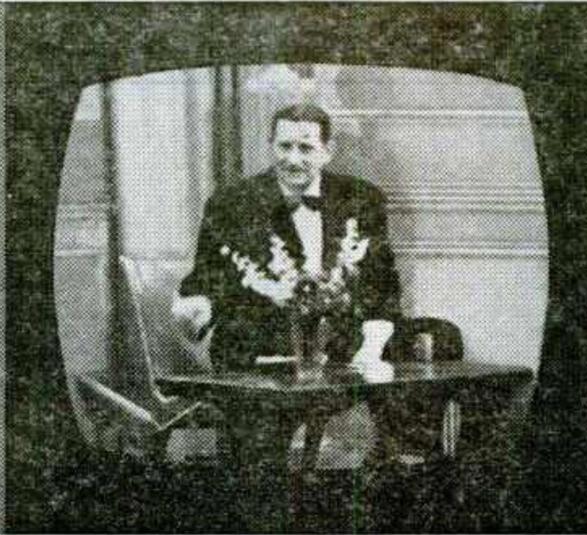
BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

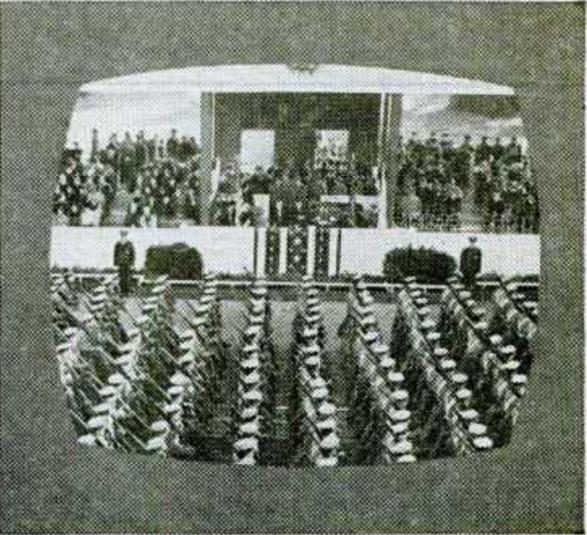
DURING THE PAST DECADE?



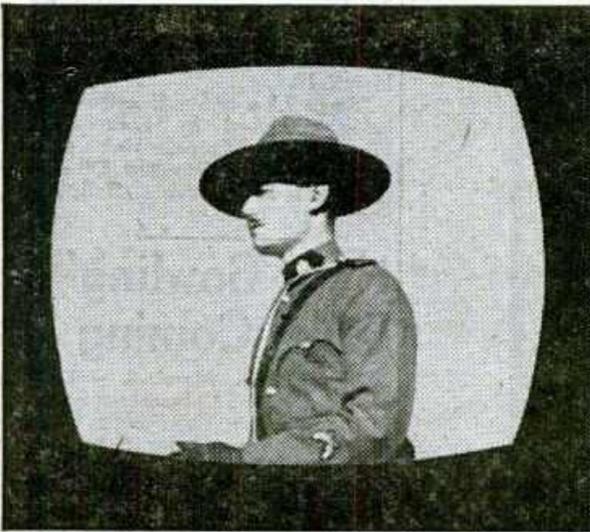
4 June, 1948—**First TV Political Convention Coverage.** Bell System's eastern television network connects Boston, New York, Newark, Philadelphia, Baltimore, Washington and Richmond, for telecasts of sessions.



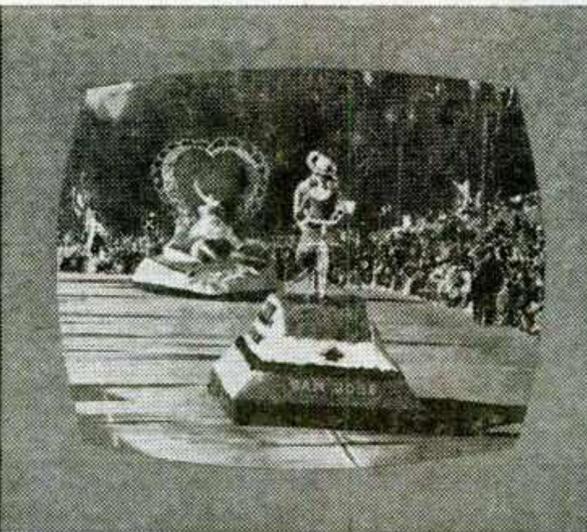
5 January, 1949—**First East-Midwest TV Link.** Bell System's eastern and midwestern television networks join 30 TV stations in 14 cities from the Atlantic to the Mississippi—another television milestone.



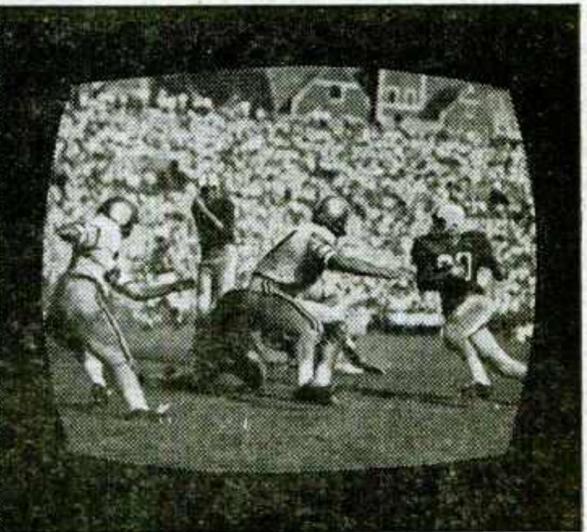
6 January, 1949—**First Presidential Inaugural on TV.** Millions of Americans in the East and Midwest watch inauguration ceremonies. On-the-spot TV coverage is transmitted over Bell System's Television Network.



10 January, 1953—**First International Television.** Toronto's first television station links Canada to the U. S. by TV network facilities of the Bell System. This historic event marks the first regular video link between nations.



11 January, 1954—**First Public Colorcast.** Tournament of Roses. Bell System converts transcontinental channels so that for the first time viewers from coast to coast can see the Pasadena classic in color.



12 September, 1955—**First Colorcast of Football Game.** Georgia Tech-Miami University game in Atlanta. For the first time a national audience sees football on color television. Game is colorcast to 100 stations in 100 cities.

Today, 10 years after the first intercity transmission of television, the Bell System continues to make advances in equipment and technique. It assures the television industry the benefit of the best possible service, at low cost, now and in the future.

FINEST DRIVE

Big Nat'l Client Push
On for RKO's Top 52

NEW YORK, March 3.—RKO Teleradio this week launched a mammoth effort to get national sponsorship for the top 52 pictures in the RKO catalog. These 52 were picked from the 150 that Teleradio is withholding for two years from C&C Television, which owns the rights to all 740 RKO pictures for local sales.

Teleradio this week was entertaining agency executives at the St. Regis Hotel, where there was a continuous closed-circuit screening of the first reel of each of the 52 pictures. The screenings will continue at Teleradio headquarters here next week. Each agency man gets a book titled "RKO's Finest 52." The cost of each copy is said to be about \$20. It was turned

out by Teleradio's promotion chief, Bob Schmidt, in two weeks. It was widely said to be one of the most magnificent presentations ever made on TV programming.

Among the titles in the "Finest 52" package are "The Bachelor and the Bobby-Soxer," "Citizen Kane," "The Enchanted Cottage," "Experiment Perilous," "The Fallen Sparrow," "Gunga Din," "The Informer," "I Remember Mama," "Love Affair," "The Magnificent Ambersons," "Mary of Scotland," "Mr. Blandings Builds His Dream House," "Murder, My Sweet," "None But the Lonely Heart," "Rachel and the Stranger," "Sinbad the Sailor," "Stage Door," "Suspicion," "Till the End of Time" and "The Window."

Terrytoons
May Do Ads

NEW YORK, March 3.—CBS-TV is toying with the idea of moving into the field of production of commercials thru its Terrytoons subsidiary.

The animation production firm, whose studios are in New Rochelle, N. Y., is still actively engaged in producing cartoons for theatrical release by 20th Century-Fox. It would take on production of animated commercials for TV as a sideline, if CBS gives it a go-ahead.

CBS bought the entire Terrytoons operation, including the studio and cartoons, about two months ago. It's now functioning as a corporate subsidiary of CBS-TV Film Sales, which is also syndicating 156 Terrytoon animated cartoons.

Bob Seidelman and
Hyams Buy Unity

NEW YORK, March 3.—Unity Television, one of the pioneering companies in the distribution of feature film to TV, changed ownership this week, the second time in the past two years. The new owners are Jerry Hyams and Bob Seidelman, who are president and sales manager respectively of Hygo Television Films, which for the past five months has been operating in conjunction with Unity in a combined sales effort.

Unity was founded in 1949 by a group headed by Bert Mayers and Irvin Shapiro. It served as the distribution arm for a complex of subsidiary corporations that held the various rights in its many pictures. From 1950 thru 1953 Unity and Motion Pictures for Television had the two largest catalogs of features

in TV, and between them they dominated the business. Arche Mayers was president of Unity during those years.

In 1954 both the Unity and MPTV libraries began to run out of steam. They suffered a further setback when General Teleradio got into the business that year with 30 top pictures bought from the Bank of America.

In March, 1954, control of Unity was acquired by a syndicate headed by Joseph Seidelman, former Universal Pictures executive and father of the new co-owner. The Mayers group continued to manage the firm, Arche thenceforth serving as general manager. Even insiders did not know of the change in ownership.

Hygo Merger

In June, 1955, 15 months later, Seidelman finally appeared at the Unity office and took over management as president. In October, the operational merger with Hygo was effected. At that time Hyams and the younger Seidelman were given an option to buy Unity. Their option expired on Thursday (1), at which time they exercised it.

Unity and Hygo are still separate corporations. Hyams said it is likely they will eventually be merged legally under one title.

During the five months of joint sales, close to \$400,000 in new business was written on the Unity product.

The joint Hygo-Unity catalog now consists of 450 features, 140 Westerns, 300 cartoons and numerous serials. This includes Hygo's new package on which station sales began this week.

Three pictures were added to the new package this week, making a total of 22 titles.

TPA 'Stage 7'
To Syndication

NEW YORK, March 3.—Television Programs of America will begin syndication sales of "Stage 7" the last week in March. Mickey Sillerman, executive vice-president, is calling the sales staff in for a clinic on the show the week of March 19.

"Stage 7," a dramatic anthology being produced by Four Star Films, is already on the air on the West Coast for Standard Oil of California as "Chevron Hall of Stars."

New 'Bowling'
Films Coming

NEW YORK, March 3.—The second group of 13 hour-long films in the "Bowling Time" series will probably be ready for airing in July. Sterling TV is just putting the final touches on the deal with the producer.

Meanwhile, Sterling wrapped up sales to seven stations in the past week, making a total of some 40 markets sold to date. Among the stations that bought it this week are WCCO-TV, Minneapolis; KPTV, Portland, Ore.; WGBI-TV, Scranton, Pa., and WREX-TV, Rockford, Ill.

'MDM' Uses
RKO for Pix

NEW YORK, March 3.—WOR-TV is digging deep in the RKO catalog for the spring line-up on its "Million Dollar Movie." For its next 15 weeks, which takes it thru June 17, all but two of its "MDM" pictures will be RKO. It will be the first station in the country to get any of the new RKO product on the air, when it puts on "King Kong" next week.

Some of the other RKO pictures it has scheduled are "Fighting Father Dunne," "Adventure in Baltimore," "Crack Up," "Mourning Becomes Electra," "The Velvet Touch," "Hitler's Children" and "Return of the Badmen."



READ THIS AND REAP!

CRITICS' REACTION TO NEW YORK PREMIERE!

"World-Telegram" — Harriet Van Horne

"SHEENA BRINGS FRESH AIR TO TV — I don't know who will stand on the golden threshold and receive this year's Emmy Awards, but I'd like to suggest right now that they strike off a special medal for Irish McCalla, little sister to Tarzan of the Apes.

"If you have anything else booked for the next 25 weeks, cancel it."

"News" — Ben Gross

"... that new WPIX series, "Sheena, Queen of the Jungle", surely has got what it takes to draw an audience... should be as popular as ice cream at a toddler's birthday party. And in the event you missed the premiere, be informed that this Irish McCalla... portrays Sheena and can swing from

a tree even more expertly than Tarzan himself. Also she has a pal, the cutest, smartest chimp you ever saw.

"There's danger, romance, villainy, beautiful scenery and high adventure in the very depths of darkest Africa. So, if you're seeking escape from the cares of the office, the dishes to be washed or the children to be fed, here's your chance."

"Journal-American" — Jack O'Brian

"Sheena, starring a treetop-tall blonde jungle type named Irish McCalla, wasn't bad at all... Irish, or Sheena, is a leggy lassie of six feet or more with ample dimensions which seem to shrink into a not unattractive girlishness.

"The first episode was diverting, well photographed, its problem broad and clear, with bad guy and girl circumvented in the end by resourceful Sheena."

TOP RATINGS 'ROUND THE COUNTRY

*ATLANTA: 17.3, 61.8% share; outrating combined competition by 60.2%.

*LOS ANGELES: 12.4, 28.4% share; tops in time period!

*SAN FRANCISCO: 17.3, 45.4% share; first in time slot!

†BATON ROUGE: 22.8, 53.9% share; #1 in time period.

*FRESNO: 29.2, 73.7% share; drubbing combined competition by 181%!

*SAN DIEGO: 23.8, 53.8% share; highest rated children's vidfilm in town!

†LUBBOCK: 19.3, 55.1% share; tops in time slot!

*ARB † Telepulse

Want audience action? Join the safari to sales with

SHEENA, QUEEN of the JUNGLE

Some choice markets still available —
write, wire, call:

ABC FILM SYNDICATION, INC., 10 East 44 Street, New York 17, N. Y., OXford 7-5880

Alexander's

"POWER PLUS PACKAGE.."

...PACKS PROGRAMMING PUNCH!

**16 TOP FLIGHT FEATURES
BRAND NEW TO TV
WITH SUCH TOP STARS AS:**

- | | | | |
|-------------------|-----------------|-------------------|------------------|
| Abbott & Costello | Whitney Bourne | Richard Green | Susan Morrow |
| John Agar | Frank Buck | Ann Harding | Joanne Page |
| Pier Angeli | Naomi Chance | Evelyn Keyes | Dick Powell |
| Edward Arnold | Wendell Corey | Dorothy Lamour | William Powell |
| Max & Buddy Baer | Frances Dee | Gina Lollobrigida | Frances Rafferty |
| Lionel Barrymore | Richard Denning | Marjorie Lord | Dany Robin |
| Eva Bartok | Andy Devine | William Lundigan | May Robson |
| Clyde Beatty | Richard Dix | Joel McCrea | Sabu |
| Mary Boland | Brian Donlevy | George Marchal | Robert Shayne |
| | Irene Dunne | | Vittorio de Sica |
| | James Dunn | | Claire Trevor |



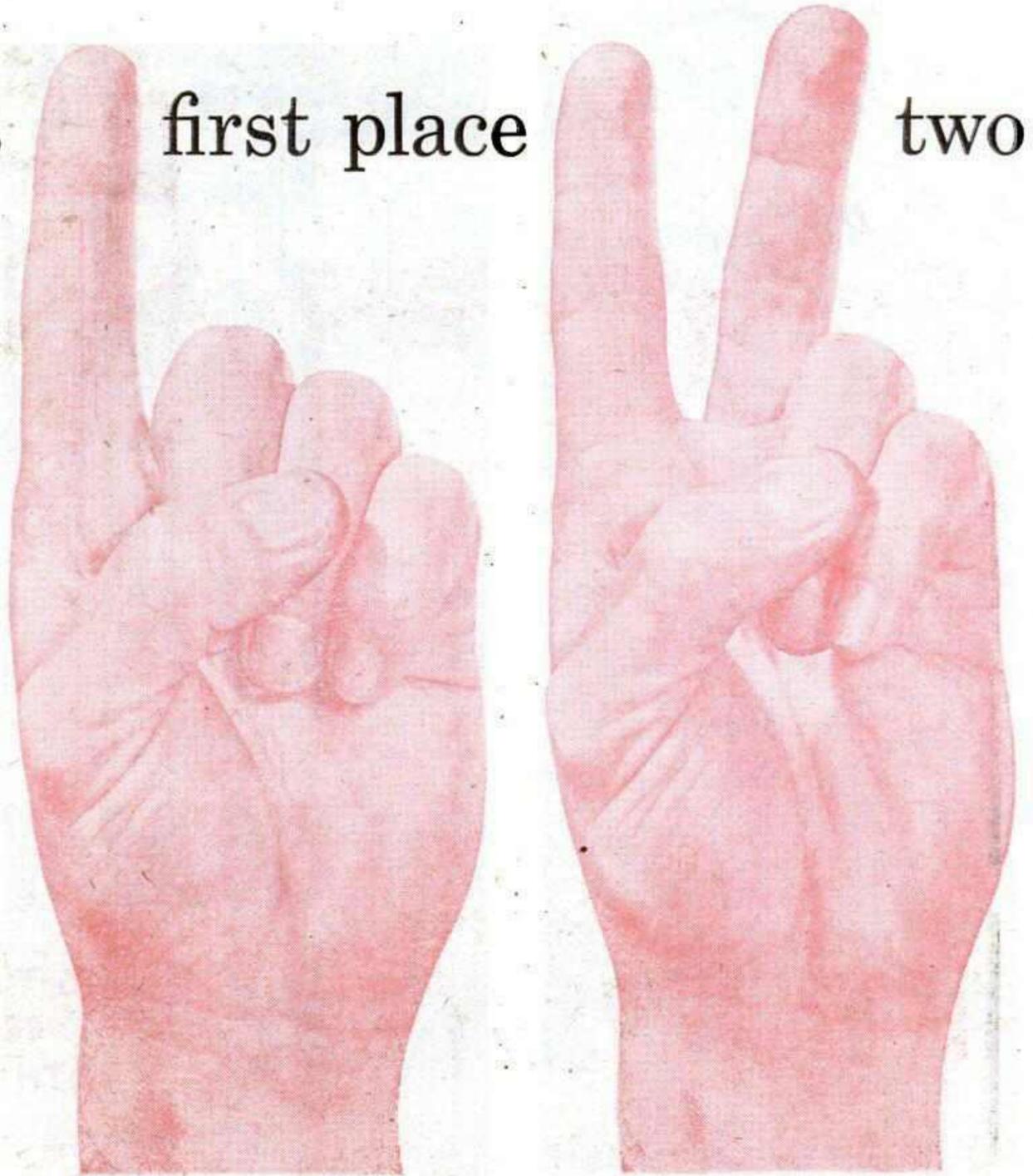
ALEXANDER PRODUCTIONS, INC.

Home Office: 6040 Sunset Blvd., Hollywood 28, Calif. • HOLLYWOOD 4-3414

CFI wins

first place

two

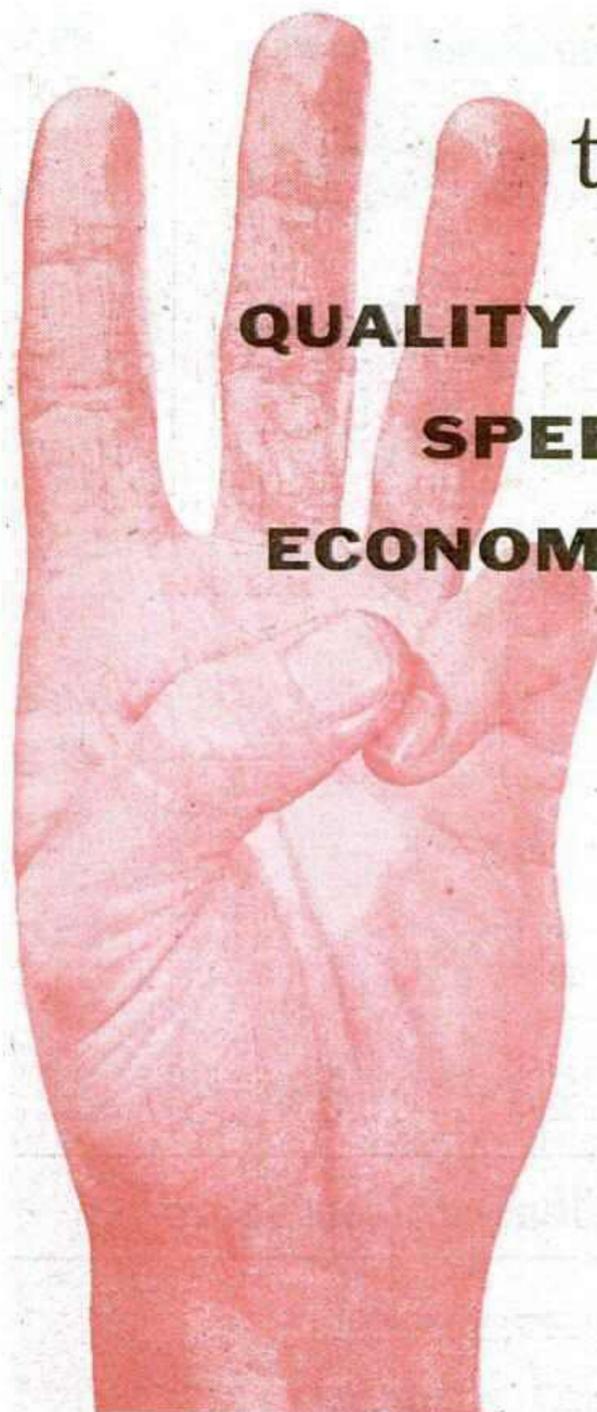


Film producers for Motion Picture Theatres and TV spend thousands of dollars weekly, millions yearly, for fine, outstanding productions. Discriminating producers protect their creative efforts by having their negative developing and printing done at Consolidated Film Industries located in New York, Fort Lee and Hollywood. For over 35 years, Consolidated Film Industries has been renowned for the highest quality film processing in both color and black-and-white. CFI is ready to serve you at any of their plants located at: 959 N. Seward Street, Hollywood, California • 521 West 57th Street, New York, New York • Consolidated Park, Fort Lee, New Jersey

THANKS TO THE ENTIRE TV INDUSTRY FOR THIS UNPRECEDENTED HONOR

The Billboard AWARD

years in a row for all three!



QUALITY
SPEED
ECONOMY

The Billboard Award
for outstanding achievement in
Television Film

PRESENTED TO
**CONSOLIDATED
FILM INDUSTRIES**
A Division of Republic Pictures, Inc.

NAMED BY THE
TV FILM INDUSTRY

FOR THE
**MOST ECONOMICAL, FASTEST,
AND HIGHEST QUALITY SERVICE**

THE BILLBOARD FOURTH ANNUAL TV FILM SERVICE AWARDS FOR
1955

Winning Laboratories

• WHICH LAB EXCELLED IN QUALITY OF ITS WORK?

Place	Company	Points
1	Consolidated Film Industries	151
2	MovieLab	126
3	Pathe Labs	94
4	Precision Film Labs	89
5	DeLuxe Labs	75
6	General Film Labs	59
7	Acme Film Labs	56
8	Guffanti Film Labs	43
9	Film Associates	43
10	Du-Art Film Labs	36

• WHICH LAB EXCELLED IN SPEED OF ITS PERFORMANCE?

Place	Company	Points
1	Consolidated Film Industries	137
2	Pathe Labs	114
3	Precision Film Labs	93
4	MovieLab	80
5	DeLuxe Labs	74
6	Acme Film Labs	69
7	General Film Labs	56
8	Guffanti Film Labs	56
9	Film Associates	51
10	Mecca Film Labs	40
	Hollywood Film Enterprises	40

• WHICH LAB WAS OUTSTANDING FOR THE ECONOMY OF ITS WORK?

Place	Company	Points
1	Consolidated Film Industries	149
2	DeLuxe Labs	137
3	Precision Film Labs	123
4	Pathe Labs	98
5	MovieLab	85
6	Guffanti Film Labs	73
7	Du-Art Film Labs	65
8	Film Associates	63
9	Acme Film Labs	54
10	Film Service Labs	47
	Mecca Film Labs	47

THE BILLBOARD FEBRUARY 18, 1956

Consolidated Film Industries Repeats 3-Way Win for Labs

Keeping pace with the increasingly important role that film labs play in a TV industry that has embraced film more and more, Consolidated Film Industries has stayed atop its competition and again this year copped all three first-place service awards in the laboratories category. Consolidated, a subsidiary of Republic Pictures, was voted tops of all the labs in the quality of its work, the speed of its performance and the economy of its work. Its feat in winning all three first-place awards in this year's balloting duplicates its showing of last year.

by edelstein

NETWORK & LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - TV FILM PROGRAMS - COMMERCIALS IN PRODUCTION

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Web Quiz and Panel Shows

JANUARY RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	\$64,000 Question, Revlon (CBS)	54.8
2.	You Bet Your Life, DeSoto-Plymouth (NBC)	42.9
3.	I've Got a Secret, R. J. Reynolds (CBS)	38.6
4.	What's My Line, Montener, Remington Rand (CBS)	35.3
5.	Two for the Money, Schaeffer, P. Lorillard (CBS)	29.1
6.	Big Surprise, Purex, Speidel (NBC)	28.1
7.	Truth or Consequences, P. Lorillard (NBC)	27.8
8.	People Are Funny, Paper Mate, Toni (NBC)	27.2
9.	Name That Tune, Whitehall (CBS)	26.2
9.	Do You Trust Your Wife, Frigidaire (CBS)	26.2

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Two for the Money, Schaeffer, P. Lorillard (CBS)	1.25
2.	What's My Line, Montener, Remington Rand (CBS)	1.19
3.	\$64,000 Question, Revlon (CBS)	1.18
3.	Name That Tune, Whitehall (CBS)	1.18
3.	I've Got a Secret, R. J. Reynolds (CBS)	1.18
3.	Stop the Music, Quality Goods, Necchi (ABC)	1.18
3.	Down You Go, Whitehall, Procter & Gamble, Western Union (ABC)	1.18
3.	You Bet Your Life, DeSoto-Plymouth (NBC)	1.18
9.	Chance of a Lifetime, Emerson, Lenthic (ABC)	1.17
9.	Do You Trust Your Wife, Frigidaire (CBS)	1.17

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	People Are Funny, Paper Mate, Toni (NBC)	.95
1.	Two for the Money, Schaeffer, P. Lorillard (CBS)	.95
3.	What's My Line, Montener, Remington Rand (CBS)	.92
4.	Truth or Consequences, P. Lorillard (NBC)	.91
5.	You Bet Your Life, DeSoto-Plymouth (NBC)	.90
5.	Big Surprise, Purex, Speidel (NBC)	.90
7.	Chance of a Lifetime, Emerson, Lenthic (ABC)	.89
8.	\$64,000 Question, Revlon (CBS)	.88
9.	Break the Bank, Dodge (ABC)	.86
10.	Do You Trust Your Wife, Frigidaire (CBS)	.82

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Beat the Clock, Sylvania (CBS)	1.11
2.	Dollar a Second, Mogen-David (ABC)	.83
3.	People Are Funny, Paper Mate, Toni (NBC)	.77
4.	Name That Tune, Whitehall (CBS)	.75
5.	Big Surprise, Purex, Speidel (NBC)	.63
6.	Truth or Consequences, P. Lorillard (NBC)	.60
7.	Two for the Money, Schaeffer, P. Lorillard (CBS)	.50
8.	Masquerade Party, Knomark, Pharmaceuticals (ABC)	.45
9.	You Bet Your Life, DeSoto-Plymouth (NBC)	.44
10.	Break the Bank, Dodge (ABC)	.41

LATEST NETWORK RATINGS

Trendex Top 10 TV Web Shows

(Week Ending Feb. 7)

* Indicates Film

Rank	Program & Web	Rating
1.	Ed Sullivan Show (CBS)	40.3
2.	\$64,000 Question (CBS)	40.0
3.	Perry Como (NBC)	36.4
4.	*I Love Lucy (CBS)	36.0
5.	*December Bride (CBS)	33.0
6.	Talent Scouts (CBS)	29.7
7.	*You Bet Your Life (NBC)	29.6
8.	Red Skelton (CBS)	29.3
9.	What's My Line (CBS)	28.4
10.	*Disneyland (ABC)	27.2

Videodex Top 10 TV Web Shows

(Week Ending Feb. 7)

* Indicates Film

Rank	Program & Web	Rating
1.	\$64,000 Question (CBS)	36.3
2.	George Gobel (NBC)	34.5
3.	*Dragnet (NBC)	33.1
4.	Ed Sullivan Show (CBS)	32.5
5.	Climax (CBS)	32.2
6.	*I Love Lucy (CBS)	31.3
7.	Bob Hope (NBC)	30.8
8.	*Disneyland (ABC)	30.2
9.	Red Skelton (CBS)	30.1
10.	Perry Como (NBC)	29.9

ARB Top Shows Among Kids

How Network Shows Rated Among Children in January

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

(* Indicates Film)

Rank	Show, Sponsor & Web	Children Per Set	Avg. Jan. Rating
1.	Winky Dink & You, Sust. (CBS)	2.00	10.6
2.	Captain Kangaroo (Sat.), Sust. (CBS)	1.95	8.8
3.	*Mighty Mouse Playhouse, Sust. (CBS)	1.90	10.1
4.	*Mickey Mouse Club, Partic. (ABC)	1.87	24.1
5.	Howdy Doody, Sust. (NBC)	1.76	10.3
6.	Children's Corner, Sust. (NBC)	1.74	4.9
7.	*Fury, Gen'l Foods (NBC)	1.72	11.2
8.	Pinky Lee (Sat.), Partic. (NBC)	1.69	8.5
9.	Mr. Wizard, Sust. (NBC)	1.65	12.7
10.	Paul Winchell, Sust. (NBC)	1.58	7.8
11.	*Tales of the Texas Rangers, Gen'l Mills, Curtis (CBS)	1.56	18.3
11.	*Rin Tin Tin, National Biscuit (ABC)	1.56	26.7
13.	*Captain Midnight, Wander (CBS)	1.55	15.4
14.	Pinky Lee, Partic. (NBC)	1.53	7.6
15.	*Wild Bill Hickok, Kellogg (CBS)	1.50	14.4
16.	*Lassie, Kellogg, Campbell Soup (CBS)	1.48	26.8
16.	*Roy Rogers, Gen'l Foods (NBC)	1.48	22.7
18.	*Disneyland, Partic. (ABC)	1.45	43.1
19.	Captain Kangaroo, Sust. (CBS)	1.43	7.5
20.	Choose Up Sides, Sust. (NBC)	1.39	7.3
20.	Producers' Showcase (Peter Pan), Ford, RCA (NBC)	1.39	45.4
22.	Ding Dong School, Partic. (NBC)	1.38	7.4
23.	Let's Take a Trip, Sust. (CBS)	1.37	6.3
24.	*Lone Ranger, Gen'l Mills (CBS)	1.31	15.9
25.	Super Circus, Chunky, Hartz (ABC)	1.27	11.9

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Westerns

DECEMBER RATINGS		
Rank	Show & Distrib.	Avg. Dec. Rtg.
1.	Range Rider (CBS)	13.5
2.	Annie Oakley (CBS)	12.0
3.	Wild Bill Hickok (Flamingo)	11.9
4.	Cisco Kid (Ziv)	11.6
5.	Death Valley Days (Pacific Morax)	10.1
6.	Buffalo Bill Jr. (CBS)	10.0
7.	Hopalong Cassidy (NBC)	9.5
8.	Steve Donovan, Western Marshall (NBC)	9.3
9.	Stories of the Century (Hollywood)	7.8
9.	Judge Roy Bean (Screencraft)	7.8

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Death Valley Days (Pacific Borax)	.83
2.	Stories of the Century (Hollywood)	.73
3.	Hopalong Cassidy (NBC)	.68
4.	Gene Autry (CBS)	.62
5.	Judge Roy Bean (Screencraft)	.54
6.	Range Rider (CBS)	.52
7.	Cisco Kid (Ziv)	.49
8.	Wild Bill Hickok (Flamingo)	.48
9.	Cowboy G-Men (Flamingo)	.42
10.	Steve Donovan, Western Marshall (NBC)	.41

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Wild Bill Hickok (Flamingo)	.27
2.	Cisco Kid (Ziv)	.26
2.	Cowboy G-Men (Flamingo)	.26
2.	Gene Autry (CBS)	.26
2.	Steve Donovan, Western Marshall (NBC)	.26
6.	Annie Oakley (CBS)	.25
6.	Hopalong Cassidy (NBC)	.25
8.	Range Rider (CBS)	.24
9.	Death Valley Days (Pacific Borax)	.22
9.	Judge Roy Bean (Screencraft)	.22

VIEWERS/100 HOMES		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Hopalong Cassidy (NBC)	239
2.	Judge Roy Bean (Screencraft)	233
3.	Gene Autry (CBS)	228
4.	Death Valley Days (Pacific Borax)	226
5.	Annie Oakley (CBS)	219
6.	Range Rider (CBS)	215
7.	Cisco Kid (Ziv)	204
8.	Wild Bill Hickok (Flamingo)	198
9.	Cowboy G-Men (Flamingo)	195
10.	Stories of the Century (Hollywood)	194

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Judge Roy Bean (Screencraft)	.83
2.	Stories of the Century (Hollywood)	.75
3.	Death Valley Days (Pacific Borax)	.74
4.	Annie Oakley (CBS)	.58
5.	Hopalong Cassidy (NBC)	.57
6.	Gene Autry (CBS)	.55
7.	Range Rider (CBS)	.43
8.	Cowboy G-Men (Flamingo)	.40
9.	Cisco Kid (Ziv)	.37
10.	Wild Bill Hickok (Flamingo)	.34

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Annie Oakley (CBS)	.98
2.	Buffalo Bill Jr. (CBS)	.97
3.	Range Rider (CBS)	.96
4.	Cisco Kid (Ziv)	.92
5.	Hopalong Cassidy (NBC)	.89
5.	Steve Donovan, Western Marshall (NBC)	.89
5.	Wild Bill Hickok (Flamingo)	.89
8.	Cowboy G-Men (Flamingo)	.87
9.	Gene Autry (CBS)	.85
10.	Judge Roy Bean (Screencraft)	.74

Pulse Top Pix Among Children

How Non-Net Films Rated Among Children in December

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 and Distributor of Series	Kids Per 100 Tuned In	Avg. Dec. Rating
1.	Little Rascals (Interstate)	105	13.9
2.	Abbott & Costello (MCA)	99	7.9
3.	Annie Oakley (CBS)	98	12.0
4.	Buffalo Bill Jr. (CBS)	97	10.0
5.	Ramar of the Jungle (TPA)	96	8.0
5.	Range Rider (CBS)	96	13.5
5.	Superman (Flamingo)	96	14.4
8.	Captain Zero (Atlas TV)	94	8.9
8.	Long John Silver (CBS)	94	7.5
10.	Cisco Kid (Ziv)	92	11.6
11.	Hans Christian Andersen (Interstate)	90	5.2
12.	Hopalong Cassidy (NBC)	89	9.5
12.	The Ruggles (Tom Corradine)	89	14.8
12.	Steve Donovan, Western Marshall (NBC)	89	9.3
12.	Wild Bill Hickok (Flamingo)	89	11.9
16.	Cowboy G-Men (Flamingo)	87	5.8
17.	Gene Autry (CBS)	85	6.6
18.	Jungle Jim (Screen Gems)	74	9.8
19.	Judge Roy Bean (Screencraft)	74	7.8
20.	Soldiers of Fortune (MCA)	65	10.3
21.	Badge 714 (NBC)	64	14.1
22.	Death Valley Days (Pacific Borax)	47	10.1
23.	Captured (NBC)	44	6.5
24.	Highway Patrol (Ziv)	41	12.8
25.	Meet Corliss Archer (Ziv)	39	9.6

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***IT HAS BEEN A HARD, ROUGH ROAD,
BUT IT'S BEEN WORTH IT!!!***



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(Tootsie Roll)

William B. Rubin and Leonard Stone

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Advertising Agency
Henri, Hurst & McDonald

And to All the Executives, Staff and Personnel at NBC-TV

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Milton Newberger, Margie Liszt, Isabel Dwan, Rex May (Announcer)

—ALSO—

LEE WAINER, Producer
JOHN LYMAN III, Director
JERRY BOWNE, Supervisor
JIMMY STARK, Associate Director
BOB ANDERSON, Unit Manager
JIM ALLEN, Writer
RAY ALLEN, Writer
BILL DERMAN, Writer
GAYLORD CARTER, Music Director

CURT NATIONS, Art Director and his Crew
WILLIAM PALMERSTON, Technical Director
Camera Crew and Audio Crew
Sound Effects Crew
GENE REED, Lighting Director and his Crew
BLANCHE KING, Wardrobe and her Crew
JOHN CHAMBERS, Make-Up
RAYMOND COOK, Head Property and his Crew
RAY ARMSTRONG, Head Electrician and his Crew

GEORGE KUNKLE, Head Carpenter and his Crew
BOB GRANER, Stage Manager
GEORGE FULTON, Stage Manager
MANNING HALL, Artist
JEAN BROSEN (My Girl Friday)
SALLY GRAHAM, Assistant to Producer
PAT HOLST, Production Assistant
LYNN RHEIN, Public Relations
ESTELLE WOLEN, Stenographer

Love and Kisses to All,

NBC Publicity,
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Paul Marsh & Associates
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The Billboard Scoreboard

PULSE LOCAL RATINGS JANUARY

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

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

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" 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.

BALTIMORE 3 STATIONS

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

- | | |
|--|--|
| 1. \$64,000 Question, WMAR, T. 46.9 | 9. G. E. Theater, WMAR, Su. 31.5 |
| 2. Producer's Showcase, WBAL, M. 45.7 | 10. Alfred Hitchcock, WMAR, Su. 31.2 |
| 3. Ed Sullivan, WMAR, Su. 43.4 | 11. Millionaire, WMAR, W. 30.2 |
| 4. 4 Star Showcase, WMAR, Th. 36.9 | 12. Perry Como, WBAL, S. 30.0 |
| 5. Climax, WMAR, Th. 35.4 | 13. Robert Montgomery, WBAL, M. 29.4 |
| 6. Lux Video Theater, WBAL, Th. 34.8 | 14. Groucho Marx, WBAL, Th. 29.2 |
| 7. I've Got a Secret, WMAR, W. 33.5 | 15. Playhouse of Stars, WMAR, F. 28.9 |
| 8. Red Skelton, WMAR, T. 33.2 | |

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

- | | |
|--|---|
| 1. Mickey Mouse Club, WAAM, M-F. 23.2 | 5. *Star Tonight, Wm. Misc., WMAR, M-F. 14.5 |
| 2. *Little Rascals, WBAL, M-F. 17.2 | 7. Valiant Lady, WMAR, M-F. 13.9 |
| 3. Guiding Light, WMAR, M-F. 14.8 | 8. Patti Page, WMAR, T, Th. 13.7 |
| 4. Search for Tomorrow, WMAR, M-F. 14.7 | 9. *Early Show, WMAR, M-F. 13.6 |
| 5. Love of Life, WMAR, M-F. 14.5 | 10. *Paul's Puppets, WBAL, T, Th. 12.5 |

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- | | |
|--|---|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Annie Oakley (CBS), WBAL, S-5:30 27.2 | 17. Little Rascals (Interstate), WBAL, S-3:00 11.8 |
| 2. Cisco Kid (Ziv), WBAL, T-7:00 22.2 | 18. †Andy's Gang (Brown), WBAL, S-9:30 a.m. 11.5 |
| 3. Wild Bill Hickok (Flamingo), WBAL, F-7:00 19.5 | 19. Science Fiction Theater (Ziv), WBAL, Su-10:30 11.2 |
| 4. Little Rascals (Interstate), WBAL, M-F-6:00 17.2 | 19. Hopalong Cassidy (NBC), WBAL, S-8:30 a.m. 11.2 |
| 5. Soldiers of Fortune (MCA), WBAL, Th-7:00 15.9 | 21. Waterfront (MCA), WMAR, Th-10:30 10.9 |
| 6. Hopalong Cassidy (NBC), WBAL, S-4:00 15.2 | 22. Amos 'n' Andy (CBS), WBAL, Su-7:30 9.5 |
| 7. †Death Valley Days (Pacific Borax), WAAM, S-7:00 15.2 | 23. Studio 57 (MCA), WAAM, T-10:30 8.9 |
| 8. Superman (Flamingo), WBAL, W-7:00 14.9 | 24. Little Rascals (Interstate), WBAL, Su-10:30 a.m. 8.7 |
| 9. I Led Three Lives (Ziv), WBAL, W-10:30 14.7 | 25. Captain Z-Ro (Atlas), WAAM, W-6:45 8.5 |
| 10. Buffalo Bill Jr. (CBS), WMAR, S-6:30 14.2 | 26. Meet Corliss Archer (Ziv), WBAL, Su-11:30 a.m. 7.5 |
| 11. Mr. District Attorney (Ziv), WBAL, S-10:30 13.9 | 26. Times Square Playhouse (Ziv), WAAM, Th-10:30 7.5 |
| 12. Meet Corliss Archer (Ziv), WBAL, S-6:00 13.9 | 28. Gene Autry (CBS), WAAM, S-11:30 a.m. 7.3 |
| 13. †Patti Page (Oldsmobile), WMAR, T, Th-6:30 13.7 | 29. Highway Patrol (Ziv), WMAR, F-7:30 7.2 |
| 14. Ramar of the Jungle (TPA), WBAL, S-6:30 13.5 | 30. Confidential File (Guild), WMAR, Su-11:00 6.7 |
| 15. Eddie Cantor (Ziv), WBAL, M-10:30 12.9 | |
| 16. †Sky King (Nabisco), WBAL, S-4:30 11.9 | |

BUFFALO 3 STATIONS

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- | | |
|---|---|
| 1. \$64,000 Question, WBEN, T. 56.5 | 9. Godfrey and His Friends, WBEN, W. 39.6 |
| 2. Ed Sullivan, WBEN, Su. 47.6 | 10. Lux Video Theater, WGR, Th. 39.3 |
| 3. Producer's Showcase, WGR, M. 43.5 | 11. Mama, WBEN, F. 38.9 |
| 4. Groucho Marx, WGR, Th. 40.5 | 12. Appointment With Adventure, WBEN, Su. 38.5 |
| 5. Climax, WBEN, Th. 40.3 | 13. Perry Como, WGR, S. 38.4 |
| 6. Phil Silvers, WBEN, T. 40.2 | 14. George Gobel, WGR, S. 38.2 |
| 7. I've Got a Secret, WBEN, W. 40.0 | 15. Texaco-Theater, WGR, S. 37.2 |
| 8. Do You Trust Your Wife? WBEN, T. 39.7 | |

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

- | | |
|--|--|
| 1. Mickey Mouse Club, WGR, M-F. 23.9 | 7. *News, Sports, Misc. (6 p.m.), WBEN, M-F. 15.3 |
| 2. *News, Weather (11 p.m.), WGR, M-F. 18.5 | 8. News Caravan, WGR, T-F. 14.9 |
| 3. *News (11 p.m.), WBEN, M-F. 17.6 | 9. Dinah Shore, WGR, T, Th. 14.2 |
| 4. Range Rider, WBEN, F, W, F. 16.9 | 9. Eddie Fisher, WGR, W, F. 14.2 |
| 5. Guiding Light, WBEN, M-F. 15.9 | |
| 6. Search for Tomorrow, WBEN, M-F. 15.5 | |

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

- | | |
|---|---|
| 1. Annie Oakley (CBS), WBEN, T-7:00 31.5 | 16. Mayor of the Town (MCA), WGR, Th-7:00 15.2 |
| 2. Cisco Kid (Ziv), WBEN, Th-7:00 29.5 | 17. Buffalo Bill Jr. (CBS), WBEN, S-11:00 a.m. 15.2 |
| 3. Superman (Flamingo), WBEN, W-7:00 27.5 | 18. †Andy's Gang (Brown), WGR, S-9:30 a.m. 15.2 |
| 4. Dr. Hudson's Secret Journal (MCA), S-10:30, 26.9 | 19. †Sky King (Nabisco), WBEN, S-5:00 15.2 |
| 5. Count of Monte Cristo (TPA), WBEN, F-7:30 25.0 | 20. Confidential File (Guild), WGR, Su-10:30 14.9 |
| 6. Sherlock Holmes (UM&M), WBEN, M-9:30, 23.9 | 20. Steve Donovan, Western Marshal (NBC), (NBC), WBEN, S-10:00 a.m. 14.9 |
| 7. Man Behind the Badge (MCA), WGR, W-8:00 22.7 | 22. Ramar of the Jungle (TPA), WGR, S-12:30 14.2 |
| 8. Mr. District Attorney (Ziv), WGR, F-7:00 21.5 | 23. Championship Bowling (Walt Schwimmer), WBEN, S-2:00 14.0 |
| 9. Liberace (Guild), WGR, Su-6:30 21.5 | 23. †Patti Page (Oldsmobile), WBEN, T & Th-6:30 14.0 |
| 10. Douglas Fairbanks Jr. Presents (ABC), WBEN, Th-10:30 21.2 | 25. Amos 'n' Andy (CBS), WBEN, Su-1:30 13.4 |
| 11. I Led Three Lives (Ziv), WGR, M-10:30 19.9 | 26. Wild Bill Hickok (Flamingo), WBEN, S-1:00 13.2 |
| 12. Highway Patrol (Ziv), WGR, T-10:30 19.0 | 27. Studio 57 (MCA), WGR, F-6:30 13.0 |
| 13. Soldiers of Fortune (MCA), WBEN, M-7:00 18.2 | 28. Science Fiction Theater (Ziv), WBEN, S-7:00 12.9 |
| 14. Waterfront (MCA), WGR, M-7:00 17.5 | 29. Little Rascals (Interstate), WBEN, M & W & F-9:00 a.m. 10.1 |
| 15. Range Rider (CBS), WBEN, M & W & F-6:15 16.9 | 30. Captain Z-Ro (Atlas), WGR, S-5:00 9.5 |

COLUMBUS, O. 3 STATIONS

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

- | | |
|---|--|
| 1. Ed Sullivan, WBNS, Su. 48.0 | 9. December Bride, WBNS, M. 30.8 |
| 2. \$64,000 Question, WBNS, T. 39.7 | 10. Private Secretary, WBNS, Su. 30.7 |
| 3. Producer's Showcase, WLW-C, M. 39.3 | 11. Climax, WBNS, Th. 29.7 |
| 4. Our Miss Brooks, WBNS, F. 35.4 | 11. G.E. Theater, WBNS, Su. 29.7 |
| 5. Lassie, WBNS, Su. 32.7 | 13. I've Got a Secret, WBNS, W. 29.4 |
| 6. Jackie Gleason, WBNS, S. 31.7 | 14. Disneyland, WTVN, W. 29.2 |
| 7. George Gobel, WLW-C, S. 31.5 | 15. Millionaire, WBNS, W. 28.7 |
| 8. Phil Silvers, WBNS, T. 31.4 | |

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

- | | |
|--|---|
| 1. *News (7 p.m.), WBNS, M. to F. 23.3 | 6. *Western Roundup, WBNS, M. to F. 15.8 |
| 2. CBS News, WBNS, M. to F. 23.2 | 7. Arthur Godfrey, WBNS, M. to F. 14.5 |
| 3. *Little Rascals, WBNS, M. to F. 22.5 | 8. Garry Moore, WBNS, M. to F. 11.9 |
| 4. *Aunt Fran, WBNS, M. to F. 17.7 | 9. *News, Weather (11 p.m.), WBNS, M. to F. 11.7 |
| 5. Mickey Mouse Club, WTVN, M. to F. 16.3 | 10. Strike It Rich, WBNS, M. to F. 11.6 |

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- | | |
|--|---|
| 1. †Death Valley Days (Pacific Borax), WBNS, Su-9:30 26.5 | 16. Guy Lombardo (MCA), WBNS, Su-6:30 13.4 |
| 2. Man Behind the Badge (MCA), WBNS, F-9:30 25.0 | 17. Mayor of the Town (MCA), WBNS, W-6:30 13.4 |
| 3. Buffalo Bill Jr. (CBS), WBNS, S-11:30 a.m. 23.5 | 18. Hopalong Cassidy (NBC), WTVN, S-7:00 12.5 |
| 4. I Led Three Lives (Ziv), WLW-C, F-9:30 22.7 | 18. Soldiers of Fortune (MCA), WBNS, M-6:30 12.5 |
| 5. Highway Patrol (Ziv), WBNS, T-10:30 22.5 | 20. Ramar of the Jungle (TPA), WLW-C, S-8:45 a.m. 12.2 |
| 6. Little Rascals (Interstate), WBNS, M. to F-4:30 22.5 | 21. Liberace (Guild), WTVN, Su-4:30 12.0 |
| 7. Wild Bill Hickok (Flamingo), WBNS, T-6:00, 20.4 | 21. Dr. Hudson's Secret Journal (MCA), WBNS, Th-9:30 12.0 |
| 8. Douglas Fairbanks Jr. Presents (ABC), WBNS, F-7:30 19.0 | 23. City Detective (MCA), WLW-C, T-10:30 11.4 |
| 9. †Andy's Gang (Brown), WBNS, S-10:30 a.m. 16.7 | 24. The Visitor (NBC), WTVN, S-10:00 11.0 |
| 10. Annie Oakley (CBS), WBNS, Th-6:00 16.7 | 25. Ramar of the Jungle (TPA), WLW-C, M-6:00 10.2 |
| 11. Judge Roy Bean (Screencraft), WTVN, Su-6:00 15.4 | 26. Dangerous Assignment (NBC), WTVN, T-10:00 9.0 |
| 12. Superman (Flamingo), WBNS, W-6:00 15.2 | 27. Amos 'n' Andy (CBS), WTVN, Su-10:30 8.9 |
| 13. Cisco Kid (Ziv), WLW-C, F-6:00 14.5 | 28. †Sky King (Nabisco), WTVN, Su-6:30 8.7 |
| 14. Mr. District Attorney (Ziv), WTVN, Th-9:30, 14.0 | 28. The Falcon (NBC), WTVN, F-10:30 8.7 |
| 15. Studio 57 (MCA), WLW-C, M-10:30 13.5 | 28. Stories of the Century (Hollywood), WBNS, F-6:30 8.7 |

CHARLOTTE, N. C. 1 STATION

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

- | | |
|--|---|
| 1. Jackie Gleason, WBTV, S. 65.5 | 9. Mama, WBTV, F. 60.3 |
| 2. Ed Sullivan, WBTV, Su. 65.4 | 9. *Mr. District Attorney, WBTV, Th. 60.3 |
| 3. Masquerade Party, WBTV, F. 62.8 | 11. Alfred Hitchcock, WBTV, Su. 60.0 |
| 4. I Love Lucy, WBTV, M. 62.5 | 12. Godfrey's Talent Scouts, WBTV, M. 59.8 |
| 5. G.E. Theater, WBTV, Su. 61.8 | 13. Crusader, WBTV, F. 59.3 |
| 6. Two for the Money, WBTV, S. 61.5 | 13. *Waterfront, WBTV, T. 59.3 |
| 7. Stage Show, WBTV, S. 61.3 | 15. Playhouse of Stars, WBTV, F. 58.3 |
| 8. Climax, WBTV, Th. 61.0 | |

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

- | | |
|---|---|
| 1. *Arthur Smith, WBTV, T. & Th. 49.3 | 6. *Looney Tunes Jamboree, WBTV, T. & Th. 33.0 |
| 2. CBS News, WBTV, M. to F. 44.0 | 7. Search for Tomorrow, WBTV, M. to F. 21.1 |
| 3. *Sports, Misc. (7 p.m.), WBTV, M. to F. 41.5 | 8. Guiding Light, WBTV, M. to F. 20.9 |
| 4. *Esso Reporter (6:30 p.m.), WBTV, M. to F. 40.5 | 9. Valiant Lady, WBTV, M. to F. 20.6 |
| 5. *Patti Page, WBTV, W. & F. 33.3 | 10. Love of Life, WBTV, M. to F. 20.3 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|--|---|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Mr. District Attorney (Ziv), WBTV, Th-8:00 60.3 | 11. Superman (Flamingo), WBTV, T-5:30 35.3 |
| 2. Waterfront (MCA), WBTV, T-8:30 59.3 | 12. Amos 'n' Andy (CBS), WBTV, Su. 4:00 34.3 |
| 3. Douglas Fairbanks Jr. Presents (ABC), WBTV, T-9:00 56.5 | 12. Wild Bill Hickok (Flamingo), WBTV, W-5:30 34.3 |
| 4. Stories of the Century (Hollywood), WBTV, T-9:30 56.0 | 14. †Sky King (Nabisco), WBTV, M-5:00 34.0 |
| 5. Science Fiction Theater (Ziv), WBTV, Su-7:00 44.5 | 15. †Patti Page (Oldsmobile), WBTV, W & F-6:15 33.3 |
| 6. Frankie Laine Show (Guild), WBTV, T-6:45, 42.8 | 16. Looney Tunes (Guild), WBTV, T & Th-5:00 33.0 |
| 7. Stars of the Grand Ole Opry (Flamingo), WBTV, S-6:00 39.3 | 17. Hopalong Cassidy (NBC), WBTV, W-5:00 32.8 |
| 8. Highway Patrol (Ziv), WBTV, F-10:30 39.3 | 18. Buffalo Bill Jr. (CBS), WBTV, S-11:00 a.m. 31.5 |
| 9. Soldiers of Fortune (MCA), WBTV, F-5:30 35.8 | 19. †Andy's Gang (Brown), WBTV, S-10:00 a.m. 31.0 |
| 10. Long John Silver (CBS), WBTV, M-5:30 35.5 | 20. Meet Corliss Archer (Ziv), WBTV, Su-12:30 27.3 |
| | 21. †Sky King (Nabisco), WBTV, S-9:30 a.m. 26.5 |

KANSAS CITY, Mo. 3 STATIONS

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

- | | |
|--|--|
| 1. \$64,000 Question, KCMO, T. 43.5 | 9. I've Got a Secret, KCMO, W. 26.7 |
| 2. Producer's Showcase, WDAF, M. 36.5 | 10. December Bride, KCMO, M. 26.5 |
| 3. Ed Sullivan, KCMO, Su. 35.6 | 11. Red Skelton, KCMO, T. 26.4 |
| 4. George Gobel, WDAF, S. 30.7 | 12. Lux Video Theater, WDAF, Th. 26.0 |
| 5. Climax, KCMO, Th. 28.0 | 13. Alfred Hitchcock, KCMO, Su. 25.7 |
| 6. Loretta Young, WDAF, W. 27.9 | 13. Person to Person, KCMO, F. 25.7 |
| 7. Disneyland, WMBC, W. 27.5 | 13. Your Hit Parade, WDAF, S. 25.7 |
| 8. G.E. Theater, KCMO, Su. 26.9 | |

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

- | | |
|--|---|
| 1. Mickey Mouse Club, KMBC, M. to F. 17.5 | 6. News Caravan, WDAF, T. to F. 10.6 |
| 2. Howdy Doody, WDAF, M. to F. 12.6 | 7. CBS News, KCMO, M. to F. 10.3 |
| 3. Pinky Lee, WDAF, M. to F. 12.1 | 8. *My Little Margie, KMBC, M. to F. 9.6 |
| 4. *News, Sports (10 p.m.), KMBC, M. to F. 11.1 | 9. *Three Star News (6 p.m.), KCMO, M. to F. 9.5 |
| 5. Dinah Shore, WDAF, T. & Th. 10.7 | 10. *Academy Movie, Misc., KMBC, M. to F. 9.4 |

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- | | |
|--|---|
| 1. Studio 57 (MCA), KCMO, T-9:30 25.7 | 17. Foreign Intrigue (Official), KMBC, F-9:30 15.7 |
| 2. Your All Star Theater (Screen Gems), WDAF, Th-8:30 23.5 | 17. Crosscurrent (Official), KMBC, Th-9:30 15.7 |
| 3. Mr. District Attorney (Ziv), KCMO, T-10:00, 20.9 | 19. Superman (Flamingo), KMBC, T-6:00 15.4 |
| 4. Annie Oakley (CBS), KCMO, S-6:00 19.5 | 20. Man Behind the Badge (MCA), KCMO, Th-10:00 14.9 |
| 5. Confidential File (Guild), KMBC, F-9:00 19.4 | 21. Royal Playhouse (Interstate), WDAF, Su-9:30 14.4 |
| 6. San Francisco Beat (CBS), KMBC, Th-9:00 19.0 | 22. Lone Wolf (MCA), KCMO, Su-10:00 14.2 |
| 7. I Led Three Lives (Ziv), WDAF, F-7:30 17.5 | 22. Duffy's Tavern (UM&M), WDAF, W-9:30 14.2 |
| 8. Steve Donovan, Western Marshal (NBC), KMBC, F-6:00 17.2 | 24. I Am the Law (MCA), KMBC, Su-3:00 14.0 |
| 9. Hopalong Cassidy (NBC), WDAF, Su-5:00 16.9 | 25. Highway Patrol (Ziv), KMBC, Th-8:30 13.9 |
| 9. Celebrity Playhouse (Screen Gems), KCMO, W-10:00 16.9 | 26. Mobile Theater (Socony-Mobile), KMBC, Th-9:30 13.7 |
| 11. Cisco Kid (Ziv), WDAF, Su-5:30 16.4 | 27. Douglas Fairbanks Jr. Presents (ABC), WDAF, T-9:30 13.4 |
| 11. Ellery Queen (TPA), WDAF, F-8:00 16.4 | 27. Boston Blackie (Ziv), KMBC, M-9:30 13.4 |
| 13. Wild Bill Hickok (Flamingo), KMBC, Th-6:00 16.3 | 29. †Death Valley Days (Pacific Borax), KCMO, F-10:30 13.2 |
| 14. Badge 714 (NBC), KCMO, F-10:00 16.2 | 30. Foreign Intrigue (Official), KMBC, Su-3:30 12.4 |
| 14. Little Rascals (Interstate), KMBC, M-6:00 16.2 | |
| 16. †Sky King (Nabisco), KMBC, W-6:00 15.9 | |

NEW ORLEANS 2 STATIONS

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

- | | |
|--|--|
| 1. George Gobel, WDSU, S. 61.0 | 8. Star Stage, WDSU, F. 56.5 |
| 2. Texaco Theater, WDSU, S. 60.5 | 10. Alcoa Hour, WDSU, Su. 55.5 |
| 3. Big Story, WDSU, F. 58.8 | 10. Fireside Theater, WDSU, T. 55.5 |
| 4. Kraft TV Theater, WDSU, W. 58.4 | 10. Ford Theater, WDSU, Th. 55.5 |
| 5. Boxing, WDSU, F. 57.3 | 10. Loretta Young, WDSU, Su. 55.5 |
| 5. Producer's Showcase, WDSU, M. 57.3 | 10. Groucho Marx, WDSU, Th. 55.3 |
| 7. Robert Montgomery, WDSU, M. 56.9 | 14. Lux Video Theater, WDSU, Th. 55.3 |
| 8. People Are Funny, WDSU, S. 56.5 | |

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

- | | |
|--|--|
| 1. Eddie Fisher, WDSU, W. & F. 40.3 | 6. Howdy Doody, WDSU, M. & T. & Th. & F. 24.1 |
| 2. News Caravan, WDSU, T. to F. 39.6 | 7. Guiding Light, WDSU, M. to F. 22.2 |
| 3. *Sports-Weather (6:15 p.m.), WDSU, M. to F. 34.7 | 8. Search for Tomorrow, WDSU, M. to F. 21.7 |
| 4. *Esso Reporter (6 p.m.), WDSU, M. to F. 34.4 | 9. Pinky Lee, WDSU, M. & T. & Th. & F. 21.6 |
| 5. *Mrs. Muffin's Party, WDSU, T. & Th. 27.1 | 10. Love of Life, WDSU, M. to F. 20.5 |

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- | | |
|---|--|
| 1. Amos 'n' Andy (CBS), WDSU, Su-9:30 52.8 | 18. Bowboy G-Men (Flamingo), WDSU, M-5:30, 28.8 |
| 2. San Francisco Beat (CBS), WDSU, W-9:30 51.0 | 19. Mr. District Attorney (Ziv), WDSU, Th-10:30 27.5 |
| 3. Liberace (Guild), WDSU, S-9:30 44.5 | 20. Cisco Kid (Ziv), WDSU, T-5:30 27.3 |
| 4. Soldiers of Fortune (MCA), WDSU, Su-5:30, 38.5 | 21. Wild Bill Hickok (Flamingo), WDSU, M-5:00 25.3 |
| 5. Sherlock Holmes (UM&M), WDSU, S-10:00, 37.5 | 21. Superman (Flamingo), WDSU, W-5:00 25.3 |
| 6. Stars of the Grand Ole Opry (Flamingo), WDSU, Su-5:00 35.0 | 23. Studio 57 (MCA), WDSU, T-10:30 24.5 |
| 7. Science Fiction Theater (Ziv), WDSU, M-10:00 34.8 | 24. Kieran's Kaleidoscope (ABC), WDSU, W-4:15 12.0 |
| 8. Highway Patrol (Ziv), WDSU, F-10:15 34.5 | 25. Duffy's Tavern (UM&M), WJMR, Th-8:00 8.0 |
| 8. †Sky King (Nabisco), WDSU, S-2:00 34.5 | 26. Racket Squad (ABC), WJMR, S-9:30 5.6 |
| 10. Range Rider (CBS), WDSU, F-5:30 34.3 | 27. Kieran's Kaleidoscope (ABC), WDSU, M-1:15 5.0 |
| 11. City Detective (MCA), WDSU, S-10:30 34.0 | 28. The Ruggles (Tom Corradine), WJMR, F-7:00 4.8 |
| 12. †Andy's Gang (Brown), WDSU, S-9:30 a.m. 33.0 | 29. †The Hunter (Tafon), WJMR, F-8:00 4.3 |
| | |

British Decca Reports Hefty \$'s Progress

1955 Output Up Nearly \$7 Mil Over Previous Year

LONDON, March 3.—The Decca Record Company, Ltd., has issued a brief report of some of the statements made by Chairman Sir F. Entwistle at the annual general meeting, held in London on February 17.

His address covered the financial status of the various divisions of the firm, including its record-pressing division. In it he noted that the firm's consolidated trading account amounted to \$4,843,507.20, an increase of \$80,130.40 over the previous year, and the highest ever attained by the company. The net profit was \$1,507,326.80, while consolidated sales for the year were \$3,080,000 greater than those of the previous year.

The record-pressing activities of the firm disclosed a further expansion, with increased profits in both the parent company and its subsidiaries in the U. S. A. and Canada.

Decca Navigator Division made striking progress and the Decca Radar Division maintained its leading position in the marine radar field. Total exports of the Decca group amounted to \$7,280,000, of which \$2,240,000 represented sales to the U. S. A. and Canada.

Over the past year the firm's record business has shown a substantial increase over that of the previous year, the production of the firm's plants being greater than during any similar period.

The output of the group for the first nine months of 1955 has shown an increase of \$6,720,000, which is equivalent to 35 per cent over that of the previous year—an expansion in which all of the divisions of the company have participated.

ABC-Par Preps Mag Ad Plugs For Jazz LP's

NEW YORK, March 3.—ABC-Paramount will put increased emphasis on consumer magazine advertising next month, when it kicks off two new jazz albums — Billy Taylor's "Evergreens" and a Don Elliott package.

The label is buying space in The New Yorker, Time magazine, The Saturday Review and The New York Times Supplement. It is believed to be the first time that a record ad will appear in Time.

ABC-Paramount is currently readying four more releases on its official Mickey Mouse Club label. The Walt Disney quartet includes "Spin and Marty," "Corky and White Shadow," and two in the line's new Storyteller series — "Johnny Appleseed," and "The Littlest Outlaw."

Granz Acquires Herd Masters

HOLLYWOOD, March 3.—Approximately 36 masters by the Woody Herman orchestra previously released on Howie Richmond's Mars label have been sold to Norman Granz for reissuance on the latter's Clef and Norgran Record firms.

Agreement calls for domestic release only, with Richmond retaining all foreign distribution rights. (Continued on page 26)

SEEBURG CORP. INDICTED UNDER ANTI-TRUST LAW

NEW YORK, March 3.—Federal grand jury yesterday returned an anti-trust indictment against the J. P. Seeburg Corporation, key coin-operated phonograph manufacturer. Simultaneously a civil anti-trust suit by the Justice Department was filed against the company and 31 distributors. Suit claimed Seeburg and distributors operated in restraint of trade. The suit asked for an injunction compelling the firm and the distributors to sell to all parties. Seeburg's Carl T. McKelvy, vice-president in charge of sales, lashed back at the charges.

Details are carried in the Coin Machines section of The Billboard.

25% Off to New Tape Clubbers

BENTON HARBOR, Mich., March 3.—V-M Corporation and Livingston Electronics have joined forces in a promotion designed to aid tape recorder purchasers in acquiring recorded tapes. Under the plan new owners of V-M tape machines are being offered a trial membership in Livingston's tape club, permitting discounts of 25 per cent on tape repertoire.

Introductory membership costs the consumer \$1. For this he gets a sampler reel, either monaural or stereophonic, a catalog of current repertoire and the right to buy complete reels at the specified discount. Reels may be purchased (Continued on page 59)

Cap's Sales, Earnings Climb to Record \$21 Mil

HOLLYWOOD, March 3.—Capitol Records' net sales and earnings during 1955 reached a new all-time high with sales rising to \$21,308,633, an increase of 31 per cent over the previous year's sales of \$16,254,907.

Net income of \$921,022 in 1955, compared with \$698,868 in 1954, represented 4.3 per cent of net sales, altho the 1955 figure was after the provision of \$913,800 for federal taxes and a similar provision of \$438,000 in 1954.

Earnings for common stock equaled \$1.92 a share during 1955, an increase of 33 per cent over 1954 earnings of \$1.44. Four quarterly dividends of 15 cents per share and a year-end extra dividend of

Upped Album Revenues Put Diskers on Cover-LP Alert

Covers Popping Up in All Fields Compete for Fast Album Buck

By IS HOROWITZ

NEW YORK, March 3.—The cover album, a variant of the common cover single record, is becoming a more frequent industry phenomenon.

The reasons behind specific cases may vary in detail, but the basic causes are similar: increased importance of LP's as revenue producers, crowded backlog of catalog material and the greater difficulty of coming up with original album conceptions when so many areas have already been thoroughly explored.

It is no wonder then, that if a diskery comes up with an album idea of some originality, and it catches sales fire, that a package constructed along a similar theme will soon be out on the market on a competitive label.

No Field Ignored

These cover tactics bracket the classical, as well as the pop fields, and specialty areas, too, are not ignored when an album buck can be made.

A current theme being handed a rather full cover treatment via

album format is the music of the West and its pioneer spirit. And the resemblance often reaches beyond the repertoire, extending to the presentation and art work.

Columbia's "Songs of the West," by the Norman Luboff Choir, pulled down heavy sales action some months ago. Whether by design or coincidence this set was followed shortly by "Folk Songs of the Frontier," with the Roger Wagner Chorale on Capitol. And only within the last couple of weeks Decca found it advisable to re-issue the old Bing Crosby package, "Home on the Range," as a 12-incher. Just out this week is a new set by the Sons of the Pioneers on RCA Victor. It is called "25 Favorite Cowboy Songs."

If it might be thought that Columbia is being singled out as a (Continued on page 26)

Fireworks Likely at NAMM Conclave

Dealer Ferguson Has Potent Ideas for Org Consideration

By JUNE BUNDY

NEW YORK, March 3.—The record panel session at the National Association of Music Merchants Convention here in July may have some explosive repercussions.

At any rate, Memphis dealer Leon Ferguson, chairman of the NAMM phonograph records committee this year, is stewing a potent potpourri of suggestions, questions, and some accusations (re. record clubs, rack jobbers, discount houses and inventory price

protection) to set before record manufacturers at the meet.

In a letter to his fellow NAMM committee members, other leading dealers, manufacturers and the trades, Ferguson presented a detailed outline of the issues he thought should be considered for discussion by the panel. At the same time, he suggested that the committee hold an informal meeting on the Sunday afternoon before the formal opening of the convention, in order that certain subjects—notably rack jobbers, record clubs, discount houses and inventory price protection—could be discussed privately rather than as part of the record panel session.

Dealer vs Mail Order

In reference to a recent statement by a top manufacturer exec, based on analysis by a research (Continued on page 59)

M-G-M Preps 'Dozen' Pitch For Spring

NEW YORK, March 3.—M-G-M Records "Baker's Dozen" sales promotion, which closed February 29, to date has exceeded its established quotas by 300 per cent, with final figures still not in. The first "Baker's Dozen" campaign was staged by the firm last summer, and the label is now readying a third version of this successful promotion for the spring.

Laine Debuts Big P.A. Tour

HOLLYWOOD, March 3.—Frankie Laine kicked off what represents one of the most ambitious personal appearance tours of his career last week via a series of bookings which began at the Miami Beachcomber February 29 and ends at the Los Angeles Home Show June 18-20.

Florida engagement is followed by a March 23 opening at the Portland, Ore., Auditorium; the Chase Hotel, St. Louis; Blinstrub's, Boston; Latin Casino, Philadelphia, and the Twin Coaches, Pittsburgh.

Laine recently closed a five-week engagement at the Las Vegas Desert Inn, appeared on CBS-TV's "Shower of Stars" and currently has two motion pictures awaiting release, "He Laughed Last" for Columbia and "Meet Me in Las Vegas" for M-G-M.

Coral to Push 'Star' Series

NEW YORK, March 3.—Coral Records during this month will stage a large promotion of its Silver Star series, which comprises reissues of the best material in the catalog. Series contains 15 singles and 10 EP's.

Coral salesmen will help dealers set up an inventory system. This will be facilitated by the use of special gummed stickers for use on dealers' green stock envelopes. A special order form has also been printed for the Silver Star series.

Promotion will also include efforts to stock one-stops and operators with the disks in the series.

for a real "best buy" you'll want the

Billboard

The NEW Billboard . . .
out March 24 . . . packs
more punch than ever . . .
and packs it into a new,
easier to read and easier
to use package. You'll
love it!

**NEW SIZE
NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE**

Special 1/2 Price introductory subscription offer see page 62

ASTROLOGY FOR MERCURY DJ'S

NEW YORK, March 3.—Mercury's promotion chief, Kenny Myers, has set up a unique deejay service in the form of special four-color horoscopes, forecasting events of each month for all 12 signs of the Zodiac.

The astrology charts—issued on a monthly basis and particularly appropriate for a firm with an astronomical monicker — tell the spinners which are their favorable and unfavorable days, etc. In a note to deejays this month, Myers explained: "Mercury may or may not rule your sign this month, but Mercury stars will bring you many favorable days."

America's Fastest Selling Records

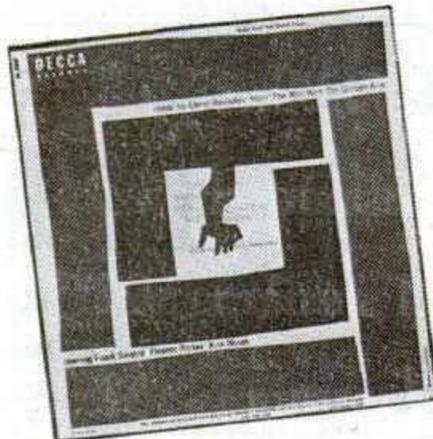


THE SOUND TRACK RECORDING THAT STARTED IT ALL

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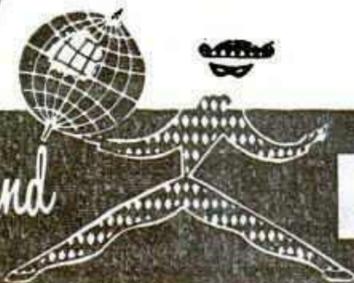


THE MAN WITH
THE GOLDEN ARM
DL 8257 ED 2335
2336
2337

THE
ALBUM
THAT
STARTED
IT ALL

ANOTHER
DECCA
SOUND
TRACK
EXCLUSIVE!

A New World of Sound



DECCA records

Big 3 Policy Assures Action On All Material

Moskowitz Meets Branch Execs for Promotion Talks

NEW YORK, March 3.—Charlie C. Moskowitz, president of the Big Three, this week outlined company policy as one insuring full activity and representation for the catalog's standard and pop material. Execs in the company would be given broad authority in order to accomplish this and to assure fullest exploitation of writers' material, he said.

Execs from the West Coast, Midwest, and London offices of the company have been in session at the New York headquarters this week. Moskowitz stated: These meetings are intended to encourage the co-ordination of our exploitation men with the other departments . . . which are devoted to the promotion and creation of printed music." He further out-

(Continued on page 26)

Welk Crew's 3-City Jaunt

HOLLYWOOD, March 3.—The Lawrence Welk orchestra makes one of its infrequent forays out of the Los Angeles area March 25-27, when it treks to Madison Square Garden, New York; Convention Hall, Philadelphia, and the Chicago Stadium, to appear in its Dodge sponsor's sellathon package.

Currently one of the nation's hottest band properties as a result of his network teleshows, Welk has been forced to turn down numerous offers for personal appearances as a result of his contract at the Aragon Ballroom here.

Welk will proclaim the week of March 11-17 as Champagne Week, celebrating both his 25th anniversary in the music business and his silver wedding anniversary.

Decca Pact To Bernstein

HOLLYWOOD, March 3.—Decca Records inked composer-conductor Elmer Bernstein to a three-year recording contract this week, dating the agreement back to their acquisition of his "Man With the Golden Arm" score.

Bernstein, hailed as one of the brighter lights among relatively young composers, will do both singles and albums for Decca.

RCA Extends Bonus Plan; Sets Huge Ad Campaign

NEW YORK, March 3.—In a series of regional dealer meetings this week, RCA Victor extended its bonus coupon plan, aimed at increasing store traffic, on a national basis. Previously the plan had been tested in Boston, Los Angeles and Kansas City, Mo. (The Billboard, February 18).

The diskery has set a giant advertising and promotion campaign to stimulate consumer participation, with newspaper ads to break March 11. Space will also be used in such national magazines as Life, Saturday Evening Post, Look, Collier's, and Time, in addition to publications aimed at record buyers.

Filed commercials on the plan will be seen on Producers Show case and the Milton Berle TV shows, and a saturation drive will be made via NBC radio.

The plan, outlined in earlier stories, gives the consumer the privilege of buying a 27-coupon book for \$3.98. With the book he gets a \$3.98 LP free. During each

AFM TIFF DRAWS D. C. ATTENTION

HOLLYWOOD, March 3.—Congressman Joe Holt (R., Calif.), chairman of the House Labor Committee, is reported to have initiated a query to officers of Local 47, American Federation of Musicians, and to officers of the Federation itself, in regard to the music performance trust fund.

Spokesman for Cecil Reed, vice-president of Local 47, indicated that Holt's move is preliminary to action by the labor committee to conduct a full-scale congressional investigation of the situation at Local 47 and their dispute with the AFM.

EMI Stuff Bulks Large in Cap's March Releases

HOLLYWOOD, March 3.—Twenty-one new 12-inch LP's, 10 of which are packages consisting of material from Electric and Musical Industries, Ltd., constitute the bulk of Capitol Records release schedule for March.

The addition of these 10 albums to the Capitol line, all of which were recorded in Europe, marks the first full-scale interchange of material between the parent company and Capitol. As predicted at the time of Capitol's sale more than a year ago, the EMI affiliation is expected to have a profound reflection on Capitol's line of classics and result in additional depth of classical material available to the company.

Of Capitol's Continental repertoire, a package by Jacques Ibert performing his own works, "Les Amous de Jupiter" and "Escales," and conducting the orchestra of the

(Continued on page 26)

Petrillo Takes Action In Coast AFM Fight

Orders to Groen Reinstatement Pending Hearing by International Exec Board

HOLLYWOOD, March 3.—John te Groen, replaced as president of AFM Local 47 by Vice-President Cecil Reed at a general membership meeting regarded as the most stormy in AFM history and one of the most unusual in all labor history, was ordered reinstated late this week (1) by AFM President

James C. Petrillo, "pending a fair and impartial hearing by members of the Executive Board."

Five members of the International Executive Board are scheduled to arrive here next week to conduct an investigation into all aspects of the revolt, and particularly into last Monday's (27) Local 47 meeting.

Despite the te Groen ouster by a growing cordon of anti-Petrillo forces, it is the considered opinion of many veteran observers that the local revolt will be short-lived, tho it may result in a number of concessions by the AFM federation.

Expert opinion on the anti-Petrillo movement and the attack made by Reed and Local 47 members on the music performance trust fund points out that local forces can accomplish virtually

(Continued on page 26)

Fabri to New Mercury Post

NEW YORK, March 3.—In line with its recent move to put increased emphasis on album production and merchandising, Mercury Records has hired Peter Fabri in the newly created post of merchandising director.

Fabri, who headquarters in Chicago, formerly was in charge of point-of-purchase merchandising for Kraft Cheese. Beginning this month, one of the new merchandising features of Mercury's album line is that all the label's new package merchandise will carry inner sleeves.

SPROUT LIKE MUSHROOMS

Producers, Tunersmiths, Pic Stars Ride Publishing Train

By JOEL FRIEDMAN

HOLLYWOOD, March 3.—There's a rash of new publishing firms currently being organized, and still more to come, as a result of the influx in the music business of film stars, producers and songwriters anxious to acquire an interest and property right in the music used in films.

Largely responsible for the sharp increase in the number of new publishing firms in Hollywood is the change from studio produced and financed pictures to independent production and major studio released films. Veteran producers, i.e., Darryl Zanuck, Joe Pasternak, Sam Katz, Sam Spiegel and numerous others have recently announced independent production arrangements at a number of major film studios. They are almost certain to demand the publishing rights to any music used in their films, and

probably will organize publishing firms of their own.

The desire for additional interests includes film stars, too, tho their entry is not quite so new. Among the most successful of all film-star-owned firms is Frank Sinatra's Barton Music operation and affiliated firms. Sinatra has managed to acquire song interests in films he works despite the fact that the studio already has a publishing set-up. This was the case in Sinatra's publication of "The Tender Trap," made at M-G-M, with the latter's Big Three firms relinquishing the song rights.

Some studio observers aver that it's a case of giving and taking at the bargaining table and that the studios recognize in some cases that the star and their investment in a picture is infinitely worth more than is the publishing rights.

Other examples of new blood in

the publishing business include the Danny Kaye and Otto Preminger firms, in association with veteran publisher Fred Raphael; a firm by writers Nicholas Brodsky and Sammy Cahn in partnership with Columbia Pictures Music Corporation for the upcoming score to "Golden Boy" starring Mario Lanza; Dick Powell's publishing set-up which will handle some of the music to be used in a bevy of films he is producing, and numerous others.

The additional leeway granted some stars and producers is seen as one of the first major threats to the stronghold of a number of veteran music publishing firms owned by the studios. Some of the reluctance to relinquish a score from a motion picture has waned, according to some quarters, because of the ever-cognizant eye studio toppers have for possible anti-trust action from the government.

Of the 10 major studios in active production, only two lots do not have a music publishing firm of their own or an affiliation with an established house. These are RKO and Republic. Mills Music up until recently has an agreement with RKO, tho that deal has since been concluded.

Hearing on Kilgore Bill a Stalemate

Stage Set for Full-Scale Argument On Juke Box Royalty Exemption Bid

WASHINGTON, March 3.—In an informal, exploratory hearing before a Senate subcommittee Wednesday (29), both sides of the controversial Kilgore Bill to end juke box royalty exemption aired their views but failed to reach any compromise on legislative goals.

Only positive result of the two-hour meeting was the assurance that hearings would be held "previous to any action" taken by the committee on the Kilgore Bill. Also, attorneys representing juke

box and copyright interest were invited to submit four-page briefs on the "factual issues involved" to Senator Joseph C. O'Mahoney, chairman of the subcommittee on patents and copyrights, within two weeks.

Thus, it appeared that the stage was being set for another full-scale set of hearings and congressional activity this session in the year-long struggle by copyright interests, primarily the American Society of Composers, to amend the Copyright Act to eliminate juke box exemption.

Present at the meeting to plead the case of those seeking the amendment were Herman Finkelstein, of ASCAP; John Schulman, Songwriters' Protective Association; Sidney Wattenberg, Music Publishers' Protective Association; Sydney Kaye, Broadcast Music, Inc., and Max Lerner, of Sesac, Inc.

Among the attorneys opposed to the bill who showed no relaxation of their resolve, when urged to seek a basis for compromise, were Sidney Levine, of Music Operators of America; Hammond Chaifetz,

(Continued on page 87)

Decca & Coral Go Shamrock

NEW YORK, March 3.—Decca and Coral Records are both pushing outstanding Irish packages as timely merchandise in view of upcoming St. Patrick's Day, March 17. Decca, in addition to a large number of singles available, also has a catalog of eight LP's in this field. Two of the latter are recent 12-inch packages, Bing Crosby's "Shillelaghs and Shamrocks" and Mickey and Mary Carton's "Little Bits of Ireland." Decca's Easter pressings are also showing seasonal activity at this time, and the diskery has just issued a new Easter consumer leaflet covering merchandise in the pop, classical and kiddie fields.

Coral is planning a big promotion on the new Lawrence Welk's "Shamrocks and Champagne" package. Welk, currently one of the big package sellers, will promote the LP on his ABC-TV show on March 17 via performances of Irish tunes. Coral has had a million flyers printed for dealer and consumer use, featuring the maestro's albums and singles. An ad campaign in magazines and newspapers is also scheduled.

'Bandwagon' Racks Up Big 6-Night Take

NEWARK, N. J., March 3.—Local WAAT deejay Ramon Bruce and his "Rock and Roll Bandwagon" stagershow chalked up a total gross of \$35,000 during six one-nighters last month at theaters in Passaic, Essex, Hudson and Union Counties in Northern New Jersey. Total audience figure was clocked at 25,000.

In view of Bruce's success, station WAAT execs are mapping out a "jumbo r.&b. show," which the deejay will head up this summer at theaters along the Jersey shore area. The bill for his past shows featured the Heartbeats, Gloria Mann, Sam Taylor, the Valentines, the Cadillac, Harriet Kaye, Jesse Powell, Ray and Jay, Don Bruce and Mickey Baker.

Copyr't Org Names Marks

HOLLYWOOD, March 3.—Robert Marks, vice-president of E. B. Marks, Inc., and the firm's West Coast rep, was elected to the presidency of the California Copyright Conference at the annual elections meeting here Wednesday (29).

Other officers named were Bernard Brody, vice-president; Virginia Warwick, secretary; Alene McKinney, assistant secretary, and Frania Pasternacki, treasurer.

Board of directors includes Mickey Goldsen, Paul Mills, Ben Oakland, Sidney Lipsitch, Carl Post, John McAlpine, Alex Petrey, Carl Hoefle, Bob McCluskey, Martha Hubble and Joel Friedman.

John Schulman, counsel for the Songwriters' Protective Association, is slated to address the March meeting of the group.

Epic Builds Talent Roster

NEW YORK, March 3.—Epic Records this week added to its talent roster with the signing of three new properties. Marve Holtzman, artist and repertoire chief, bolstered his rhythm and blues stable with the addition of a new group, the Chateaus. Also signed were the Musical Keyboards, an organ and piano duo, and Joe Carroll, a bop chanter.

*It was great 3 years ago**

...and its still great today!

MADDEIRA

c/w

Bolero Gaucho

as played
by

**MITCH
MILLER**

on

Columbia 40655 and 4-40655

* Originally cut and released three years ago under the title Tira Lira Madeira. Three days, three months, three years, hit records are hit records are hit records.



COLUMBIA RECORDS



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SCALE DEMAND

BBC-TV in Pay Hassle With Musician Org

LONDON, March 3.—The British Broadcasting Corporation-TV faced up to an ultimatum from the Musicians' Union over a pay demand this week and ran their musical programs without live orchestral backing. Issue revolves around a demand from the MU that the corporation bring its rates in line with those paid by the commercial TV contractors — an increase which would cost the BBC something like \$1,500,000 a year.

The BBC recently offered individual players a basic \$18 per TV appearance for principals, slightly less to lower grades of musicians. The MU is now standing out for a flat \$18 minimum for all players and a redraft of their terms of employment which would up the BBC's bill for rehearsal payment.

BBC Using Disks

Meanwhile BBC-TV are making disks do on their musical shows, with singers mouthing lyrics of their current disks. But as there is a limit on the proportion of disks used in relation to live musical telecasts, this may precipitate a further tangle with the MU.

The MU's action in this case spotlights another change that commercial TV has brought to British show business scene. Previously, when the BBC was a sole monopoly, performers' unions were constantly aware that, if driven too far, the corporation could fill its schedules with nature talks until the unions backed down. Now, deep in its fight for ratings with commercial television, the BBC dare not indulge in such tactics.

So far radio is not affected by the ban.

Epic Shuffles Pkg. & Singles Sales Execs

NEW YORK, March 3.—Reassignment of sales responsibilities this week at Epic Records sharpened the division between execs handling packaged records and those merchandising singles.

Bill Nielsen, director of sales, named Charlie Schicke sales manager of albums. Schicke was formerly general merchandise manager. Also, Walter Hayum, former Eastern sales manager, was appointed merchandise manager of albums. Schicke and Hayum will headquarter in Bridgeport, Conn.

Nielsen has appointed Bill Lawrence, formerly with United Distributors in Chicago, to head up sales of single records. Another new appointee is Oldrick (Rick) von Seekamm, who will serve as office manager in Bridgeport.

Artists Reap Fat Harvest on Cruise Dates

NEW YORK, March 3.—There's plenty of cash in cruise bookings this year, according to Nat Abramson, chief of WOR-Mutual's artist bureau here, who has already provided entertainment units for 43 cruises during the current mid-winter vacation season. Last week, six cruise ships sailed with 100 of his acts on board in addition to musicians.

An unusual feature of the Mediterranean cruise routes of the Nieuw Amsterdam and Ryndam ships next month, will be that some of Abramson's acts will double over into European night clubs and vaude houses, leaving the ships at the first European port they touch, and rejoining their units when the ships return to those ports on the home trek.

AIN'T SCIENCE WONDERFUL?

HOLLYWOOD, March 3.—When Capitol artist and repertoire exec Dave Cavanaugh couldn't locate Pee Wee Hunt last month to set up a record session, he appealed to fellow a.&r. man Lee Gillette, who forthwith contacted the artist and arranged for him to come in and cut the date.

Gillette, an old shortwave radio "ham," contacted Hunt, —also a "ham"—via his own station, K6HSZ. Hunt, en route from one Texas city to another on a one-nighter tour, picked up Gillette's call from a mobile transmitter in his car.

NEWS REVIEW

Gloria Mann A Hub Click

BOSTON, March 3.—Decca vocalist Gloria Mann, who opened her first big night club date at Blinstrub's this week, has a forceful, infectious, rhythmic style that went over well in this big 1,700-seater.

The crowd had come especially to hear her Sound Record success, "Teen-Age Prayer," as well as her "Earth Angel," done on the same label. She didn't disappoint in either, but it was her rhythm numbers like "Red, Red Robin" and "Smack Dab in the Middle" that really had the big boote going. A special material piece, "An Occasional Man," "Cry Me a River," showed lots of style for a gal so new to the business.

While Decca looks for another winner for this attractive chirp, and while she can handle a good rhythm ballad, it is likely that she can click on rock and roll disks with material similar to the strong tunes she's beating out in her act. Cameron Dewar.

Sees Influx of Europe's Tunes

HOLLYWOOD, March 3.—Record fans can expect an additional influx of music with continental overtones, largely as a result of hitherto unexplored sources in Europe. This is the opinion of conductor-arranger Nelson Riddle, a Capitol recording artist and currently completing scoring of a new Frank Sinatra film production, "Johnny Concho."

Riddle averred that European melodies are based largely on study and culture, by comparison with American music, largely based on "animal instincts."

"Too many musicians and writers are pushed too fast here, and do not have the proper time to complete their music studies," said Riddle. "Composers in Europe are accomplished craftsmen and musicians and have learned the masters long before they attempt to write."

Fortunately, Riddle believes, many of the motion picture studios are giving newer writers such as himself an opportunity to demonstrate their abilities. Riddle declared that the doors at the studios are gradually opening, and admitting fresh talent such as Elmer Bernstein, Les Baxter, Buddy Bregman, Billy May and others.

Hendrickson To RCA Post

NEW YORK, March 3.—John Hendrickson was named manager of personnel for RCA Victor's Record Division last week for the New York City area. The appointee, who will work under C. H. Foulke, personnel manager for the entire division, formerly was personnel administrator of Radio Corporation of America. He has been with the parent company since 1941.

Hendrickson succeeds Harry Polish, who has been placed in charge of personnel for RCA's Engineering Products Division.

NEWS REVIEW

La Rosa Makes Solid Deb at Latin Quarter

NEW YORK, March 3.—Julius La Rosa, making his debut in the Gotham nitery circuit as the feature in Lou Walters' latest Latin Quarter extravaganza, proved he can handle the sophisticates with every bit as much aplomb as he works on the teen-agers.

The smart selection of tunes lead off with a swinging, finger-snapping "Taking a Chance on Love," followed by a touching "All at Once You Love Her" from the hit legiter, "Pipe Dream." Next came La Rosa's own current RCA Victor etching, "Lipstick and Candy and Rubbersole Shoes," for a warm response.

Balance of the turn was strictly standards, done in sincere and refreshing style. Particularly effective with the crowd was a medley of "A Fellow Needs a Girl," "I'm Glad There Is You" and "I Hadn't Anyone Till You." Working to the ringsiders on this set, a hand mike, rather than the clumsy floor job would have helped. In spite of this and some slightly awkward between-tunes talking bits, the guy chalks up a fine impression with his youthful charm and well-projected singing, which bodes well for the current Walters show. The Jo Lombardi ork lends solid support. Ren Grevatt.

JATP Closes Scandinavian Concert Trek

COPENHAGEN, Denmark, March 3.—Norman Granz' JATP units wound up its Scandinavian tour Thursday (23) with a concert in the MFF Stadium, at Malmo, Sweden. As a whole the tour was a success, the weak spot being Copenhagen, where two concerts on Wednesday (22) night failed to draw full houses. As "Holiday on Ice" occupied the city's big KB Hall, the JATP unit was forced to use a second-choice hall, with small capacity and bad acoustics, which held down ducat sales. In view of the unusually cold weather and traffic chaos the unit was very lucky in being able, by plane, to keep its tight schedule.

Lionel Hampton, with his 20-piece band, and Stan Kenton's band are set for Scandinavian tours. Hampton's route will include Gothenburg, Sweden, March 21; KB Hall, Copenhagen, March 22, and Stadium Hall, Aarhus, Denmark, March 23. Tentative route for Kenton, in April, is Oslo, Norway, April 14; Boras, Sweden, 15th; Vaxjo, Sweden, 16th; Copenhagen, 15th, and Aarhus, 19th.

Levy Sets Up New Birdland Franchise Op

NEW YORK, March 3.—Morris Levy, operator of Birdland nitery, is setting up a corporation to franchise Birdland operations across the country, it was stated this week. For a weekly fee, the holder of the franchise would have use of the Birdland name and promotion facilities. Levy would purchase the attractions for the franchise holders.

Levy's idea comes as a result of two legal decisions wherein he secured injunctions restraining others from use of the name. This week, in Federal District Court here, Judge Barnes issued an injunction against unauthorized use of the Birdland name by Fred Reilly and the Chicago Birdland Show Lounge. About 18 months ago a similar decision was handed down in Federal Court in Washington, D. C., by Judge Holtoff, restraining a local operator there.

MGA Bids Mfr. Support On Juke Disk Survey

NEWARK, N. J., March 3.—The Music Guild of America, which for some years has run surveys designed to trace the popularity of records in juke boxes, is now bidding for manufacturer support of a promotion plan to push the very disks being surveyed.

For a \$15,000 annual fee, diskeries have been told they will receive advertising in the MGA weekly (Music Vendor), free distribution of Hit Parade title strips to operators, plus special promotion to juke box operators, one-stops and disk jockeys. The purpose is to spur into the hit category those records which have already shown some preliminary operator response.

How MGA will resolve its function of reporting on juke box play with that of promoting records via manufacturers contract is not explained in letters sent to diskeries by Dick Steinberg, MGA president.

For a number of years MGA has solicited and received from manufacturers large quantities of free records for distribution to its panel of juke box trial locations. In turn, manufacturers would receive reports on platters that showed promise as "Hit Parade Possibilities." These disks would also receive special attention in the org's weekly publication.

Generally, diskeries have furnished MGA with 75 or more free

copies per title, with more than half of their new releases represented. Estimates have placed the free wax put at the disposal of Steinberg's firm to run conservatively in amounts exceeding 200,000 disks annually.

Some diskeries have shown satisfaction at this sampling service. Others have been reluctant contributors. One major manufacturer this week commented: "I'm afraid to send the records." He didn't

(Continued on page 87)

Brother Will Carry on for Frank Dailey

NEW YORK, March 3.—Veteran ballroom impresario Frank Dailey, 55, owner-manager of the Meadowbrook, Cedar Grove, N. J., died of a heart attack last Monday (27) in Montclair, N. J. His brother, Clifford Dailey, has assumed the management reins of the Meadowbrook and the nitery will continue to operate on a Thursday, Friday, Saturday and Sunday schedule.

Dailey, who had operated the Meadowbrook since 1931, is survived by his wife, two brothers, a sister, and 89-year-old mother. Ralph Flanagan's band is currently appearing at the Meadowbrook, and his weekly remote over ABC-TV will continue to emanate from the ballroom. Dailey pioneered the first national dance band remotes at the Meadowbrook, and took the lead in the TV band remote field a few years ago.

A legendary figure in the ballroom world, Dailey was instrumental in developing some of the biggest band names during the thirties and forties.

Randle Still Top-Rated DJ

CLEVELAND, March 3.—Bill Randle of WERE is still the top-rated deejay in the country, according to the latest Hooper and Pulse studies of this eight-station market.

Randle, whose ratings have increased approximately 20 per cent each year since 1949, has been the top-rated jock in his city for the last four years, according to Hooper and Pulse. For example, Hooper's last survey here gave Randle's Monday thru Friday 2-7 p.m. show seg an 11 rating and a 54.6 share of audience in the 6-7 p.m. time period. His closest deejay competitor polled a 2.3 rating with an 11 share of audience for the same time seg. On Sundays, Hooper gave Randle a share of audience as high as 60.3 with a 7.9 rating for the 2-4 p.m. time period.

The latest Pulse rating figures are equally effective, with Randle rated number one (against all local and network competition) in every quarter hour of his Monday thru Friday and Sunday time periods but one, where he came in second to a network soap opera. In the 6 to 7 p.m. time period, for example, Randle was number one with a 6.8, while the Groucho Marx show scored second with 5.7 and "People Are Funny" came in third.

Randle is on the air more than 30 hours a week over WERE, and his entire time period is completely sold out. Meanwhile, WERE, one of the country's most successful indies, expects to gross \$1,800,000 this year.

NEW YORK, March 3.—Rainbow Records' Eddie Heller went on a talent signing spree last week. The disk mogul inked the Bari Trio, the Neil Lewis Mambo ork, and the Storm Trio.

The Bari's signed to a three-year deal, are making their disk debut on the label. The Storm unit is managed by Sherm Feller, the Boston deejay, publisher, clefter and columnist.

MISBEHAVIN'

Un-American, Says Petrillo Of Coasters

NEW YORK, March 3.—James C. Petrillo, musicians union chief, this week issued a statement regarding the revolt by West Coast musicians over issues involved in the Music Performance Trust Fund (see separate story). He stated in effect that the money contributed by record manufacturers is never handled by the union; that the fund makes possible the employment of thousands of musicians; that it brings a small income to unemployed musicians whose employment has been curtailed by mechanical music.

Referring to the Los Angeles musicians as "Misled," Petrillo stated that the union's relationship with the fund and its operation has had the approval of the entire union membership, as expressed by delegates at conventions. The West Coast musicians, he said, do not subscribe to the democratic principle of consideration for the many instead of the few. He characterized the attitude of the rebellious musicians as neither good unionism nor good Americansim.

RCA Repacts Joe Reisman

NEW YORK, March 3.—Joe Reisman has been signed to a new two-year contract by RCA Victor. He joined the label a year ago and will continue to handle assignments as musical director, and artist and repertoire exec. His responsibilities include single records and albums.

Negotiations between the diskery and Reisman were handled by the latter's manager, Tom Rockwell. Deal is understood to call for a substantial salary increase.

Freed to Get Lead Pic Role

NEW YORK, March 3.—Deejay Alan Freed, WINS, here, reportedly will play the leading role in a forthcoming Columbia movie.

Freed recently appeared as himself in Bill Haley's new Columbia picture, "Rock Around the Clock," and his performance in that picture convinced the movie moguls that he could carry a film on his own.

MUSIC AS WRITTEN

LONG TALENT FEATURE ON 1ST RCA DISK

Shorty Long, recently named as artist and repertoire assistant to Steve Sholes, in charge of specialty records at RCA Victor, is featured as talent in his first disk for the label. It's titled "Luscious." Long, meanwhile, is soon due to appear in a featured role in the Frank Loesser musical, "The Most Happy Fella."

At the same time, Jack Lewis has begun his duties as a&r staffer in Sholes' department. Lewis was formerly in charge of jazz diskings at Victor.

FRANK KORTE, COAST MUSIC VET, DIES IN SLEEP . . .

Franklin Korte, 54, veteran music industry figure, passed away in his sleep in San Gabriel, Calif., February 25. He had been associated with the now defunct Exclusive Record Corporation more than five years, later joining Paul Reiner's

Black & White label and other independent disk operations on the West Coast. He is survived by his widow, Mildred; two daughters, Gloria and Carol; a son, Sonny.

DECCA ISSUES SIX NEW GOLD LABEL EP SETS

Due to sales reaction on its Gold Label recordings of Spanish music, Decca has issued six new EP sets from the albums. These feature recordings by Jose Greco's company and the Spanish Air Force Military Band of Madrid.

MARGE ROBERTS WINS COAST C.&W. CONTEST . . .

Marge Roberts took top honors in the 13-week-long country and western star competition conducted by folk singer Charlie Aldrich on the latter's KCOP, Los Angeles, teleshov. Miss Roberts will appear on a segment of "Grand Ole Opry" in Nashville, in addition to winning a recording contract with Fabor Robison's Abbott Records. Runner-up Sue Lightner was also signed by Robison.

SILVERTONES PACTED FOR VEE JAY SPIRITUALS . . .

Vee Jay Records of Chicago has just signed the Swan Silvertones for spiritual disks. In the r.&b. field, Vee Jay has the Calvacade of Rock 'n' Roll on tour with the Eldorados, the Spaniels, Jimmy Reed, Rommy Dean and Joe Buckner. They played Chicago, Milwaukee, Dallas, Tucson, Phoenix and now are on the West Coast doing terrific business.

New York

Richard Hayman moves into the Plaza Hotel Thursday (8) for four weeks. He'll appear as a single, with his harmonica. . . . Mack Martin has left the Fred Raphael firm after a year's association, and will announce his business plans soon. . . . Carl Sandburg has been elected a member of ASCAP.

Lee Magid, manager of Al Hibler and Ralph Young, has signed thrush Trudi Richards to a management pact. She's currently on the Coral label, billed as Nita Summers. . . . The Four Coins open at the Copa March 15.

Art Director William Claxton and painter Bob Irwin were awarded first prize last week in the 11th annual Art Directors' Club of Los Angeles Award for their Chet Baker album cover for Pacific Jazz Records. It was the only award accorded to contestants in the record industry. The cover was the first in Pacific Jazz's West Coast Artists series, which also include the works of artists Keith Finch and Sueso Serisawa.

ASCAP has opened a new branch office in Miami Beach. District manager is William Barzen. . . . Valleybrook Publications has assigned world rights to "Paper Boy (On Main Street, U.S.A.)" to Campbell-Connelly. Deal covers all countries but the United States and Canada. . . . Bob Colby and Jack Wolf have formed Hudson Records. First release is "The American Dream," featuring Howard Keel.

Errol Garner opens at Bakers Keyboard, Detroit, Friday (9). . . . London Thrush Lita Roza due in from England next week. She's booked for a number of TV spots during her stay. . . . Vaughn Monroe moves into the Latin Casino, Philadelphia, March 12-17. . . . Roger Williams completes his current stint at the Raddison Hotel, Minneapolis, March 14.

Jim Myers, of Myers Music and Lee Radabu have signed the Four Chaps to a personal management pact. The new group has been placed with Rama Records.

New York offices of the Eastern Division of the Decca Distributing Corp have been moved to Woodside, Queens, Decca Records has signed a new vocal duo, the Lovers. They are Harry Noble Jr. and Guen Omeron.

Hollywood

Sammy Friedman, veteran Shapiro-Bernstein representative, suf-

fered a severe heart attack last week and is recuperating at Queen of Angels Hospital. . . . Eddie Truman cut two "Matinee Theater" themes last week for tape release. . . . Frank Lohman has organized a new promotion firm, Lohman-Burrell Associates. . . . Decca pactee Dick Kallman testing for a film role at 20th Century-Fox. . . . Chris Warfield cutting four sides with the Jerry Gray ork. . . . ASCAP songscribe Don George back from a five-month tour of Europe where he worked with a number of the Continent's top lyricist. . . . George Shearing Quintet inked for jazz dates at Los Angeles Junior College and UCLA March 9 and 10 respectively. . . . Dimitri Tiomkin, music director for Allied Artists' "The Friendly Persuasion," cut a series of demonstration records for the seven pop tunes in the film last week. . . . Peggy Lee in rehearsals for her upcoming date at the Coconut Grove next week (7) with the Russ Morgan ork. . . . Harry Tobias off on a month-long trip to New York and other points visiting disk jockeys and record firms. . . . Allan Dale penciled in for a two-week stand at the Mocambo beginning March 6. . . . Buddy Bregman returned to New York with RCA Victor repertoire chief Joe Carlton for initial promotion on his first releases. . . . Carol Channing sings her first screen song, "A Corset Can Do a Lot for a Lady," in RKO's "The First Traveling Saleslady." . . . Julie London, Mary Kaye Trio and Robert Clary inked for appearances on the Rosemary Clooney teleshov, currently being filmed. . . . Sammy Cahn and Nicholas Brodsky have completed five new tunes for M-G-M's "The Opposite Sex." . . . Bill Loeb, personal manager, severed his partnership with Clarence Freed recently, with plans for Jerry Levy and Fred Amsel to represent Loeb in New York. . . . Bill Hamilton and Marilou Kent will be featured vocalists when Warren Baker and His Baker's Dozen ork cut four sides for indie Kinberly Records. . . . Wayne Shanklin penning lyrics for the "East of Eden" theme music for Warner Bros.

Cincinnati

Local band leader and booker, Barney Rapp, played host to the Cincy press fraternity at a cocktail party at the Sheraton-Gibson Hotel Tuesday evening (28), honoring his brother, Barry Wood, NBC-TV special events director and producer of the TV show, "Wide, Wide World," who was in town to address the local Advertisers' Club Wednesday noon. . . . Canary Cathy Carr in town several days last week plugging her newest on the Fraternity label, "Ivory Tower," with the local deejay lads. Promotion included a guest shot on Paul Dixon's television show over WLW-T. Miss Carr is currently playing Midwestern clubs for General Artists Corporation. . . . Morris (Kip) Kipner left the Decca Distributing Corporation here last weekend to become Decca distributing manager in Detroit.

Mercury Files Suit Answer

NEW YORK, March 3.—Mercury Records last week filed an answer in federal court to the suit by Mildred Acuff and Wesley Rose, plaintiffs, who have claimed that "Teen-Agers Waltz" is an infringement of "Tennessee Waltz." The suit by Acuff-Rose had named as defendants the Tee Pee Music Company, Tony Starr, Teddy Powell and Mercury Records.

Mercury asked for a dismissal of the case on the ground that there existed conflicting claims as to who owned the copyright. Diskery also asked the court to judge whether the plaintiff or Tee Pee Music is entitled to royalties on the recording, and to declare Mercury free of liability except as to royalties. Mercury claimed Tee Pee granted the diskery a license in September, 1955.

CIDER ANSWERS 64G QUESTION

NEW YORK, March 3.—Dot Records was the first company to record the new tune "Love Is the \$64,000 Question." However, the anti-play attitude held by many deejays toward disks with a high alcoholic lyric content caused the firm to come in second, release-wise, to RCA Victor's wax version of the song by Tony Travis.

Jim Lowe cut the side last Saturday (25) with Norman Leyden (composer of the song and conductor on CBS-TV's "\$64,000 Question" show) backing the date, but the disk was held up, when Dot prexy Randy Wood decided to re-record the flip "Blue Suede Shoes." He had just learned that some deejays reportedly refused to spin current versions of the c.&w. ditty because of the lyric line "You can drink my liquor." On the new disk-version Lowe substitutes "cider" for the hard stuff.

'MADEIRA'

And Ardmore Didn't Lift One Finger

HOLLYWOOD, March 3.—Everything comes to he who waits. This was true in the case of the song, "Madeira," published by Capitol Records subsidiary Ardmore Music.

Seems as if "Madeira" was originally published by Valentini De Carvalho, Ltd., in Lisbon, Portugal, and subsequently turned over to Robbins, Feist & Miller. The Big Three returned the song to the original publishers after getting a Mitch Miller record in 1953 which appeared in the latter's album, "M-M-Mitch."

Negotiations between Ardmore's Mike Gould and De Carvalho resulted in the Capitol firm acquiring the tune and the diskery issuing a Ray Anthony version of the disk.

Miller's original release was taken out of the album recently and put back into circulation as a single, without Ardmore lifting a finger to contact the Columbia repertoire topper.

Hassler Is Upped at Cap

HOLLYWOOD, March 3.—Doon Hassler, branch promotion manager of Capitol Records in Los Angeles, has been upped to a promotion department assistant in the merchandising division of the parent company.

Hassler previously had been with the company as a salesman and later branch promotion manager in Chicago. He was later named a repertoire man for the firm's Kenton Presents jazz series at the company's home offices here.

Hassler has been replaced at the Los Angeles branch by George Russell, formerly in a similar capacity with Mercury Records here. Jerry Sybilrud, for 10 years station librarian at KMPC here, vacated his post to take over the Mercury promotion job.

Col Distribs Own Wares on Coast

HOLLYWOOD, March 3.—CBS-Columbia of Southern California, a factory-operated distributing branch for the Columbia phonograph and radio-TV line, will open headquarters here shortly, servicing the Los Angeles area.

Columbia phonos were previously handled by the Ray-Thomas Company, and for a short period were distributed directly by the firm at their pressing plant site.

New facility will occupy approximately 17,000 square feet, including offices, warehousing and showrooms.

500 Turn Out For First Six BMI Clinics

NEW YORK, March 3.—Some 500 broadcasters attended the first six Broadcast Music, Inc., clinics as the 1956 clinic series got underway. Carl Haverlin, BMI president, is attending the Western swing, which started in Seattle Monday (27), and Glenn Dolberg, vice-president in charge of station relations, is heading the Southern and Eastern contingent of traveling and local speakers. Eastern clinics started in Little Rock, Ark.

Theme of Haverlin's talk, "The Continuing Challenge of Radio," suggests that there is a need for changing ideas in programming.

ANOTHER BMI "PIN-UP" HIT

WHY DO FOOLS FALL IN LOVE

Recorded by THE TEENAGERS & FRANKIE LYMON, GEE GLORIA MANN, Decca, GALE STORM, Dot, THE DIAMONDS, Mercury. Published by PATRICIA MUSIC PUBLISHING CORP.



THERE'S BIG NEWS coming from Valleybrook PUBLICATIONS INC.

LYRICIST WANTED

Experienced song writer, BMI and ASCAP background, screen credit, seeks capable lyricist. No amateurs. Please DO NOT send lyrics. Just tell me about your work.

BOX 45, THE BILLBOARD 1564 Broadway, New York 36, N. Y.

HELEN of TROY

3 OUTSTANDING RECORDINGS

LEROY HOLMES—M.G.M. LES BAXTER—CAPITOL MAX STEINER—R.C.A. VICTOR . . . and more recordings to come!

HARMS, Inc.

Watch this cute novelty go!

SMALL TOWN

Recorded by Kay Cee Jones

on AMERICAN RECORDS



AMERICAN ACADEMY OF MUSIC, INC.

YOU'LL LOVE THE NEW BILLBOARD

SAVE MONEY, TOO SEE PAGE 42



THESE HANDS

Recorded by:

Tex Ritter-Nelson Riddle . . .Capitol
Lefty FrizzellColumbia
Jeffrey ClayCoral
Jerry JerichoDaffan
Mac WisemanDot
Johnny OliverM-G-M
Lew DresslerMercury
Hank SnowRCA-Victor

*Records listed alphabetically by companies

HILL & RANGE SONGS

COMPLETELY YOURS THE FOUR CHAPS

Rama #195

MYERS MUSIC, INC.

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

Easter PROGRAMS

HE

AVAS MUSIC PUB. Co. Inc. 607 5th Ave. NYC

Smoldering "WHITE BUFFALO"

Bill Hayes—Cadence
Jimmy Brown—MGM

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

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

FOREVER DARLING

LEO FEIST, INC.

The Man with the Golden Baton



DICK JACOBS

and His Orchestra

"MAIN TITLE" AND "MOLLY-O"

From the Otto Preminger Film, "The Man With the Golden Arm"

ACROSS THE BOARD!

The Billboard Review Spotlight On
DICK JACOBS ORK. . . Coral 61606
... MAIN TITLE & MOLLY-O
(Dena, ASCAP)

There are several instrumental versions out on "Main Title" (the theme from "The Man With the Golden Arm"), but this is the only one that also spotlights a vocal on the movie's sub-theme "Molly-O," and it should have the most immediate appeal. The Frank Sinatra movie is doing well at the box office which should also help sales. Jacobs hands the exciting, hard driving theme a sock interpretation, with stand-out trumpet section work. Flip is a catchy instrumental cover-version of the c.&w. ditty "Butternut" (Central, BMI).

The Billboard
March 3, 1956

Variety Best Bets
DICK JACOBS . . .

MAIN TITLE
Butternut
(Coral)

THE CASH BOX
SLEEPER OF THE WEEK
"MAIN TITLE" & "MOLLY-O"
(Themes from "The Man With the Golden Arm")
(Dena ASCAP—Bernstein, Fine)
"BUTTERNUT"
(Central BMI—Harris, Harrison)

DICK JACOBS ORCH.
(Coral 61606 9-61606)
The most exciting big-band item to hit the market since this week. It's an absolutely fascinating selection based on the major themes from the much-talked-about flicker "The Man With the Golden Arm." The Coral version displays Dick Jacobs' most commercial effort to date. The drummer goes wild on the cymbals. At midpoint, and in complete contrast to the "Main Title" theme, a chorus joins in and lifts thru a catchy novelty tune currently making the rounds under the tag of "Molly-O." Coupling is a zany novelty instrumental item, "Butternut."

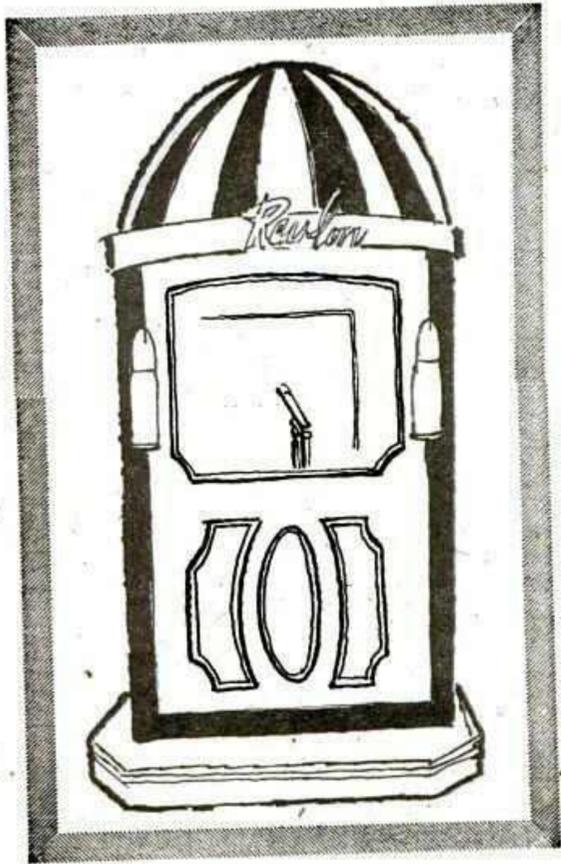
and "BUTTERNUT"

THE BIG HIT
VERSION ON ...

CORAL RECORDS
America's Fastest Growing Record Company

CORAL
61606 (78 RPM)
9-61606 (45-RPM)

the First Record on the ISOLATION BOOTH THEME



TONY TRAVIS

Singing

LOVE IS THE \$64,000 QUESTION

and DRUMMER BOY

20/47 6476

the dealer's choice

RCA VICTOR



• **Review Spotlight on . . .**

ALBUMS

Popular

HIGH TOR (1-12)—TV Film Sound Track. Decca DL 8272

There's a heavy promotional campaign behind this sound track package from the forthcoming TV film musical version of "High Tor," which will be presented by Ford Motors over NBC-TV, Saturday (10). Bing Crosby stars, and the score was specially written for the video show by Arthur Schwartz and Maxwell Anderson, who, of course, authored the original stage play. Crosby dominates the LP; warbling five tunes, including the sprightly "John Barleycorn," and two lovely ballads—"When You're in Love," and "A Little Love, a Little While." Julie Andrews' sweet soprano is also listenable, while actor Everett Sloane contributes a showmanly chorus on "When You're in Love." "High Tor" is an excellent package of Crosbiana, and if the show is as big a click as expected, the LP should enjoy brisk sales.

Classical

VIVALDI: CONCERTO IN A MINOR FOR TWO VIOLINS; BACH: VIOLIN CONCERTO NO. 1 IN A MINOR; VIOLIN CONCERTO NO. 2 IN E MAJOR (1-12)—David Oistrakh, Isaac Stern, Violins; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5087

Surely one of the most interesting violin packages to hit the market in a long time. Talent-wise it packs a solid sales punch and its musical values are high. The disk also provides a unique opportunity to compare the styles of the two artists—the lush tone of Oistrakh and the dryer, tho perhaps equally appealing, tone of Stern. Oistrakh plays the E Major; Stern the A Minor. Money in the bank for the package store.

of its material, will also sell to an older age group for whom the tunes have a nostalgic value.

FOR DANCERS ONLY75
Les Elgart and his Ork (1-12")
Columbia CL 803

Les Elgart has one of the best dance bands in the business, and this package spotlights his usual swiny, tasteful instrumental showmanship, both listenable and danceable, with a strong, happy beat. Teen-agers and deejays in search of good terp programming will welcome the album. Selections include "Perdido," "Out of Nowhere," "September Song," "Take the 'A' Train" and "It Had to Be You."

MAXINE SULLIVAN—195674
(1-12")
Period RL 1909

Miss Sullivan, who has been doing nitery dates and foreign tours, returns to the disk world with this album of folk-flavored favorites and standards. Her soft rhythmic style is enhanced by the musicianship of Charlie Shavers, Dick Hyman, Buster Bailey, Hilton Jefferson, Oscar Pettiford, Milt Hinton and Osie Johnson. Tune are "Loch Lomond," "Turtle Dove," "Barbara Allen," "St. Louis Blues," etc.

JAZZ JAZZ **JAZZ**
I'm Still Swinging78
Joe Newman Octet (1-12")
RCA Victor LPM 1198

Considering Joe Newman's many years of service in Count Basie's band, it is no surprise that the trumpeter, fronting a small group of his own, should draw heavily on Basie for inspiration. Abetting Newman are several current or ex-members of the Basie band, like Freddie Green, Eddie Jones and Shadow Wilson—and several soloists that are very simpatico with the Basie idiom: Urbie Green, Al Cohn, Gene Quill and Dick Katz. For a Newman solo at its most soulful, dig the pretty ballad, "We'll Be Together Again"—at its wittiest, try "The Daughter of Miss Thing."

LIONEL HAMPTON
APOLLO HALL CONCERT77
(1-12")
Epic LN 3190

The popularity of Hampton abroad rivals his high standing here. This recording of a typical European concert abounds in uninhibited demonstration of enthusiasm for Hamp's music-making. Naturally, this spurs the vibrist to give of his best. Here he is in very good form. The program itself duplicates material already available on records: "How High the Moon," "Stardust," "Lover Man" and, inevitably, "Flying Home." As an introductory album to Hampton's brand of jazz, this basic anthology should do well with new collectors.

Jazz

KING OLIVER'S JAZZ77
Lawson-Haggart Jazz Band (1-12")
Decca DL 8195

The previously-issued 10-inch set of this material has been augmented to make a happy 12-inch. The knowing New York cats make rockin' two-beat fare of the Oliver-associated numbers, plus a few left over from their Jelly-Roll Morton dates. Included are "Dippermouth," "Dr. Jazz" and "High Society." Along with ex-Bob Crosby-ites Lawson and Haggart are Lou McGarrity on trombone, Peanuts Hucko or Bill Stegmeyer on clarinet, etc. Cover and the various names will sell this to Dixie fans.

THE BILLY TAYLOR TRIO76
(1-12")
Prestige PRLP 7015

Some earlier Taylors have been sound-enhanced and remastered on 12-inch. New cover will also give

this a new lease on life, as will the fact that Taylor's reputation has grown in the past few years. The brilliant jazz pianist, who also has plenty of pop appeal, includes here such smart stuff as "Lover," "Little Girl Blue" and Ellington's "All Too Soon." A salable piano set.

THE BROTHERS74
Stan Getz, Zoot Sims, Al Cohn, Allen Eager, Brew Moore (1-12")
Prestige LP 7022

Title derives from fact that most of the tenor sax playing participants here were members of the Woody Herman "Four Brothers" sax section at different times. Four tracks (from 1949) feature Stan Getz, Zoot Sims, Al Cohn, Allen Eager and Brew Moore, all of whom sounded much alike and very much like Lester Young. Flip, with Sims and Cohn, plus Kai Winding on trombone, dates from 1952, and shows the development of more individuality. Sound has been much improved in Rudy Van Gelder's remastering. Tenor fans will want this one, tho there is more exciting, original stuff around.

PROGRESSIVE JAZZ73
Al Kling Quintet, Bob Alexander Quintet (1-12")
Grand Award GA 325

Progressive jazz fans won't be easily convinced that the names here play the real thing, since most of the cats have been known as swing and even Dixie partisans. Certainly, there's nothing of a trail-blazing nature. Alexander's unit plays some very pleasant Mulliganesque ensemble stuff, with Peanuts Hucko's surprisingly modern tenor sax featured (surprising because he plays Dixie clarinet). On the flip, ex-Miller tenor man Klink plays well in the studio-modern vein of cohorts Mundell Lowe and Dick Hyman. For some of the most lovely tenor sound on disks, dealers should demonstrate his "Everything Happens to Me." Excellent David Stone Martin cover and the \$2.98 tag will help move copies.

THELONIOUS MONK70
(1p12")
Prestige LP 7027

The material presented here is that which was previously available on Prestige's 10-inch LP 142—plus two items released now for the first time: "Blue Monk" and "Just a Gigolo." The new additions were recorded in September, 1954, two years later than the selections on LP 142. They are significant supplements to the Monk discography. Aiding Monk on the 1954 date were Percy Heath and Art Blakey. While Monk is not a great commercial seller, his work is important and appreciated, at least, by the avant-garde. Basic as his work is for the development of modern jazz, so should his LP's be for the modern jazz record collector.

PIANO D'OR67
Sanford Gold, Piano (1-12")
Prestige LP 7019

In the few recordings on which Sanford Gold has been heard so far, he was in the company of some highly stimulating modern instrumentalists, and contributed some fine piano work along Bud Powell lines. For those who, on the strength of this, might have been looking forward to his first solo album, this will be something of a disappointment. The first half of the set consists of standards, and in them Gold essays a cocktail piano style indiscriminately throwing in ideas and embellishments drawn from Art Tatum and Teddy Wilson, to Bud Powell and Horace Silver, and with some contemporary longhair added for good measure. In the final portion, Gold runs thru a group of Paul Selden compositions. This pianist has a long way to go to digest and assimilate the varied musical elements with which he feels inclined to work.

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

LOVE MUSIC FROM HOLLYWOOD...80
Paul Weston and his Ork (1-12")
Columbia CL 794

Paul Weston always sells well, and this package of mood music from the movies is a particularly strong commercial item. Weston's lush, listenable arrangements are showcased on 12 lovely screen themes, covering several past decades of movie-making, including "Laura," "My Foolish Heart," "Ramona," "Spellbound," "Seventh Heaven," "Lost Horizon," and "Wuthering Heights." The cover spotlights a couple in a passionate pose. Fine romantic programming for deejays.

COLLEGE MEMORIES78
Fred Waring and the Pennsylvanians (1-12")
Decca DL 8222

This package is a natural for dealers in college towns, and should be stocked by good shops everywhere. Waring is one of the most knowledgeable directors of choral music, and to the field of college music he brings years of study and devotion. Included are "Halls of Ivy," "Hanover

Winter Song," "Lord Jeffrey Amherst," "The Hills of Old Penn State," etc. A very tasteful job which will sell well.

FOLK SONGS OF THE FRONTIER...78
Roger Wagner Chorale (1-12")
Capitol P 8332

This package captures in song some of the most romantic historical periods of American history—the age of the broad frontier and the pioneer settler. It is a beautifully produced job, excellent in sound and in musical arrangement. The album is further enhanced by a fine set of liner notes compiled from material by Wagner, Salli Terri and Tex Ritter. "Home on the Range," "Goodby Old Paint," "Bury Me Not on the Lone Prairie," etc., are included. Should have a steady sale.

ANYTHING GOES77
Mary Martin (1-10")
Columbia CL 2582

The new Bing Crosby-Donald O'Connor film version of Cole Porter's "Anything Goes" will be released

shortly, and this LP should benefit sales-wise from the movie's all-out promotional campaign. Mary Martin thrushes with her customary vitality and delightful sense of sales-savvy, while the score, of course, includes some of Porter's greatest tunes: "You're the Top," "I Got a Kick Out of You," "Blow, Gabriel, Blow," etc. Miss Martin is also heard singing the "Anything Goes" score (backed by "The Bandwagon") on another Columbia LP—a 12-inch.

MERENGUE A LA NORO76
Noro Morales and his Ork (1-12")
Victor LPM 1163

Here's a lively package of Latin-American rhythm wrapped up in tasteful, supremely danceable arrangements by Noro Morales. All 12 selections are Dominican merengues, with romantic melodies and suitably uninhibited tempos. Morales is a potent LP seller in his market, and this album should step out briskly sales-wise.

SENTIMENTAL SOUVENIRS76
Four Aces (1-12")
Decca DL 8227

Here is a great group of sentimental standards done with the usual gusto of the Four Aces. On many of the numbers, their enthusiasm is showcased by the musical direction of Jack Pleis. In addition to the group's teen-age fans, this package, because

The Chicago Agents Speak . . .

An Open Letter to the Entertainment Industry:

The Entertainment Managers Association of Chicago is composed of over 100 business men who for many years have furnished live entertainment for industry business associations and trade groups.

Through the efforts of these business men, in the year 1955, more than ONE MILLION DOLLARS WAS PAID TO PERFORMERS THAT ARE MEMBERS OF THE AMERICAN GUILD OF VARIETY ARTISTS.

For many years the members of AGVA have worked in complete harmony with the various E.M.A. officers and virtually no disputes over working conditions, salaries, etc., have ever existed. In fact, through the efforts of the E.M.A. officers many AGVA performers are now making in excess of one thousand dollars per week.

There is in fact, NO DISAGREEMENT NOW EXISTING BETWEEN THE PERFORMING MEMBERS OF AGVA AND THE E.M.A. MEMBERS. However, on February 29th, certain AGVA officials, without discussion or negotiations, attempted to force several AGVA performers to cancel a convention show because it was booked by a member of E.M.A.

This arbitrary action was taken because this E.M.A. booker REFUSED TO MAKE A YEARLY FIFTY DOLLAR DONATION TO THE COFFERS OF THE AGVA, FOR THE PURPOSE OF HELPING TO DEFRAY THE OPERATING COSTS OF THIS UNION.

The mere fact that the AGVA performers disregarded the arbitrary demands of these AGVA officials is ample evidence of the true feelings of the performers themselves.

We the members of the Entertainment Managers Association believe in the American doctrine of free enterprise and will not be coerced by threats, and solicit the support of every thinking member of the entertainment industry.

Signed: Entertainment Managers of Chicago
203 North Wabash Avenue,
Chicago 1, Illinois

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

BACH (1-12)—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 506580

This is right in the Philadelphia tradition set years ago by Stokowski. There are striking and dramatic orchestrations of Bach organ fugues, spaced by shorter and more lyrical pieces, all played with great tonal color by the orchestra. The sound is magnificent, and while the readings may not satisfy the purist, the larger audience will be mightily pleased. Strong catalog merchandise.

KURT WEILL-BERT BRECHT: DIE DREIGROSCHENOPER (THREE PENNY OPERA) (1-12)—Liane; Chorus and Chamber Orchestra of the Vienna State Opera; F. Charles Adler, Cond. Vanguard VRS 900277

This fascinating work has come in for rather fabulous attention recently. A pop best-seller, ("Moritat") is based on a theme from the opera, the original German waxing on Telefunken has been revived with success, and a year or so ago an English version on M-G-M captured heavy sales. Now comes a new German treatment in stunning sound. It is more than likely that any purchaser of the older sets can be considered a live prospect anew for this one. Night club chanteuse Liane makes a convincing Polly Peacham and the other singers are impressive. Packaging is attractive and a translation is furnished. Sales should be surprisingly good, even in unlikely places.

STARRING RICHARD TUCKER (1-12) — Columbia Symphony Orchestra; Fausto Cleva, Cond. Columbia ML 506276

With the laydown of complete opera diskings at Columbia, the label has "lent" Tucker to the competition when he had the opportunity to participate in such endeavor. But here it has given its formidable tenor an LP to himself that

will provide plenty of excitement to vocal enthusiasts. The program is not as hackneyed as might be expected and Tucker turns in superb readings of arias from operas by Verdi, Puccini, Giordano, and Mascagni, in addition to an excerpt from the Verdi "Requiem." A strong entry of its type.

BACH: THE LITTLE ORGAN BOOK (3-12)—E. Power Biggs, Organ. Columbia KSL 22775

Dealers shouldn't be frightened off by the seeming esoteric nature of this set. Biggs has handed them a few surprises in the past, sales-wise. What is special here, in addition to the impressive musicality of the performances, is the packaging. A large booklet holds analyses of the chorales, and complete scores of the Bach treatmens enhance enjoyment immeasurably. The several organists are, or soon will be, featured in these works, Biggs has the commercial standing to lead the pack.

BEETHOVEN: PIANO CONCERTO NO. 1 (Orchestral Accompaniment) (1-12)—Add-a-soloist; Vanguard Symphony Orchestra; Franz Litschauer, Cond. Vanguard VRA 20173

Tho it represents an expensive investment, this idea was bound to bear fruit sooner or later. Many instrumental amateurs and students will be glad it is sooner. Here, the old add-a-part, or music-minus-one idea is extended to provide complete orchestral accompaniment for violin and piano concertos. Where cadenzas intervene, cues are inserted to insure re-entry on the beat. And on each disk a band provides a true A for tuning the instrument or the phono. In addition to the above disk, others in the series offer the Grieg Piano Concerto, and Beethoven Third Piano Concerto, and

(Continued on page 56)

A thrilling new album..

Midnight Rhapsody

T-711



JOE BUSHKIN *Midnight Rhapsody*

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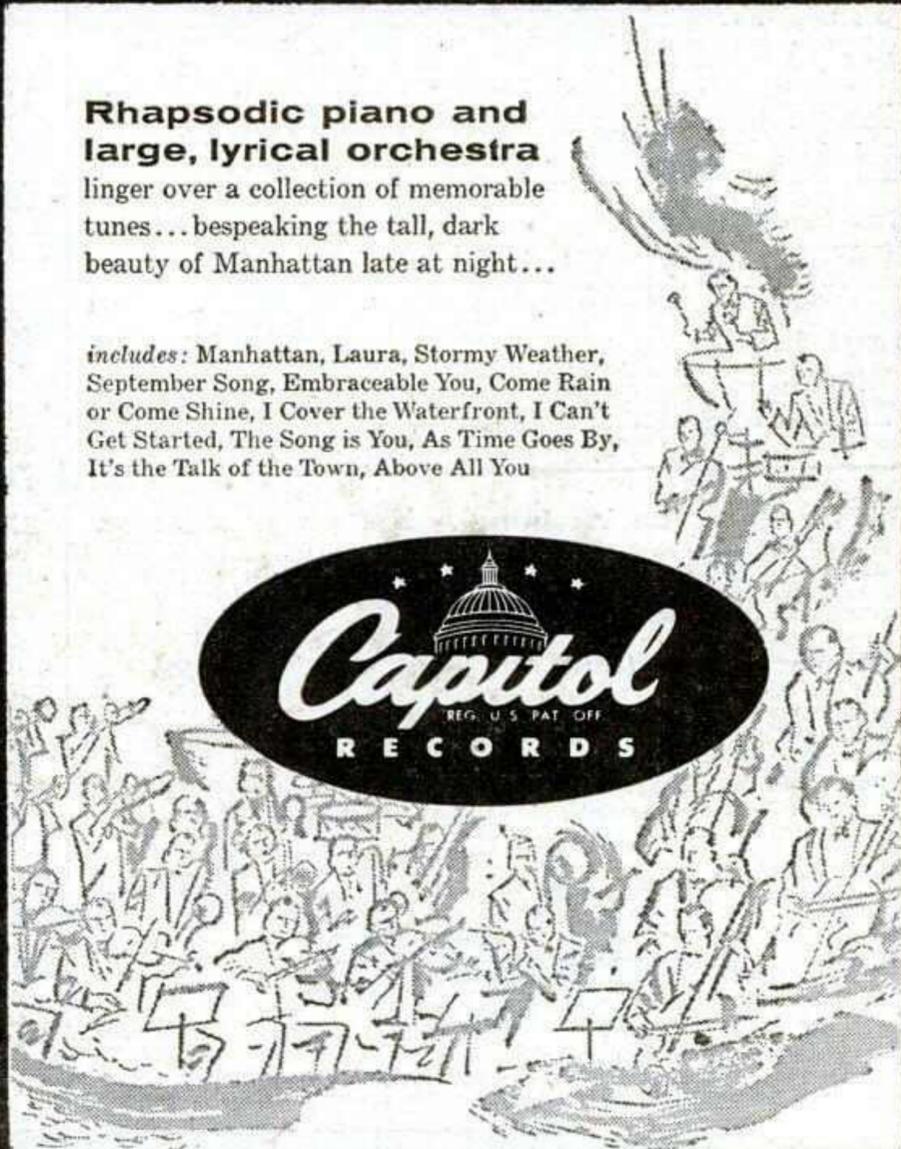
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linger over a collection of memorable tunes... bespeaking the tall, dark beauty of Manhattan late at night...

includes: Manhattan, Laura, Stormy Weather, September Song, Embraceable You, Come Rain or Come Shine, I Cover the Waterfront, I Can't Get Started, The Song is You, As Time Goes By, It's the Talk of the Town, Above All You



RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending February 29

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Rock and Roll Waltz		1 10	6. Memories Are Made of This		4 14
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359. RECORD AVAILABLE: L. Welk, Coral 81128. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.		
2. Lisbon Antigua		2 11	7. Theme From the Three Penny Opera (Moritat)		7 6
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORDS: D. Hyman, M-G-M 12149; R. Hayman-J. August, Mercury 70781. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; T. Murphy, Col 40586; L. Paul, Cap 3329; T. Puente, Vic 20-6417; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.		
3. Great Pretender		3 13	8. See You Later, Alligator		9 8
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753 RECORD AVAILABLE: J. Riggs, Media 1020. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Robert Guidry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791. RECORDS AVAILABLE: O. Bush, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.		
4. Poor People of Paris		6 4	9. Band of Gold		8 15
By La Gaulante de Pauvre-Jean-Marguerite Mannot—Published by Alama Music BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Welk, Coral 61592. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597. RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 48856. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
5. No, Not Much		5 7	10. I'll Be Home		12 5
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629. ELECTRICAL TRANSCRIPTION: Airiane Trio, Lang-Worth.			By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.		
Second Ten					
11. It's Almost Tomorrow		10 18	16. Eleventh Hour Melody		21 3
By Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORDS: Dream Weavers, Dec 29683; J. Stafford, Col 40595. RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; L. Welk, Coral 61524. ELECTRICAL TRANSCRIPTIONS: Bill Walker Ork, Standard; Lenny Herman, Lang-Worth.			By King Palmer-Carl Segman—Published by Paxton (ASCAP) BEST SELLING RECORD: A. Hibbler, Dec 29789. RECORDS AVAILABLE: L. Busch, Cap 3349; T. Mottola, M-G-M 11885; B. Snyder, Dec 29827. ELECTRICAL TRANSCRIPTION: Airiane Trio, Lang-Worth.		
12. Why Do Fools Fall in Love?		15 3	17. Sixteen Tons		13 18
By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORD: Teen-Agers, Gee 1002. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Sound 29832; G. Storm, Dot 15448.			By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: G. Baker, Real 1304; J. Desmond, Coral 61529; M. Katz, Cap 3342; B. B. King, RPM 451; Marvin & The Chirps, Tip Top 202; S. Shore, X 01887; R. Sovine, Dec 29739.		
13. He		11 25	17. Eddie My Love		- 1
By Richard Mullan & Jack Richards—Published by Avax (BMI) BEST SELLING RECORD: A. Hibbler, Decca 29660. RECORDS AVAILABLE: K. Armen, M-G-M 12078; McGuire Sisters, Coral 61501; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth; Sunshine Boys, Lang-Worth.			By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORD: Teen Queens, RPM 543. RECORDS AVAILABLE: Chordettes, Cadence 1084; Fontane Sisters, Dot 15450.		
14. Dungaree Doll		14 10	19. Mr. Wonderful		24 2
By Ben Raleigh & Sherman Edwards—Published by E. B. Marks (BMI) BEST SELLING RECORD: E. Fisher, Vic 20-6337. RECORD AVAILABLE: Rock Brothers, King 4851. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Back-Holofcener-Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: S. Vaughn, Mercury 70777. RECORD AVAILABLE: T. King, Vic 20-6392. ELECTRICAL TRANSCRIPTION: Airiane Trio, Lang-Worth.		
15. Tutti Frutti		16 7	20. Angels in the Sky		19 13
By La Bastrie Tenniman—Published by Venice (BMI) BEST SELLING RECORDS: P. Boone, Dot 15443; Little Richard, Specialty 561. RECORDS AVAILABLE: A. Mooney, M-G-M 12165. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Dick Glasser—Published by Ridgeway (BMI) BEST SELLING RECORD: Crew Cuts, Mercury 70741. RECORD AVAILABLE: Monarchs, Wing 90040. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
Third Ten					
21. Go On With the Wedding		22 8	25. Autumn Leaves		- 27
By Arthur Korb, Charley Purvis, Milt Yakus—Published by Pincus (ASCAP) RECORDS AVAILABLE: K. Kallen-G. Shaw, Dec 29776; Modernaires, Coral 61555; P. Page, Mercury 20766. ELECTRICAL TRANSCRIPTION: Airiane Trio, Lang-Worth.			By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 9161; J. Gleason, Cap 3223; M. Miller, Col 50033; T. Russo, Bell 1106; R. Williams, Kapp 116; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Alton Roth Ork, Thea-saurus; Henry Jerome Ork, Lang-Worth.		
22. Lullaby of Birdland		22 3	27. Seven Days		25 6
By George Shearing—Published by Patrica Music (BMI) RECORD AVAILABLE: Blue Stars, Mercury 70742. ELECTRICAL TRANSCRIPTIONS: Ted Heath Ork, Lang-Worth.			By Carrol-Taylor—Published by Progressive (BMI) RECORDS AVAILABLE: D. Collins, Coral 61562; Crew Cuts, Mercury 70782; C. McPhatter, Atlantic 1081; S. Lanson, Dot 15445. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.		
22. Heartbreak Hotel		- 1	28. Lipstick, Candy and Rubber Soled Shoes		26 2
By Axton, Durden & Presley—Published by Tree (BMI) RECORDS AVAILABLE: E. Presley, Vic 20-6420.			By Bob Haymes—Published by Jimskip Music (BMI) RECORD AVAILABLE: J. La Rose, Vic 20-6416. ELECTRICAL TRANSCRIPTION: Lenny Herman Ork, Lang-Worth.		
24. Teen-Age Prayer		17 12	28. Blue Suede Shoes		- 1
By Ricchner & Lowe—Published by La Salle (ASCAP) RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Modern 977; G. Mann, Sound 126; G. Storm, Dot 15436; K. White, Mercury 70750. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Carl Perkins—Published by Hi-Lo Music (BMI) RECORDS AVAILABLE: C. Perkins, Sun 234; B. Roubian, Cap 3373.		
25. Are You Satisfied?		19 10	30. Tear Fell		- 1
By Wooley & Escamela—Published by Cordial Music (MBI) RECORDS AVAILABLE: T. Arden, Vic 20-6346; R. Draper, Mercury 70757; C. Francis, M-G-M 12122; C. Johnson, Col 40612; J. Wakley, Dec 29756; S. Wooley, M-G-M 12114.			By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) RECORD AVAILABLE: T. Brewer, Coral 61590.		

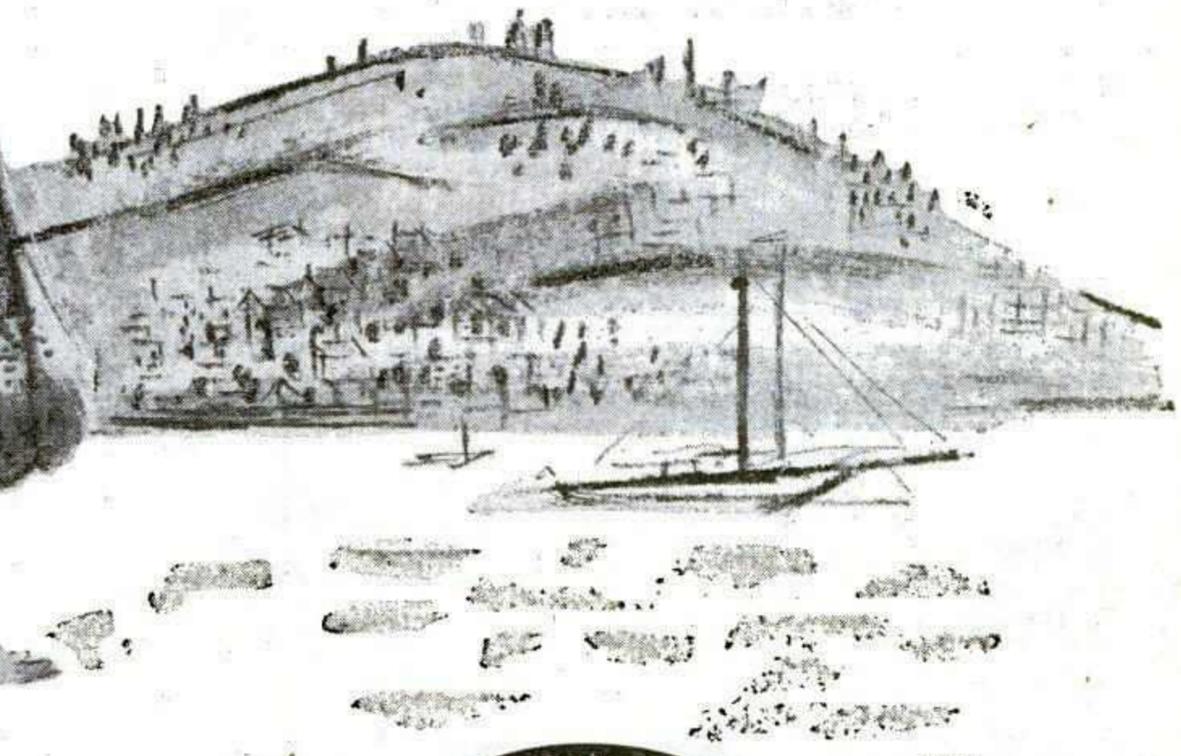
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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

NELSON RIDDLE

presents a smash follow-up to 'Lisbon Antigua'

PORT AU PRINCE



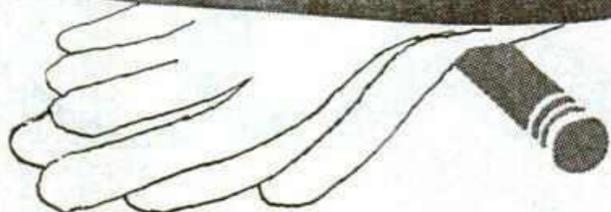
MIDNIGHT BLUES

record no. 3374





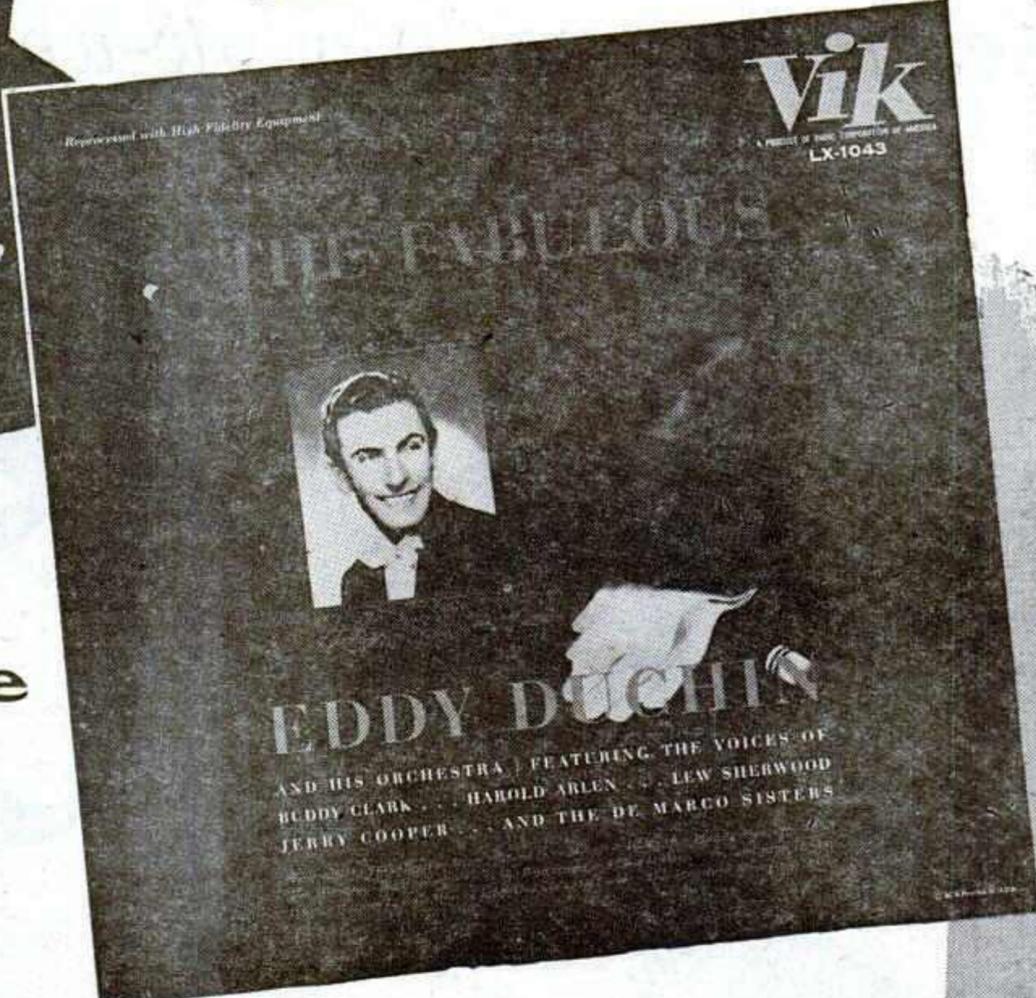
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EXA-144

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 - LVA-1004 "ON STAGE" Volume 1 Ethel Merman & Gertrude Niesen
 - LVA-1005 "THE GAY CABALLERO" Frank Crumit
 - LVA-1006 "TORCH SONGS" Helen Morgan & Fannie Brice
 - LVA-1007 "GENE AUSTIN SINGS ALL-TIME FAVORITES"
 - LVA-1008 "THE HAPPINESS BOYS" Billy Jones & Ernie Hare
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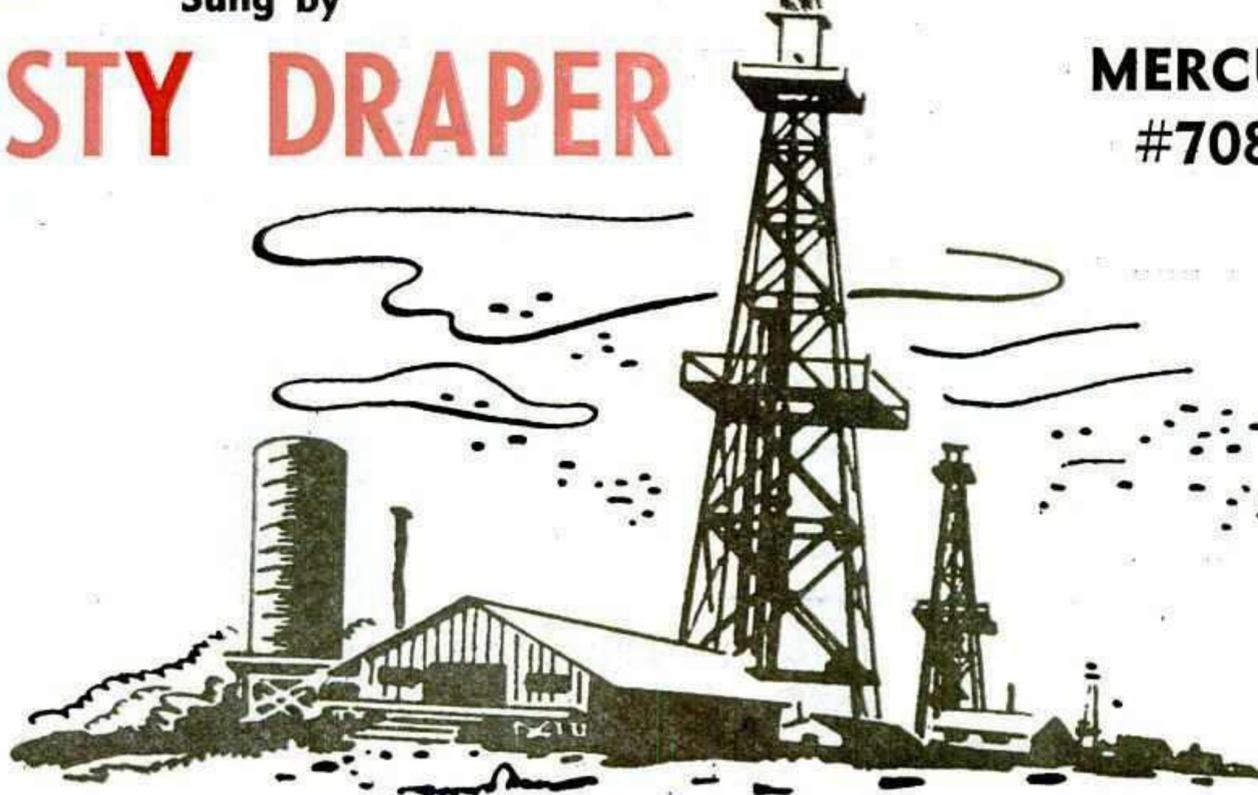


Sung by

RUSTY DRAPER

MERCURY

#70818



"BUD" BRANDOM

FREDERICK MUSIC COMPANY

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending February 29

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	Record
1		11	LISBON ANTIGUA (ASCAP)—N. Riddle..... 1 11 Robin Hood (ASCAP)—Cap 3287
2		10	ROCK AND ROLL WALTZ (BMI)—K. Starr..... 2 10 I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
3		4	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter..... 5 4 Helen of Troy (ASCAP)—Cap 3336
4		7	NO, NOT MUCH (ASCAP)—Four Lads..... 4 7 I'll Never Know (BMI)—Col 40629
5		12	GREAT PRETENDER (ASCAP)—Platters..... 3 12 I'm Just a Dancing Partner (ASCAP)—Mercury 70553
6		9	SEE YOU LATER, ALLIGATOR (BMI)—B. Haley..... 7 9 Paper Boy (ASCAP)—Dec 29791
7		5	I'LL BE HOME (BMI)—P. Boone..... 8 5 TUTTI FRUTTI (BMI)—Dot 15443
8		15	MEMORIES ARE MADE OF THIS (BMI)—D. Martin..... 6 15 Change of Heart (BMI)—Cap 3295
9		4	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers..... 11 4 Please Be Mine (BMI)—Gee 1002
10		14	BAND OF GOLD (BMI)—D. Cherry... 9 14 Rumble Boogie (BMI)—Col 40597
11		7	THEME FROM THE "THREE PENNY OPERA" (MORITA) (ASCAP)—D. Hyman..... 10 7 Baubles, Bangles, and Beads (ASCAP)—M-G-M 12149
12		1	HOT DIGGITY (ASCAP)—P. Como.... - 1 JUKE BOX BABY (ASCAP)—Vic 20-6427
13		18	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers..... 12 18 You Got Me Wondering (ASCAP)—Dec 29683
14		1	BLUE SUEDE SHOES (BMI)—C. Perkins..... - 1 Honey, Don't (BMI)—Sun 234
15		11	DUNGAREE DOLL (BMI)—E. Fisher. 13 11 Everybody's Got a Home But Me (ASCAP)—Vic 20-6337
16		2	TEAR FELL (BMI)—T. Brewer..... 18 2 BO WEEVIL (BMI)—Coral 61590
17		4	THEME FROM THE "THREE PENNY OPERA" (MORITAT) (ASCAP)—R. Hayman-J. August..... 15 4 I'll Be With You in Apple Blossom Time—Mercury 70781
18		1	EDDIE, MY LOVE (BMI)—Teen Queens..... - 1 Just Goofed (BMI)—RPM 453
19		1	HEARTBREAK HOTEL (BMI)—E. Presley..... - 1 I Was the One (ASCAP)—Vic 20-6420
20		13	ANGELS IN THE SKY (BMI)—Crew Cuts..... 16 13 Mostly Martha (BMI)—Mercury 70741
20		3	CRY BABY (BMI)—Bonnie Sisters..... 18 3 I Saw Mommy Cha, Cha, Cha With You Know Who (ASCAP)—Rainbow 328

• THIS WEEK'S BEST BUYS

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

INNAMORATA (Paramount, ASCAP)—Jerry Vale—Columbia 40634—Dean Martin—Capitol 3352
Jerry Vale was out first with his version of this tune from "Artists and Models" and has entrenched himself well, particularly on the East Coast. Currently he is listed on the Boston territorial chart, and is selling extremely well in New York, Baltimore, Providence and Buffalo, among others. Martin has come up from behind to give Vale strong competition, and is doing best in Los Angeles, Cleveland, Milwaukee, St. Louis, Nashville, Richmond, Philadelphia, Chicago and Cincinnati. The Martin version was a Billboard "Spotlight" pick.

FOREVER DARLING (Feist, ASCAP) — The Ames Brothers—RCA Victor 6400
This tune has been coming up quietly these past weeks, and is now shaping as a strong contender for chart honors. Already on the Baltimore territorial chart, "Forever Darling"

is also rated a strong seller in St. Louis, Buffalo, Nashville, Milwaukee, and Philadelphia. It is also coming along nicely in Cleveland, Pittsburgh, Detroit, Providence, and Durham. Flip is "I'm Gonna Love You" (Winneton, BMI). A previous Billboard "Spotlight" pick.

ROCK RIGHT (E. B. Marks, BMI)
THE GREATEST THING (Ross Jungnickel, ASCAP)—Georgia Gibbs—Mercury 70811
With "Rock Right" sparking most initial action, this record has moved out quickly. Good sales were reported in a wide variety of areas from Coast to Coast. They included Los Angeles, Philadelphia, Chicago, St. Louis, Cleveland, Baltimore, Buffalo, Providence, Pittsburgh and Nashville. Some cities showed a strong preference for "Greatest Thing." A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending February 29

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

This Week	Last Week	Weeks on Chart	Record
1		9	ROCK AND ROLL WALTZ (BMI)—K. Starr..... 1 9 I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
2		10	GREAT PRETENDER (ASCAP)—Platters..... 2 10 I'm Just a Dancing Partner (ASCAP)—Mercury 70753
3		12	MEMORIES ARE MADE OF THIS (BMI)—D. Martin..... 3 12 Change of Heart (BMI)—Cap 3295
4		6	LISBON ANTIGUA (ASCAP)—N. Riddle..... 4 6 Robin Hood (ASCAP)—Cap 3287
5		4	I'LL BE HOME (BMI)—P. Boone..... 9 4 TUTTI FRUTTI (BMI)—Dot 15443
6		4	NO, NOT MUCH (ASCAP)—Four Lads..... 7 4 I'll Never Know (BMI)—Col 40629
7		5	SEE YOU LATER, ALLIGATOR (BMI)—B. Haley..... 6 5 Paper Boy (ASCAP)—Dec 29791
8		8	BAND OF GOLD (BMI)—D. Cherry... 5 8 Rumble Boogie (BMI)—Col 40597
9		3	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter..... 12 3 Theme From Helen of Troy (ASCAP)—Cap 3336
10		17	SIXTEEN TONS (BMI)—Tennessee Ernie..... 8 17 You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262
11		6	ARE YOU SATISFIED? (BMI)—R. Draper..... 13 6 Wabash Cannonball (BMI)—Mercury 70757
12		2	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers..... 20 2 Please Be Mine (BMI)—Gee 1002
13		2	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—R. Hayman-J. August..... 17 2 I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 70781
13		11	TEEN-AGE PRAYER (ASCAP)—C. Storm..... 10 11 Memories Are Made of This (BMI)—Dot 15436
15		3	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—D. Hyman..... 19 3 Baubles, Bangles and Beads (ASCAP)—MGM 12149
16		14	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers..... 16 14 You Got Me Wondering (ASCAP)—Dec 29683
17		9	DUNGAREE DOLL (BMI)—E. Fisher. 11 9 Everybody's Got a Home But Me (ASCAP)—Vic 20-6337
18		5	IT'S ALMOST TOMORROW (ASCAP)—J. Stafford..... 14 5 If You Want to Love (ASCAP)—Col 40595
19		1	WHY DO FOOLS FALL IN LOVE? (BMI)—C. Storm..... - 1 I Walk Alone (BMI)—Dot 15448
20		4	CHAIN GANG (ASCAP)—B. Scott.... 14 4 Shadrach (ASCAP)—ABC-Paramount 9658

• Most Played by Jockeys

For survey week ending February 29

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

This Week	Last Week	Weeks on Chart	Record
1		10	ROCK AND ROLL WALTZ (BMI)—K. Starr..... 2 10 I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
2		4	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter..... 4 4 Theme From Helen of Troy (ASCAP)—Cap 3336
3		6	NO, NOT MUCH (ASCAP)—Four Lads..... 5 6 I'll Never Know (BMI)—Col 40629
4		11	GREAT PRETENDER—Platters..... 3 11 I'm Just a Dancing Partner (ASCAP)—Mercury 70753
5		10	LISBON ANTIGUA (ASCAP)—N. Riddle..... 1 10 Robin Hood (ASCAP)—Cap 3287
6		14	MEMORIES ARE MADE OF THIS (BMI)—D. Martin..... 6 14 Change of Heart (BMI)—Cap 3295
7		5	I'LL BE HOME (BMI)—P. Boone..... 7 5 Tutti Frutti (BMI)—Dot 15443
8		6	SEE YOU LATER, ALLIGATOR (BMI)—B. Haley..... 8 6 Paper Boy (ASCAP)—Dec 29791
9		5	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—D. Hyman..... 8 5 Baubles, Bangles and Beads (ASCAP)—MGM 12149
10		11	BAND OF GOLD (BMI)—D. Cherry... 10 11 Rumble Boogie (BMI)—Col 40597
11		1	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers..... - 1 Please Be Mine (BMI)—Gee 1002
12		3	DUNGAREE DOLL (BMI)—E. Fisher. 12 3 Everybody's Got a Home But Me (ASCAP)—Vic 20-6337
13		4	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—R. Hayman-J. August..... 11 4 I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 70781
14		1	HEARTBREAK HOTEL (BMI)—E. Presley..... - 1 I Was the One (BMI)—Vic 20-6420
15		3	TUTTI FRUTTI (BMI)—P. Boone..... 16 3 I'll Be Home (BMI)—Dot 15443
16		2	MR. WONDERFUL (ASCAP)—S. Vaughan..... 13 2 You Ought to Have a Wife (ASCAP)—Mercury 70777
17		1	THAT'S ALL (BMI)—T. Ernie..... - 1 Bright Lights and Blond Haired Women (ASCAP)—Cap 3343
18		2	SEVEN DAYS (BMI)—Crew Cuts..... 18 2 That's Your Mistake (BMI)—Mercury 70782
19		2	LULLABY OF BIRDLAND (BMI)—Blue Stars..... - 2 That's My Girl (ASCAP)—Mercury 70742
20		2	LIPSTICK, CANDY AND RUBBER SOLED SHOES (BMI)—J. La Rosa... 15 2 Winter in New England (ASCAP)—Vic 20-6416

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A GOLD RECORD FOR The Platters "Only You"
A GOLD RECORD FOR The Platters "The Great Pretender"



AND NOW ANOTHER GOLD RECORD FOR

**THE
PLATTERS**

LATEST SMASH

"WINNER TAKE ALL"

COUPLED WITH

"THE MAGIC TOUCH"

MERCURY 70819



CHICAGO 1, ILLINOIS

AMERICA'S NEWEST STAR!

Toni Harper



**"WE'VE GOT TO LIVE,
GOT TO GROW"**

b/w

**"I TELEPHONED,
I TELEGRAPHED"**

Gus Kahn Music Company

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Whatta session!



Whatta song!



Whatta gal!



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with Vic Schoen's Music

Sleepy Head

b/w Hit The Road To Dreamland Record No. 3383



M-G-M HAPPY BIRTHDAY HITS!



JONI JAMES NEW ALBUM

DON'T TELL ME NOT TO LOVE YOU (MGM 12175 K 12175)

SOMEWHERE SOMEONE IS LONELY (ORCH. DIRECTED BY DAVID TERRY)

JONI JAMES IN THE STILL OF THE NIGHT (E 3328 X 3328 X 1211 X 1212 X 1213)

ON ALL CHARTS

THE DICK HYMAN TRIO

MORITAT
A THEME FROM
"THE THREEPENNY OPERA"

MGM 12149 78 rpm • K 12149 45 rpm

BETTY MADIGAN

TO YOU, MY LOVE (MGM 12156 78 rpm • K 12156 45 rpm)

FAITHFUL AND TRUE

JAMES BROWN (Lt. Rip Masters of Rin Tin Tin ABC TV Show)

THE WHITE BUFFALO (MGM 12080 78 rpm K 12080 45 rpm)

CONNIE FRANCIS

MY FIRST REAL LOVE (MGM 12191 78 rpm • K 12191 45 rpm)

BELIEVE IN ME

THE SWEETHEART OF SONG

ART MOONEY and His Orch. and Chorus

THE PHONOGRAPH SONG (Our Melody) (MGM 12190 78 rpm • K 12190 45 rpm)

IS THERE A TEEN-AGER IN THE HOUSE

BERNIE KNEE

CITY BOY and
THEME FROM
"INDIAN FIGHTER"

MGM 12193 78 rpm K 12193 45 rpm

JACQUES BELASCO and his Orch. and Chorus

WE'LL GO A LONG, LONG WAY TOGETHER and
AM I THE GUY

MGM 12192 78 rpm K 12192 45 rpm

RED SKELTON SINGS

LITTLE BABE (FEATURED ON TV SHOW)

and

THE FOGGY, FOGGY DEW (Orchestra conducted by DAVID ROSE With The Interludes) (MGM 12200 78 rpm K 12200 45 rpm)

DAN DAILEY

THE GAL WITH THE YALLER SHOES and
MY LUCKY CHARM

From the MGM Film, "Meet Me in Las Vegas" (MGM 12198 78 rpm K 12198 45 rpm)

ROCK 'N' ROLL

GLADYS PATRICK LOVE IS A WAILING THING and SOMEBODY PLEASE (MGM 55015 78 rpm K 55015 45 rpm)

THE TWILIGHTERS LOVELY LADY and HALF ANGEL (MGM 55014 78 rpm K 55014 45 rpm)

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending February 29
Listings are based on late reports secured from top dealers in each of the markets listed.

- Atlanta**
1. Rock and Roll Waltz, K. Starr, Vic.
 2. Great Pretender, Platters, Mer.
 3. Poor People of Paris, L. Baxter, Cap.
 4. Lisbon Antigua, N. Riddle, Cap.
 5. Our Love Affair, T. Charles, Dec.
 6. No, Not Much, Four Lads, Col.
 7. Eleventh Hour Melody, L. Busch, Cap.

- Baltimore**
1. Cry Baby, Bonnie Sisters, Rbw.
 2. Poor People of Paris, L. Baxter, Cap.
 3. Why Do Fools Fall in Love? Teen-Agers, Gee
 4. Lovely One, Four Voices, Col.
 5. No, Not Much, Four Lads, Col.
 6. Large, Large House, M. Pedicin, Vic.
 7. Juke Box Baby, P. Como, Vic.
 8. Lisbon Antigua, N. Riddle, Cap.
 9. Hot Diggity, P. Como, Vic.
 10. Forever Darling, Ames Brothers, Vic.

- Boston**
1. Great Pretender, Platters, Mer.
 2. Lisbon Antigua, N. Riddle, Cap.
 3. No, Not Much, Four Lads, Col.
 4. Poor People of Paris, L. Baxter, Cap.
 5. Innamorata, J. Vale, Col.
 6. Rock and Roll Waltz, K. Starr, Vic.
 7. Why Do Fools Fall in Love? Teen-Agers, Gee
 8. Crazy Little Palace, B. Williams, Cor.
 9. Eleventh Hour Melody, A. Hibbler, Dec.
 10. See You Later, Alligator B. Haley, Dec.

- Buffalo**
1. Great Pretender, Platters, Mer.
 2. Lisbon Antigua, N. Riddle, Cap.
 3. Poor People of Paris, L. Baxter, Cap.
 4. No, Not Much, Four Lads, Col.
 5. Rock and Roll Waltz, K. Starr, Vic.
 6. See You Later, Alligator B. Haley, Dec.

- Chicago**
1. Poor People of Paris, L. Baxter, Cap.
 2. Rock and Roll Waltz, K. Starr, Vic.
 3. Lisbon Antigua, N. Riddle, Cap.
 4. No, Not Much, Four Lads, Col.
 5. Eddie My Love, Teen Queens, RPM
 6. See You Later, Alligator B. Haley, Dec.
 7. Theme From the Three Penny Opera (Moritat), D. Hyman, MGM
 8. Great Pretender, Platters, Mer.
 9. Eddie My Love, Chordettes, Cdc.
 10. Memories Are Made of This D. Martin, Cap.

- Cincinnati**
1. Poor People of Paris, L. Baxter, Cap.
 2. Lisbon Antigua, N. Riddle, Cap.
 3. No, Not Much, Four Lads, Col.
 4. Rock and Roll Waltz, K. Starr, Vic.
 5. See You Later, Alligator B. Haley, Dec.
 6. Great Pretender, Platters, Mer.
 7. I'll Be Home, P. Boone, Dot
 8. Tutti Frutti, P. Boone, Dot
 9. Theme From the Three Penny Opera (Moritat), D. Hyman, MGM
 10. Dungaree Doll, E. Fisher, Vic.

- Cleveland**
1. Lisbon Antigua, N. Riddle, Cap.
 2. Why Do Fools Fall in Love? Teen-Agers, Gee
 3. Poor People of Paris, L. Baxter, Cap.
 4. Tear Fell, T. Brewer, Cor.
 5. Blue Suede Shoes, C. Perkins, Sun
 6. No, Not Much, Four Lads, Col.
 7. Rock and Roll Waltz, K. Starr, Vic.
 8. I'll Be Home, P. Boone, Dot
 9. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M

- Dallas-Fort Worth**
1. Lisbon Antigua, N. Riddle, Cap.
 2. Rock and Roll Waltz, K. Starr, Vic.
 3. See You Later, Alligator, B. Haley, Dec.
 4. No, Not Much, Four Lads, Col.
 5. Great Pretender, Platters, Mer.
 6. Blue Suede Shoes, C. Perkins, Sun
 7. Theme From the Three Penny Opera (Moritat), R. Hayman-J. August, Mer.
 8. Memories Are Made of This D. Martin, Cap.
 9. Poor People of Paris, L. Baxter, Cap.
 10. Band of Gold, D. Cherry, Col.

- Denver**
1. Lisbon Antigua, N. Riddle, Cap.
 2. No, Not Much, Four Lads, Col.
 3. Rock and Roll Waltz, K. Starr, Vic.
 4. Great Pretender, Platters, Mer.
 5. Teen-Age Prayer, G. Storm, Dot
 6. Band of Gold, D. Cherry, Col.
 7. Poor People of Paris, L. Baxter, Cap.
 8. See You Later, Alligator, B. Haley Dec.

- Detroit**
1. Blue Suede Shoes, C. Perkins, Sun
 2. Poor People of Paris, L. Baxter, Cap.
 3. No, Not Much, Four Lads, Col.
 4. Why Do Fools Fall in Love? Teen-Agers, Gee
 5. Lisbon Antigua, N. Riddle, Cap.
 6. Hot Diggity, P. Como, Vic.
 7. I'll Be Home, P. Boone, Dot
 8. Tear Fell, T. Brewer, Cor.
 9. Rock and Roll Waltz, K. Starr, Vic.
 10. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M

- Kansas City**
1. I'll Be Home, P. Boone, Dot
 2. Poor People of Paris, L. Baxter, Cap.
 3. Lisbon Antigua, N. Riddle, Cap.
 4. Great Pretender, Platters, Mer.
 5. Rock and Roll Waltz, K. Starr, Vic.
 6. Heartbreak Hotel, E. Presley, Vic.
 7. No, Not Much, Four Lads, Col.
 8. Bo Weevil, F. Domine, Imp.
 9. Angels in the Sky, Crew Cuts, Mer.
 10. See You Later, Alligator, B. Haley, Dec.

- Los Angeles**
1. Poor People of Paris, L. Baxter, Cap.
 2. Lisbon Antigua, N. Riddle, Cap.

3. Rock and Roll Waltz, K. Starr, Vic.
4. Memories Are Made of This D. Martin, Cap.
5. Great Pretender, Platters, Mer.
6. No, Not Much, Four Lads, Com.
7. See You Later, Alligator, B. Haley, Dec.
8. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
9. Band of Gold, D. Cherry, Col.
10. It's Almost Tomorrow Dream Weavers, Dec.

- Milwaukee**
1. Poor People of Paris, L. Baxter, Cap.
 2. No, Not Much, Four Lads, Col.
 3. Lisbon Antigua, N. Riddle, Cap.
 4. See You Later, Alligator, B. Haley, Dec.
 5. Rock and Roll Waltz, K. Starr, Vic.
 6. To You My Love, N. Noble, Mer.
 7. Such a Day, R. Raines, Dec.

- Mpls.-St. Paul**
1. No, Not Much, Four Lads, Col.
 2. Lisbon Antigua, N. Riddle, Cap.
 3. See You Later, Alligator, B. Haley, Dec.
 4. Poor People of Paris, L. Baxter, Cap.
 5. Rock and Roll Waltz, K. Starr, Vic.
 6. I'll Be Home, P. Boone, Dot
 7. Why Do Fools Fall in Love? Diamonds, Mer.
 8. Great Pretender, Platters, Mer.
 9. When You Dance, Turbans, Her.

- New Orleans**
1. Poor People of Paris, L. Baxter, Cap.
 2. Great Pretender, Platters, Mer.
 3. No, Not Much, Four Lads, Col.
 4. Rock and Roll Waltz, K. Starr, Vic.
 5. Memories Are Made of This D. Martin, Cap.
 6. Lisbon Antigua, N. Riddle, Cap.
 7. See You Later, Alligator, B. Haley, Dec.
 8. I'd Walk a Country Mile, Ink Spots, Kng.
 9. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
 10. Bo Weevil, T. Brewer, Cor.

- New York**
1. Lisbon Antigua, N. Riddle, Cap.
 2. Poor People of Paris, L. Baxter, Cap.
 3. No, Not Much, Four Lads, Col.
 4. Rock and Roll Waltz, K. Starr, Vic.
 5. Memories Are Made of This D. Martin, Cap.
 6. Why Do Fools Fall in Love? Teen-Agers, Gee
 7. See You Later, Alligator, B. Haley, Dec.
 8. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
 9. Juke Box Baby, P. Como, Vic.
 10. Band of Gold, D. Cherry, Col.

- Philadelphia**
1. Poor People of Paris, L. Baxter, Cap.
 2. No, Not Much, Four Lads, Col.
 3. Great Pretender, Platters, Mer.
 4. Lisbon Antigua, N. Riddle, Cap.
 5. Rock and Roll Waltz, K. Starr, Vic.
 6. Why Do Fools Fall in Love? Teen-Agers, Gee
 7. Theme From the Three Penny Opera (Moritat), R. Hayman-J. August, Mer.
 8. Dungaree Doll, E. Fisher, Vic.
 9. Band of Gold, Don Cherry, Col.

- Pittsburgh**
1. Why Do Fools Fall in Love? Teen-Agers, Gee
 2. Blue Suede Shoes, C. Perkins, Sun
 3. Lisbon Antigua, N. Riddle, Cap.
 4. Poor People of Paris, L. Baxter, Cap.
 5. No, Not Much, Four Lads, Col.
 6. Rock and Roll Waltz, K. Starr, Vic.
 7. I'll Be Home, P. Boone, Dot
 8. Hot Diggity, P. Como, Vic.
 9. Great Pretender, Platters, Mer.
 10. Eddie My Love, Teen Queens, RPM

- St. Louis**
1. Lisbon Antigua, N. Riddle, Cap.
 2. Poor People of Paris, L. Baxter, Cap.
 3. No, Not Much, Four Lads, Col.
 4. I'll Be Home, P. Boone, Dot
 5. Rock and Roll Waltz, K. Starr, Vic.
 6. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
 7. Theme From the Three Penny Opera (Moritat), R. Hayman-J. August, Mer.
 8. Why Do Fools Fall in Love? Teen-Agers, Gee
 9. When You Lose the One You Love D. Whitfield, Lon.
 10. Juke Box Baby, P. Como, Vic.

- San Francisco**
1. Lisbon Antigua, N. Riddle, Cap.
 2. Rock and Roll Waltz, K. Starr, Vic.
 3. Great Pretender, Platters, Mer.
 4. Memories Are Made of This D. Martin, Cap.
 5. Poor People of Paris, L. Baxter, Cap.
 6. No, Not Much, Four Lads, Col.
 7. See You Later, Alligator, B. Haley, Dec.
 8. Dungaree Doll, E. Fisher, Vic.
 9. Theme From the Three Penny Opera (Mack the Knife), L. Armstrong, Col.
 10. Band of Gold, D. Cherry, Col.

- Seattle**
1. Heartbreak Hotel, E. Presley, Vic.
 2. Lisbon Antigua, N. Riddle, Cap.
 3. No, Not Much, Four Lads, Col.
 4. Great Pretender, Platters, Mer.
 5. Rock and Roll Waltz, K. Starr, Vic.
 6. See You Later, Alligator, B. Haley, Dec.
 7. Tutti Frutti, P. Boone, Dot
 8. Poor People of Paris, L. Baxter, Cap.

- Toronto**
1. Great Pretender, Platters, Mer.
 2. Rock and Roll Waltz, K. Starr, Vic.
 3. Lisbon Antigua, N. Riddle, Cap.
 4. No, Not Much, Four Lads, Col.
 5. See You Later, Alligator, B. Haley, Dec.
 6. Tutti Frutti, P. Boone, Dot
 7. Memories Are Made of This D. Martin, Cap.
 8. Band of Gold, D. Cherry, Col.
 9. Dungaree Doll, E. Fisher, Vic.
 10. Poor People of Paris, L. Baxter, Cap.

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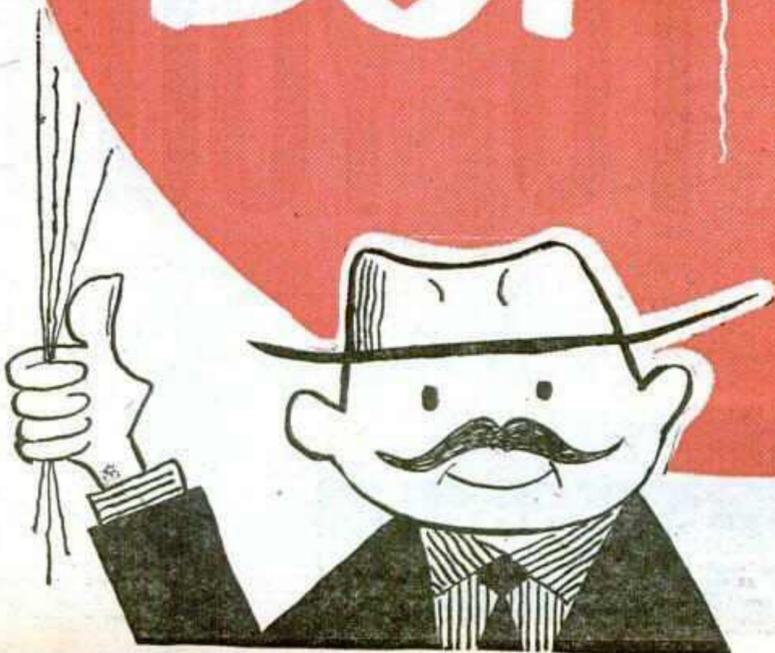


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**WILD
CHERRY**

and

**I'M STILL
A KING
TO YOU**

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40665

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40654



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40645



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40644

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YOU GET THIS COMPLETE NEW KIT EVERY WEDNESDAY ... for only 50c a week!



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17½" x 22½", with the week's top 10 tunes in giant type ... plus the 10 up-and-coming hits, all based on Billboard's famous coast-to-coast surveys. These are for window and counter displays.



3 FULL-SIZE AD REPRINTS

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



5 COPIES OF "THE NATION'S TOP TUNES"

The week's top 20 hits. Use 'em for counters ... windows ... and give-aways!

USE THIS HANDY ORDER BLANK TO START YOUR DISK DERBY PROMOTION SERVICE TODAY ... we'll rush your first kit by return mail so it'll be there on the dot!

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DISK DERBY PROMOTION KIT

● Please send me 10 weeks DISK DERBY promotion kits plus 1 week free (introductory offer)
 \$5 payment enclosed Bill me Send me kit Weekly Every other week

● Send me _____ weeks @ 50¢ per week
 I enclose \$ _____ Bill me

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

The Billboard Music Popularity Charts
POPULAR RECORDS

• COMING UP STRONG

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. **If You Can Dream**
The Gal With the Yaller Shoes **The Four Aces**
(ASCAP); (ASCAP) Decca 29809
2. **Flowers Mean Forgiveness ...** **Frank Sinatra**
(ASCAP) Capitol 3350
3. **11th Hour Melody** **Al Hibbler**
(ASCAP) Decca 29789
4. **Innamorata** **Jerry Vale**
(ASCAP) Columbia 40634
5. **Innamorata** **Dean Martin**
(ASCAP) Capitol 3352
6. **Forever, Darling** **The Ames Brothers**
(ASCAP) RCA Victor 6400
7. **Lovely One** **The Four Voices**
(BMI) Columbia 40643
8. **Mr. Wonderful** **Sarah Vaughan**
(ASCAP) Mercury 70777
9. **To You, My Love** **Nick Noble**
(ASCAP) Mercury 70821
10. **Why Do Fools Fall in Love?** **Gale Storm**
(BMI) Dot 15448

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

• 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
Woman in Love (R)—Frank—ASCAP	All At Once You Love Her (R)—Williamson—ASCAP
And the Angels Sing (R)—Bregman, Vocco & Conn—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
Ask Me (R)—ABC—ASCAP	Band of Gold (R)—Ludlow—BMI
(Baby, Baby) Be Good to Me (R)—Bregman, Vocco & Conn—ASCAP	Cry Me a River (R)—Frank—ASCAP
Band of Gold (R)—Ludlow—BMI	Culiucan (R)—Maytime—BMI
Cry Me a River (R)—Frank—ASCAP	Diamond, Pearl and an Ermine Wrap (R)—Thunderbird—ASCAP
Flowers Mean Forgiveness (R)—Barton—ASCAP	Dungaree Doll (R)—E. B. Marks—BMI
Forever Darling (R)—Miller—ASCAP	First Snowfall (R)—Witmark—ASCAP
Good Will (R)—Thunderbird—ASCAP	Good Will (R)—Thunderbird—ASCAP
Great Pretender (R)—Southern—ASCAP	Great Pretender (R)—Southern—ASCAP
Heart of Paris (R)—B. F. Woods—ASCAP	If You Want to See Mamie Tonight (R) (F)—Miller—ASCAP
If You Can Dream (R)—Feist—ASCAP	Let It Ring (R)—Artists—ASCAP
Innamorata (R)—Paramount—ASCAP	Lipstick, Candy and Rubber Sole Shoes (R)—Jimskip—BMI
It's Almost Tomorrow—Northern—ASCAP	Lisbon Antigua (R)—Southern—ASCAP
Lisbon Antigua (R)—Southern—ASCAP	Little Child (R)—E. H. Morris—ASCAP
Lullaby of Birdland (R)—Patricia—BMI	Little Mistakes (R)—Bregman, Vocco & Conn—ASCAP
Madeira (R)—Ardmore—ASCAP	Memories Are Made of This (R)—Montclare—BMI
Man With the Golden Arm (R) (F)—Dena—ASCAP	My Lucky Charm (R)—Feist—ASCAP
Memories Are Made of This (R)—Montclare—BMI	No, Not Much (R)—Beaver—ASCAP
Mr. Wonderful (R) (M)—Laurel—ASCAP	Only You (R)—Wildwood—BMI
No, Not Much (R)—Beaver—ASCAP	Poor People of Paris (R)—Connelly—ASCAP
Poor People of Paris (R)—Connelly—ASCAP	Rock and Roll Waltz (R)—Sheldon—BMI
Rock and Roll Waltz (R)—Sheldon—BMI	Small Town (R)—American Academy—ASCAP
Stars Fell on Alabama (R)—Mills—ASCAP	Tender Trap (R) (F)—Barton—ASCAP
Tender Trap (R) (F)—Barton—ASCAP	Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP	Valley Valparaiso (R)—Broadcast—BMI
Valley Valparaiso (R)—Broadcast—BMI	Vino, Vino (R)—Paramount—ASCAP
Vino, Vino (R)—Paramount—ASCAP	When You're in Love (R)—Chappell—ASCAP
When You're in Love (R)—Chappell—ASCAP	Where Walks My True Love (R)—Dena—ASCAP
Where Walks My True Love (R)—Dena—ASCAP	You Can't Be True to Two (R)—Joy—ASCAP

• 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	Chart
1. Rock and Roll Waltz ..	1	8
Sheldon		
2. He	2	24
Avas		
3. Lisbon Antigua	4	8
Southern		
4. Poor People of Paris ...	8	3
Connelly		
5. Great Pretender	5	8
Southern		
6. Memories Are Made of This	3	12
Mont Clare		
7. It's Almost Tomorrow ..	6	13
Northern		
8. No, Not Much	7	4
Beaver		
9. Theme From "The Three Penny Opera" (Moritat)	10	3
Harms		
10. Band of Gold	9	11
Ludlow		
11. Dungaree Doll	11	8
E. B. Marks		
12. Autumn Leaves	13	26
American		
13. Eleventh Hour Melody ..	14	3
Paxton		
14. See You Later, Alligator	15	2
Arc		
15. Lullaby of Birdland		1
Patricia		

America's Fastest Selling Records



DECCA
RECORDS

Peggy *

and

Mr. Wonderful

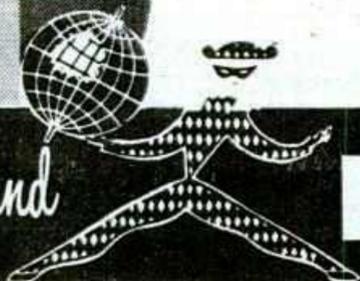


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of course*

**THE SOUND!
THE VERSION!
THE BIG ONE!**

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A New World of Sound



DECCA records

BILLY'S BIGGEST



No. 1 IN BOSTON and BUSTIN' EVERYWHERE

"IMMEDIATE LISTENER REACTION ON FIRST PLAY OF CRAZY LITTLE PALACE. BILLY WILLIAMS QUARTET ON WAY WITH BIG HIT."

Roy Leonard
WKOX, Framingham

"STARTED OFF BIG—HIT SONG OF WEEK — GIVING INDICATION OF GOING ALL THE WAY."

Tal Hood
WFGM, Fitchburg

"A GREAT GUY FINALLY HITS."

Joe Smith
WVDA, Boston

"GREAT RECORD—GREAT GUY—BIG HIT ALL THE WAY."

Charlie Jeffered
WHIM, Providence

"MY BOY HAS REALLY GONE WILD ON THIS ONE."

Dave Maynard
WORL, Boston

"BIG HIT FOR A WONDERFUL GUY."

Bob Merman
WTAO, Cambridge

Billy Williams Quartet

"FABULOUS RENDITION—DEFINITELY ONE OF THE TOP 5 IN 3 WEEKS."

Alan Dary
WORL, Boston

"LOOKS LIKE BILLY WILLIAMS HAS FOUND A HIT 'HOME' IN CRAZY LITTLE PALACE."

Frank Avruch
WNEB, Worcester

"THIS LOOKS LIKE THE RECORD FOR ONE OF THE GREATEST SINGING GROUPS AROUND—SHOULD GO ALL THE WAY!!!"

Greg Finn
WORL, Boston

"CRAZY LITTLE PALACE IS BOUND TO ESTABLISH BILLY WILLIAMS AS THE TRULY TOP ARTIST HE IS."

Ed Penney
WTAO, Cambridge

"A SMASH HIT AT ALL RECORD SHOPS AND HIGH SCHOOL POLLS."

Jay McMaster
WMEX, Boston

"VERY EXCITING RECORD SHOULD APPEAL TO TEEN-AGERS."

George Fennell
WHIL, Medford

"A MOST DESERVING GUY WITH A DESERVING HIT."

Larry Welch
WCOP, Boston

"WHAT CAN I TELL YA—THIS RECORD IS TOO MUCH."

Stan Richards
WCOP, Boston

"FOR MY MONEY, BILLY WILLIAMS CAN SWING IN HIS PALACE ASSURED OF A CRAZY HIT!!!"

Bill Marlowe
WCOP, Boston

"THE GREATEST ROCK AND ROLL WAILER OF THEM ALL FINALLY TAGS ONE — WHATEVER HAPPENED TO MAX LIEBMAN???"

Norm Prescott
WBZ, Boston

"S. R. O. AT BILLY WILLIAMS CRAZY LITTLE PALACE . . . LOOKS GREAT."

Ned Powers
WHDH, Boston

"I THINK CRAZY LITTLE PALACE SENDS BILLY WILLIAMS HOME WITH A HIT."

Bob Clayton
WHDH, Boston



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**SOUTHERN
MUSIC CO.**
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CRY BABY

CORAL 61576
9-61576

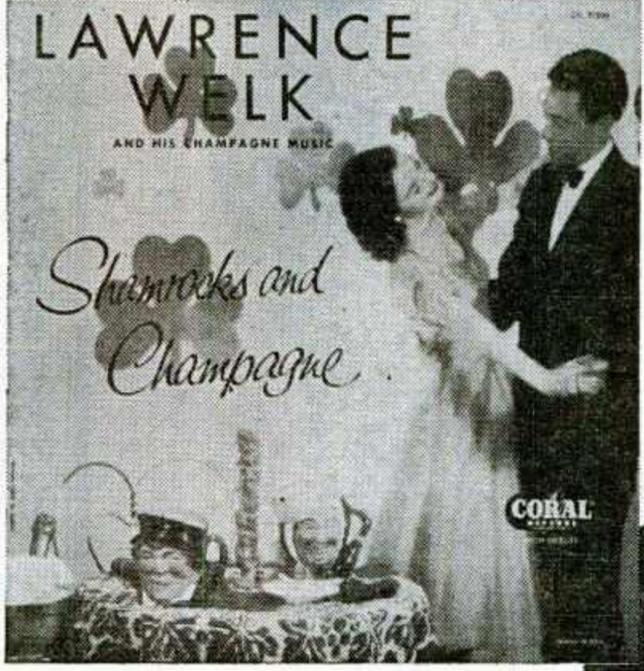
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America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

MARCH RELEASE *the stars are out on...* **CORAL RECORDS** *Brunswick RECORDS*

shamrocks and champagne

Popular Irish Songs in Sparkling Champagne Style

WHEN IRISH EYES ARE SMILING • MY HEART DANCED AN IRISH JIG • IRISH ALPHABET • McNAMARA'S BAND • A LITTLE BIT OF HEAVEN (Shure They Call It Ireland) • IRELAND MUST BE HEAVEN FOR MY MOTHER CAME FROM THERE • SHAMROCKS, SHILLELAGHS AND SHENANIGANS • DANCE AROUND A STACK OF BARLEY • THE STORY OF KEVIN BARRY* • AN IRISH SOLDIER BOY* • WILD COLONIAL BOY* • 'TIS THE LUCK OF THE IRISH.*
*Not Included in EC 82026



CRL 57036 • EC 82026



the most happy fella

(From the Musical Production "The Most Happy Fella")

and

without you

JOHNNY DESMOND

CORAL 61608 (78 RPM) and 9-61608 (45 RPM)

too close for comfort

(From the Musical Production "Mr. Wonderful")

and

the scene of the crime

EILEEN BARTON

CORAL 61609 (78 RPM) and 9-61609 (45 RPM)



april in paris



and

hi-diddle-i-di

THE MODERNAIRES

CORAL 61599 (78 RPM) and 9-61599 (45 RPM)

4 BIG HITS ON 1 EXTENDED PLAY RECORD...

- a tear fell **TERESA BREWER**
- missing **McGUIRE SISTERS**
- teen-age meeting **DON CORNELL**
- mr. wonderful **DOROTHY COLLINS**

EC 81130



CORAL RECORDS
America's Fastest Growing Record Company

HIS FIRST DECCA RECORD

BREAKING BIG!
CLIMBING FAST!

OUR LOVE AFFAIR

by

TOMMY CHARLES

b/w

IF YOU WERE ME
(And I Were You)

DECCA

29717
9-29717



The Billboard Music Popularity Charts POPULAR RECORDS

THE TOP 100

For survey week ending February 29

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.	ROCK AND ROLL WALTZ	K. Starr	Victor	1
2.	LISBON ANTIGUA	N. Riddle	Capitol	2
3.	GREAT PRETENDER	Platters	Mercury	3
4.	NO, NOT MUCH	Four Lads	Columbia	5
5.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	6
6.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	4
7.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	7
8.	I'LL BE HOME	P. Boone	Dot	9
9.	BAND OF GOLD	D. Cherry	Columbia	8
10.	WHY DO FOOLS FALL IN LOVE?	Teen Agers	Gee	15
11.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	D. Hyman	M-G-M	10
12.	TUTTI FRUTTI	P. Boone	Dot	42
13.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	R. Hayman-J. August	Mercury	13
14.	DUNGAREE DOLL	E. Fisher	Victor	12
15.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	16
16.	TEEN-AGE PRAYER	G. Storm	Dot	14
17.	SIXTEEN TONS	T. Ernie	Capitol	11
18.	TEAR FELL	T. Brewer	Coral	61
19.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	37
20.	ANGELS IN THE SKY	Crew Cuts	Mercury	19
21.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	30
22.	THEME FROM "THE THREE PENNY OPERA" (MACK THE KNIFE)	L. Armstrong	Columbia	21
23.	BLUE SUEDE SHOES	C. Perkins	Sun	83
24.	BAND OF GOLD	K. Carson	Capitol	23
25.	GO ON WITH THE WEDDING	P. Page	Mercury	—
26.	SEVEN DAYS	Crew Cuts	Mercury	20
27.	NINETY-NINE YEARS	G. Mitchell	Columbia	31
28.	CHAIN GANG	B. Scott	ABC-Paramount	16
29.	HEARTBREAK HOTEL	E. Presley	Victor	68
30.	LIPSTICK, CANDY AND RUBBER SOLED SHOES	J. La Rosa	Victor	21
31.	ARE YOU SATISFIED?	R. Draper	Mercury	18
32.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	28
33.	ASK ME	Nat (King) Cole	Capitol	25
34.	JUKE BOX BABY	P. Como	Victor	—
35.	HOT DIGGITY	P. Como	Victor	—
36.	LULLABY OF BIRDLAND	Blue Stars	Mercury	24
37.	HE	A. Hibbler	Decca	28
38.	EDDIE MY LOVE	Chordettes	Cadence	—
39.	EDDIE MY LOVE	Teen Queens	RPM	93
40.	BO WEEVIL	T. Brewer	Coral	54
41.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	48
42.	TUTTI FRUTTI	Little Richard	Specialty	33
43.	OUR LOVE AFFAIR	T. Charles	Decca	—
44.	LISBON ANTIGUA	M. Miller	Columbia	40
45.	BEYOND THE SEA	R. Williams	Kapp	41
46.	INNAMORATA	J. Vale	Columbia	—
47.	ELOISE	K. Thompson	Cadence	—
48.	CRY ME A RIVER	J. London	Liberty	35
49.	SPEEDOO	Cadillacs	Josie	33
50.	THAT'S ALL	T. Ernie	Capitol	44
51.	FOREVER DARLING	Ames Brothers	Victor	59
52.	CRY BABY	Bonnie Sisters	Rainbow	35
53.	MR. WONDERFUL	T. King	Victor	32
54.	VALLEY VALPARAISO	P. Faith	Columbia	59
55.	MR. WONDERFUL	S. Vaughan	Mercury	56
56.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	43
57.	ELEVENTH HOUR MELODY	L. Busch	Capitol	56
58.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	49
59.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Paul & M. Ford	Capitol	55
60.	TO YOU MY LOVE	N. Noble	Mercury	86
61.	ONLY YOU	Platters	Mercury	46
62.	WHEN YOU DANCE	Turbans	Herald	94
63.	MADERIA	M. Miller	Columbia	—
64.	APRIL IN PARIS	C. Basle	Clef	62
65.	MISSING	McGuire Sisters	Coral	—
66.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	B. Vaughn	Dot	37
67.	POOR PEOPLE OF PARIS	R. Morgan	Decca	88
68.	SEVEN DAYS	D. Collins	Coral	73
69.	TENDER TRAP	F. Sinatra	Capitol	27
70.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Welk	Coral	39
71.	NOTHING EVER CHANGES MY LOVE FOR YOU	Nat (King) Cole	Capitol	79
72.	MR. WONDERFUL	P. Lee	Decca	82
73.	EDDIE MY LOVE	Fontane Sisters	Dot	—
74.	INNAMORATA	D. Martin	Capitol	—
75.	I'LL NEVER KNOW	Four Lads	Columbia	52
76.	MEMORIES OF YOU	Four Coins	Epic	70
77.	LOVELY ONE	Four Voices	Columbia	—
78.	WOMAN IN LOVE	F. Laine	Columbia	96
79.	WHEN YOU LOSE THE ONE YOU LOVE	D. Whitfield	London	62
80.	YOU'LL GET YOURS	F. Sinatra	Capitol	67
81.	INTO THE NIGHT	Dream Weavers	Decca	—
82.	DON'T TELL ME NOT TO LOVE YOU	J. James	MGM	—
83.	I'VE CHANGED MY MIND A THOUSAND TIMES	K. Starr	Victor	71
84.	I WAS THE ONE	E. Presley	Victor	—
85.	HE	McGuire Sisters	Coral	77
86.	ONLY YOU	Hilltoppers	Dot	71
87.	IT'S ALMOST TOMORROW	D. Carroll	Mercury	65
88.	WHY DO FOOLS FALL IN LOVE?	G. Mann	Sound	—
89.	MOSTLY MARTHA	Crew Cuts	Mercury	44
90.	BITTER WITH THE SWEET	B. Eckstine	Victor	—
91.	LITTLE CHILD	E. Albert	Kapp	56
92.	BUTTERNUT	J. Heap	Capitol	—
93.	KISS AND RUN	P. King	Columbia	88
94.	THESE HANDS	L. Dressler	Mercury	—
95.	I HEAR YOU KNOCKIN'	G. Storm	Dot	91
96.	MOMENTS TO REMEMBER	Four Lads	Columbia	50
97.	WHO ARE WE?	G. Grant	Era	87
98.	BO WEEVIL	F. Domino	Imperial	91
99.	ALL NIGHT LONG	J. Stafford	Columbia	—
100.	ROCK A BEATIN' BOOGIE	B. Haley	Decca	—

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.

*an unquestionable **HIT!***

HELD FOR QUESTIONING

sung by

**frankie
lester**

X/4X0198



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SLIM WHITMAN

(Singing Star of WSM's "Grand O'le Opry")
Nashville, Tenn.

with
Two Great Sides—

'Serenade'

(from the Warner Bros.' Picture "SERENADE")

and

"I'M A FOOL"

#8305

A Smash on the Continent!

**S
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O**

- | | |
|-------------------------|------------------------------------|
| → Sold Out—2 Weeks | Palladium, London |
| → Sold Out—2 Weeks | Hippodrome, Birmingham, England |
| → Sold Out—Week of 3/19 | Empire Theater, Newcastle, England |
| → Sold Out—Week of 3/16 | Empire Theater, Liverpool, England |



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Introducing England's Teen-Age Sensation

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The "Heartbeat Girl"

(OH, PLEASE) MAKE HIM JEALOUS

FOR NOW, FOR EVER



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RENATO CAROSONE

with a fast-breaking big seller in the U. S.

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(Pianofortissimo)





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IVORY TOWER IN PARADISE

DeLuxe 6093

THAT'S YOUR MISTAKE

DeLuxe 6091

BOYD BENNETT

MUMBLES BLUES BLUE SUEDE SHOES

King 4903

BONNIE LOU

BO WEEVIL CHAPERON

King 4900

LITTLE WILLIE JOHN

NEED YOUR LOVE SO BAD

b/w

HOME AT LAST

King 4841

MOON MULLICAN

HONOLULU ROCK-A ROLL-A

SEVEN NIGHTS TO ROCK

King 4894

EARL BOSTIC

'Cause You're My Lover

b/w

I LOVE YOU TRULY

King 4883

THE "5" ROYALES

RIGHT AROUND THE CORNER

King 4869

RUBY WRIGHT

DON'T TAKE ME FOR GRANTED

RUMMY DUMB BUNNY

King 4870

BUBBER JOHNSON

A WONDERFUL THING HAPPENED

KEEP A LIGHT IN THE WINDOW FOR ME

King 4872

KING RECORDS

The Billboard Music Popularity Charts
POPULAR RECORDS

• **Review Spotlight on . . .**

RECORDS

THE PLATTERS . . . Mercury 70819 . . . YOU'VE GOT THE MAGIC TOUCH (Panter, ASCAP)

WINNER TAKE ALL . . . (Southern, ASCAP)

The Platters are riding high right now on both the pop and r.&b. charts and this disk should do equally well for them play-wise and sales-wise in the two markets. "You've Got the Magic Touch" is an appealing ballad, sung with provocative phrasing and rich sincerity. "Winner Take All" is another attractive ballad with clever lyrics and a fine vocal performance by the boys.

RUSTY DRAPER . . . Mercury 70818 . . . HELD FOR QUESTIONING (Taylor, ASCAP)

FORTY-TWO BARRELS . . . (Frederick, BMI)

Rusty Draper has had several disks on the charts recently, and his new one looks like another likely contender. "Held for Questioning" is an effective ballad with smart lyrics and a showmanly vocal performance. The flip is an amusing switch on "16 Tons" with Draper doing a sock warbling job.

DON CHERRY . . . Columbia 40665 . . . WILD CHERRY (Hollis, BMI)

I'M STILL A KING TO YOU . . . (Ross Jungnickel, ASCAP)

Here's a fine two-sided click possibility for Don Cherry. "Wild Cherry" is a pretty ballad with a personable vocal, infectious beat and an interestingly different arrangement. "I'm Still a King to You" is an r.&b.-rooted ballad, with a good set of lyrics and a warbling job in the style of Cherry's current hit "Band of Gold."

TUNE

TONY TRAVIS . . . RCA Victor 6476 . . . LOVE IS THE \$64,000 QUESTION (Tree, BMI)

JIM LOWE . . . Dot 15456 . . . LOVE IS THE \$64,000 QUESTION

There have been several "\$64,000 Question" songs released since the CBS-TV show went on the air, but this is the first official version, utilizing the program's theme music. The tune, published by the show's producer Louis Cowan's music firm, has a highly effective set of lyrics and a catchy tempo. Jim Lowe's version is a showmanly effort with a sock vocal and excellent backing by Norman Leydden, composer of the tune, and musical conductor of the TV show. The Tony Travis disk spotlights an appealing warbling stint and a swingy arrangement with a deft beat.

• **Reviews of New Pop Records**

RATINGS—COMMERCIAL POTENTIAL

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

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

JOHNNY DESMOND
The Most Happy Fella . . . 82

CORAL 61608—If ever a song was calculated to put a smile on your lips and a song in your heart, this title tune from a forthcoming musical is it. The compelling extrovert quality of Desmond's dialect-tinged reading is all but irresistible. (Frank, ASCAP)

Without You . . . 75

Desmond turns to a quiet ballad here, and turns in a suave, sensitive interpretation. The choral backing blends beautifully with the crooner's romantic reading. (BMI)

BING CROSBY
Ol' Man River . . . 81

DECCA 29850—For a "different" Crosby or a fresh "Ol' Man River" this is the disk. To a very fast beat, with wild piano riffs skipping around whimsically in the background, the singer gives a modern, sophisticated reading of the standard that is a big departure from his ordinary style. (Harms, ASCAP)

In a Little Spanish Town

"Twas on a Night Like This . . . 76
Continuing the mood and style of the flip side, Crosby takes a tune that he did in conventional fashion many years ago and romps thru it in a crisp, modern style with hints of jazz inflections. Ought to sell beyond the currently limited ranks of Crosby fans. (Feist, ASCAP)

JUNE VALLI
From the Wrong Side of Town . . . 80

VICTOR 6464—June Valli has one of her strongest sides in some time here, by virtue of a strong piece of sentimental cleffing. Message is one to appeal to many youngsters, and the side could go far. It bears watching. (Merrimac, BMI)

Go to Sleep, You Sleepy Head . . . 70

This one is a kind of rock and roll lullaby. Tho it has an infectious beat,

it doesn't figure to grab much action. (Movietown, BMI)

THE FOUR COINS
The Old Professor . . . 79

EPIC 9148—Hymn to the all-wise, understanding old prof is full of sentiment. It has a persuasive shuffle beat, and it's sung well by the Coins. It may be difficult, tho, for the material to catch on big with spring vacations just around the corner. (Shapiro-Bernstein, ASCAP)

The Song That God Sings . . . 77

Religion with a beat, this inspirational hymn may win lots of fans. Jockeys ought to hand it spins and it could catch on. (Rush, BMI)

BOYD BENNETT
Mumbles Blues . . . 79

KING 4903—A sock cover of the bouncy r.&b. ditty, with an exuberant, showmanly vocal by Big Moe. Jocks and jukes are sure to hand it extensive spins. (Forshay, BMI)

Blue Suede Shoes . . . 76

Another cover job by Bennett on the Carl Perkins c.&w. click. Pleasant vocalizing by Bennett himself and a deft tempo. Competition is heavy on the tune, but this disk should grab off considerable pop action. (Hi-Lo, BMI)

FRANKIE LAINE
Moby Dick . . . 78

COLUMBIA 40669—Laine contributes a showmanly vocal to an appealing little ditty about the legendary "white whale" of literature. It's a swingy item, with strong kiddie appeal and an infectious beat.

Capital Ship . . . 75

Another nautical theme, with melody based on a familiar folk song, is warbled in personality-plus style by Laine. However, flip has more commercial appeal.

(Continued on page 54)

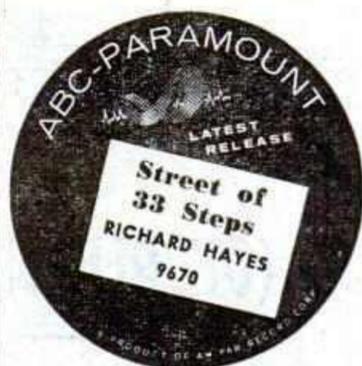


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RICHARD HAYES
9670

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MALE AND FEMALE VOCALIST
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AND HIS ORCHESTRA

Featuring **ELLA JOHNSON**

"I DON'T WANT NOBODY"

Coupled With "DOOT DOOT DOW"

WING 90064

SENSATIONAL!

BUDDY MORROW

AND HIS ORCHESTRA

MAIN TITLE
"THE MAN WITH THE GOLDEN ARM"

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JERRY TYFER

"Hook, Line and Sinker"

COUPLED WITH

"I'm So Sorry"

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FEB. 25

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VOX JOX

By JUNE BUNDY

HOPS JUMPIN': Altho the unions have lowered the boom on deejay record hops in some cities, they're still jumpin' in most parts of the country. Don Bell, KRNT, Des Moines, for instance, launched his "Rock 'n' Roll" hops for teenagers last month at Tom Archer's Val Air Ballroom. The Sunday afternoon dances (an outgrowth of Bell's deejay dance sessions over KRNT-TV on Saturday afternoons) spotlight records, plus a live band, and several of Bell's sponsors have donated merchandise giveaway prizes. Meanwhile, Frank Ward, WWOL, Buffalo, (billed as Guy King on the air) reports that his first Guy King Swing Club dance, a non-profit affair for teen-agers, was so successful that plans are in the works for Ward and morning man, Fred Kestine, to take the show on the road. Dances will be presented by the jocks at Derby, N. Y.; Rochester, N. Y.; East Aurora, N. Y., and Toronto, Canada, in the near future. . . . Another successful record hop deejay is David Dreis, KENT, Shreveport, La., who stages a "Night Owl Hoot Hop" every Saturday night for over 600 students at a local recreation center.

GAMES ANYONE? Deejays are risking "charlie horses" for the sake of sweet charity these days. Jocks at CJRL, Kenora, Ontario, Canada, for instance, have formed a hockey club, the Canadian Killowatts are playing rival teams. Proceeds of the first

tion by the jock, along with info about his city and the names of three top disks in his area. . . . George Fennell, who recently switched from WGUY, Bangor, Me., to its sister station WHIL, Boston, utilizes tape to keep in touch with the "Cat Club" he started while on the air in Bangor. Fennell tapes a special record-interview show, which is carried over WGUY every week. Meanwhile Neil Mack, who succeeded Fennell at WGUY, is carrying on the "Cat Club" for him on a daily basis.

GIMMICK: Gene Klavan and Dee Finch, early morning birds on WNEW, New York, celebrated Leap Year Day (Feb. 29) in a unique way this year. The boys "gave away the Brooklyn Bridge." For the past few weeks they've been asking listeners to write in and tell why "I'd like to own the Brooklyn Bridge because . . ." Each entry had to be accompanied by a contribution to the Brooklyn Red Cross chapter, which is celebrating its 50th anniversary. The contest closed this week and at noon Klavan and Finch drove the winner and Brooklyn Borough President John Cashmore across the bridge. The winner also received a season pass to all the Brooklyn Dodger games.

THIS 'N' THAT: Dick Mills, KMA, Shenandoah, Ia., has been signed as a recording artist by Decca Records. . . . David A. Bensman, owner of WHSE, Sheboygan, Wis., and of one of the largest record stores in his territory, is irked because certain labels—specifically Verge, London, M-G-M and ABC-Paramount—are not sending WSHE records. . . . Ray Harris, WTSV, Claremont, N. H., also sends in a lament over poor service, and reports that he and all the other WTSV jocks would "appreciate getting better service from Decca, RCA Victor and Columbia." . . . Taris I. Savell, program director of WPFA, Pensacola, Fla., is pleased to note that a new disk tagged "Here 'tis" was released and would like a copy of same. That was the title of her former semi-classical wax show (before she switched to country and western) "Tis", of course, stood for her initials.

CHANGE OF THEME: They're moving around up in Boston. Alan Dary has left WORL to join WBZ, while Stan Richards, has checked out of WCOP to take over Dary's spot on WORL. . . . Bern Penrose, formerly with WSNJ, Bridgeton, N. J., has joined WTTM, Trenton, N. J., and is spinning 'em from 5 to 6 p.m. across the board. . . . Jim Aylward, WHIL, Medford, Mass., has moved into the 2 p.m. time slot across the board, starting at 12:30 p.m. on Saturdays. . . . Ned Powers, WHDH, Boston, will jump to WINZ, Miami, March 26. . . . Jeff Baker, ex-WEOL, Elyria, O., is head man on a new 11:15 p.m. to 2 a.m. show over WDOK, Cleveland. . . . Dave Cummins has left WOHP, Bellefontaine, O., to join WLEC, Sandusky, O. John Carlson, KLOU, Lake Charles, La., is switching his "Johnny Come Lately" show, now aired from 9 p.m. till midnight, to an afternoon slot from 2 to 5 p.m. daily, starting March 29. Incidentally, Carlson reports that he needs fresh jazz wax for his three-hour Saturday session "Everthing's Gone."

NEW YORK, March 3.—Doris Steele will start her own deejay show Monday (12) over WABC here from 12:30 p.m. to 12 midnight across the board.

Mrs. Steele, who will be billed as Betty Brooks, has already lined up one sponsor, the Milk Maid ice cream chain, for the show, which will spotlight a romantic mood music format, along with movie reviews, interviews and phone-chatter sessions with listeners. Agency for Milk Maid is Flint, Ino.

YESTERYEAR'S TOPS—

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

MARCH 9, 1946

1. Oh! What It Seemed to Be
2. Symphony
3. Let It Snow! Let It Snow! Let It Snow!
4. Doctor, Lawyer, Indian Chief
5. Personality
6. I'm Always Chasing Rainbows
7. I Can't Begin to Tell You
8. You Won't Be Satisfied (Until You Break My Heart)
9. Day by Day
10. Aren't You Glad You're You
11. Some Sunday Morning
12. Dig You Later (A Huba-Huba-Huba)
14. One-Zy, Two-Zy (I Love You-Zy)
15. I'm Glad I Waited for You

MARCH 10, 1951

1. If
2. My Heart Cries for You
3. Tennessee Waltz
4. Be My Love
5. Mocking Bird Hill
6. Aba Daba Honeymoon
7. You're Just In Love
8. The Roving Kind
9. A Penny a Kiss, A Penny a Hug
10. Would I Love You?

game — against the Moscow Dynashmoos last month—went to a disabled sportsman. Staffers on team include program director Don MacTavish, sports director; Jack Thompson, news editor; Jack Turnbull, and deejays Jim Kidd, Lorne Ball and Bill Lambert.

Also on a brief but strenuous athletic kick last month were "The Big Five" deejays at KEX, Portland, Ore. The boys—Moon Mullins, Al Davis Barney Keep, Bob Blackburn and Al Priddy, with Bob Adkins and Russ Conrad as subs, played local station KOIN-TV and KRUL, Corvallis, Ore. The KEX spinners won both games and decided to "retire undefeated." Promotion manager Chris Christensen, who talked the jocks into the gimmick originally, also donned a uniform for one game, and scored six points.

TAPE TAKES: Sid Knight, KSKY, Dallas, has started a tape-exchange with deejays across the country and would like to hear from jocks interested in the gimmick. The tapes spotlight an introduc-

Another Great Sound Track



Selections:

LIVING ONE DAY
AT A TIME

SAD IS THE LIFE OF
THE SAILOR'S WIFE

WHEN YOU'RE IN LOVE

A LITTLE LOVE,
A LITTLE WHILE

JOHN BARLEYCORN

ONCE UPON A
LONG AGO

DL 8272

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Ford Star Jubilee

CBS Television, Saturday, March 10th, 1956

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The Billboard Music Popularity Charts

POPULAR RECORDS

• **Reviews of New Pop Records**

• Continued from page 50

THE JODIMARS

Dancin' the Bop79
CAPITOL 3360—The ex-Bill Haley boys play up a storm with a solid rock and roll beat and a spirited vocal by Dick Richards on a bouncy, danceable tune. (Ardmore, ASCAP)

Boom, Boom, My Bayou Baby...77
The boys sell strongly on a catchy ditty with a compelling beat, and humorous lyrics. (Trinity, BMI)

THE HILLTOPPERS

Do the Bop79
DOT 15451 — Rockin' rhythm side should hit hard among the teen set. Could be a big one for Jimmy Sacca and the lads. (Randy Smith, ASCAP)

When You're Alone...77
An effective r.&b. type ballad solo by Sacca on this side. Can come in for a share of action on its own. (Aire, BMI)

DOROTHY COLLINS

Mr. Wonderful78
CORAL 61591 — Competing versions have had a big head start, but Miss Collins' knowing interpretation of the ballad can still create a stir. It's a quality waxing, and should be able to skim part of the loot. (Laurel, ASCAP)

Love Me As Though There Were No Tomorrow...75
This well-written plea for romance, from "Strip for Action," is sung with appealing conviction. Another good side. (Robbins, ASCAP)

SAMMY DAVIS JR.

Too Close for Comfort78
DECCA 29861 — One of the more powerful tunes from the show "Mr. Wonderful," in which Davis stars, this one gives him the kind of emotional vehicle that draws out his personality very well. By the time the second chorus rolls around, he has his audience wrapped about his little finger. (Laurel, ASCAP)

Jacques D' Iraque...74
From the same show, this Frenchified rock and roll opus, is a witty tour de force that undoubtedly is more effective on stage than on wax. Davis builds it artfully for a strong climax. (Laurel, ASCAP)

BIG JON ARTHUR

Train Talk78
DECCA K 141—Two good, catchy titles and rhythmic performances by "Sparky" make this a potential seller. Disk is sure to get heavy network plugging by the artist, which should

help. Cover is excellent, but the paper itself is flimsy. This will present problems to the dealer.

Mister Boogie Woogie...78
As above. This side is about a marionette, and offers a little lesson in band instruments.

ELMER BERNSTEIN ORK

Main Title77
DECCA 29869—A logical entry in the battle now raging for top record on this theme from the pic "Man With the Golden Arm." This is the ork used in the sound track itself, and is wild, savage etching, using some top jazz sidemen, like Shelly Manne, etc. Ought to be a strong contender. (Dena, ASCAP)

Clark Street...73
From the same picture, a happier theme. This instrumental side hits a groove somewhere between honky-tonk barrelhouse and rock 'n roll. A fast moving rhythm item that deserves exposure. (Dena, ASCAP)

BURL IVES

Angus McFergus MacTavish Dundee 77
DECCA K 168—Like most Ives offerings, this has its child appeal in the rendition; here more than in the material. More good Decca cover art and easily-damaged paper sleeve.

The Tenor Doodle-Do...68
Even with Ives, this is an impossible piece of material for tots. Strictly adult humor most of the way.

JIMMIE KOMACK

Vibrations76
VICTOR 6452—Material of the show type rather than straight pop. Jimmie Komack's vocal is given smart backing by the Winterhalter ork and a chorus. This figures to get plenty of spins. (Sheidon, BMI)

The Way She Talks...75
Cute ditty, with hip talk and a melodic structure which is essentially blues. Some deejays will use this side to brighten up their programming. Winterhalter backs the Komack vocal smartly. (Kliver, BMI)

THE FOUR FRESHMEN

Angel Eyes75
CAPITOL 3359—Both sides are from the fine, popular group's new album, "Four Freshmen and Four Trombones." Both, and particularly this cool ballad side, should do all right as singles, especially with the deejays. (Bradshaw, BMI)

Love Is Just Around the Corner...75
Great, swiny and hip harmonizing of

the standard. (Famous, ASCAP)

FRANKIE LAINE
Hell Hath No Fury79
COLUMBIA 40663—From "Meet Me in Las Vegas" comes this "epic" in the style of some earlier Laine hits. For the fans. (Feist, ASCAP)

The Most Happy Fella...74
Laine packs plenty of ebullience and dialect into this piece of tricky material from the forthcoming musical of the same title. Listenable, but not easily singable stuff. (Frank, ASCAP)

DICKIE VALENTINE

Dreams Can Tell a Lie75
LONDON 1614 — Dickie Valentine here is supported by the Keynotes and the Roland Shaw ork. The performance of this pretty tune is excellent.

Song of the Trees 73
A romantic ballad very well sung. Backing is the Roland Shaw ork, with a full sound.

CATHY RYAN

Only a Dream75
KING 4890 — An intense, vibrant vocal by the thrush on a moving ballad with a pounding r.&b.-styled beat. (Jay & Cee, BMI)

High Falutin' Honey...71
Personable reading on a bouncy rock and roll number. (Jay & Cee, BMI)

DAVID CARROLL

The Beautiful Girls of Vienna75
MERCURY 70822 — Considering the current popularity of European tunes (and tunes with European motifs), this pretty import ought to get a fine reception. A zither-like sound is produced by guitars and paces the string ork smartly. Watch this one! (Jungnickel, ASCAP)

The Little Ballerina...70
This pastiche of familiar ballet themes falls pleasantly on the ears. The arrangement is a sophisticated one and, for some out-of-the-ordinary programming, will serve deejays well. (Pure, BMI)

LARRY SULLIVAN

Doroteo (The Automobile Song)75
DISNEYLAND 4012 — Cute ditty about the balky vehicle is sung with considerable charm. Kids will like it fine. (Disney, ASCAP)

Theme From "The Littlest Outlaw"...68
Trumpet solo by Sullivan conveys the theme from the Disney pic pleasantly. (Disney, ASCAP)

THE HI-LOS

Too Young for the Blues74
STARLITE 1375 — The top swing vocal group has yet to find itself a piece of mass market material, but this attractive side will register with

(Continued on page 56)

THE NEW SINGING RAGE!!!

ELVIS PRESLEY

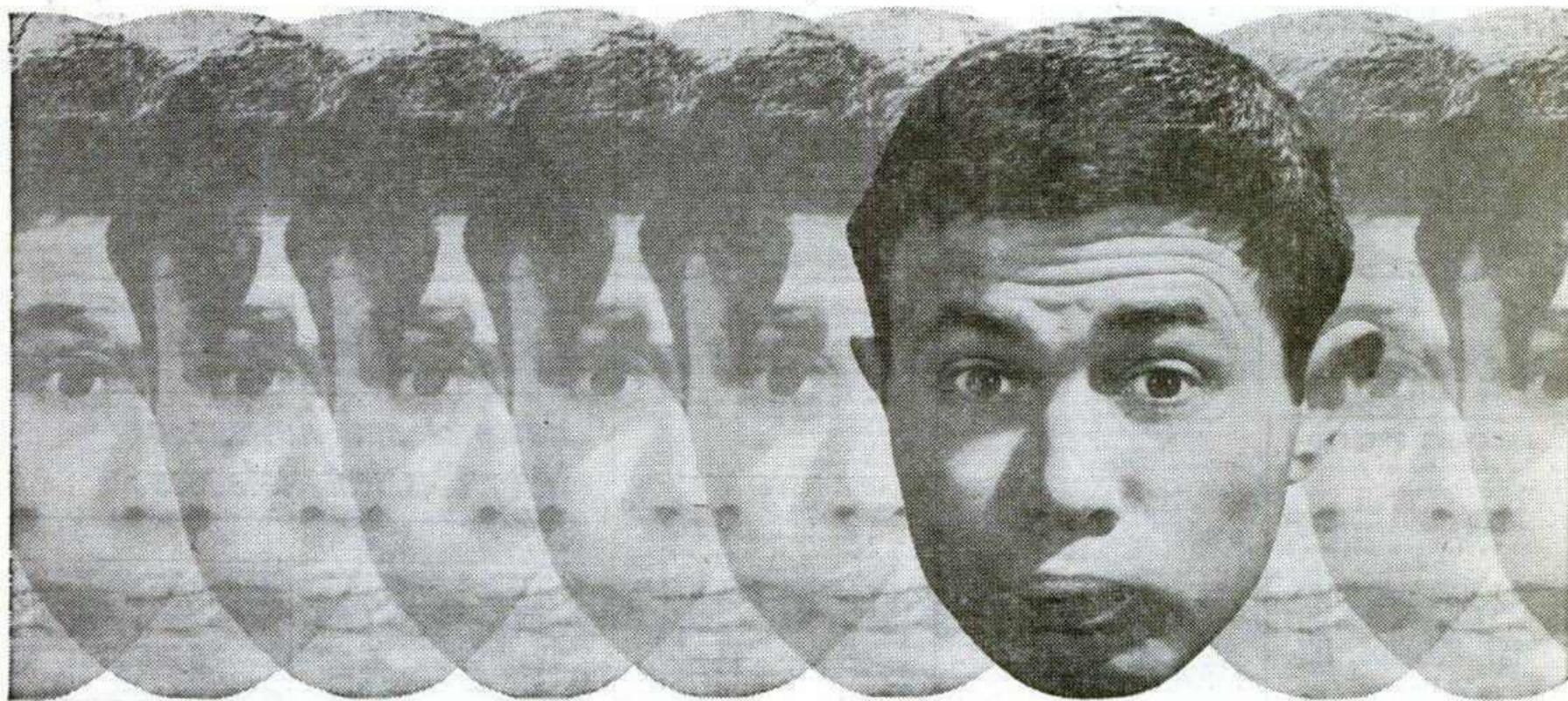
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the dealer's choice

RCA VICTOR



The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 54

the faithful. (Warman, BMI)
The Birth of the Blues...73
As above. (Harms, ASCAP)
NIKI STEVENS
Fooled Again...74
RIDGEWAY 113 - Fresh, sweetly expressive thrashing on a tender ballad with all-star backing by Jack Stern's ork, featuring Alvino Rey, Buddy Cole, Nick Fatool, etc. (Ridgeway, ASCAP)
The Bop...72
The clear-voiced canary sings with a happy beat on a bouncy rhythm ditty with teen-age appeal. (Ridgeway, ASCAP)

LES ELGART ORK
Main Title-Golden Arm...74
COLUMBIA 40664 - A handsome instrumental interpretation of the haunting theme from Frank Sinatra's movie "Man With the Golden Arm." Elgart has strong competition on this one, but should chalk up considerable play. (Dena, ASCAP)
D. J. Jamboree...72
Elgart wraps up a bouncy item in a tasteful, swinging arrangement and vocal chorus. Ditty has effective lyrics and should get plenty of deejay play as theme music for some time to come. (Miller, ASCAP)

JERI SOUTHERN
Kiss and Run...74
DECCA 29856 - Jeri Southern displays style and individuality in her reading of this pretty song. (Reis, BMI)
(You Gotta Get) A Lot of Livin' Out-a-Life...71
Jeri Southern sings a slow, bluesy ballad to fair effect. (Fairway, BMI)

ERIC RODGERS TRIO
Aisha...74
LONDON 1645 - A very fetching piece of material, smartly performed. Makes an unusual instrumental for deejay play.
Theme From "The Three Penny Opera" (Moritat)...68
Another tasteful instrumental of this much-recorded theme. It's late (Harms, ASCAP)

CINDY LORD AND LINDY DOHERTY
The Wedding Is Over...74
PILGRIM 702 - The duo comes up with the sequel to "Go On With the Wedding," and it's an effective bit. Thrush Lord Gets a sound close to Patti Page's. Can do well if exposed over a broad area. (Harman, ASCAP)
Let's Go Steady...67
Guy-Gal duo from Boston area does what is almost a burlesque of rhythm and blues on this ballad. It's unlikely to register with the true believers. (Regent, BMI)

EYDIE GORME
Too Close for Comfort...74
ABC-PARAMOUNT 9684 - This material from "Mr. Wonderful" is a sexy sizzler, and the thrush is stimulated by it to project the warmer side of her personality. Rough competition is shaping up on the tune, however, and may be hard to beat. (Laurel, ASCAP)
That's How...68
A very fancy piece of material, which though not overly commercial, has originality and beautifully expressed sentiment in its favor. Miss Gorme's sensitive reading is undeniably affecting. (Redd Evans, ASCAP)

FRANK CHACKSFIELD ORK
Cockleshell Heres...73
LONDON 1636 - Film song from the British flick of the same name has a martial air about it. A fine instrumental performance.
Lights of Vienna...72
This Viennese item is lush in sound and features the zither of Ernst Nasser.

BARRY FRANK
My Coccolita...73
SEECO 4195 - Barry Frank does a warm reading of this sensuous Latin ditty. Fine backing. (Mogull, ASCAP)
The Gay Merengue...72
Sophisticated instrumentation plus a Brill Building-type lyric make this Latin-derived ditty a completely pop side. Pleasant. (Harvard, BMI)

SCAT CROTHERS
Waitin' for My Baby (Savoy Blues)...73
M-G-M 12199 - This flavorsome blues is chanted slowly and with much heart by Scat Crothers, backed with instrumentation of subtle charm. (Leeds, ASCAP)
Sweet Lips (Jazz Lips)...71
The oldie retains its lively charm in this lulling version by Scat Crothers. (Leeds, ASCAP)

THE MODERNAIRES
April in Paris...73
CORAL 61599 - The beautiful evergreen is dusted off and handed a high sheen in this, brightly-paced reading by the group. Deejays will probably give it frequent plays. (Harms, ASCAP)
Hi-diddle-i-di...71
Novelty ditty has a jump beat that's aimed right at the kids. In juke spots patronized by teen-agers the side ought to pull some action. (Lantern, ASCAP)

EILEEN BARTON
Too Close for Comfort...73
CORAL 61609 - With real intuition, Miss Barton styles this tune from "Mr. Wonderful" as she might have been taught by Sammy Davis Jr. and Frank Sinatra. Her fiery, impassioned delivery makes quite an impression. (Laurel, ASCAP)
The Scene of the Crime...69
The thrush says that she caught her

sweetheart in the act of kissing someone else, and now she takes him to task. The lyrics are clever, and Miss Barton reads them with gusto. (Reis, BMI)
THE BUDDIES
The Most Happy Fella...73
DECCA 29840 - The group does the new show tune without dialect. Pleasant, bright stuff that may suffer in competition with bigger-name versions. (Frank, ASCAP)
Two Skeletons on a Tin Roof...68
Lightweight rhythm novelty may get some spins by jocks who like their rock and roll with smooth edges. (Mr. Music, BMI)

JIMMIE DODD, RUTH CARRELL AND THE MICKEY MOUSE CLUB ORK
The Mickey Mouse Mambo...72
ABC-PARAMOUNT 9680 - Sprightly, happy wax from Walt Disney's top-rated ABC-TV afternoon show. Both these sides have been released previously on ABC-Paramount's "Official Mickey Mouse Club" label. The sides have been selling briskly in the kiddie field, and should grab off some extra sales in the pop market. (Disney, ASCAP)
The Humphrey Hop...72
The Pussy Cat Polka...72
Same comment. (Wonderland, BMI; Disney, ASCAP)

ROLAND SHAW ORK
Bluebell Polka...72
LONDON 1634 - Here's a polka with modern sounds, a smart arrangement and precise musicianship. A good change of pace for deejay programming.
The Josephine Waltz...72
Great sound, lush strings feature the three beat item on this side.

FAJARDO AND HIS ALL-STARS
El Bodeguero...72
PANART 1850 - Danceable, Latin-American wax with a hip-swinging cha-cha tempo.
Silencio...72
Same comment.

NORMA JEAN GARRISON
From the Wrong Side of Town...72
SPOTLIGHT 395 - Love conquers all, even opposing backgrounds, is the message here. In its own way, the platter is affecting. If it's given enough exposure it could make a bit of noise. (Merrimac, BMI)
Yes, I Do...69
Cute love ditty is sung in a fresh voice by the gal. (Merrimac, BMI)

PAUL WINCHELL and JERRY MAHONEY
The Knick-Knack Band...72
DECCA K169 - Traditional novelty about "My old pal No. 1" gets an entertaining whirl from the comic. Number is aimed at the market that has been diminished by TV, tho the well-known Winchell name will sell to casual buyers.
Colors...68
Very silly pun material will go over most moppets' heads. Cover is colorful, but very flimsy and non-laminated.

HARRY BELAFONTE
The Blues Is Man (Part 1 and 2)...71
VICTOR 6458 - A piece of dramatic, bluesy material with Belafonte as co-author. Both sides have a lot of production and at times intensity, but not likely to get mass audience. (Shari, ASCAP)

RICHARD DAY ORK
It's Written in the Stars...71
KEM 2742 - Piano and ork stuff has a good chance these days, and Day shows himself a fine hand at the keyboard in this sophisticated instrumental. Good listening. (Grosvenor House, ASCAP)
Morning Walk...67
Tuneful bouncer is played attractively by the ork. More good instrumental wax, tho flip should get more attention. (Herman, ASCAP)

ROGER ROGER ORK
Joke...71
M-G-M 12196 - A bright instrumental, the Roger ork displaying flashy technique with a witty arrangement. (Weiss & Barry, BMI)
Little Child (Daddy Dear)...69
A lush instrumental arrangement of the Gallic-derived tune which caused some stir recently. (Mayfair, ASCAP)

HOWARD KEEL
The American Dream...70
HUDSON 1007 - The new diskery has prepared a patriotic package that will find much use at all radio and TV stations. Tune is a stirring anthem, sung on one side by Keel in big, impressive tones. Flip is an instrumental version by symphony ork. Any retail action would have to be stimulated by the right air plug, but the disk has a fancy sleeve that lends itself to display. (Packard, ASCAP)

JERRY TYLER
I'm So Sorry...70
WING 90061 - Tyler does nicely in this slow and mournful ballad. It's aimed at both pop and r.&b. markets. (Goday, BMI)
Hook, Line and Sinker...69
Novelty bouncer is handed an okay reading by the chanter. (Valley Brook, ASCAP)

MONICA LEWIS
Stay After School (Scalintella)...69
KING 4896 - Miss Lewis' first waxing for King spotlights lush backing, elaborate arrangements and a lovely,

exotic gypsy melody, unfortunately marred by banal lyrics. The canary sings with sincerity tho, and side should pull jockey play. (Leeds, ASCAP)
I Wish You Love...69
The thrush sings in her usual throaty style on a pretty ballad. (Leeds, ASCAP)

BUNNY PAUL
Baby Sitters Blues...69
DASH 777 - Bunny Paul sings with style and enthusiasm on this catchy tune (her own) with effective lyrics and a rock and roll beat. (BMI)
Teen-Age Heart...67
A rather sedate vocal interpretation of the r.&b.-styled ballad (co-authored by deejay Alan Freed). There are other versions out, and they've been out a lot longer. (Wemar, BMI)

RICHARD HIMBER ORK
Love Can Be a Stranger...69
ROLLS 101 - An unidentified female vocalist presents a suave, tasteful styling of a class song here. The arrangement is felicitous and showcases the thrush superbly. (Enimar, ASCAP)
Tom and Huck...65
The familiar exploits of Mark Twain's two lovable characters form the basis of the material here. The vocalist does an okay job, but the song has a somewhat limited commercial market. Kids ought to respond. (Enimar, ASCAP)

DIANE RICHARDS
He Says I'm Too Young...69
PAL 1001 - Eternal plaint of young chicks is voiced again, and attractively. Should win some spin exposure. (ASCAP)
Sentimental Oriental Dream Man...65
Fancy stuff, this. Miss Richards does her best to showcase it attractively. The ork arrangement is effective. (ASCAP)

JOE WARD
Mama, Darling...69
KING 4897 - It's a little early for Mother's Day action, but the sincere style of the young chanter comes across effectively on this waxing.

Reviews and Ratings of New Classical Releases

Continued from page 28

violin concertos by Mendelssohn and Bach.

SMETANA: QUARTET NO. 1 IN E MINOR; GLAZUNOV: FIVE NOVELETTES (1-12) - Hollywood String Quartet, Capitol P 8331...73
Some of the more accessible music in the chamber music idiom is coupled here. Both works have strong nationalistic qualities, and the "biographical" Smetana Quartet is virtually program music. Each of the Glazunov pieces has a different national inspiration, tho they never completely avoid being Russian. Excellent performance and recording that is likely to make these versions first choice.

SCHUBERT: SONATA FOR PIANO IN B FLAT MAJOR, OP. POSTH.; LANDLER, OP. 171 (1-12) - Leon Fleisher, Piano...72
Fleisher's reading of this grand work provoked considerable critical acclaim after a New York recital last year. Here again, the young pianist demonstrates unusual understanding of Schubert's music. The Sonata offers more of an interpretive than sheerly technical challenge, and Fleisher concentrates on its noble sentiment and romantic song. Rounding out the second side are some short Landler, Schubertian adaptations of a gay and alluring form of popular dance in his day. Heavy promotion planned by the company on this LP will naturally multiply demand.

THE ENGLISH MADRIGAL SCHOOL, VOL. 1 (1-12) - Deller Consort; Alfred Deller, Director, Vanguard BG 553...71
The small but dedicated crew of collectors attracted to such repertoire will rate this new set high in their purchase calculations. Counter-tenor Deller has already won himself a considerable reputation and needs no introduction to the connoisseur. But enterprising dealers can stimulate extra sales by demonstrating the set to the more casual browser, off on a search for something "good" but "different."

THE VOICE OF MILIZA KORJUS (1-12) - Camden CAL 279...70
Out of the RCA vaults comes a group of diskings that long have excited the senses of those with an appreciation for vocal virtuosity. Miss Korjus' dexterity and clean scale work are still amazing. Included are her well-known readings of the Proch "Variations," and "The Laughing Song" from "Fledermaus," among others that range from opera to semi-pop songs. Sound isn't bad considering the age of the masters, tho too-abundant use of added echo detracts on occasion.

C. P. E. BACH: MAGNIFICAT IN D MAJOR (1-12) - Vienna State Opera Orchestra and Akademie Choir; Felix Prohaska, Cond. Vanguard BG 552...69
A revival of more than casual interest to choral fanciers. The music has im-

Maybe mothers will buy it. (Zodiac, BMI)
Upsy Down Town...62
Ward did okay with "Nuttin' for Christmas," and he's given a cute novelty for this follow-up. Potential seems slim, tho, except possibly as a kiddie entry. (Jefferson, ASCAP)

SAMMY DAVIS JR.
Gypsy in My Soul...68
DDR 102 - This disk apparently is an old master waxed in his pre-Decca days by Sammy Davis Jr. His style is more restrained, and less exciting on this oldie. Decca recently released a waxing by Davis from his new Broadway show, so the competition play-wise for this platter will be rough. (ASCAP)
Who Needs Spring?...66
Another quiet vocal on a pretty ballad. (ASCAP)

BUDDY COSTA
Come to My Valley...68
PYRAMID 2222 - Costa sings with breathy earnestness, and the ballad is tuneful. (BMI)
Is Your Heart Big Enough to Forget?...62
A tender recital of romantic misadventure, and a plea for forgiveness. (Ruco, BMI)

ROYAL NETHERLANDS NAVY
Begin the Beguine...67
EPIC 9149 - March version of the standard will appeal to died-in-the-wool lovers. Most sales will be in an album. (Harms, ASCAP)
Tchou, Tchou...64
Standard samba gets the big march-type treatment here in an interesting side. Probably has a fair chance as part of an LP, but singles sales are unlikely. (Chart, BMI)

BEALE STREET BUSKERS
Piano Man Blues...63
BALBOA 0001 - Old timey dixie-style tune is orked with flavor by the instrumentalists, with tonky piano featured. May get some juke play. (True Blue, ASCAP)
Doodle Bird...60
Attractive stuff, but likely to get lost in the present-day market. (Curete, ASCAP)

Reviews and Ratings of New Classical Releases

Continued from page 28

mense drive which communicates itself instantly and holds the attention through. Soloists are good, tho not uniformly so. Alto Hilde Rossi-Majdan and bass Hans Braun are standout. Prospects are good in the larger or specialty store with a discriminating clientele.

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"I LOVE YOU,
DARLING"
b/w
"HAND ME DOWN LOVE"
Rama #181
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"RING OUT
WILD BELLS"
c/w
"IF YOU'D
BE MINE"
Recorded by
BILL NORMAN
MZ #1012
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POP RECORDS IN BRITAIN
Ending February 25

abled 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.

This Week	Last Week	Chart
1. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce... 2	12	
2. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley... 1	26	
3. HEARTBREAK HOTEL (BMI)—E. Presley... 9	2	
4. SIXTEEN TONS (BMI)—Tennessee Ernie... 3	18	
5. LOVE, LOVE, LOVE (BMI)—W. Pierce... 4	25	
6. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner... 5	15	
7. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers... 7	7	
8. BLUE SUEDE SHOES (BMI)—C. Perkins... 11	4	
9. YOU'RE FREE TO GO (BMI)—C. Smith... 6	13	
10. SO DOGGONE LONESOME (BMI)—J. Cash... 8	4	
10. YOU AND ME (BMI)—R. Foley & K. Wells... 10	7	
10. 'CAUSE I LOVE YOU (BMI)—W. Pierce... 1	1	
13. THESE HANDS (BMI)—H. Snow... 12	5	
14. JUST CALL ME LONESOME (BMI)—E. Arnold... 12	30	
15. BEAUTIFUL LIES (BMI)—J. Shepard... 15	17	

Best Selling POP RECORDS IN BRITAIN
For Week Ending February 25

Published thru the courtesy of The New Musical Express, Britain's Foremost Musical Publication.

This Week	Last Week
1. MEMORIES ARE MADE OF THIS (Dean Martin (Capitol) ... 1	
2. ZAMBESI (Lou Busch (Capitol) ... 2	
3. IT'S ALMOST TOMORROW (Dream Weavers (Brunswick) ... 3	
4. ROCK AND ROLL WALTZ (Kay Starr (H.M.V.) ... 7	
5. ONLY YOU (Hiltoppers (London) ... 6	
6. BAND OF GOLD (Don Cherry (Phillips) ... 8	
7. LOVE IS THE TENDER TRAP (Frank Sinatra (Capitol) ... 4	
8. SIXTEEN TONS (Tennessee Ernie Ford (Capitol) ... 5	
9. ROCK ISLAND LINE (Lonnie Donegan (Decca) ... 11	
10. YOUNG AND FOOLISH (Edmund Hockridge (Nixa) ... 12	
11. MEMORIES ARE MADE OF THIS (Dave King (Decca) ... 15	
12. BALLAD OF DAVY CROCKETT (Bill Hayes (London) ... 9	
13. DREAMS CAN TELL A LIE (Nat (King) Cole (Capitol) ... 10	
14. ROBIN HOOD (Dick James (Parlophone) ... 16	
15. IN OLD LISBON (Frank Chacksfield (Decca) ... 18	
16. LOVE AND MARRIAGE (Frank Sinatra (Capitol) ... 13	
17. GREAT PRETENDER (Jimmy Parkinson (Columbia) ... 17	
18. PICKIN' A CHICKEN (Eve Boswell (Parlophone) ...	
19. MY SEPTEMBER LOVE (David Whitfield (Decca) ...	
20. WITH YOUR LOVE (Malcolm Vaughan (H.M.V.) ...	

Other Records Released This Week

Popular

- Come Back My Darling; Enticing—The Five Kings, Parker 7-115
- I Guess I'm Lucky; Those Cheating Eyes—Larry and Nora Lee, Tin Pall Alley 156
- La Golondrina; The Champagne Waltz—Wayne King Ork, Decca 29751
- Mill-a-Minute Waltz; School's Out—Dave Harris Sextet, Key 510
- The Kerry Dance; Yesterdays—George Barnes, Columbia 40658
- The Poor People of Paris (Jean's Song); Chinese Bolero—Roger Roger Ork, M-G-M 12188

Country & Western

- Cruisin' for a Bruisin'; Tomorrow's Heartaches—Gene Davis, King 4881
- Easy Pickin'; Burpin' the Banjo—John Cali, Mercury 70813
- The Baby on the Door Step; All Alone, Broken Hearted Missin' You; Cold Grey Dawn, Whistlin' Kind of Love—The Frontiersmen, Sage and Sand 213

Jazz

- Moooglow; Blues for Benny—Gene Krupa, Lionel Hampton and Teddy Wilson, Cleff 166

Number of Releases this Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	2		
BALBOA	1		
BSD	1		
CAPITOL	3	1	
CHECKER	1		1
COLUMBIA	3	5	
CORAL	4		
DAFFAN	1	1	
DASH	1		
DECCA	6	4	
DDR	1		
DOT	1		
EMBER	1		1
EPIC	2		
FEDERAL	1		1
HERALD	1		2
HICKORY	1	1	
HUDSON	1		
IMPERIAL	1	1	1
KEM	1		
KEY	1		
KING	4	1	3
LONDON	4		
MERCURY	3	3	1
M-G-M	3		1
PAL	1		
PANART	1		
PARKER	1		
PEACOCK	1		1
PERFECT	1	1	
PILGRIM	1		1
PYRAMID	1		
RIDGEWAY	1		
ROLLS	1		
SAGE AND SAND	1	2	
SECCO	1		
SPOTLIGHT	1		2
STARLITE	1		
TIN PAN ALLEY	1		
VICTOR	3		
WING	1		
ZIPP	1		1
TOTAL	56	22	17

Reviews of New Jazz Records

DON ELLIOTT SEXTETTE
Cry Me a River ... 79
ABC-PARAMOUNT 9676 — Elliott plays his usual soulful mellophone on this instrumental side. Very pretty stuff. (Saunders, ASCAP)
Our Love ... 78
In these two excerpts from his forthcoming LP, versatile jazzman Elliott has two of his tastiest offerings to date. Jazz and many pop jocks will go for this delicate, swinging vibes side, with its many interesting voicings. (Chappell, ASCAP)

Reviews of New Polka Records

LITTLE FISHERMEN ORK
Merry Melody (Polka) ... 71
NORTH STAR 2021 — Polka fans will really be able to shake a leg with this fast rhythm instrumental. Its powerful beat and cheery melodic material will sell it readily to customers in the oompah belt. (BMI)
The State Waltz ... 70
Slowing the pace, and changing the beat to three-quarter, the ork gives a simple, unpretentious reading to this melodious confection. (BMI)

Reviews of New Sacred Records

BLACKWOOD BROTHERS QUARTET
Something Old, Something New ... 78
VICTOR 6442—Rocking, rollicking gospel tune, as harmonized by this energetic group, should attract young listeners. An appealing entry in the field. (Gospel Quartet, BMI)
My Saving King ... 72
Gentle, old-fashioned song is more conventional stuff. Another good job by the brothers. (Gospel Quartet, BMI)

TEX RITTER
If Jesus Came to Your House ... 77
CAPITOL 3363—This great piece of traditional material, currently out in several similar versions, is recited with great sincerity, with organ backing. (Vidor, BMI)
The Touch of the Master's Hand ... 74
Another moving recitation by Ritter on a poignant theme, which utilizes symbolism effectively—the touch of the master's hand on a violin, etc. (Ritter, ASCAP)

PAUL MICKELSON AND TEDD SMITH
Lord, I'm Coming Home ... 74
VICTOR 6443—Organ, piano and celeste make fine evening hymn music. Many stations and churches can use this, as well as lovers of pious-type mood music. (Hope, ASCAP)
The Stranger of Galilee ... 74
Similar instrumental fare. (Standard, ASCAP)

C.&W. Talent Hit Spots on B. S. Pop Chart

NEW YORK, March 3. — The growing trend for the country and western, pop and rhythm and blues fields to merge into one big "Mongrel music" category is strikingly evident on this week's best selling pop chart, which lists two heretofore strictly c.&w. artists—Elvis Presley and Carl Perkins.

Presley's Victor waxing "Heartbreak Hotel" is No. 19, while Perkins' "Blue Suede Shoes" is No. 14. Both platters, of course, are riding high on the best selling list, with the Presley disk No. 3 this week and Perkins No. 8.

R.&b. artists have broken the pop charts regularly for some time now. But this is the first time c.&w. artists have made it, since Tennessee Ernie really can no longer be classified as a c.&w. performer.

In some respects, the presence of Presley and Perkins on the pop chart this week represents another triumph for r.&b., since both artists warble with a decided r.&b. flavor. It's interesting to note that Perkins records for Sun, the label which gave Presley his start. Even more interesting is the fact that Perkins is on seven r.&b. territorial charts this week, and is moving up strongly toward the national top r.&b. retail chart. If he makes it, it will be the first time a c.&w. artist has ever appeared on the national r.&b. list.

Other r.&b. platters scoring pop-wise this week include the Teen Queens' "Eddie My Love," on RPM in the No. 18 slot; the Teen-Agers' Gee waxing of "Why Do Fools Fall in Love," No. 19; the Platters' "Great Pretender" No. 15, and "Cry Baby" by the Bonnie Sisters on Rainbow.

In addition, there are at least six r.&b.-styled platters by pop artists on the charts, thus giving r.&b. a total of 14 records out of the top 20 this week. The Platters are still No. 1 on the best selling r.&b. chart this week, with the Teen Queens No. 5, and the Teen-Agers, No. 2.

RCA Spreads Kidisk Sales

NEW YORK, March 2. — RCA Victor has revised distribution policies with regard to Bluebird children's records. The 49-cent sellers will now be made available direct from manufacturer to retailers of all types, in addition to feeding them thru regular distribution channels.

The move is seen as a step to gain exposure in outlets which don't carry a full record line and therefore are not serviced by distributors. Such outlets would be some department stores, toy stores, racks, etc. Any retail outlet will now be serviced direct by Victor so long as minimum order requirements are met.

Singer Sued for Contract Breach

PHILADELPHIA, March 3. — Singer Micki Marlo, now appearing at the Latin Casino, is charged with breaking her contract with Philadelphia booking agents.

Micki, a former Philadelphian, is named in an equity action filed this week in Common Pleas Court No. 4 by vocal coach Artie Singer and his partner, Bernard Lowenthal, who allege they had Micki under contract since 1953.

The suit, brought in the name of Mickey Moskow, her professional name at that time, contends the contract was broken when Micki signed with the William Morris agency. Singer and Lowenthal claim the exclusive right to sell Micki's professional services to all entertainment media and demand an accounting and an injunction to prevent any other person to act as her agent.

the position on the chart. In such a case, the leading side on top.

This Week	Last Week	Chart
1. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce... 2	12	
2. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley... 1	26	
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9. YOU'RE FREE TO GO (BMI)—C. Smith... 6	13	
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10. YOU AND ME (BMI)—R. Foley & K. Wells... 10	7	
10. 'CAUSE I LOVE YOU (BMI)—W. Pierce... 1	1	
13. THESE HANDS (BMI)—H. Snow... 12	5	
14. JUST CALL ME LONESOME (BMI)—E. Arnold... 12	30	
15. BEAUTIFUL LIES (BMI)—J. Shepard... 15	17	

Most Played in Juke Boxes

For survey week ending February 29

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of 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
1. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley... 1	17	
2. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce... 2	9	
3. SIXTEEN TONS (BMI)—Tennessee Ernie... 3	16	
4. LOVE, LOVE, LOVE (BMI)—W. Pierce... 4	23	
5. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner... 5	13	
5. THESE HANDS (BMI)—H. Snow... 3	3	
7. YOU'RE FREE TO GO (ASCAP)—C. Smith... 6	8	
7. WHAT AM I WORTH (BMI)—C. Jones... 7	7	
9. BLUE SUEDE SHOES (BMI)—C. Perkins... 1	1	
10. RUN BOY (BMI)—R. Price... 10	2	

Most Played by Jockeys

For survey week ending February 29

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Chart
1. WHY, BABY, WHY?—R. Sovine & W. Pierce... 1	13	
2. I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers... 2	9	
3. YOU AND ME—R. & B. Foley... 6	4	
4. LOVE, LOVE, LOVE—W. Pierce... 3	24	
5. BLUE SUEDE SHOES—C. Perkins... 10	3	
6. I FORGOT TO REMEMBER TO FORGET—E. Presley... 4	22	
7. SO DOGGONE LONESOME—J. Cash... 3	3	
8. HEARTBREAK HOTEL—E. Presley... 7	2	
9. SIXTEEN TONS—Tennessee Ernie... 5	17	
10. EAT, DRINK AND BE MERRY—P. Wagoner... 8	15	
11. THESE HANDS—H. Snow... 11	6	
12. YES, I KNOW WHY—W. Pierce... 13	2	
13. RUN BOY—R. Price... 12	9	
14. FOLSOM PRISON BLUES—J. Cash... 9	5	
15. I WANT TO BE LOVED—Johnnie & Jack... 13	2	

SAVE \$1.00
See Page 62

The Billboard Music Popularity Chart

• This Week's Best Buys

I'VE GOT FIVE DOLLARS

YOU'RE STILL MINE—Faron Young—Capitol 3369

This popular young artist is getting his latest release rolling in most important markets now. The past two weeks have seen it pick up nicely. Atlanta, Nashville, Durham, Birmingham and Dallas report excellent sales; further North, Chicago, Buffalo, Cincinnati, Pittsburgh, St. Louis and other areas also indicate ready acceptance. "Five Dollars" is the leading side so far, with both contributing to the action. A previous Billboard "Spotlight" pick.

SACRED

WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? —Porter Wagoner—RCA Victor 6421

Sales of this disk have rivaled the pace of regular country releases. It is moving out far beyond the usual circle of sacred music buyers. Exposure on his TV show has been a big factor. Other versions of this recited material have appeared, and are also doing well, particularly that of Red Sovine. The flip of Wagoner's disk is "How Can You Refuse Him Now?"

• Review Spotlight on . . .

RECORDS

MITCHELL TOROK

Red Light, Green Light (Benell, BMI)—Decca 29863—

Latching on to some of the tried and true gimmicks of the rock 'n' roll idiom and adapting them skillfully to the country field, Torok has shaped this highly potent material into a strong vehicle. The artist puts some of his best efforts into this go-go-go opus. Coupled with this fast rhythm side is "No Money Down" (Arc, BMI), Chuck Berry's current hit.

• Reviews of New C & W Records

TOMMY COLLINS
Walt a Little Longer . . . 78
CAPITOL 3370—A warm, likeable reading on an appealing little ditty with humorous lyrics and a catchy beat. (Central, BMI)
What Kind of a Sweetheart Are You? . . . 77
Another pleasing vocal by Collins on an appealing tune with effective lyrics. (Central, BMI)

SLIM WHITMAN
I'm a Fool . . . 78
IMPERIAL 8305—Fine yodeling and general outdoor Western flavor, the Whitman trade-mark, are especially effective in this country weeper. One to watch. (Tabb, BMI)
Serenade . . . 75
Whitman's canyon-spanning flavor isn't enough to pull this one into the contender class, but his fans assure a respectable sale. (Harms, ASCAP)

JERRY IRBY
Tangled Mind . . . 77
DAFFAN 102—A powerful weeper, sung with emotion by Jerry Irby, to tasteful accompaniment. Will get good action. One to watch. (Hill & Range, BMI)
Bottom of the List . . . 74
Cute novelty, with a rollicking beat. Makes a good change of pace for deejay programming. (Hill & Range, BMI)

TABBY WEST
Hillbilly Blues . . . 76
DECCA 29822—A delightfully wistful vocal interpretation of a poignant blues with moving lyrics. (Springfield, BMI)
I Love Everybody . . . 74
Attractive thrashing on a nice tune with a relaxed, pleasant tempo, and listenable backing. (Meadowbrook, ASCAP)

SID KING AND THE FIVE STRINGS
Let 'er Roll . . . 76
COLUMBIA 21505—Good country blues, chanted by Sid King to a throbbing accompaniment which reflects the current r.&b. trend in c.&w. Side will get good exposure. (Peer, BMI)
Blue Suede Shoes . . . 70
Good performance, but the Carl Perkins disk on Sun has a tremendous start on this. (Hi-Lo, BMI)

TIBBY EDWARDS
I Can't Face the Future . . . 75
MERCURY 70816—Edwards turns in an affecting performance of the weeper, bringing out its sentiment in fine style. (Acuff-Rose, BMI)
You Made a Believer Out of Me . . . 74
Bright and happy, this bouncer is performed with great spirit by Ed-

wards and the string band. Good wax. (Tree, BMI)

BILL WIMBERLY
Ole Mister Cottonball . . . 75
MERCURY 70815 — Wimberly warbles with vitality and authority on a sprightly novelty with a catchy tempo. (Barton, BMI)
Country Rhythm . . . 72
Bright, happy instrumental work on a lively rhythm ditty with stand-out fiddling. Good juke wax. (Alpine, BMI)

JOHNNY HORTON
Tonky-Tonk Man . . . 75
COLUMBIA 21504 — The "wine, women and song" attractions hold on honky tonk exert a powerful hold on the singer, he admits. The funky sound and pounding beat in the backing suggest the kind of atmosphere he describes. A very good juke box record. (Cedarwood, BMI)
I'm Ready, If You're Willing . . . 71
Horton sings out this cheerful material with amiable personality. This ever more popular stylist ought to expand his circle of fans with this one. (Golden West, BMI)

LEW WILLIAMS
I'll Play Your Game . . . 75
IMPERIAL 8306 — Country warbler does a good job with his own r.&b.-style material here. A rockin' side that could do some business. (Commodore, BMI)
Don't Mention My Name . . . 75
"If you talk in your sleep, don't mention my name," he cautions his baby. Amusing bit of intrigue detailed here by the c.&w. cat. (Commodore, BMI)

WOODY MERCER
I Don't Love You Anymore . . . 74
DECCA 29812—Plaintive vocalizing on an effective weeper with a brisk tempo and expressive lyrics. (Copar, BMI)
Touch of Angel . . . 73
Woody Mercer warbles with sincere simplicity on an appealing ballad. (Midway, BMI)

THE CIMMARRONS
Southern Fried Chicken . . . 74
ZIPP 0586-7—A novelty with authentic country sound. Lyric sung by Bobby Rutledge, is real cute, and will surely get some deejay play. (Magnus, BMI)
Homesick Heart . . . 72
As against the solo vocal on the flip, this is sung by the group. It's a fair weeper, with a theme in the Jimmie Rodgers tradition. (Magnus, BMI)

EDDIE DEAN
Downgrade . . . 74
SAGE AND SAND 215—Set against a shimmering Les Paul-style guitar backing, Eddie Dean's styling of this pretty tune stands out impressively. One of his best recent essays. (Sage & Sand, BMI)
Look Homeward, Angel . . . 71
The silvery pipes of the Western star intone this melancholy lilter with touching effect. The chorus in the background blends tastefully. (Sage & Sand, BMI)

LESTER FLATT AND EARL SCRUGGS
On My Mind . . . 74
COLUMBIA 21501—Weeper with a beat is sung and played attractively. A good side for fans of the artists and one that many others will like too. (Driftwood, BMI)
Randy Lynn Rag . . . 70
Real fancy fiddlin' and banjo

• C & W Territory Best Sellers

For survey week ending February 29

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. I Forgot to Remember to Forget E. Presley, Vic-Sun
2. Eat, Drink and Be Merry P. Wagoner, Vic.
3. Heartbreak Hotel, E. Presley, Vic.
4. Sixteen Tons, T. Ernie, Cap.
5. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
6. I Don't Believe You've Met My Baby, Louvin Brothers, Cap.

Charlotte

1. Heartbreak Hotel, E. Presley, Vic.
2. I Forgot to Remember to Forget E. Presley, Vic-Sun
3. Eat, Drink and Be Merry P. Wagoner, Vic.
4. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
5. Cause I Love You, W. Pierce, Dec.

Dallas-Fort Worth

1. Why, Baby, Why?
2. Sixteen Tons, T. Ernie, Cap.
3. I Forgot to Remember to Forget E. Presley, Vic-Sun
4. Love, Love, Love, W. Pierce, Dec.
5. Blue Suede Shoes, C. Perkins, Sun
6. Eat, Drink and Be Merry P. Wagoner, Vic.

Houston

1. 'Cause I Love You, W. Pierce, Dec.
2. Blue Suede Shoes, C. Perkins, Sun
3. Heartbreak Hotel, E. Presley, Vic.
4. Love, Love, Love, W. Pierce, Dec.
5. Sixteen Tons, T. Ernie, Cap.
6. I Was the One, L. Payne, Sdy.
7. I'm Not Mad Just Hurt H. Thompson, Cap.
8. What Am I Worth? G. Jones, Sdy.
9. Why, Baby, Why? G. Jones, Sdy.

Memphis

1. Blue Suede Shoes, C. Perkins, Sun
2. 'Cause I Love You, W. Pierce, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. Blackboard of My Heart H. Thompson, Cap.
5. So Doggone Lonesome, J. Cash, Sun
6. Answer the Phone, E. Tubb, Dec.

Nashville

1. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
2. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
3. Heartbreak Hotel, E. Presley, Vic.
4. Eat, Drink and Be Merry P. Wagoner, Vic.
5. So Doggone Lonesome, J. Cash, Sun
6. Blue Suede Shoes, C. Perkins, Sun
7. I Forgot to Remember to Forget E. Presley, Vic-Sun
8. Tennessee Toddy, M. Robbins, Col.
9. You and Me, R. & B. Foley, Dec.

New Orleans

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. I Forgot to Remember to Forget E. Presley, Vic-Sun
4. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
5. Trouble in Mind, E. Arnold, Vic.
6. Blue Suede Shoes, C. Perkins, Sun

Richmond, Va.

1. Folsom Prison Blues, J. Cash, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Sixteen Tons, T. Ernie, Cap.
4. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
5. Trouble in Mind, E. Arnold, Vic.
6. I'm Movin' In, H. Snow, Vic.
7. You're Free to Go, C. Smith, Col.

St. Louis

1. Blue Suede Shoes, C. Perkins, Sun
2. What Am I Worth? G. Jones, Sdy.
3. Heartbreak Hotel, E. Presley, Vic.
4. Blackboard of My Heart H. Thompson, Cap.
5. That's All, T. Ernie, Cap.
6. I Forgot to Remember to Forget E. Presley, Vic-Sun

pluckin'. A bright country instrumental that will raise a cloud of dust on the dance floor. (Peer, BMI)

WILEY BARKDULL
Me, You and My Heart . . . 73
HICKORY 1044—A leisurely-paced ballad, well sung. Wiley Barkdull has an attractive vocal style, with a touch of the Lefty Frizzel influence. (Acuff-Rose, BMI)
'Cause You're Always on My Mind . . . 72
Lively item with a very danceable beat. (Acuff-Rose, BMI)

TOMMY TOMPKINS
Now or Never . . . 71
BSD 350—With some aggressive promotion this side could win some attention in the market. It's a three-beat pleader, and Collins sings it with feeling.
Let's Make a Fair Trade . . . 69
Hearts are offered for barter in this pleasant ditty, ably chanted by Tompkins.

BONNIE SLOAN
Honky Tonk World . . . 70
COLUMBIA 21502—The singer analyzes her boys friend's world of dim lights and shady women, and cannot conceal her disgust with it. An attractive piece of material that shows off the florid, high-flying style of Miss Sloan to good advantage. (Ridgeway, BMI)
The Next Waltz With You . . . 68
To a comfortable three-quarter time

ager to ma. turns to civilian life after two years in the Army and will reopen his office in Independence, Kan., on a full-time basis. . . . Mel Price and the Santa Fe Rangers, of Easton, Md., are currently plugging "One-Man's Love," their latest Starday release. . . . Bob (Luke) Jones has been guesting with his comedy routines on various shows over WBAL-TV, Baltimore, in recent weeks. . . . Don Deal, new 17-year-old country singer from Honey Creek, Ia., has just signed an artist contract with Cash Records. Young Deal is co-writer on the two ditties which will go back-to-back on his first release. Tunes are "Cryin' in One Eye" and "Broken-Hearted Fellow." Deal is under the personal management of Bert Kiefer, Bell Gardens, Calif.

Bill and Mary Reid, who, with the Melody Mountaineers, are seen in four shows a week over WLVA-TV, Lynchburg, Va., as well as a daily noontime stint over WLVA radio, are sporting their first Columbia release, "Blue Ridge Waltz" b.w. "In My Heart I Love You Yet." The group is currently making personals thru Virginia and North Carolina. In the act, besides Bill and Mary, are Lester Woodie, Swanson Walker, Walter West and Herbert Brown. Miss Reid was crowned queen of Virginia country music singers at the sixth annual Virginia Folk Music Festival held at Blackstone, Va., last fall.

Jim Reeves' line-up of March dates stack up as follows: Mounds, Ill., March 13; Mayfield, Ky., 14; Paducah, Ky., 15; Poplar Bluff, Mo., 16; Covington, Ky., 20; Fairfield, Ill., 21; Henderson, Ky., 22, and Dexter, Mo., 23. . . . Jean Shepard and Hawkshaw Hawkins were featured on a package show in Miami, March 1, on which Hubert Long and Cracker Jim Brooker, of Station WMIE, handled the promotion. . . . Marty Fry, pianist-comedian, is the newest member of Zeke Prior's Country Ramblers, working out of Newark, O.

S. G. (Mac) MacGillivray and L. C. (Rudy) Gentry have launched the Gen-Mac Agency, Dallas, to handle management on talent and songwriters. . . . Frank Evans has his first recording out on the Starday label, "Another Love Like You" b.w. "I'm Different," both penned by Gene Rutland. The Western Hayriders backed Evans on the platter. . . . Cowboy Howard Vokes, New Kensington, Pa., has formed a new combo known as the Smokey Valley Boys. Unit has Vokes on guitar; Skeets Martin, Spanish-electric; Donald Love, steel, and Hank Gibson, bass.

The Wilburn Brothers, Teddy and Doyle, now on their own after touring for 15 months with the Faron Young unit under the management of Hubert Long, are now working on a string of personals, with Nashville as their home base. They played their last engagement with Young in Washington February 26. "Our parting with Young and Long was a friendly one," writes Teddy. "We regret

beat, Miss Sloan walls out her uncertain feelings about her lover. This slow weeper also draws a fine reading from the singer. (Ridgeway, BMI)

TOMMY SPURLIN
Tomorrow I'll Be Gone . . . 68
PERFECT 108—The singer pours a lot of feeling into this fine weeper, and styles it with sure-handed ease. (Jiffy, BMI)
There Might Have Been a Love Song . . . 67
Spurlin let's an pretty cheater know that it's too late to play up to him now. An attractive rhythm side, which the singer handles with skill. (Jiffy, BMI)

definite plans are worked out."

The gospel-singing Blackwood Brothers' Quartet was featured on the "Wide, Wide World" telecast last Sunday (4) in a pick-up from a mammoth youth singing meet held in Montgomery, Ala. The Blackwoods were spotlighted in "The Bible Tells Me So." Comprising the quartet are James and Cecil Blackwood, Bill Shaw and J. D. Sumner, with Jack Marshall as pianist. . . . George Jones is scheduled for a West Coast tour later this month, with stops in West Texas and New Mexico.

Jim Edward Brown, of the well-known brother-and-sister trio of J. E., Maxine and Bonnie Brown, began his hitch in the U. S. Navy last week. . . . Curly Sanders and the Rangers, of WBRT, Bardstown, Ky., recently guested on Ernest Tubb's show over WSM, Nashville. . . . Webb Pierce heads up a "Grand Ole Opry" unit at the Mosque, Richmond, Va., April 15. . . . Carl Smith and Porter Wagoner top a "Grand Ole Opry" unit in the Midwest and Rocky Mountain area this week, including stops for one-nighters at Denver and Scottsbluff, Neb., where Joe Lehr, of Denver, is handling the promotions. . . . John Kelly, Nashville, has sold T. B. Skaming Enterprises, Minneapolis promoters, a unit comprising Jean Shepard, Hawkshaw Hawkins, Judy Lynn and Lonzo and Oscar for a 12-day tour which began Sunday (4). Route includes a one-nighter in Milwaukee.

Esther Casteel, owner-manager of Western Ranch Music, is in Thornton, Calif., mending from a nervous breakdown which she suffered following the fire which recently destroyed the Western Ranch headquarters at Cimarron, N. M. She plans to resume her recording activity soon and has in preparation a novelty for the Easter market, "Little Brown Bunny" b.w. "She Hurt My Dignity," to be cut by Little Darlene, kiddie artist. Bob Wesley is slated to do his second record for the firm soon, with "Rose of Chertokee" b.w. "Don't Throw Away the Key."

The Sons of the Pioneers are out with a new long-play album on the RCA Victor label. Titled "Favorite Cowboy Songs—Sons of the Pioneers," the album incorporates 25 of their most-requested favorites. . . . Rex Allen will be one of the features of the Junior Chamber of Commerce Championship Rodeo at Phoenix, Ariz., March 15-18. He's also set for the Edmonton, Alta., rodeo May 21-26. . . . Pianist Del Wood's newest on the RCA Victor label is "Josephine" b.w. "Ain't She Sweet?" old faves done up in old-time, ragtime style. Her personal manager, Dewey Mouson, is reported lining up a spring tour for Del that will take her thru the Northwest and North Central States.

Jimmie Skinner, Cincinnati c.&w. singer and operator of a music shop there bearing his name, has his first record out for Mercury, "Stepping Out On You" b.w. "Want You For My Baby." On February 24, Skinner and another Mercury artist, Roy Moss, hopped into Chicago to appear as guests on Pee Wee King's TV show. While in Chi, Skinner also renewed acquaintances with his old friend, Cliff Mercer, who has a two-hour country show on Station WGN. Skinner's manager, Lou Epstein, has taken under his wing a new group billed as the Country Parners, whose initial release on RCA

(Continued on page 60)



The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending February 29

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

This Week	Last Week	Weeks on Chart
1. GREAT PRETENDER (BMI)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753	1	13
2. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002	2	4
3. DROWN IN MY OWN TEARS (BMI)—R. Charles Mary Ann (BMI)—Atlantic 1085	4	3
4. TUTTI FRUTTI—Little Richard I'm Just a Lonely Guy—Specialty 561	3	16
5. SPEEDOO (BMI)—Cadillacs Let Me Explain (BMI)—Josie 785	5	10
5. EDDIE MY LOVE (BMI)—Teen Queens Just Goofed (BMI)—RPM 453	7	4
7. DEVIL OR ANGEL (BMI)—Clovers HEY, DOLL BABY (BMI)—Atlantic 1083	6	6
8. BO WEEVIL (BMI)—F. Domino Don't Blame It on Me (BMI)—Imperial 5376	8	5
9. AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed Baby, Don't Say That No More (BMI)—Vee Jay 168	10	5
10. SEVEN DAYS (BMI)—C. McPhatter I'm Not Worthy of You (BMI)—Atlantic 1081	9	10
11. NEED YOUR LOVE SO BAD (BMI)—Little Willie John Home at Last (BMI)—King 4841	11	9
12. NO MONEY DOWN (BMI)—C. Berry Down Bound Train (BMI)—Chess 1615	13	2
13. JIVIN' AROUND (PARTS I & II) (BMI)—E. Freeman Cash 1017	12	10
14. I'LL BE HOME (BMI)—Flamingos Need Your Love (BMI)—Checker 830	—	3
15. I DON'T WANT NOBODY (BMI)—E. & B. Johnson Doot Doot, Dow (BMI)—Wing 90064	14	3

• Most Played in Juke Boxes

For survey week ending February 29

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. GREAT PRETENDER (BMI)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753	1	8
2. TUTTI FRUTTI (BMI)—Little Richard I'm Just a Lonely Guy (BMI)—Specialty 561	3	12
3. SEVEN DAYS (BMI)—C. McPhatter I'm Not Worthy of You (BMI)—Atlantic 1081	2	8
4. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002	—	1
5. DROWN IN MY OWN TEARS (BMI)—R. Charles Mary Ann (BMI)—Atlantic 1085	10	2
6. DEVIL OR ANGEL (BMI)—Clovers Hey, Doll Baby (BMI)—Atlantic 1083	6	3
7. SPEEDOO (BMI)—Cadillacs Let Me Explain (BMI)—Josie 785	4	7
8. I'LL BE HOME (BMI)—Flamingos Need Your Love (BMI)—Checker 830	7	2
9. AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed Baby, Don't Say That No More (BMI)—Vee Jay 168	7	4
10. EDDIE MY LOVE (BMI)—Teen Queens Just Goofed (BMI)—RPM 453	—	1

• Most Played by Jockeys

For survey week ending February 29

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. GREAT PRETENDER—Platters Mercury 70753—ASCAP	1	11
2. SEVEN DAYS—C. McPhatter Atlantic 1081—BMI	2	10
3. AIN'T THAT LOVIN' YOU, BABY?—J. Reed Vee Jay 168—BMI	3	5
4. DROWN IN MY OWN TEARS—R. Charles Atlantic 1085—BMI	8	3
5. TUTTI FRUTTI—Little Richard Specialty 561—BMI	4	15
6. BO WEEVIL—F. Domino Imperial 5375—BMI	6	4
7. WHY DO FOOLS FALL IN LOVE?—Teen-Agers Gee 1002—BMI	11	2
8. DEVIL OR ANGEL—Clovers Atlantic 1083—BMI	5	6
9. SPEEDOO—Cadillacs Josie 785—BMI	13	7
10. BLUE SUEDE SHOES—C. Perkins Sun 234—BMI	—	1
11. EDDIE MY LOVE—Teen Queens RPM 453—BMI	9	2
12. NEED YOUR LOVE SO BAD—Little Willie John King 4841—BMI	12	4
13. NO MONEY DOWN—C. Berry Chess 1615—BMI	—	—
14. HEY, DOLL BABY—Clovers Atlantic 1083—BMI	—	—
15. I DON'T WANT NOBODY—E. & B. Johnson Wing 90064	—	—
15. MY HAPPINESS FOREVER—L. Baker Atlantic 1087—BMI	—	—

Fireworks Likely

• Continued from page 19

organization, that "in 10 years half the record volume will be done thru mail-order clubs." Ferguson suggested the execs "have the research organization delve deeper into this very important matter. Otherwise," added the dealer, "our committee might consider recommending to the NAMM executives that they hire a research organization to do this work, and if our regular dues won't cover that expense, then we might chip in on a pro-rate volume basis."

"There has got to be some answer as to why so many new record buyers will be developed by the mail-order clubs, why these new buyers will prefer mail-order clubs to established dealers," said Ferguson. "When we know some of these answers, we can also know whether or not we should spend time and money trying to cut into this market or, granting it is an untouchable market so far as converting most of these people to shopping in record stores, we might as well ignore it and put all our efforts into advertising and displays that appeal to the in-store buyer rather than the club buyer."

"New-Blood" Problems

In a section headed "rack jobbers and other 'new-blood' operators," Ferguson said: "It seems to me that with some give and take from both distributors and manufacturers toward the dealers, they can increase volume thru new outlets without materially affecting the dealer. Actually, the responsibility may rest on the distributor as much as the manufacturer, depending on just who opens up and supplies these new outlets."

However, Ferguson said he didn't think the manufacturers or distributors could "ethically or honorably" open record rack outlets "close to established dealers."

"While we may not be able to limit our competition from new outlets . . . we may be able to see to it that these new outlets are kept clean and get no unfair trade advantages."

Discussion Topics

Among other suggestions made by Ferguson as topics which might be discussed by the record panel were: (1) More definite figures as to sales, inventory, turnover, etc., with presentations aimed at the average dealer, with volume around \$50,000 to \$75,000 a year; (2) hi-fi listening rooms (Ferguson has noticed a strong trend the last few months toward locked listening rooms with good hi-fi equipment for LP customers); (3) remodeling to cut down shoplifting; (4) advertising ("For one thing," said Ferguson, "newspaper and radio rates continue to go up, and up, and up, yet I think coverage is less because of the increasing number of radio and TV stations in most areas."); (5) selling tips for dealers with predominantly 45 or predominantly LP volume; (6) a high fidelity panel, an extra discussion session to aid the "increasing number of dealers handling hi-fi phonos but not radio or TV."

In a special aside to manufacturers, Ferguson suggested that they "arrange an actual recording session for NAMM members to attend. Then, if possible, show how the original tape is processed thru all the manufacturing steps to the finished record. Such an educational demonstration would give dealers a better understanding of record manufacturers," for the more we know and understand about records, the more intelligent a job we can do selling them.

25 Per Cent

• Continued from page 19
direct
sta

IT'S ONE OF THOSE
IRRESISTIBLE
RECORDS HEADED
FOR TOP BILLING
ON THE
NATIONAL CHARTS

VEE-JAY #179

"I'VE GOT NEWS FOR YOU"

By

PATRICIA BOWMAN

JAY McSHANN ORK

• Review Spotlight on . . . RECORDS

PATRICIA BOWMAN-JAY McSHANN ORK

I've Got News for You (Tollie, BMI)—Vee-Jay 179—This combination has its first new contender since their smash "Hands Off," which enjoyed a healthy ride on the charts. Again it's the gal's compelling warbling, plus the powerful band beat in back that makes this irresistible wax. The flip is "My Darkest Night" (Tollie, BMI), an appealing, plaintive lament.

VEE-JAY RECORDS, INC.

2129 S. MICHIGAN AVENUE

CHICAGO

PHONE: CALumet 5-6141

AN INSTRUMENTAL SURE HIT!

"Flamenco Love"

ANOTHER
REGENT
FIRST!

b/w "FROM THE HEART"

AL CAIOLA

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The Billboard Music Popularity Charts

R & B Territorial Best Sellers

For survey week ending February 29

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Drown in My Own Tears R. Charles, Atl.
2. Why Do Fools Fall in Love? Teen-Agers, Gee
3. Great Pretender, Platters, Mer.
4. Bo Weevil, F. Domino, Imp.
5. Hey, Doll Baby, Clovers, Atl.
6. Ain't That Lovin' You, Baby? J. Reed, VJ.
7. Tutti Frutti, Little Richard, Spe.
8. Eddie, My Love, Teen Queens, RPM.
9. Speedoo, Cadillac, Jsc.

Charlotte

1. Great Pretender, Platters, Mer.
2. Why Do Fools Fall in Love? Teen-Agers, Gee
3. Bo Weevil, F. Domino, Imp.
4. Drown in My Own Tears R. Charles, Atl.
5. Eddie, My Love, Teen Queens, RPM
6. Seven Days, C. McPhatter, Atl.
7. Speedoo, Cadillac, Jsc.
8. No Money Down, C. Berry, Chs.
9. Blue Suede Shoes, C. Perkins, Sun
10. Devil or Angel, Clovers, Atl.

Chicago

1. Tutti Frutti, Little Richard, Spe.
2. Speedoo, Cadillac, Jsc.
3. Why Do Fools Fall in Love? Teen-Agers, Gee
4. Great Pretender, Platters, Mer.
5. No Money Down, C. Berry, Chs.
6. Smoke Stack Lightening H. Wolf, Chs.

Cincinnati

1. Drown in My Own Tears R. Charles, Atl.
2. Way You Dog Me Around Diablos, Fin.
3. Eddie, My Love, Teen Queens, RPM
4. Great Pretender, Platters, Mer.
5. Why Do Fools Fall in Love? Teen-Agers, Gee

Detroit

1. No Money Down, C. Berry, Chs.
2. Tutti Frutti, Little Richard, Spe.
3. Great Pretender, Platters, Mer.
4. Why Do Fools Fall in Love? Teen-Agers, Gee
5. I Don't Want Nobody E. & B. Johnson, Wng.
6. Ain't That Lovin' You, Baby? J. Reed, VJ.
7. Who? Little Walter, Che.
8. I'll Be Home, Flamingos, Che.

Los Angeles

1. Great Pretender, Platters, Mer.
2. Why Do Fools Fall in Love? Teen-Agers, Gee
3. Need Your Love So Bad L. W. John, Kng.
4. Jivin' Around, E. Freeman, Cas.
5. Devil or Angel, Clovers, Atl.
6. Eddie, My Love, Teen Queens, RPM
7. Drown in My Own Tears R. Charles, Atl.

8. See You Later, Alligator B. Haley, Dec.
9. Speedoo, Cadillac, Jsc.
10. Bo Weevil, F. Domino, Imp.

New Orleans

1. Great Pretender, Platters, Mer.
2. Drown in My Own Tears R. Charles, Atl.
3. Try Rock and Roll, B. Mitchell, Imp.
4. Bo Weevil, F. Domino, Imp.
5. Eddie, My Love, Teen Queens, RPM
6. Don't Blame It on Me, F. Domino, Imp.
7. One Night, S. Lewis, Imp.
8. Tutti Frutti, Little Richard, Spe.
9. Speedoo, Cadillac, Jsc.
10. Poor Me, F. Domino, Imp.

New York

1. Why Do Fools Fall in Love? Teen-Agers, Gee
2. Devil or Angel, Clovers, Atl.
3. Eddie, My Love, Teen Queens, RPM
4. Great Pretender, Platters, Mer.
5. I Don't Want Nobody E. & B. Johnson, Wng.
6. Yes Sir, That's My Baby Sensations, Ato.
7. Show Must Go On D. Washington, Mer.
8. I'll Be Home, Flamingos, Che.
9. Tutti Frutti, Little Richard, Spe.
10. See You Later, Alligator, B. Haley, Dec.

Philadelphia

1. Why Do Fools Fall in Love? Teen-Agers, Gee
2. Drown in My Own Tears R. Charles, Atl.
3. Eddie, My Love, Teen Queens, RPM
4. Jivin' Around, E. Freeman, Cas.
5. Great Pretender, Platters, Mer.
6. I Don't Want Nobody E. & B. Johnson, Wng.
7. Tutti Frutti, Little Richard, Spe.
8. No Money Down, C. Berry, Chs.

St. Louis

1. Why Do Fools Fall in Love? Teen-Agers, Gee
2. Devil or Angel, Clovers, Atl.
3. Eddie, My Love, Teen Queens, RPM
4. Great Pretender, Platters, Mer.
5. Speedoo, Cadillac, Jsc.
6. Tutti Frutti, Little Richard, Spe.
7. Ain't That Lovin' You, Baby? J. Reed, VJ.
8. I Don't Want Nobody E. & B. Johnson, Wng.

Washington, D. C.

1. Great Pretender, Platters, Mer.
2. Drown in My Own Tears R. Charles, Atl.
3. Why Do Fools Fall in Love? Teen-Agers, Gee
4. Tutti Frutti, Little Richard, Spe.
5. When You Dance, Turbans, Her.
6. Eddie, My Love, Teen Queens, RPM
7. Why Do Fools Fall in Love? Diamonds, Mer.
8. Devil or Angel, Clovers, Atl.
9. No Money Down, C. Berry, Chs.

Reviews of New R & B Records

EARL (CONNELLY) KING
 Dear One 80
 KING 4889—This declaration of whole-hearted love is sung with warm conviction and sincerity by King. Ditty has a haunting melody and beat, one that listeners will want to hear again and again. Better with this one. It could take off.

Big Blue Diamonds 79
 King chants of a gal who likes material rewards to a pulsing beat in the ork. He does a mighty effective job of mood projection. Side can go a long way. (Lois, BMI)

CORA WOODS
 Father Forgive Him 79
 FEDERAL 12256—Cora Woods has a warm and mellow set of pipes which she uses with distinction in this religious type, romantic weeper. Material could catch on and the side figures to move with exposure. (Jay & Cee, BMI)

Flying Home to You Baby 78
 Jump blues is sung with infectious spirit. The ork backs her with an infectious beat, and the waxing moves along with a strong hunk of

Tell Me Baby 70
 The group has a distinctive sound, and they use it to good advantage in this rhythmic reading of the ballad. (Jay & Cee, BMI)

BOBBY LEWIS
 Mumbles Blues 76
 SPOTLIGHT 394—Good version of the novelty blues in rapid tempo. Some funny lines.

Oh Baby 73
 Bobby Lewis sings out with a touch of church quality. Ditty is a wailing blues. A nice side. (Merrimac, BMI)

TITUS TURNER
 Get on the Right Track, Baby 76
 WING 90058—The compulsive personality of Turner gives real punch to this pleader. Over a brisk, solid beat, he hammers home a strong emotional message. (Brent, BMI)

I'll Wait Forever 72
 The singer projects this pretty ballad in a style reminiscent of Al Hibbler, which, if unoriginal, is still tender and listenable. (Danbury, BMI)

ROLLEE MCGILL
 I'm Not Your Square 75
 MERCURY 70807—A funny recitation in which McGill cues his girl that she's not fooling him. The band backs him with a good, solid beat, and jumps excitingly whenever it holds the spotlight. (Studio, BMI)

Oncoming Train 74
 Remember "There Goes That Train?" McGill has another piece of material here along the lines of that fine seller. A traditional Southern blues that should have wide appeal. (Brand,

..... 75
 ... set here. of

BILL DOGGETT
 In a Sentimental Mood 70
 KING 4888 — Some mighty pretty guitar tickling stands out on this version of the Ellington standard, with some expressive tenor sax. This can use this handily. (Academy, ASCAP)

..... 68
 Dolorous chant is sung well enough, but most of the excitement and potential are in the flip.

RHYTHM & BLUES RECORDS

This Week's Best Buys

SMOKESTACK LIGHTNING (Arc, BMI)—Howlin' Wolf—Chess 1618
 Howlin' Wolf, always a great favorite in the South, has a big seller here. New Orleans, Memphis, St. Louis, Nashville, Atlanta, Durham and other traditional strongholds of his are reacting enthusiastically. The record is also on the Chicago territorial chart and is moving up in several important Northern Cities. Flip is "You Can't Be Beat" (Arc, BMI). A previous Billboard "Spotlight" pick.

SISTER SOOKEY (Angel, BMI)—The Turbans—Herald 469
 This record has been stepping out in the last two weeks, and is becoming a chart threat. New York, Philadelphia, Baltimore, Buffalo, Cleveland, Detroit, Nashville and St. Louis are some of the territories sampled which indicated strong and rapidly mounting sales. Flip is "I'll Always Watch Over You" (Angel, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

LITTLE WILLIE JOHN

Are You Ever Coming Back? (Jay & Cee, BMI)
 I'm Stickin' With You, Baby (Jay & Cee, BMI)—King 4893—With two big hits under his belt, this young artist launches another disk that has the earmarks of a mighty successful commercial hunk of wax. The fancy, florid styling of the singer is particularly affecting on the wailer listed first above. The catchy rhythm side on the flip is also attractive and increases the records' chances with operators.

LITTLE RICHARD

Little Richard's Boogie (Lion, BMI) — Peacock 1658—After "Tutti Frutti" anything released by the artist might seem an anti-climax. But here Little Richard rides the Johnny Otis band in a fast and furious rhythm opus that could easily be a repeater. It certainly is an outstanding juke box offering. Coupled with "Boogie" is a bluesy ballad in Southern style, "Directly From My Heart to You" (Lion, BMI).

CHARLIE AND RAY

Little Fool (Angel, BMI) — Herald 472 — The inimitable blending of this duo is effectively showcased in these two sides. "Little Fool" is full of the stops and vocal curlicues that are so delectable to Charlie and Ray fans. The performance on "I Gotta Have You" is also on the flamboyant side, with sobs, and sighs and uninhibited carrying-on. Both sides will get exposure, and either one might grab a strong hold on the public.

FOLK TALENT AND TUNES

Continued from page 58

Victor, "Ever-Ready Kisses" b.w. "Maple on the Hill," is due out this week.

Arlie Kinkade, of Kinkadee's Songs, Canton, O., reports that his firm has just released its second of two 45's by A. Blink and Dave Linn, backed by the Western Spotlighters, on the Canton label. Blink did "Yodelin' Blues" b.w. "You're Wearing Your Heart (on Your Sleeve)", on both of which he collaborated. Linn contributed "Anybody's Baby" b.w. "Hesitate."

Recent additions to Casey Clark's Lazy Ranch Barn Dance group, popular in the Detroit and Windsor area, are Oakie Jones and Billy Cooper, steel guitarist. Dance band unit with the group features Casey and Adron Childress on fiddles; Don Hemminger, guitar; Billy Cooper, steel; Carroll Smithers, piano; Herb Williams, rhythm; Barefoot Brownie, bass; Ted Ray, drums. Show features, besides Jones, are Little Evelyn and Herb Williams, vocalists; Charlie and Honey; Lazy Ranch Rockers, harmony group, and Nat and Bill,

comedy team. The Lazy Ranch Boys do a daily show over WJR, Detroit, and Casey gives 'em country records 5:05-6 each morning over the same station.

Bill Boyd and His Cowboy Ramblers, who recently cut four new sides for TNT Records, had their first one, "Definition of Love" b.w. "Work", released last week. They have another session coming up next weekend. Boyd is still doing his daily radio show on WRR, Dallas, where he's held forth the last 23 years. . . . Bob J. Nikhazy, of Bedford, O., who under the name of Wyoming Slim has appeared with various country and western and rodeo attractions, plans an early return to the business as a trick and fancy roper and contest rider. Nikhazy was forced out of the picture in 1945 by a serious back injury sustained while bulldozing.

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 See page 62

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Another Hit By
LITTLE RICHARD

Kentucky Fair Inks Icer, Super Circus, B-C Revue, Rodeo

Thrill Show, Pro Football Set; \$47,000 Allocated for Advertising

LOUISVILLE, March 3. — The Kentucky State Fair, which will operate September 7-15 at a new multi-million-dollar plant equipped with both a stadium and a coliseum, this week signed an ice show, a rodeo, a revue, a circus and a thrill show. At the same time the fair's board set a \$47,000 advertising budget, an increase of \$27,000 over the budget for '55.

Icecapades International was contracted for the first three days on a two-a-day basis for the coliseum. A horse show, traditionally a big feature at the fair here, will be held in the new building the remaining nights of the fair.

Cremer's Rodeo, with Gene Aury, Annie Oakley and the Cass Mountain Boys, were pacted as the opening attraction in the stadium. The rodeo is to give three night performances, beginning opening night, and one matinee, Saturday, September 8.

B-C Revue
A revue—the No. 1 revue produced by Barnes-Carruthers Theatrical Enterprises, Chicago — will follow the rodeo into the stadium to give three night shows, Monday thru Wednesday. "Super Circus," the ABC-TV network show, headed by Jerry Colonna and augmented by a number of acts, was booked for two nights, Thursday and Friday, in the coliseum. This contract was closed for "Super Circus" by Jimmie Hetzer.

The Tournament of Thrills will give one thrill show performance. The Earl Newberry-headed thrill show will show in the stadium on the afternoon of closing day.

Randy Avery closed the contracts for the Barnes-Carruthers office and for the thrill show. Harry Knight repped the Cremer rodeo. Of the attractions booked this week only one was contracted as an outright buy, the icer, rodeo, "Super Circus" and the thrill show all being pacted on a percentage basis.

Among other attractions set are the fair's traditional horse show, which will be presented in the coliseum six days, beginning Monday, September 10.

A pro football game, to feature two of the top teams in the country, is to be staged in the coliseum Saturday, September 9.

Special events are planned for five matinees, Monday thru Friday, in the stadium.

RECORD TURNOUT LOOMS FOR BILLBOARD CLINIC

14 State Fair Promotion Chiefs To Attend 2-Day Chicago Confab

CHICAGO, March 3. — Record attendance for the Advertising-Publicity-Promotion Clinic for Fairs to be held under the sponsorship of The Billboard here in the Hotel Sherman Monday and Tuesday, March 12-13, this week was assured as fairs thruout the nation advised that they would be represented.

Thru Thursday (1), with one more week to go for the Thursday, March 8, 5 p.m., deadline for enrollment, top fairs of the nation had named 34 men to represent them at the two-day workshop which will deal with all of the many phases of advertising, promoting and publicizing fairs.

With the enrollment deadline a week away, 14 State fairs already had advised that they would be represented. These were the State Fairs of Alabama, Indiana, Illinois, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Nebraska, New York, Ohio, Oklahoma and Wisconsin.

Most of the fairs represented at the first clinic sponsored by The Billboard three years ago have already sent in word that they again would be represented. In addition, there will be a number of other fairs who will have their press chiefs participate.

Included among these are the Great Allentown Fair, Allentown, Pa., which is sending Edward G. Leidig, its newly elected treasurer; the Southeastern Fair, Atlanta, which is to be represented by Harry Siegel, of the Eastburn and Siegel Advertising Agency, Atlanta, which handles the fair's advertising; the Reading (Pa.) Fair, to be repped by Russ Moyer, veteran fair publicist, and Tom Conrady, secretary of the Oklahoma Free State Fair, Muskogee, Okla.

Other fairs to be represented for the first time will be the Louisiana State Fair, Shreveport, which is sending Barney Chio; the Ohio State Fair, Columbus, to be represented by Sam Steiger; the South

Alabama Fair, Montgomery, which will have its secretary, Bill Lynne, participate, and the South Texas State Fair, Beaumont, which is sending Gus Becker, chairman of its publicity committee.

Other fairs and their representatives enrolled are: Alabama State Fair, Birmingham—Virgil E. Pierson, press chief; Indiana State Fair, Indianapolis, Don Davis, public relations supervisor; Illinois State Fair, Springfield, Strothers C. Jones, manager; George Schuppe, press department, and West

(Continued on page 67)

Award Wirth D. C. Thriller, Miami Circus

NEW YORK, March 3.—Frank Wirth will again produce the Night of Thrills show in Washington and the annual Circus Night at the Surf Club, Miami Beach.

The Washington date was set by Samuel W. McIntosh, grand master of the sponsoring Masons. It will be held on the night of June 15.

The show, which has been produced by Wirth for 16 years, will be staged as a tribute to the late Clark Griffiths who donated the use of the Senator's ball park annually for the event.

Acts set by Wirth with Producer Dave Endy for the Miami Beach event are Weld's Bears; Alex Konyot, dressage; the Hoffmans, Will Hunt's elephant and dog and pony circus; Natal, monkey man; the Four Landons, acrobats; the Three Miamians and Charlie Frank.

The same show will be presented later at the Everglades Club, Palm Beach. Janet and Paul, high act, will be added.

448,405 View GM Motorama At Miami Aud

DETROIT, March 3. — Motorama, traveling show sponsored by General Motors, pulled 20 per cent more people to its nine-day Miami engagement, officials reported. Showing, which was held recently in Key Auditorium here, was viewed by 448,405, compared with 364,073 a year ago.

One factor that increased attendance here was tie-ups with Dade County schools, which brought 13,000 students to the exhibit in chartered buses.

Bill Asking Monday Holidays Sparks Outdoor Speculation

• Continued from page 1

There is little doubt that park operators generally would favor holidays in mid-week, if they had a choice. The reasons for this have been clearly demonstrated, especially in recent years, when Decoration Day and the Fourth of July have been celebrated on a Monday, or have fallen on a Friday, providing for a three-day holiday weekend.

Generally speaking, a three-day holiday weekend, with good weather, will result in a gross of bonanza proportions when compared to normal weekend earnings. But, again with favorable conditions prevailing, a mid-week holiday will provide bonanza earnings for that day which may well equal, or surpass, a good normal weekend gross.

Spent Out, Tired Out

There is little doubt that, with good weather, the biggest day of a three-day weekend is the middle day, Sunday. By the end of that day a big percentage of the potential has been exhausted. The ordinary fun seeker is close to being spent out and parents, by then, have also had it with many obviously thinking of relaxation only in terms of loafing as the lengthy period ends.

There is little weather insurance afforded by the three-day weekend, since many operators believe that if bad weather prevailed on either or both of the first two days family funds will be spent on indoor amusements—movies and taverns to name a couple—and so pretty much exhausted, insofar as outdoor operators are concerned.

Shore and resort operators could conceivably look upon the propo-

sal with favor since the long work-free period would tend to overflow accommodations. In addition they could count on a heavy influx on a daily basis.

Carnivals are less affected, unless they are faced with possible Sunday operation, in which case the expected results would mirror the experiences of the park operators. They also know from experience that adjacent shore resorts get the bulk of the holiday play when good weather encompasses a three-day weekend.

WORKSHOP PROGRAM:

Publicity, Ad Experts To Run Chi Program

CHICAGO, March 3.—The Advertising-Publicity-Promotion Clinic for Fairs which is to be held Monday and Tuesday, March 12 and 13, in the Hotel Sherman here under the sponsorship of The Billboard, is to be "by and for" public relations, advertising and promotion directors of fairs.

The daily programs, which are to begin at 9 p.m. and end at 4:30 p.m. each day, are to consist of panel discussions, with the panelists selected from among the press chiefs themselves. Each of the various panels will deal with one phase of building attendance and interest in fairs.

The discussions will treat the use of TV, radio, newspapers, magazines, outdoor advertising, direct mail advertising and the possibilities and problems involved in their use. Emphasis will be given to the best methods of organizing a publicity, advertising and promotion campaign.

Ray Speer

Veteran press chiefs will head the discussions. Ray P. Speer, long-time public relations director of the Minnesota State Fair, St. Paul, who in recent years also has filled the similar post at the Florida

State Fair, Tampa, will be one of the panel leaders, heading up a discussion on how to organize and execute a publicity campaign.

Other panel leaders will include Don Davis, of the Indiana State Fair, Indianapolis; Larry Fairall, of the Iowa State Fair, Des Moines; Clive Lane, of the Kansas Free Fair, Topeka; Bo Belcher, of the Oklahoma State Fair, Oklahoma City, and L. (Doc) Cassidy, of the Kentucky State Fair, Louisville.

Col. Jack Reilly, now in charge of special events for the city of

(Continued on page 67)

SOUTH GAINS MOST

\$1 Minimum Wage Seen Boon to Outdoor Earnings

NEW YORK, March 3. — The new federal \$1-an-hour minimum wage law which went into effect Thursday (1) across the nation will put millions of extra dollars into the hands of that segment of the population which is most attracted to outdoor show business presentations.

At least 2,100,000 persons en-

gaged in interstate commerce or in production of goods for interstate or foreign commerce who earned less than \$1 an hour prior to Thursday will benefit. Surveys show that manufacturing accounts for roughly three-fourths of these persons.

The greatest impact of the boost is likely to be felt in the South. Government surveys there show that 25 per cent of the region's 3,000,000 factory workers got less than \$1 an hour.

In the Northeast, including New York City, government survey figures show that some eight per cent of the workers received less than \$1 an hour.

The increase in overall income should be particularly noticeable in areas harboring leather trades, and men's and boy's shirt manufacturers.

The law will indirectly affect, and benefit, many other workers. Companies who had workers at stepped-up levels, 75 cents to 95 cents an hour, may have to continue this formula but with the base now set at \$1 an hour.

New York State is expected to start revising upward the legal minimum wage for 1,000,000 workers exempt from the new federal minimum wage law. First consideration will probably go to 500,000 workers in retail trades. A study indicates that 23 per cent of these workers now earn less than \$1 an hour and 15 per cent earn less than 90 cents.

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MORE FOR EVERYONE**

Special 1/2 Price introductory subscription offer see page 62

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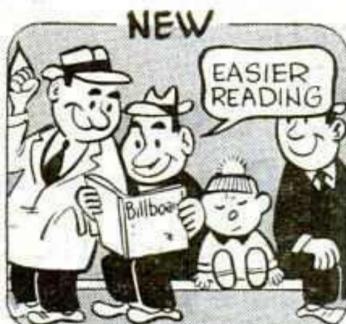
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ORDER NOW, SAVE MONEY!

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Lorenz Hagenbeck Dies; Introduced Title Here

HAMBURG, Germany, March 3.—Lorenz Hagenbeck, 74, of the world famous family of animal trainers, zoo builders and circus operators, died here Sunday (26). It was he who was chiefly responsible for introduction of the Hagenbeck title into American circus business.

He followed in the footsteps of his father, Carl, and his grandfather, Gottfried, who founded the business in 1868. Carl Hagenbeck had a lion act at the Chicago World's Fair of 1893, and he and Lorenz brought a wild animal show to the St. Louis World's Fair of 1904.

The latter outfit was used as the nucleus of the Carl Hagenbeck Wild Animal Show, which toured the U. S. and Mexico as an under-canvas show in 1905 and 1906. Lorenz supervised the building of the show and toured with it. In 1907 the property was acquired by Ben Wallace, who combined it with his own show to form Hagenbeck-Wallace Circus. The Hagenbeck family challenged his claim to the title in court but was unsuccessful.

Start Cageless Zoos

The family's zoo at Stellingen, Hamburg, was started in 1907, and in 1916 they started their outdoor circus, which continued in business until 1953. After the death of Carl Hagenbeck, Lorenz and the latter's brother, Heinrich, took over. While Heinrich was mainly concerned with the zoo, Lorenz operated the circus.

In 1907, Lorenz was at the Buenos Aires World's Fair with wild animals, which he displayed in uncaged settings surrounded by dry moats. This Hagenbeck idea has been adopted by zoos thruout the world. The tour was extended to Uruguay and Brizal. A tremendously successful visit to Japan was made in 1932, when transportation costs were 600,000 marks and the gross profit was 2,000,000 marks, Lorenz later reported. This tour was extended to include China, India, Egypt and Spain, which was embroiled in revolution. Upon his return to Germany, Lorenz Hagenbeck swore he would never again tour a circus by boat, no matter what profit beckoned.

The Hagenbecks provided many animals to American circuses, and for a time they were about the only source of supply. They sold an elephant seal (sea lion) to John

Ringling for \$20,000. Ringling later paid \$12,000 for an Indian rhino.

During World War II the Hagenbecks lost their home, circus, zoo animals and most of the zoo park. Lorenz and Heinrich have been responsible for the family's regaining its position in the business again. Lorenz Hagenbeck visited the U. S. several times and had made two trips to visit American zoos and circuses in the past 10 years.

Surviving are his widow, brother, and a son, Erich, as well as a grandson, Dietrich.

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Used only one season in park and is in excellent condition. One engine, 3 coaches and 280 feet of track. Mfd. by Miniature Train Co.

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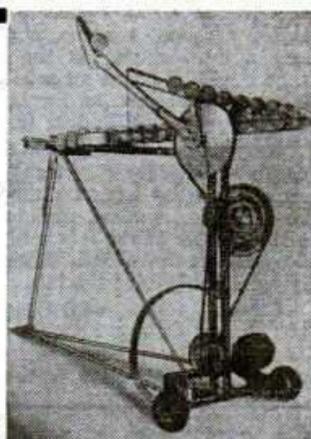
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NETS: \$12.00 EACH FOR YOUR BATTING CAGE.
14' x 14' weather proof nets—1 1/4" mesh—attached to 1/2" tarrd rope.

BATS: \$24.00 dozen. SEASONED PENNSYLVANIA WHITE ASH. We manufacture the perfect baseball for use in pitching machines. Has CORD-RUBBER HIDE, CORK & RUBBER CENTER. Is durable, economical, practical, official.

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Merry-Go-Round, 30 Feet, 20 Jumping Horses, 2 Chariots, Major Ride, Adults and Children, \$5,750.

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I have been selling rides for years; our 1956 Merry-Go-Rounds are the best we have constructed, most every State has from 2 to 3 of my rides, including Hong Kong, China, Canada and Cuba. I am the first to make the aluminum horses. My reference is the Hancock County Bank and the Merchants Bank, Bay St. Louis, Mississippi.

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Calgary Gets Big Advance

CALGARY, Alta., March 3.—Advance seat sale for the 1956 Calgary Exhibition and Stampede has set an all-time record. Orders have been received from as far off as Great Britain, Germany, Bermuda and Mexico.

Burgaw Names Chaffin President

BURGAU, N. C., March 3.—W. T. Chaffin Jr., is the new president of the Pender County Fair Association. Chaffin, assistant county farm agent here, succeeds J. N. Honeycutt, who served during the past two years. Other new officers are A. H. Page, vice-president; W. C. Blackmore, secretary, and Howard Holly, treasurer.

Named as directors of the association for three-year terms were Rev. M. G. Stimpson, George Spayd Jr., Mrs. Worth Rich, A. H. Page, W. C. Blackmore and John A. Carraway.

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ARENAS & AUDITORIUMS

Hughes Finds Boat Show Doesn't Need Act—For Now

By TOM PARKINSON

The continuing debate about the merits of a stagershow and acts at such events as sports shows, home shows and others is augmented by the action of the Chicago Boat Show.

Guy W. Hughes, executive secretary of the Outboard Boating Club, became producer of the Chicago show in 1951. The first two years brought only mediocre results. For the second, he spent about \$25,000 to add a show, and this cut the loss by about \$3,000.

In the ensuing years, he presented an hour's show with a band and several strong vaude acts each year. This was one of a series of changes, which also included some in promotion, publicity and advertising. All the factors combined to increase attendance from 1951's 36,000 to this year's 250,000.

The question of whether the show any longer had need for a stagershow already was current when the musicians' union sought to require the show to use 25 instead of 15 men. After negotiating, Hughes decided not to use a band, and with it went the stagershow. Other factors also were involved and the show ended up with an increase in attendance of about 12 per cent.

Hughes stresses that this set of circumstances sets no general rule for other shows—or even for this one. He thinks that it indicates the Chicago Boat Show had "outgrown" its own need for a stagershow. But he points out that only time will tell.

It may be that it will roll along on the present basis for two or three years and then find it should go back to presenting strong extra entertainment. There is no set rule, he stresses, and no newly discovered formula or theory.

He is not convinced that vaude ever was of special importance in this particular show. A survey once showed a small percentage of the audience came because of the stage-show. No survey was made this year, but neither did the patrons inquire about the show in any great numbers. On the other hand, the exhibitors said they were not unhappy about eliminating the stage attractions.

Hughes points to the fact that the New York Boat Show uses no stagershow and that the coming St. Paul Boat Show will not have any, but that others, including Miami, normally use acts.

He puts great importance in saying that his observations this year apply only to his boat show and that sports shows, for example, are "an entirely different breed of animal." He indicates that sports shows and similar events have a different kind of appeal and probably require entertainment.

His observations add up to this: He eliminated the show, after having had one for several seasons, and attendance was not harmed. Whether the next year or two will point up a need to return to the extra show, remains to be seen. In the meantime, the debate among show producers, exhibitors and bookers goes on.

N. Y. Coliseum Gives Prices, 20 Bookings

NEW YORK, March 3.—The month of July was open this week as rental fees and a partial list of bookings were revealed for the new Coliseum, which opens April 28 with three shows running simultaneously on three floors. The \$35,000,000 project, which includes a slum-clearance apartment development and considerable office space, looms imposingly on Columbus Circle and is rapidly nearing completion.

The Coliseum's exhibit facilities consist of 301,160 square feet on four levels, unhindered by columns. Also provided are a vast loading dock, truck ramps and spacious freight elevators. One is big enough to handle the largest tractor trailer allowed on the roads here.

Space for the halls is handled on an exclusive basis by the Coliseum Exhibition Corporation, headed by Arthur Smadbeck, which had leased the building. The Coliseum itself is owned by the Triborough Bridge and Tunnel Authority.

Rents Listed

Smadbeck's firm this week revealed rental terms for exhibitions as follows:

For two weeks, consisting of eight show days, three days for moving in and three days moving out, the prices are \$18,000 for the first mezzanine (78,087 square feet of display space), \$23,000 for the second floor (82,517 square feet), \$13,000 for the third floor (70,553 square feet) and \$10,000 for the

fourth floor (70,003) square feet). Second floor is the tallest, since its ceiling has a 150-square-foot opening that extends all the way up to the fourth floor, thus providing room for unusually tall exhibits such as tall-masted vessels and other special displays of considerable height.

Promoters have so far shown wariness of taking over the halls during the hot month of July, even with the building's air conditioning and escalators which will offer maximum comfort to specators.

The booking schedule for 1956 includes the following:

April 28-May 6—National Photographic Show, International Automobile Show, and Fifth International Philatelic Exposition.

May 12-20—International Home Building Exposition.

May 26-June 3—International Antiques Exhibition and Sale.

June 11-15—National Plastic Exposition and 21st National Oil Heat and Air Conditioning Exposition.

June 25-29—International Housewares Show.

August 4-12—National Baby and Children's Show.

August 25-September 9—National Home Furnishings Show.

September 9-12—Superama (supermarket supplies).

September 17-21—11th Annual International Instrument-Automation Conference and Exhibit.

September 20-24—Motion Picture Industry International Trade Show.

October 1-5—National Hardware Show.

October 14-16—International Sanitation Maintenance Show.

October 15-19—National Business Show.

October 17-23—International Antiques Exhibition and Sale (second show of year).

(Continued on page 67)



"I'm glad we bought a Twister"

That's what Carl J. Sedlmayr, owner of Royal American Shows, says about his new Twister. Writing to Allan Herschell regarding his Twister's performance at the 1956 Florida State Fair at Tampa, Mr. Sedlmayr adds:

"I feel confident that it will wind up the season as one of our top money rides. The repeat rides were big which proves the customers enjoyed the thrill. . . . Whoever purchases one will be more than pleased with its operation and earning power."

Mr. Sedlmayr said the Twister was one of his top rides at Tampa, beating every major single ride except the 24-car Dodgem.



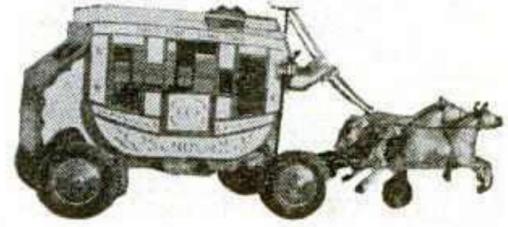
Throughout the 1955 season, the story was the same. The Twister did well everywhere. Order one now for the 1956 season. This year's model will have fluorescent cresting around outside of ride.

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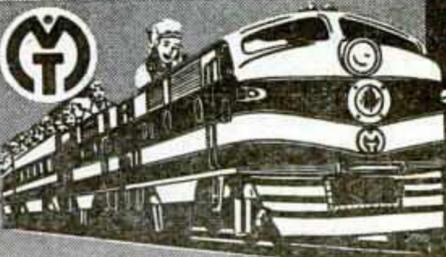
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3 THRILL SHOWS

7 Enterprises Share Syracuse Grandstand

SYRACUSE, March 3.—Grandstand features at the New York State Fair this year will be supplied by at least seven different enterprises, including three different automobile thrill shows.

Principally the contracts will provide for the elimination of George A. Hamid (GAC-Hamid) as the supplier of acts after an estimated 30 years, the parceling out of the various automobile racing events and the employment of the several thrill shows.

Manager William Baker said the grandstand acts will be furnished by Ward Beam and Frank Wirth. It is understood that the program will include a cannon act and the Spring Garden Band, a musical unit used by the Wirth Agency at various fairs.

100-Miler Set

Ira Vail, who has promoted the auto racing events exclusively here since the fair's postwar revival, will again stage a 100-mile big car national championship race on closing Saturday afternoon. Sam Nunis will stage midget races on opening Saturday, September 1. Stock cars will be presented on Monday, Labor Day. Stock cars are also scheduled for Thursday under the direction of Ed Otto and sanctioned by NASCAR.

Jack Kochman's Hell Drivers return to the event to play opening

Saturday night and Labor Day night. Joie Chitwood's Hell Drivers are in for Sunday afternoon and again on Tuesday and Wednesday. The Ward Beam hell driving unit is set for Thursday afternoon and night and for Friday night.

No attraction, other than the acts, has been set for closing Saturday night. It is understood that a mammoth fireworks display is being considered for the closing night.

Beam in Before

Beam, who set the date for the Beam-Wirth combination, booked a rodeo in for grandstand appearances last year.

No show has yet been booked for the Coliseum. The format for the indoor show usually calls for top names.

Three thrill shows add up to one more than the bigger fairs usually play, but the number is no record since, it was recalled here, the Owego (N. Y.) Fair one year had four of the hell driving units.

Daytona Beach Jammed for Speed Weeks

DAYTONA BEACH, Fla., March 3. — The annual Speed Weeks, which started February 12, were climaxed by a 160-mile race for 1956 model convertibles over a 4.1-mile beach and road course. Bill France, president of NASCAR and promoter of the events, said over-all attendance was excellent, as indicated by the jam-packed hotels and motels in the Halifax area. Sleeping accommodations were at a premium.

Sharing in the bonanza were the many beachfront concessionaires as well as the city entertainment people. Besides the beach events there were midget car races held at the Memorial Stadium on the mainland, which also offered the 1956 Joie Chitwood Thrill Show. Equipped with '56 Chevrolets, the Chitwood show has as an added attraction, Lady Rhoda, blindfold driver.

GOTHAM SPORTS SHOW TOPS '55 GATE MARK

NEW YORK, March 3. — The 10-day Sports, Travel and Vacation Show concluded a very good engagement Sunday (26) in Kingsbridge Armory, the Bronx, and its promoters, New York Expositions, were confident of big things to come when it plays the huge new Coliseum in 1957.

Next year's dates are February 25-24 and will again include Washington's Birthday. Two floors of the Coliseum will be used, covering 150,000 square feet of space, less than was available at Kingsbridge. The downtown location, however, is expected to open new attendance horizons for a New York sports show offering.

Bronx attendance was claimed to be nearly 150,000, or 45 per cent better than last year's initial show by the promoters, which was dogged by inclement weather. Weather conditions were very favorable this time.

The Oristano Associates' publicity office devotes its efforts next to the coming 39th International Flower Show, March 11-17, at the old Wanamaker Building at Fourth Avenue and 8th Street, which has been renovated so that its lower

three floors are arranged for exposition purposes. Flower show is calling it the Wanamaker Building Show Palace in its publicity.

Johnson Producing O. Henry Banners; Deliver Three Lines

CHICAGO, March 3.—Deliveries of banner lines to circuses and carnivals for the coming season are being completed by O. Henry Tent and Awning Company.

Fred Johnson, banner artist, has finished new banner lines for Cristiani Bros., King Bros. and Clyde Beatty circuses, and those have been delivered, Bernie Mendelson reported.

In addition, Johnson is busy producing banners for carnival use, including those for Thomas Joyland Shows, Clif Wilson's Snake Show, Harvey Wilson's Glass House, and Bob Edwards' Torture Show and Dark Ride.

C&W, Icer Set For Ga. State

MACON, Ga., March 3.—Principal attractions at the 1956 Georgia State Fair, October 15-20, will be the Cetlin & Wilson Shows on the midway and Jack Kelly's ice show, set for the full week in front of the grandstand, said Robert M. Wade, general manager, and Wesley Hawkins, president of the Macon Exchange Club Fair Board.

Plans are under way to stage a parade of high school bands on opening day. If successful, this will be an annual feature. It was also reported that bookings to date for exhibit and commercial space are far ahead of the corresponding period of 1955.

Re-Elect Execs, Award Contract At Grass Valley

GRASS VALLEY, Calif., March 3.—Loyle Freeman was again named secretary-manager of the Nevada County Fair here as the board of directors officers were returned to office and a contract let for a new grandstand.

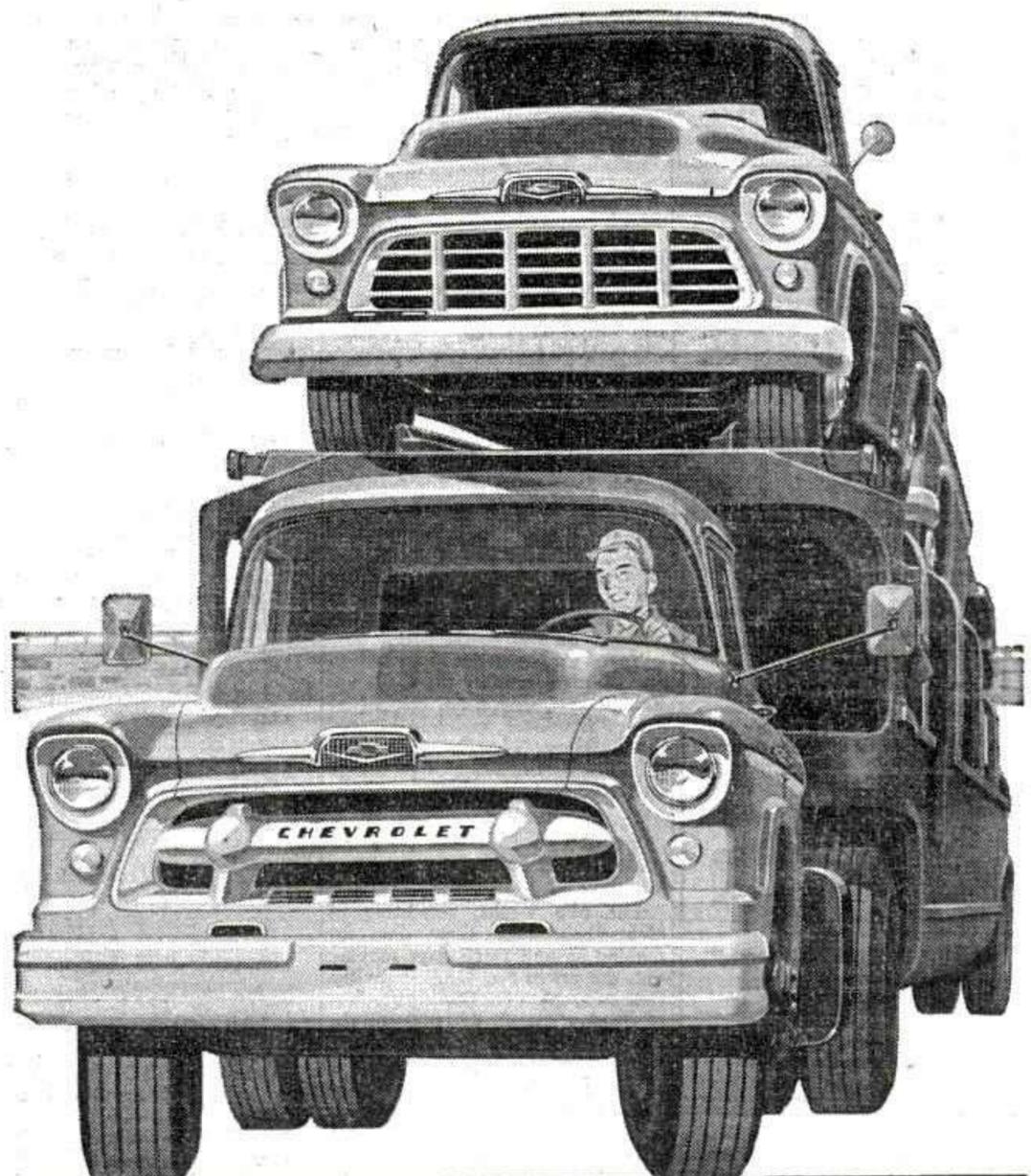
Malcolm Hammill was re-elected board chairman; Francis Viscia, vice-chairman, and Edith Scott, secretary. Robert Graham and James Sherritt were seated and took part in their first meeting as directors.

The Pascoe Steel Corporation, of Pomona, was low bidder and awarded the contract for \$33,320 for constructing a grandstand seating 1,500. The stand is to be completed before the fair opens August 23.

Denver Home Show Scheduled for May

DENVER, March 3. — Denver University Arena will be the location of the 10th annual Denver Home Show, slated to open May 13 for a week's run. The show, sponsored by the Home Builders' Association of Metropolitan Denver, was more than half sold out of exhibit space at the close of last year's show, according to Lee Lantz, committee chairman.

 **CHAMPS OF EVERY**



NEW 1956 CHEVROLET

Amherst, N. S., Notes \$10,000 1955 Surplus

AMHERST, N. S., March 3.—F. George MacLeod of Black River, N. B., was re-elected president of the Maritime Winter Fair last week, at the annual meeting of the Maritime Stock Breeders' Association. Also renamed was the secretary-manager, A. E. Johnson, of Halifax.

It was reported that general admissions during the 1955 event totaled 20,790, down about 2,000 from the previous year.

On the encouraging side of the ledger was the conversion of a \$9,538 deficit into a \$1,290 surplus, by an excess of revenue over expenditure of \$10,837 last season. It was brought out that the federal grant was increased from \$5,500 to \$10,000. Greatest savings were in expenditures, which were \$9,000 less than previous years.

In discussing the attendance decline, Thompson cited poor weather which resulted in only 30 minutes of sunshine during the entire run of the event.

South Texas Group Names W. L. Jones

SAN ANTONIO, March 3.—South Texas Fairs and Stock Show Association this week elected W. L. Jones, secretary-general manager of the San Antonio Livestock Exposition, as its new president at its annual meeting. Jones succeeds F. W. Stewart, of Seguin, Tex.

Named with Jones were Lincoln Borglum, of Beeville, and Bill Petmecky, of Fredericksburg, vice-presidents. Alfred McD. Gilliat, of Boerne's, secretary-treasurer, and Mark Browne, vice-president of the San Antonio Livestock exposition, is honorary president of the association.

The board of directors is composed of presidents of 30 fairs, stock shows and rodeos of South Texas.

Four festivals are bidding for the honor of providing the sweetheart of the association for the coming year. She will be the successor to Mary Jane Esser, of Kendalia.

Packs Contracts Portland, Ore.

ST. LOUIS, March 3.—Signing of a contract to play Portland, Ore., for the Shrine there was announced here this week by the Tom Packs Circus. Jack Leontini said the show's new Western unit would make the stand. He also announced the contracting of Pine Bluff, Ark., Shrine temple and its clubs.

Leontini and General Agent Bob Stevens attended the Central States Shrine Directors' meeting at Davenport, Ia., February 23-25. Twenty-three temples were represented there.

K-M Publishes New Route Book

HUGO, Okla., March 3.—New route book of the Al G. Kelly & Miller Bros.' Circus has been published here by the general agent, Art Miller. Volume has 100 pages and includes many photos of the show and personnel, along with the route, roster and similar information.

Edmonton Pacts Rex Allen to Head Up Spring Rodeo

EDMONTON, Alta., March 3.—Hollywood's Rex Allen has been signed for the Edmonton Exhibition Association's six-day rodeo, which starts May 21.

Consideration is being given to an Indian show feature for the summer fair. The plan, if approved, would see an Indian village set up on the grounds with 75 Indians living in tepees. They would participate in the fair week parade and hold nightly pow-wows in front of the grandstand.

Also under consideration is a master plan for the fairgrounds. The executive committee has been given authority to hire an architect to plan a design for the whole 141 acres, including Borden Park.

Lansing, Mich., newspaper carried a story about CFA George T. Harrison Wednesday (29), reports Roland J. Hill. . . . John H. Wilson, CFA, is a candidate for mayor of Ripon, Wis. . . . Robert C. Zimmerman, son of the late Wisconsin secretary of state, is a candidate for the same post in the State primary.

Date Festival Draws 137,447 To Surpass '55

INDIO, Calif., March 3.—Despite an opening that was hit by snow, sleet and hail, the seven-day Riverside County Fair and National Date Festival closed Wednesday (22) with a gate count of 137,447, topping last year's 136,282. Paid attendance was slightly off, however, being 67,410 against 67,757 for the '55 run.

The fair opened Thursday (16) after the mixed elements had hit the area and chilled the valley. Rain thruout the opening day, coupled with sub-freezing temperatures, prevented a big turnout and also affected the second night's attendance. As the weather warmed, the crowds built steadily and a near-record 41,000 turned out for Sunday. The run, which annually includes Washington's birthday, was helped by the dismissal of schools on that day and the lure of parades and other patriotic features.

Under the direction of R. M. C. Fullenwider, secretary-manager, the fair again featured the local-talent pageant "Arabian Nights." The nightly shows this year used the elephant Babe, bought by Gene Holter from Norman Anderson as a prop. Holter supplied the camels used in the races during the horse show, a daily afternoon feature.

Vaudeville acts were booked for the seventh straight year by Jo and Newton (Carolina) Brunson, of the Hollywood (Calif.) Theatrical Agency. The line-up included the Frank Wheeler marimba trio; Montyne, balancing, and Bobo the clown.

Ernest Maxwell handled the press for the first time and received outstanding coverage in the Los Angeles dailies. Maxwell said that one thing which prevented total attendance from being larger was the highway bottleneck at Banning, 40 miles east of here. A freeway around the city is under construction. It is expected to be completed in April, which will not affect the fair's attendance until 1957.

The fair, the first held each year in the southern part of California, drew its usual amount of attention from other fair executives, and a large number dropped in during the week. Included was Dr. Louis Firestone, Flint, Mich., amusement park operator and a member of the board of directors of the Michigan State Fair, Detroit.

The Frank W. Babcock United Shows played the date for the fifth consecutive year, this time under the management of F. M. (Pete) Sutton Jr. All equipment was in top condition, having been refurbished during the winter for other early dates that include the California Mid-Winter Fair, Imperial, and the National Orange Show, San Bernardino.

Gus Bell Signs For MCA Fairs

DALLAS, March 3.—Gus Bell has signed with Music Corporation of America's outdoor department to present his thrill circus at fairs booked by MCA. It also will play other types of dates for MCA, starting April 28 at Oklahoma City.

Bell said his MCA contract called for him to serve as the managing director of any circus activity by the firm. He expects to revive next year the Circorama, production device lost in a fire a year ago at Ward-Bell Circus quarters, for MCA.

The contract was signed with E. O. Stacey, MCA's outdoor executive. Bell said that in addition to MCA dates, he will have his show at Shrine dates and others which he has booked on his own.

Don Rey, organist, and Jimmy Goff, drummer, played the Kansas City Auto Show, where a series of name recording and TV people also appeared.

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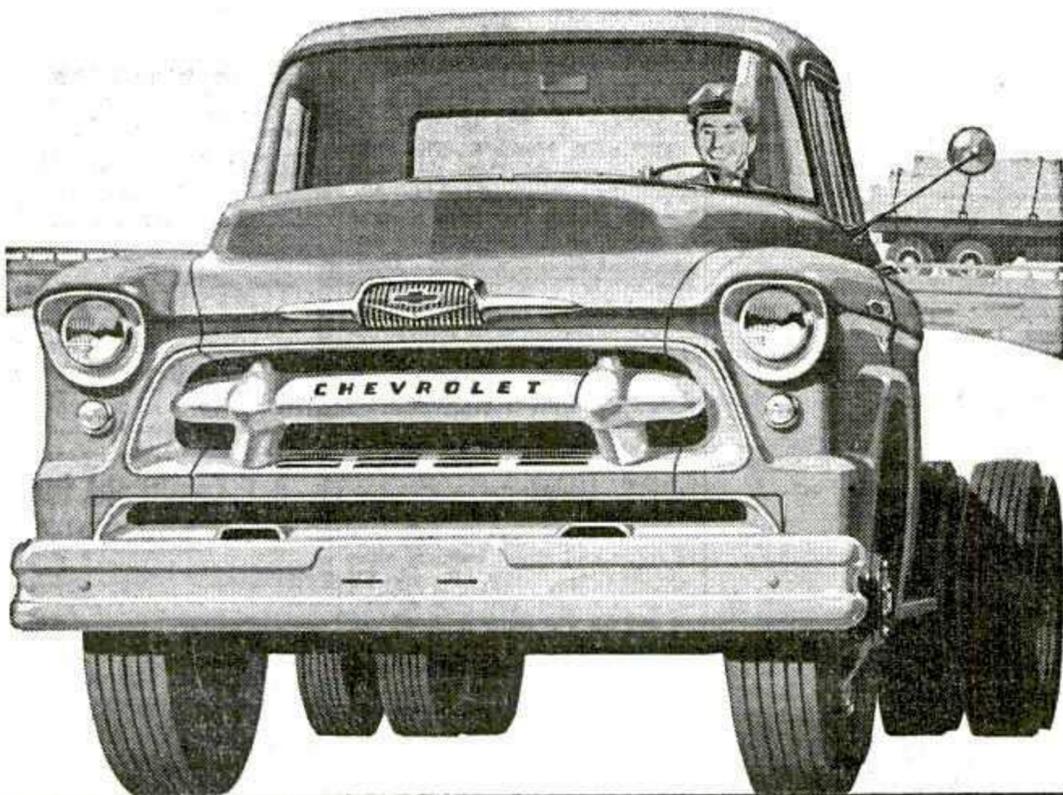
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5-speed transmission is standard in 9000 and 10000 series models; optional at extra cost in other heavies and most medium-duty models. New heavy-duty 5-speed is an extra-cost option in models with new Loadmaster V8.

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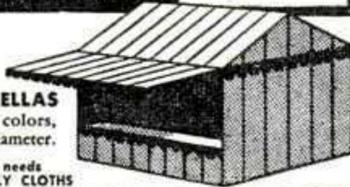
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NEW DEVELOPMENTS:

Introduce Portable Refreshment Stand

SAN DIEGO, Calif., March 3.—A portable refreshment stand that can be broken down and easily carried in a truck has been introduced by a manufacturer here. The unit has a roof of corrugated panels and hinged awnings of varied colors which fold down and completely seal the booth when not in use. The corrugated translucent panels are made by combining glass fiber with a resin base under heat and pressure, and are available in a variety of colors. According to the manufacturer, the stands are easily installed, the panels are shatter-proof and the entire unit requires little maintenance.—Alysynite Company of America, 4670 DeSota, San Diego, Calif.

Fiber Carriers For Refreshments . . .

WILMINGTON, Del.—Light-weight vulcanized fiber carriers for grandstand butchers of refreshments are being manufactured here. According to the maker, the carriers are light, yet strong, and enable the vendors to carry larger pay loads per trip. They are said to be able to withstand repeated shock and impact without damage and have a high resistance to wear and abrasion. They can

be nested for storage, have good insulating qualities for both hot and cold storage and can be easily cleaned with a few strokes of a wet sponge. The carriers are designed to be used in the dispensing of hot dogs, sandwiches, peanuts, pop corn, candy bars, cigarettes, coffee, hot chocolate and many other articles.—National Vulcanized Fibre Company, Maryland and Beech, Wilmington, Del.

Pre-Mix Valve For Soft Drinks . . .

MINNEAPOLIS—A non-metallic pre-mix valve for quick dispensing of carbonated beverages during peak operating periods is being manufactured here. The flow rate is said to be two ounces per second. A finger-tip regulator permits the operator to adjust temperature of pressure without taking the faucet apart.—Cornelius Company, 550 39th Avenue, N. E., Minneapolis, Minn.

Deep Fryer Utility Stand . . .

ST. LOUIS—A service cabinet designed to be placed next to a deep fat frying unit or fry-top range, has been introduced. The unit provides temporary storage space for raw potatoes, meats and other foods. Slides are available for three pans up to four inches in depth.—Magic Chef, Inc., 1641 South Kingshighway Boulevard, St. Louis 10.

Filter For Grease . . .

ATLANTA—A stainless steel grease filter that strains and filters hot cooking fats in one operation, is being manufactured here for the food purveying trade. The unit has no mechanical parts but uses a strainer bag and special filter disc. It removes minute particles of burned foods and is said to keep oils and fats clean and clear.—L. L. Antle Company, 125 Piedmont Avenue, N. E., Atlanta, Ga.

Hot Food Unit Line . . .

CHICAGO—A new line of wet or dry hot food units is being manufactured here to fit into other components made by the same concern. The openings in the top are die-stamped and have raised edges to prevent spilling into the warming well. One-piece top and back-splash are 16-gauge stainless steel. One model is 2 feet, 6 inches long, with five top openings; the other is 3 feet, 8 inches long, with nine openings. Both can be operated on gas or electricity and both have laminated cutting boards.—Stanley Knight Corporation, 3430 North Pulaski Road, Chicago 41.

Gas Food Warmer . . .

NORTHBROOK, Ill.—A counter food warmer, operated by gas, has been designed for dry and moist operation and is adaptable to round, square and rectangular pot and pan inserts. An available steam hood and large pan and tray convert the unit to a bun warmer and freshener.—Anetsberger Bros., Inc., 160 North Anets Drive, Northbrook, Ill.

Bagless Coffee Urn . . .

Hatboro, Pa.—An automatic coffee urn that operates without a bag has been developed here. The urn, which is said to make a fresh cup of coffee in three seconds, is operated by pushing a button on the front surface. There are three buttons, one to deliver a standard cup of coffee, one for filling glass pots or pitchers and a third for hot water with which to make hot chocolate or tea. Outside dimensions are 28½ inches high, 17 deep and 14 wide. Maker says it can serve 150 cups of coffee without refilling.—Rudd-Melikian, Inc., Jacksonville Road, Hatboro, Pa.

Denver Outlines New Rent Policy For Auditorium

DENVER, March 3.—City officials have outlined a new booking policy in an effort to end conflicts over dates for shows at the City Auditorium. The new policy calls for producers to make a rental deposit within 30 days after making arrangements for the auditorium's use.

The new policy also calls for agents to state the name of the attraction in the contract and produce evidence that a contract exists between the agent and the show.

The former policy of the city required the agent to tell in advance what general type of entertainment they had scheduled and an oral agreement was often satisfactory until a written contract could be drawn up, often not until shortly before the scheduled date of use. The change is a result of conflict between two Denver agents, Hugh Hooks and Hazel Oberfelder, over use of the auditorium on January 18-19, 1957.

Edmonton and Regina Win For 'Capades'

EDMONTON, Alta., March 3.—A meeting of the Edmonton Exhibition board was told by Fred Miller, assistant of the org, that the recent appearance of "Ice Capades" had grossed \$68,440. Of the amount, \$16,074 was the exhibition's share, compared with \$13,500 for "Ice Cycles" last year. Attendance was up 3,000 to 37,424 for the six-day run. Gross receipts of the Edmonton Gardens concessions rose to \$7,464, compared with \$6,563 in 1955.

REGINA, Sask.—Making its first appearance in Regina, "Ice Capades International" played four nights and a matinee in Exhibition Stadium for a gross of \$25,072. Payees totaled 12,320. Saturday matinee was weak with a 1,400 turnout for \$2,700.

Prices were \$2.75, \$2.20 and \$1.65, with children admitted for half price on opening night. Returns were regarded as okay compared with "Ice Cycles," which played six evening performances last year.

Denver Show Pulls 75,000

DENVER, March 3.—The 1956 auto show at the Coliseum failed to pull the anticipated 100,000 during the six-day run here because of two days of zero weather and one night of heavy snow. However, nearly 75,000 paid admissions pushed thru the turnstiles while 27 dealers and equipment representatives utilized all floor space.

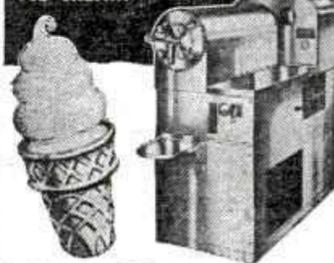
Promotion was handled by Bob Betts agency with more newspaper space, radio time and TV spots going into the promotion than before. Betts first began handling the show in 1928. Daily feature stories, special sections in both leading daily newspapers, window cards, bumper cards and street banners were parts of the publicity. Remote TV shows aired over two local stations as well as TV spots rounded out the campaign.

For the 15th year, Chicago producers Sid Paige produced the 40-minute stage show that was highlighted by the first appearance in Denver of the "Dancing Waters" production.

For the first time in six years the show was moved out of the city auditorium where facilities are better for the showing. All available space on the floor of the Coliseum as well as the hallways surrounding the three-tiered seating area was used.

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Made by C. F. Simonin's Sons, Inc. Phila. 24, Pa. POPPING OIL SPECIALISTS TO THE NATION Convenient warehouse stocks and distributors from coast to coast

RAINY DAYS IN ATLANTA

ATLANTA, March 3.—Col. E. Lee Carteron, manager of the Southeastern Fair here, can well subscribe to the old adage, "It never rains but it pours." First, his secretary, Mrs. Hilda Morris, sustained a heart attack and was confined. Then Mrs. Jean Goslee, head of the women's department, was in an auto accident and sidelined. And then Carteron's wife, a pinch-hitter in the office, fell and sustained a cut which required 15 stitches.

Billboard Clinic

Continued from page 61

Newby and Herb Perris of the Newby and Perris Advertising Agency, Chicago, which handles the Iowa State Fair, Des Moines; Larry Fairall, public relations director; Kansas State Fair, Hutchinson, Virgil E. Miller, manager, and John Beach of the Associated Advertising Agency, Kan., which handles the fair's advertising, and the Kansas Free Fair, Topeka, Clive Lane, public relations director.

Also the Kentucky State Fair, Louisville, L. (Doc) Cassidy, public relations-special events director; Michigan State Fair, Detroit, Donald L. Swanson, manager, and Dick Fredericks, publicity-advertising director; Minnesota State Fair, St. Paul, Ray P. Speer, public relations director; Nebraska State Fair, Lincoln, Ed Schultz, secretary-manager; New York State Fair, Syracuse, Bill Baker, manager; Oklahoma State Fair, Oklahoma City, Bo Belcher, public relations director; Wisconsin State Fair, Milwaukee, Willard Masteron, manager, and Carroll Benson public relations director.

Also the Eastern States Exposition, Springfield, Mass., Amico Barone Jr., public relations director; the Mid-South Fair, Memphis, C. W. (Bill) Wynne, manager, and Early Maxwell, public relations director; Upper Peninsula State Fair, Escanaba, Mich., Ray La Porte, secretary; Central Wisconsin Fair, Marshfield, Wis., W. A. Uthmeier, secretary-manager, and W. J. Uthmeier, superintendent of the publicity department.

Workshop Program

Continued from page 61

Chicago, will also participate. Reilly was in charge of special events at such major expositions as the New York World's Fair, Chicago's Century of Progress, and Chicago's Railroad Fairs.

The two-day workshop will also feature an exhibit of advertising material used by fairs. Such exhibits will include newspaper and magazine advertisements, releases to news media, window cards, daily programs, etc.

Deadline for enrolling in the clinic is 5 p.m. Thursday, March 8. Fairs may enroll by notifying Herb Dotten, Outdoor Editor, The Billboard, 188 West Randolph Street, Chicago 1.

N. Y. Coliseum

Continued from page 63

October 27-November 4—Fashionorama.

November 12-16—National Hotel Show.

November 26-30—National Exposition of Power and Mechanical Engineering.

Eight of the shows will be new to Gotham, while at least 15 others have been held elsewhere in New York prior to this year. New to the city will be the home building, baby, sanitation, fashion, housewares and three other events whose dates have been withheld until later because of trade reasons.

Wyatt Davis, clowning in New Orleans for Mardi Gras, caught Ben Davenport's Merchant's Free Circus at Kenner, La., and will join that show for the coming season.

COMING EVENTS

Alabama

Birmingham — Better Homes Exposition, May 15-20. Patrick J. O'Toole, Chamber of Commerce Bldg.

Arizona

Chandler—Southside Sheriff's Posse Rodeo, March 29.
Mesa—Rawhide Round-Up, March 21-25.
Phoenix—Maricopa Co. Sheriff's Posse Rodeo, March 11.
Phoenix — World's Championship Rodeo, March 15-18.
Phoenix—Spring Horse Show, April 21-22.
Tucson—La Fiesta de Los Vaqueros and Rodeo, Feb. 22-26.

Arkansas

Des Arc—Prairie Co. Livestock Show, April 24. B. E. Wray.
Forrest City—St. Francis Co. Jr. Livestock Show & Sale, May 10. John R. Stipe, Box 289.
Little Rock—Home Show, April 29-May 3. Mrs. Judy Disongh, 206a Louisiana.
Little Rock—Little Rock Horse Show, May 10-12. Jack Rice, 7301 Asher.
Little Rock—Arkansas State Horse Show, May 10-12. Mrs. James M. Wren, 4304 Kenyon St.

California

Los Angeles—General Motors Motorama, March 3-11.
Los Angeles—Sportmen's Vacation, Boat & Trailer Show, April 12-22.
Napa—Napa Valley Horse Show, May 6. Mrs. Wilhelmina Gancy, P. O. Box 736.
San Diego—San Diego Home Show, March 24-April 1.
San Diego—Spring Fair of Modern Home Ideas, April 24-29.
San Francisco—General Motors Motorama, March 24-April 1.
San Francisco—Grand National Jr. Livestock Expo. and Arena Show, March 24-28. Porter Benson, c/o Cow Palace.

District of Columbia

Washington—National Capitol Flower and Garden Show, March 3-9. Al Harloff.

Florida

Clearwater — Fun-n-Sun Celebration, March 10-17. Edward Young, chairman of Funland Zone, Tarpon Springs.
Dania—Dania Tomato Festival, March 5-10.
Daytona Beach — Volusia County Home Show, March 17-21. Jean MacDuff, Pilot Club.
Ocala—Southeastern Fat Stock Show and Sale, March 5-10. Louis Gilbreath.
Opa-Locka (Miami)—Arabian Nights Festival, March 15-19.

Continued on page 81

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Albert Pick Hotels

IN 20 MAJOR CITIES

Moderate Rates
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No Charge for Children
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CITY	HOTEL	Rooms with Bath from
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Birmingham, Ala.	King	4.00
Boston, Mass.	Burhead	3.50
Canton, O.	Belvidere	4.00
Chicago, Ill.	Congress	6.00
Cincinnati, O.	Fontaine Square	2.75
Cleveland, O.	Carver	4.75
Columbus, O.	Fort Hayes	5.00
Dayton, O.	Miami	4.75
Detroit, Mich.	Fort Shelby	4.00
Evansville, Ind.	Georgian	5.50
Flint, Mich.	Durant	4.50
Indianapolis, Ind.	Antler	4.00
Pittsburgh, Pa.	Essexville	5.00
St. Louis, Mo.	Mark Twain	4.00
Scranton, Pa.	Melbourne	4.00
South Bend, Ind.	Jermyn	4.50
Toledo, O.	Oliver	5.00
Topeka, Kan.	Fort Meigs	3.50
Washington, D. C.	Kannon	4.00
Youngstown, O.	Lee House	5.00
	Pick-Ohio	4.50

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COTTON CANDY CONES

By putting on extra shifts we have increased production on Cotton Candy Cones and we can now give you all you want. Our dealers from coast to coast have been stocked up again so order from the source nearest you.

The demand this year was far greater than we had anticipated and we appreciate your patience in waiting for delivery.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST. CINCINNATI 2, OHIO

SAVE \$1.00



See Page 62

SNOW BALL Ice Shaver



A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

MAKE \$100.00 A DAY

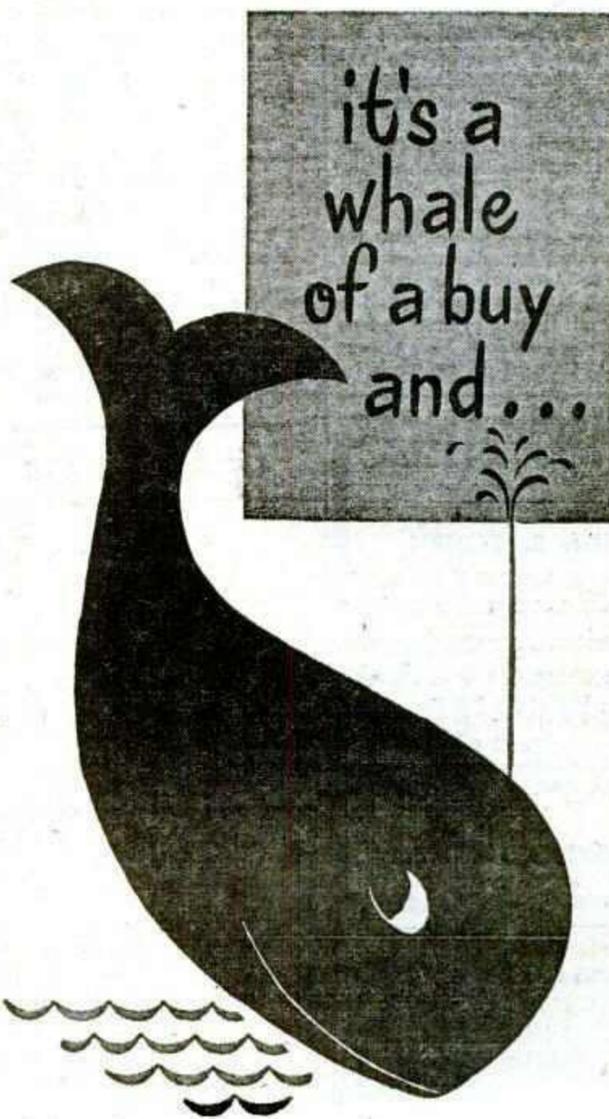


ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Ave. Nashville 4, Tenn.

IT'S "SNOW" MAGIC

Watch Billboard For The Revolutionary "New" Snow Machine Highest Output & Lowest Cost of Any Machine. Now Available
THE NEW 1956 "SNOW MAGIC" Fully Automatic — Patented

SAVE \$1.00 See page 62



The Billboard's
1956
SPRING SPECIAL
Dated April 7
good reasons why

Featuring:

- ▶ New List of 1956 Fair Dates
- ▶ Pulse of the Kiddieland Operation
- ▶ More Money from Food & Drink Concessions

PLUS

Other statistical information and Special Features sure to give this Special maximum reader-interest and frequent-reference value. . . . all assuring your advertising. . . .

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DUnbar 1-6450

Chicago 1, Ill.
118 W. Randolph St.
Central 6-8761

New York 36, N.Y.
1564 Broadway
PLaza 7-2800

St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 1-0443

Hollywood 28, Calif.
6000 Sunset Blvd.
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\$215
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12 Concessions and Scooter Ride.
Room to expand. Open year 'round.
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And supplies for Eastern and Western
Type Galleries. Write for new catalog.
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Electronic Games Greensburg, Pa.

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Neal Walters Poster Corporation
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Best Printing Capital of the World

BRAND NEW BASEBALLS

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Write for new low rates

UNDER THE MARQUE

Lalo Palacios, of the Flying Palacios, did his first triple somersault in practice at Louisville, Ky., reports David Nawrocki, of Polack Western. The feat was accomplished while he was working with catcher Raul Palacios. . . . Also with Polack Western, the Riding Dorchesters had a mishap and Tony Fossett fell onto a ring curb and spent a week in the hospital for internal injuries. . . . Since coverage of the "arrest" of elephant Opal in New York went all over the world, trainer Mac McDonald

has been collecting clippings about the event. Latest is a clipping from a Japanese paper. . . . George Emerson, veteran elephant trainer, now with M-G-M, visited while in Kentucky for the film company. Honey Shyretto was another visitor.

Zac Freedman, who was with legit shows prior to his present position with the Ringling press department, was press agent for the Tom Packs Circus at Pittsburgh in 1947, when the show featured Roy Rogers.

Joe Lemke's Chimps currently are with Orrin Davenport's Circus and will play parks for Charles Zemater this season. . . . Bill Brickle, producing clown with King-Cole last season, writes that he will be with the Clyde Beatty Circus for the 1956 tour.

Dale Madden Sr. and his wife, Lois Stillian Madden, are back in Wichita after playing 64 school dates in the Southwest. They were guests on a Lloyd Stoltz show at several Missouri and Arkansas towns. At Wichita 150 members of the Moose turned out to welcome the act back home. Madden formerly was organist for the lodge. Dale Jr. and his wife, Patricia, were with the act for the tour also. The family is mulling the idea of putting the Madden-Stillian Players, rep show, back on the road as a tent show this season.

Rudy Rudynoff Jr. writes that Rudynoff's ballerina horses are contracted to supply a three-ring display at the St. Louis Police Circus, produced by L. N. Fleckles, and for the Rink Wright date in Omaha. The horse acts also will make fairs, horse shows and rodeos.

Badger History, Wisconsin historical society periodical for youngsters, features circus yarns in its March issue. Articles by Faye O. Braathen, John M. Kelley, Ken Duckett, Gladys Ramsdell are included and there are lists of circus books, book reviews, an article

(Continued on page 77)

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

American Midway: Mercedes, Tex.
Blue Grass: De Land, Fla.
Gentsch, J. A.: Forest, Miss., 12-17.
Glades Am. Co.: (Fair) Titusville, Fla.;
(Fair) Pahokee 12-17.
Gold Medal: Anniston, Ala.; Atlanta, Ga.,
12-24.
Hames, Bill: Austin, Tex.
Hill's Greater: Eagle Pass, Tex.
Pan American: Baton Rouge, La., 10-17.
Stephens, C. A.: (Fair) Dade City, Fla.;
Auburndale 12-17.
Tennessee Valley: Winchester, Tenn.;
Smyrna 12-17.
Moore's Modern: Hebbenville, Tex.

Circus Routes

Beatty, Clyde: Deming, N. M., 14; Douglas,
Ariz., 15; Tucson 16; Phoenix 17-18;
Yuma 19; Palm Springs, Calif., 20; Los
Angeles 21-April 1.
Cole, James M.: Marion, N. Y., 6; Cato 7;
Hannibal 8; Ontario 9; Penn Yan 12;
Marcellus 13; Marathone 14; Franklin 15;
Dryden 16.
Davenport, Orrin: St. Paul, Minn., 6-10;
Sioux Falls, S. D., 12-17; Dayton, O.,
15-24.
Hamid-Morton: Kansas City, Mo., 6-11;
Wichita, Kan., 12-18; Washington, D. C.,
20-26.
Polack Bros., Eastern: Bluefield, W. Va.,
6-7; Bangor, Me., 13-14; Lewiston 16-17.
Polack Bros., Western: Chicago, Ill., 6-18;
Indianapolis, Ind., 22-25.

Ice Shows

Holiday on Ice: Tampa, Fla., 6-7; Miami
8-18; Montgomery, Ala., 20-24.
Holiday on Ice (European): Odense, Den-
mark, 6-9; Aarhus 10-21; Kiel, Germany,
22-29.
Hollywood Ice Revue: Cincinnati, O., 6-11;
Charlotte, N. C., 13-18; Raleigh 19-24.
Ice Capades International: Wichita, Kan.,
7-11; Halifax, N. S., 14-20; Moncton,
N. B., 21-24.
Ice Capades of 1956: St. Louis, Mo., 6-7;
Omaha, Neb., 8-14; St. Paul, Minn., 15-
21; Fort Worth, Tex., 23-April 1.
Shipstads & Johnson's Ice Polies of 1956:
Buffalo, N. Y., 6-11; Syracuse 13-18;
Pittsburgh, Pa., 20-27.

Miscellaneous

Hitler's Personal Armored Car, Jack W.
Burke, Mgr.: Cocoa, Fla., 6-7; Vero
Beach 8-10; Lake Worth 11-13; Opa Locka
14-18.

THE FINAL CURTAIN

DOUGHERTY—Patrick, veteran outdoor showman, February 27 in New Orleans. Known as Gold Top Paddy, he worked on many circuses, including Hagenbeck-Wallace, Cole Bros., Al G. Barnes and Ringling Bros. and Barum & Bailey. In 1943 he was assistant property boss on the Ringling show. Burial in Bangor, Me.

HAGENBECK—Lorenz, 74, son of the late Carl Hagenbeck and himself operator of Hagenbeck circuses in America, Asia and South America as well as in Germany, February 26 at Hamburg, Germany. Survived by his widow, brother, son and grandson. (Details in Circus section.)

HOROWITZ—Harry, 78, formerly associated with the Archie Clark Greater Shows and later with Frank Redmond, Mission Beach, Calif., concessionaire, February 27 in San Diego, Calif., following a long illness. A native of Baltimore, he had been a member of the Pacific Coast Showmen's Association, Los Angeles, for 20 years. At the time of his death he was retired. No known survivors. Services March 5 in PCSA Showmen's Rest, Los Angeles.

MAGUIRE—Lee Wharton, widely known magician, February 18 in Municipal Hospital, Tampa, of a kidney ailment. For many years he acted as manager for his wife, Bunny Venus, exotic dancer. In addition to his widow he is survived by a sister, Ella. Burial February 20 in Woodlawn Cemetery, Tampa.

MYERS—William E., 83, former manager of Deemers Beach Park, February 25 in New Castle, Del. Survived by his widow, Elizabeth.

SAWYER—Peggy Fore, wife of Fred D. Sawyer, for the past 35 years a minstrel show operator on various carnivals, February 24 in Richmond, Va. In addition to her husband, she is survived by a son, Fred D. Jr., a brother and two sisters. Burial in Oaklawn Cemetery, Richmond.

STEIN—Nellie Aldene (Bee), 56, wife of A. E. (Blackie) Stein, owner-manager of B. & A. Shows, February 21 in Stockton, Calif. Services in Pacific Coast Showmen's Rest February 28. (See Carnival department for details.)

WADE—W. G., 66, owner-manager of the W. G. Wade Shows and Wade Greater Shows, March 3 in University of Michigan Hospital, Ann Arbor, of a heart attack following a Friday (2) operation. (Details in Carnival section.)

WINKLEY—Frank C., 91, father of Frank Winkley, head of Auto Racing, Inc., February 28 in Minneapolis. In addition to his son, he leaves his wife, Edina; another son, seven daughters, 28 grandchildren and 50 great-grandchildren.

MARRIAGES

CUNEO-BERTHOLD—John F. Cuneo Jr., of Chicago and Liberty, Ill., and Eloise Berthold, of Cincinnati, at Cincinnati February 28. He is a member of the family which owns major printing and dairy interests and he has been active with a zoo and trained bear acts. She has been a trainer with King Bros. and Bailey-Cristiani circuses.

IN LOVING MEMORY



Passed away March 11, 1948
HAZEL, DWAYNE & BEVERLY STECK

In Loving Memory

of a true and devoted friend that
will never be forgotten

GLORIA JONES

professionally known
PRINCESS ZULIEKA

who passed away March 11, 1955

JUNE CURRY—MATTY CLARK

In Loving Memory

of our dear Son and Brother

Geo. W. Hartley Jr.

Who passed away March 13, 1946

Sadly missed by

MOTHER, FATHER & SISTER IRENE

In Loving Memory

of

TED MILLIGAN SR.

Who passed away March 9, 1955. The
you have been gone one year, My
Dear, your memory has lived in our
hearts all year.

DOTTIE MILLIGAN AND FAMILY

In Memory of My Beloved Wife

AGNES MAE WHITE

who passed away in
Santa Monica, Calif., March 10, 1948.

"You'll Always Be in My Heart"
From Your Dear Husband,

HARRY B. WHITE

DON'T BE LIKE THE OSTRICH!

When in trouble it
buries its head in
the sand.

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SET JULY 4 OPENER

All Percentage Rides For New Gotham Spot

NEW YORK, March 3.—A major-sized kiddie park rivaling the largest in the metropolitan area, will start taking shape within a month in Northern Queens. The enterprise will be unique in that all ride and food operations will be concessionaires.

Close to \$500,000 will be invested by the time opening day rolls around, set at this time for July 4. Seventeen rides have been charted into the tract by John Ursini, who yesterday passed the major hurdle involved when License Commissioner O'Connell signed the necessary okay.

Ursini, a contractor and insurance broker who has been active in local politics for many years, has been filling the property for the past six months. It covers some eight acres north of the Whitestone Parkway, adjacent to Flushing Airport, a small private landing strip. Four and a half acres will be devoted to parking at the park.

The site is next to a major parkway which has no business on the Flushing Bay side, where the park will be located. One of the most heavily traveled New York stretches, it connects the Whitestone and Triboro Bridges and feeds into the Grand Central Boule-

vard and Van Wyck Expressway.

Name of the operating corporation will be Fun Fair Park, Inc. Ursini is president. The word which has passed around New York has attracted a large number of potential ride operators, and contracts are being drawn up for several units. A building 135 feet by 100 will front the highway and will contain a large refreshment-type restaurant backed by a large arcade, and also a large Carousel. Operators of these units as well as outside popcorn and candy floss will be a partnership headed by Irwin Wax, local vending route figure.

Ride operators will have 10-year leases, it was stated, and must open with new equipment installed at their own expense. All rides will have permanent tops designed by Russell Patterson, who is also planning a distinct enclosure for the park.

As landlord, the management will provide attendant uniforms and will control ticket sales at central booths. A heavy and active application of advertising, promotion and publicity practices will be undertaken, and Ursini has made arrangements with a locally known publicist for this work.

Among units which Ursini has decided on are National's Comet Junior Coaster and Century Flyer train, a live pony ride, No. 12 Big Eli Wheel, Holmes Cook miniature golf, Hodges Hand Cars and a variety of flat rides. Operators will be predominantly newcomers to the amusement field and Ursini's approach so far has been largely to non-professionals.

Management's investment in filling, grading and framing the spot will top \$150,000, it was announced, and at least that amount will be also represented by concessionaires' investments in rides and installations. Management's return will be from percentage-guarantee arrangements as it will not be involved in any other operations.

In discussions and planning, Fun Fair represents duplication and modification of elements seen at other metropolitan spots. The finished product, while having no likeness to any single park in the area, it was explained, will combine the best that other places now offer.

Borings indicate 60-foot pilings needed, and they will be driven in another week or two. Steel is on order and Ursini, a builder by trade, has access to all other needed material and construction is expected to progress rapidly.

Ursini was one of the key figures in Vincent Impellitteri's 1952 mayoralty campaign. He is new

3D MEETING

Annual PSAA Event Set for Feasterville

FEASTERVILLE, Pa., March 3.—Annual convention and trade show of the Participating Sports Association of America will be held here, Sunday and Monday, September 23-24. It will be the third annual event.

President Vernon D. Platt of the host Somerton Springs installation in Feasterville, in making the announcement, noted that papers of incorporation have been filed for the association in Pennsylvania, which is expected to aid the organization greatly in its drive for expansion and various benefits.

Madelene L. Booze is chairman of the membership committee. Platt and others in the group have been actively fighting the federal admissions tax on private rinks and pools, from which federal installations are exempted. Recent efforts have been to encourage formation of local chapters, for monthly and quarterly meetings.

Platt's Bucks County location recently observed the 25th anniversary of its "Monday Night House Bowling League," one of the oldest in the Philadelphia area. Twenty of the original bowlers are still active and several came to the luncheon and refreshments in their honor.

Site Licensed For S. Jersey Kiddie Park

CAMDEN, N. J., March 3.—A five-acre tract in Camden County is being readied for Kiddieland use on the Black Horse Pike, by Albert Pacella, Philadelphia truck ride operator, who also has other amusement interests in that city.

Pacella this week acquired the necessary zoning, licensing and permits, and plans to operate the spot strictly on a concession basis. His Fairmount Amusements Corporation will appeal to ride operators, food and novelty concessionaires to move into the spot.

The site has held a ball field in recent years, and also has a house into which Pacella is moving. Nearest Kiddieland is reportedly 12 miles away, and the proposed funspot is at an intersection which gets heavy traffic to and from the Delaware River Bridge. There is widespread building of small homes in the area.

chief mayor of the Old-Time Locality Mayors, charitable group comprised largely of influential politicians and civic leaders.

Early Boat, Bus Bookings On Increase for Indian Point

NEW YORK, March 3.—Booking results well ahead of last year were reported this week by the Hudson River Day Line and E. D. Kelmans, operator of Indian Point Park, Hudson River shore spot near Peekskill, N. Y.

Increased boat traffic is assured for this season with the return of a Hudson River liner which will again be available for charter purposes. A number of charter events were lost last year when this boat was diverted. Boat charters are already secured approximately the number held for the entire season a year ago.

Another factor which hurt park attendance last year—an avalanche of publicity on the purchase of the acreage by Con Edison as the site for an atomic power plant—has also been overcome to a large extent and the utility company is expected to aid in publicizing the funspot as a recreation center.

Gusts Dump Unfinished Coaster at White City

WORCESTER, Mass., March 3.—Winds of 75 m.p.h. toppled the partially-completed roller coaster at White City Park last Saturday night (25), dumping it into a main street and depriving 600 homes of electricity. The structure tore down several utility poles and played havoc with wiring. There were no injuries reported.

Charley Hamid, park manager, placed the loss at between \$15,000

and \$20,000 of the park's coaster investment to date, reportedly \$45,000. When construction by Oscar Bittler was started last November a preliminary estimate on the job was for \$130,000.

The storm, which originated in the Midwest, swiped Massachusetts during the evening, with gusts reaching the 75 m.p.h. peak at 7:42 p.m. The coaster went down at 7:40 "as tho struck by a bolt of lightning," a witness said.

Workers Alerted
South Quinsigamond Avenue was cleared of debris over night as 80 men were mustered in an emergency call, and trucks were hauling lumber away within an hour. The section which fell was 40 feet high and 125 feet long, and was made of Western fir, Hamid said, triple-planked with six-by-six beams and four-by-12 boards.

Plans call for 2,480 feet of coaster track when Bittler finishes the job. It is hoped that the ride can still be completed and in operation early this season.

Features Set For New Eng. April Confab

BOSTON, March 3.—A partial program has been released for the annual spring meeting of the New England Association of Amusement Parks and Beaches at the Parker House here April 4.

John J. Dineen will lead discussion on Ballroom Promotion and Operation; Henry G. Brown will preside at the past president's forum and A. M. Brown will discuss New Angeles in Booking Picnics.

Advance reservations are being handled thru Fred L. Markey, secretary, Ioka Theater Building, Exeter, N. H.

Wanted to Lease or Buy FOR THE COUNTRY'S BEST KIDDIE PARK

Prefer lease, Merry-Go-Round, Airplanes. What have you? Will pay best percentage. No junk, please. Would consider trading Jordan Hobby Horse Ride or Allan Herschell Car Ride for other Rides or Shooting Gallery. Contact **ED STAVIS** c/o PLAYWAY, INC. Owensboro, Ky. 2025 Robin Rd. Phone 35178

FOR SALE FLY-O-PLANE
NEW JET TYPE PLANES—ALL FLUORESCENT LIGHTING—A-1 condition—can be seen on location.
KIDDY FIRE ENGINE
1950 CROSLY—GOOD CONDITION—can be used for Kiddie Rides and also as Advertising Car. All equipped with radio-sound system and advertising. Write **PLAYLAND PARK** Council Bluffs, Iowa

30 SKOOTER CARS FOR SALE
Excellent Condition, 1940 Model. \$75 each or \$2,000 for the lot. **Carl & Ramagosa, Inc.** Casino Arcade Park Wildwood, N. J.

DARK RIDES

are made **SPECTACULAR THRILLING and AMUSING with STROBLITE GLOWING COLORS and BLACKLIGHT**
Write for Information **STROBLITE CO.** DEPT. B 5 75 W. 43th St., N.Y.C.

FOR SALE
Roller Coaster, 171 x 52, 8' Feet
With deepest dips, modern structure, 100% portable. Make offer to **Schippers & v. d. Ville** Oeverseestrasse 14/20 Hamburg-Altona/Germany

OCTOPUS WANTED
8 or 16-tub—must be top condition for cash. **T. E. SPACKMAN** Monticello, Ind. Phone: 580-J

FOR SALE COLORED KIDDELAND PARK
Serving 80,000 Customers. 8 acres, long lease, 6 Major and Kiddie Rides, complete Concession Building and Equipment, Baseball Field, open-air Dancing Floor, Picnic Area and Equipment. Price \$11,500.00. **HERMAN SCHMELL** 1026 First Ave., N., Birmingham, Ala. Phone 54-3342

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A real beauty! 50 footer with fluid drive. In excellent condition. Has been reconditioned in our factory. FIRE ENGINE. Ten cars, 20 children capacity. Good as new. **STANDARD KIDDIE RIDES MFG. CO.** 201 East Broadway, Long Beach, N. Y.

FOR SALE
20 Dodgem Cars 1949 Beach Wagons, \$200 each f.o.b. St. Louis. Replacing with new cars. Contact **Forest Park Highlands** 5600 Oakland, St. Louis, Mo.

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All kinds for the entire season. Also Arcade equipment. Only good equipment. Straight commission. Best location. **CLEMENT LANG** PLEASURE ISLE, Evans City, Pa.

WANTED for our 61st season SENSATIONAL OUTDOOR ATTRACTIONS
WE BOOK ACTS DIRECT
WRITE AT ONCE WILLOW GROVE PARK
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WILLOW GROVE PARK (Montgomery Co.), PENNA. (15 miles north of Philadelphia)

LAKE GEORGE, N. Y., AMUSEMENT PARK
(Thousands of People Daily) WANTS (It's New)
Major Rides not conflicting. Portable Roller Rink. Games of Skill—Eating and Drinking Stand (one only), Jewelry, Hats, Souvenir Stand, Custard, Popcorn, Floss; everything open—must be in best of condition. This is where people congregate all summer long. Hurry, this is it! All replies **GILLETTE BROS.** 60 Sheffield St. Pittsfield, Mass.

High Quality KIDDIE RIDES
ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

 **SAVE \$1.00**
See Page 62

Frank Babcock Buys Schoonover's Show

Imperial Fair Midway Takes Down As Patrons Tighten Purse Strings

IMPERIAL, Calif., March 3.—Frank W. Babcock, owner of Babcock United Shows, this week announced he had purchased the Cavalcade of West Shows from Bob Schoonover for an undisclosed price. The deal was consummated here Tuesday (28) where the Babcock organization is playing the California Mid-Winter Fair.

An inventory of the Cavalcade's equipment was being made at press time with the show's former owner to go with the Babcock organization for the present at least. Schoonover will assist in setting up the Babcock United Shows at the National Orange Show in San Bernardino, the next date which starts Thursday (8) for 11 days. Most of the equipment will be moved to Los Angeles for refinishing. Babcock said that sufficient devices were on the show to fulfill the Orange Show contract.

Babcock also announced that George Hiscox, formerly a partner in the Rainier Shows, had joined the staff.

26 Rides

The United Shows, playing the fair here for the first time, has 14 major and 12 kid rides, four shows and 95 concessions. This is the second 1956 date for the organization, it having played the Riverside County Fair and National Date Festival in Indio.

Altho the fair attendance is 3,801 ahead of the first five days of last year, Babcock said that the per capita spending was down. The organization is reported to have brought in more equipment than any other show, many of the concessionaires booking on for the three dates—Indio, here and San Bernardino. The show owner added that on the basis of past figures available to him, ride gross was ahead but, he added, there is more equipment with which to get it.

The equipment was readied for this date by F. M. (Pete) Sutton Jr., who joined as manager late last year. He replaced Larry Ferris, who moved into the general agent slot.

W. G. Wade Dies Of Heart Attack After Operation

ANN ARBOR, Mich., March 3.—W. G. (Glenn) Wade, 66, owner-manager of the W. G. Wade Shows and Wade Greater Shows, head-quartering in Detroit, died this afternoon at University of Michigan Hospital here after a heart attack following an abdominal operation Friday (2). Wade, who had been active for many years in Michigan and Indiana territory, suffered a heart attack several years ago.

Services will be held Tuesday (6) at 1:30 p.m. at the Braun Funeral Home, Adrian, Mich., with burial in Oakwood Cemetery there.

Surviving are a son, W. E. (Glenn) Wade Jr., Detroit, of the Wade Exposition Shows; a daughter, Mrs. Patrick Manley, Detroit; two brothers, Roscoe, operator of the Wade Joyland Midway, and Ernest L., Orlando, Fla., formerly in show business; two sisters, Hazel Crane, Adrian, bingo operator on the W. G. Wade Shows for many years until her retirement two years ago, and Mrs. Ivard Delano, Lansing, Mich., and a nephew, Douglas Wade, who had been associated with the deceased for 16 years, the last two as manager of the W. G. Wade Shows as well as general representative of it and the Wade Greater Shows.

In the major ride division, a Scooper is used. Sutton said this is the only ride of its kind in operation. He described the device, made in Salem, Ore., as resembling both a Spitfire and an Octopus. Equipped with eight tubs, Scooper carries 16 people and loads two tubs at a time.

Dave Bradley, operator of Beverly Park in Los Angeles, debuted his Whirly Bird ride in the kid section, which was separate from the main midway. Babcock has an option to buy the ride which has eight tubs designed similar to a helicopter with top and rear propellers. The ride loads all eight

(Continued on page 72)



SAM GORDON, left, receives the official gavel as president of the Greater Tampa Showmen's Association from Bernie Mendelson. The latter, who represented the Showmen's League of America at the Tampa organization's recent installation party, also served as inducting officer.

WOM Continues At Dominican Event

All Bergen Units Set for Additional 9 Weeks at Ciudad Trujillo World's Fair

NEW YORK, March 3.—Frank Bergen's World of Mirth Shows units have been re-contracted for an additional nine weeks at the Dominican Republic's World's Fair, Ciudad Trujillo. Arrangements for the extension were completed last week by Bergen, who traveled to the event to complete negotiations and to view the fair for the first time.

In accordance with the present contract, the units will not be returned to the United States until early in May. This will provide ample time for preparing for the season's opening date in Plainfield, N. J., Decoration Day week.

The equipment was put in excellent shape in preparation for the Dominican event, and its use thru the winter months has actually helped in its maintenance, with the result that the preparation for the season should be minimized.

Kile Sets Route, Overhauls Gear

CLINTON, La., March 3.—Floyd O. Kile Shows will travel over a route that will include 22 fairs and celebrations in Iowa, Missouri, Arkansas and Louisiana, Owner Kile announced. Kile and Mrs. Kile recently returned to the show's winter base here after a vacation in the Florida keys. New fronts are being framed here, new lights will be added and several additional trucks will be added to this year's fleet, Kile said.

The concessions will also continue operating at the fair thru the next nine weeks. Bernard (Bucky) Allen has been on the scene since the fair opened more than two months ago. Bergen's nephew and assistant, Jim Bergen, is also at the fair.

On his return to his Richmond, Va., home, Bergen announced that he had booked the Sky Wheel for the South Carolina State Fair, Columbia, and the August (Ga.) Exchange Club Fair. The Columbia event last year gave the show a record one-day gross, even though reduced fares prevailed for children during the daytime hours.

Strates Effort Earns \$581 For Miami

WINTER HAVEN, Fla., March 3.—A jamboree staged on the midway of the James E. Strates Shows at the Winter Haven Fair here last week netted \$581 for the Miami Showmen's Association.

The effort was spearheaded by Alton Pierson, George Whitehead and Dolly Young, in addition to Owner James E. Strates. The results reflected the generally good midway earnings at the event.

Strates Bags Peak Earnings at Orlando

Weather, New Units Help Build Gross To Launch Org on 10-Year Midway Pact

ORLANDO, Fla., March 3.—A new high in midway grosses was set by the James E. Strates Shows last week at the Central Florida Fair here. Showing the strongest back end in years, the midway organization displayed 20 shows and 30 rides, a number of which were presented here for the first time. Included were the Round-Up, Spinaroo, Twister, Scrambler and the Velare Brothers' big Rotor. The novelty of the new units helped to swell the gross. Several of the older rides were left down because of limited space.

The show was awarded a 10-year contract by the fair board at the close of the 1955 event. Accordingly, the Strates organization, which owns its own winter quarters here, will populate the midway for nine more years.

Topping the shows here was the office-owned Broadway to Hollywood revue under the direction of Jack Norman. Charles Taylor's Club Ebony was a very close second. The new Miracle Fountain water production made its debut here to favorable grosses.

Weather Good

Ideal weather prevailed thru the entire week. Two nights were a bit on the cold side but that didn't deter the customers.

Concessionaires reported good

Hold Last Rites For Bee Stein In Los Angeles

LOS ANGELES, March 3.—Funeral services for Nellie Aldene (Bee) Stein, wife of A. E. (Blackie) Stein, owner-manager of the B. & A. Shows, of Stockton, Calif., were held here Tuesday (28) in the Pacific Coast Showmen's Rest. She died February 21 in Sacramento at the age of 56.

Mrs. Stein was associated with her husband in show business and had trouped with him on the Dodson, Beckman & Gerety and Blue Ribbon shows until they started to operate their own carnival. The Steins were married 29 years ago.

In addition to her husband, she is survived by a brother, William Alvy, at whose home in Sacramento she was visiting at the time of her death.

Pallbearers included Hunter G. Farmer, David Friedenheim, Charles Austin, Robert Matthews, Roy Marrion and Joe DiSanti. Services were held in Sacramento February 23 with interment in the Ladies' Auxiliary plot of the PCSA here.

business with a few reporting that their stands did from "fair" to "well." Louis and Jean Gloth returned to the show here. They reported a top week with their bear booth.

John Garrett, cookhouse operator, has again signed for the season. Nate Eagle and his Hollywood Midget Revue signed for the spring opening. A complete list of attractions signed will be reported at a later date.

The show will again open in Washington in mid-April, well in advance of other big Eastern units.

20th Century Builds Up Ride Line-Up

SAN ANTONIO, March 3.—The ride line-up of 20th Century Shows has been strengthened by the recent delivery of four major devices and the early delivery of a new Merry-Go-Round is expected, E. D. McCrary, owner, announced. Show is being refurbished in quarters here, with a 20-man crew rebuilding and repainting equipment and rolling stock.

Already here is an Octopus, Roller Coaster, Rock-o-Plane and Round-Up plus a searchlight, several new tractors and much new canvas.

Painting operations are being supervised by Harry Bauers. Herb Elrod and his crew are working on the Motordrome while the race track for the Monkey Show is receiving the attention of Claude Bentley and his helpers. Rolling stock is being refurbished by Clarence Tandy, and Bill Hanson is preparing to dig into the electrical equipment.

McCrary said the show will hit the road this spring with 12 major rides, 8 kid devices and upwards of 10 shows.

Quarters Work Nearly Ended For Vivonas

SUMTER, S. C., March 3.—The Vivona management should be fully represented here shortly at quarters of Amusements of America. Morris Vivona is in New Jersey completing the No. 2 unit's route, while other members of the family are visiting in Florida.

Concessions lined up to date include Red Mack 5, Al Schmid 2, Danny Dell 4, Rosita Dell 4, Ralph Ryan 2, Joe and Aggie Ross 5, Mom Vivona 2, Dominic Vivona 2, Marie Vivona 3, Mr. and Mrs. Cizm 2, Peggy Wilson 1, the Ristics 2, and Joe, novelties.

In addition to these units, it is expected that the show will field 18 rides and 10 shows for still dates, and as many as 23 rides for fairs. Some 20 men have been active in quarters recently under Tiny Dempsey and Babe Vivona. The Merry-Go-Round has been overhauled and Don Crown has repainted it. All trucks have been repainted, also.

Tony Masiello has his Girl Shows completed and will use the new Minstrel show front for his revue until July, when it will be taken over by a colored revue and he will take over the Parisian Nights show with his unit.

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and packs it into a new,

easier to read and easier

to use package. You'll

love it!

**NEW SIZE
NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE**

Special 1/2 Price

introductory subscription offer

see page 62

SLA Announces 1956 Committee Personnel

CHICAGO, March 3.—President Maurice J. Ohren, of the Showmen's League of America, this week announced chairmen, co-chairmen and personnel of operating committees for this year.

Committees will be made up as follows:

Membership—Floyd E. Gooding, chairman; Hal Eifort, Dave Fineman, Harry Shore, co-chairmen; Sam Arenz, Mickey Blue, Charles Bohdan, Elmer Byrnes, William (Bill) Collins, Hadji Delgarian, Mike Doolan, John Enright, Ernie Fast, Don Franklin, Neil Gordan, Eph Glosser, Andy Kasin, Edward Levenson, Morris Lipsky, Jerry Mackey, Chuck Magid, Jack Markham, R. H. McIntosh, Bob Parker, Petey Pivor, Bob Purvis, Louis Rice, Harry Roberts, Harry Ross, Max Sharpe, Ned Torti, Sol Wasserman, Neil Webb and Benny Weiss.

House—Charles Zemater Sr., chairman; Max Brantman and Petey Pivor, co-chairmen; Harold Barrows, Noble Case, Jack Hawthorne, H. A. (Whitey) Lehrter, Gardner Lloyd, Hy Neitlich, Henry S. Polk, Chick Schloss, Tom Sharkey, Sam Solomon, Jimmy Stanton and Sol Wasserman. **Cemetery**—Morris A. Haft, chairman; Ed Sopenar, co-chairman; M. H. (Mike) Barnes, Bill Carsky, E. Coutemanche, Phil Cronin and Max Goodman.

Funeral—Jimmy Campbell, chairman; Frank Berry, George B. Flint, Jack Kaplan, Bob Kelly, Albert Seipher, Marce LaVoy and Ray Witaske.

Directory—Carl J. Sedlmayr Sr., chairman; Louie Berger, co-chairman; Harold Barrows, Morris Brown, Hadji Delgarian, Ernie Fast, John Callagan, Benedict Garmisa, Harry Gaughn, Eph Glosser, Don Greco, Roy Jones, Harry Julius, Al Kaufman, John Lempart, Edward Levinson, Sam J. Levy, Chuck Magid, Arthur Morse, Paul Olson, Harold (Buddy) Paddock, Al Rossman, Jack Ruback, Harry

Russell, Chick Schloss, Max Sharp, Gera.d Snellens, Sam Solomon, Ed Sopenar, Louis Stern, J. C. (Tommy) Thomas and Sol Wasserman.

Entertainment—Norman Schlossberg, chairman; Bill Carsky, co-chairman; Sunny Bernet, Mickey Blue, Pat De Carlo, Al Dvorin, George B. Fli t, Harry Greben, Fred H. Kressmann, Dave Malcolm, Paul Marr, P. J. McClaren, Earl Novick, Chick Schloss, Howard W. Schultz, Billy Senior, Jimmy Stanton, Phil J. Tyrrell, Dick Ware, Ben Young, Ernie Young and Charles Zemater Sr. **Press**—Nat Green, chairman; Frank Braden, Charlie Byrnes, Herb Dotten, Harry Duncan, W. J. Goodwin, Bob Hickey, Frank B. Joerling, Bev Kelley, Johnny Kline, Frank J. Lee, Bill Margolis, Bill Naylor, Pat Purcell, Sam Stratton, Al Sweeney, Jim Tinney, Sam Ward.

Grievance—Hadji Delgarian, Edward Levinson, Charles Owen and Hank Shelby. **Finance**—George W. Johnson, chairman; Bill Carsky, Herb Dotten, Jack Duffield, Henry Polk, Al Sweeney, Neil Webb. **Welfare**—Chick Schloss, chairman; John Lempart, co-chairman; Chick Bohdan, Noble Case, Pat DeCarlo, Noble Fairly, Ernie Fast, Harry Julius, Marcel LaVoy, Ernest (Rube) Liebman, Hy Neitlich, Petey Pivor, Al Rossman. **Ways and Means**—Patty Conklin, chairman; Paul Olson, Jimmie Sullivan and Bernie Mendelson, co-chairmen; Mike J. Doolan, John Galagan.

Sam J. Levy Jr. is chairman of the 44th annual banquet and ball and George Flint and W. J. Goodwin are co-editors of News Flashes. Flint is also chaplain. Others include William A. Hetlich, tiler; Morris A. Haft and Arthur Morse, co-counselors; Robert J. Beaudry, Richard Napolitan and R. Alvin Purcell, associated counselors; Louis Herman, Q. C., and C. N. Kushner, Canadian counselors, and M. M. (Neil) Webb, Canadian secretary. Physicians are Dr. Max Thorek and Dr. John C. Havlik.

MIDWAY CONFAB

Clark King, veteran Side Show man who formerly worked for Slim Kelly and Slim Young, writes from 320 Washington Avenue, Weldon, N. C., that he recently suffered a bad back injury and would like to hear from friends.

D. D. (Tex) Blake posts from Winter Haven, Fla., that he recently entertained Freddie Girard and Jim Miller, of Happyland Shows, who were there for the Citrus Exposition. Blake will again go

out with Carl J. Lauther's Side Show this season on the Happyland org. . . Buddy Heaton, back-end show op, reports he signed Max Torrez to produce and manage a new girl unit. Avanelle Martin will handle the dance and wardrobe work and Dick Darnell will do the talking. Heaton will also tour and manage his own posing show.

Info out of Kansas City indicates that Hale's Shows of Tomorrow will spring April 1 in that city while Hugo's Novelty Shows will open late in April and Evans United will bow early in April.

Phil Isser, general manager of the I. T. Shows, cut short a Florida vacation when Mrs. Isser was taken seriously ill in Miami. She was flown to Mt. Sinai Hospital, New York, and is recuperating at home, 1916 Avenue K, Brooklyn. Partner Issy Trebish has been wintering in Hot Springs, Ark.

Karl Alzora, who has been wintering at Norman Brooks' quarters, Hahira, Ga., opened the season with Katrina the Cat Face Girl on the streets of Hahira. Alzora will play streets until mid-April with Brooks working floss, snow cones and apples with him. Lili Rue will work Alzora's annex when he opens his Side Show. . . Pat and Willa Levoli are set to play the Lions Club Circus, Hilo, Hawaii, March 6-19. . . Victor Palmer, billposter with the Morris Hannum Shows last year, will return to that show. . . Don M. Brashear, owner-manager of the American Midway Shows, and Frank Gaskins, 20th Century Shows agent, were on the midway of the J. George Loos Shows during its recent stand in Laredo, Tex.

After an absence of five years, John St. John will return to the road in June with concessions.

PENN PREMIER SHOWS

*worlds * cleanest * midway*

OFFICIAL OPENING SATURDAY, MARCH 31 (BIG ARMY PAY DAY, CAMP LEE, PETERSBURG, VA., INSIDE CITY LIMITS. Followed by 2 weeks in Richmond.

- CONCESSIONS
- SHOWS
- RIDES
- HELP

Can place Novelties, Hats, Glass Pitch, Fish Ponds, Pitch Till You Win, Ball Games, Derby Racer, Break the Plate or any other legitimate Concession.

Can place any good worth-while attractions with own equipment. Want Man to take over and manage Life Show. The following people contact me at once: RED CRAWFORD, L. J. JEFFERIES.

Can place Fly-a-Plane, Scooter, Rock-a-Plane or any other large Flat Ride not conflicting. We have 13 of the best fairs in the East starting first week in August. Can offer good proposition.

Can place Foremen for Dual Wheels, Rolloplane, Octopus, Round-Up and Second Men on all other Rides. Paul McIntyre and all other Help contact me or come to Winter Quarters. Do not call collect.

Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows, Henderson, N. C., or call Penn Premier Shows

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

Opening April 21 at Jeffersonville, Indiana; across from Colgate factory

WANT HANKY PANKS, all open, write; all mail will be answered. SHOWS—Fun House, Glass House, Side Show, Monkey, Mechanical, Girl, or what have you? Must own outfit and transportation; P.C. reasonable. RIDE HELP—Foremen and Second Men, must drive. Want sober and reliable men, top salary and bonus. Merry-Go-Round, Tilt, Wheels, Flying Scooter, Round-Up, Coaster, Kiddie Rides. Man for Marquee and Towers. FOR SALE—Two 60 K.V.A. GM Light Plants, 110 or 220 single or 3 phase in 26-ft. all-aluminum semi, 600-gal. fuel tank and panel switches; will guarantee this outfit in perfect condition, \$5,000.00 takes same; will take some paper if I know you. One 1952 Rensselaer Train No. 12 with two-wheel trailer built for same, looks and runs same as new. Priced very low for quick sale, complete with trailer, \$1,800.00. One 1948 Prairie Schooner House Trailer, all metal, new paint job, a real buy, \$650.00. One 1951 3/4-ton Chevie Pick-Up Truck, extra clean, trailer hitch and good rubber, \$600. All replies:

W. R. GEREN, 2510 Marr Rd.

Columbus, Indiana. Phone: 4600

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Humboldt, Tenn., Strawberry Festival—Hartford, Ky., 4th of July Celebration

15 FAIRS

15 FAIRS

15 FAIRS

Starting July 8 at Scottsville, Ky., and ending November 1 at Canton, Miss.

Including 6 Fairs in Kentucky, 4 in Tennessee and 5 in Mississippi

WANT CONCESSIONS—Bingo, Custard, American Palmistry, Glass Pitch, Scales and Age, Novelties, Cork Gallery, Ball Games, Fish Pond, Balloon Dart, Jewelry, Grind Stores, Pin Store, etc.

WANT RIDE HELP—Foremen on Tilt, Wheel, Jenny and Octopus. Also Second Men on other rides.

SHOWS with own equipment—Girl, Pit Show, Big Snake, Monkey, Wildlife, Ten-in-One, Fun House, Torture, etc.

Chuck Alexander wants Help on Six Cat, Buckets, P.C. tables. Hanky Pank Agents, Russell Phillips wants fast, sober Cookhouse Help.

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We will book any Shows of merit at low percentage. Particularly interested in large Side Show, Motordrome, Penny Arcade, etc., for the Bloomsburg Fair.

CONCESSIONERS—Make your reservation early for choice space at Bloomsburg Fair. All concessioners planning to join me for season or for just one week, contact me immediately as I do not like duplicates. All replies:

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Dallas, Pennsylvania

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

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WANT FOR CHOICE STILL DATES AND 12 BONA FIDE SOUTHERN FAIRS, PLUS GALAX, VIRGINIA, 4TH OF JULY CELEBRATION

RIDES—Pony Ride, Coaster, Boat Ride and Scooter. SHOWS—Side Show, Illusion, Monkey, Glass House, Fun House, Mechanical or any Good Show catering to ladies and children. Have complete Minstrel Show outfit for organized troupe with not less than 5-piece band, must have transportation for your people. Want capable Operator for complete Motordrome, including motorcycles.

CONCESSIONS—Guess Your Age, Long and Short Range Galleries, Diggers, Bear Pitch, Birds, Lamps, Bronze Dogs, Hi-Striker, Balloon Darts, Cork Gallery, Nut Bar, Custard and any Stock Concessions.

BOBBY SICKELS WANTS AGENTS FOR HANKY PANKS

ADDRESS: JOHNNY T. TINSLEY, MGR., 1205 New Buncombe Road, Greenville, S. C. (Telephone 3-0436)

FOR SALE

Long Range Shooting Gallery mounted on Ford truck, 15 rifles, 1000 loading tubes, 5 cases of ammunition, all for \$1,350.00; will book on show. 35 Kw. Light Plant, direct current, mounted on Ford truck, \$550.00; Evans 30-Horse Candy Race Track, used only three weeks, \$190.00—cost \$495.00; Marquee with poles, size 18'x18', real buy, \$95.00; 6 Concession Tents, 8'x12', with frames, counters, racks, etc., \$100.00 each. Will make a trade. Want to Buy—Smith & Smith Chairplane, Kiddie Rides, 20'x40' Tent, or what have you?

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19 Brook St., Patchogue, L. I., N. Y.

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May we send you a free sample of the NEW KEMPOP 40 yellow or white and place your permanent address on our mailing list? Boxes, bags, salt and seasoning.

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Opening April 5, Jersey City, West Side & McAdoo
Followed with 3 more of the best locations in Jersey City. PLUS—the best money dates in the East.

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12 Bona fide Fairs—Starting Manassas, Va., August 13.

CONCESSIONS: String, Basket Ball, Balloon Darts, Hoop-La, Glass, Bear Pitches, Cork and other Hankies.

Exclusive on: Age & Scale, Custard, Photos, French Fry.

RIDE HELP: Foreman and Second Men for Wheel, Octopus, Roll-o-Plane, Merry-Go-Round and Kid Rides.

RIDES: Book, buy or lease Wheel and other Rides.

Dick Gilsdorf, Red Couch, Kinsey, French Fry Pat, contact.

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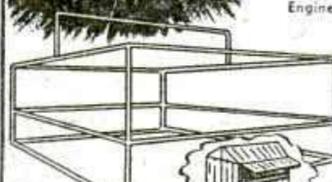
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DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2" x 2") • MINGED LEGS, SLIP JOINTS • NO SCREWS, BOLTS, PINS OR KEYS.

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The Show With The Proud Reputation

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WANT Custard, Photos, American Mitt Camp (no gypsies), Basket Ball Game, Hi-Striker, French Fries, Bowling Alley, Fitch Till Win, Long and Short Range Gallery, Novelties, Cigarette or Penny Pitches, Age & Scales, Hoop-La. Want Agents for office-owned Hanky Panks. Bottle Ball Games wanted. Want Live Pony Ride (Cognall, answer), Monkey Show, Unborn, Wildlife, Snake, any good Platform Show, Mechanical Village, Funhouse. Side Show Acts, contact Bill Horie. Want Girl Show Manager with two or more girls with good wardrobe. (We have wagon front and top.) Chicarella, answer. All our old ride boys come on in; Dutch, come in. Winter Quarters now open at Old White Fairgrounds, White Marsh Road, Suffolk. All Mail and Wires to

WM. C. (BILL) MURRAY
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GRAND AMERICAN SHOWS

Want for '56 season in Iowa. Opening May 3 at Ottumwa. First-in still dates in May. Celebrations thru June and July. 10 big fairs starting Aug. 1. Iowa's first big fair, Butler County Centennial Fair at Allison.

Want Grind Shows with own equipment. Want Concessions—Cook House, Novelties, Photo, Jewelry, Glass Pitch and Hanky Panks. Want Ride Help—Foremen for Merry-Go-Round and one other Major, Second Help and useful Men who drive trucks. If you do not have driver's license, we will help you get them. Winter-quarters open. Write, wire or phone

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HELP WANTED

Man for Light Towers and Front Gate. Also experienced Operator for King Fun House. Want Second Men on Caterpillar, Dodgem, Rock-o-Plane, Tilt, Octopus, Merry-Go-Round and Kid Rides. All must be sober and drive semis. Must be at Winterquarters, Excelsior Springs, Missouri, March 26. Address:

P. O. BOX 25, CORAL GABLES, FLORIDA.

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Opening New Kensington April 26; then Monessen and Aliquippa, Pa.

WANT French Fries, Long Range Gallery, Age and Weight, Balloon Dart, Basket Ball, Add-Up Dart, Glass Pitch, Parakeet Pitch, High Striker. Good opening for Flat Ride. No gate.

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GEORGIA AMUSEMENT COMPANY

OPENING APRIL 7
Will book legitimate Concessions of all kinds. We will carry no Flats or Girl Shows and we know we have the best route of still dates and fairs of any 10-ride show in the SOUTH. Can use Ride Help who drive and do not drink (I mean for the season, not just until you get fed up and dressed up). Will pay cash for small Cookhouse or Sit-Down Grab. Have for Sale—One Tilt-a-Whirl in first-class condition with 28-ft. stainless steel trailer and tandem truck in which the ride loads; will sell all for \$6,000.00 cash; no deals. All replies: H. H. SCOTT, Route 4, Toccoa, Ga. (I have no phone, I am in the country, Route 23, south of Toccoa.)

ON THE WEST COAST CRAFTS HAS FOR SALE

Account of purchasing new equipment: 1 Streamlined Train, \$1,550; 1 Allan Herschell Auto Ride, \$1,550; 1 Auto Racer, \$1,550; 1 Dark Ride (Pretzel), \$3,500; 1 Eight-Car Whip, \$3,500. All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire

CRAFTS 20 BIG SHOWS
7283 Bellaire Ave. Phone: Poplar 5099 or Poplar 50320 North Hollywood, Calif.

ROYAL MIDWEST SHOWS

OPENING APRIL 28

Now booking Concessions of all kinds, Shows with own equipment. Bob Hagen, Billy Dick, write. Want Manager for Athletic Show. Can place Pony Ride.

ROXIE HARRIS Van Buren, Ohio

ART B. THOMAS SHOWS

WANT FOR 1956 SEASON

Route includes some of the finest early Celebrations and Fairs in the Midwest, including the South Dakota State Fair, Huron, S. D., and the Clay-County Fair, Spencer, Iowa.

RIDES: Want Rides not conflicting for Fair route. SHOWS: ESPECIALLY WANT LARGE CIRCUS SIDESHOW. Also well-framed Mechanical Show, Illusion Show, Motordrome and Monkey Circus. CONCESSIONS: Will place Long and Short Range, Basketball, Hi-Striker and others not conflicting. Contact

BERNARD THOMAS, LENOX, SOUTH DAKOTA

Babcock Buys

Continued from page 70

compartments at once with the operator doing a double job of taking tickets. The rice controls the up and down movement by pulling back or pushing forward a horizontal lever, which also acts as a safety device. Each tub is individually controlled with the actor coming from a hydraulic center operation.

Shows include Cal Lipes' snake and pygmy horses and Fred Rowland's Miniature Circus. Last year Rowland played sponsored dates.

Babcock said that plans for the use of the Cavalcade equipment had not yet been determined. After refurbishing in Los Angeles, some of it will be placed on permanent park locations

ARABIAN NIGHTS PAGEANT

OPA-LOCKA (MIAMI), FLA.

MARCH 14-18 Day & Night

South Florida's Largest Outdoor Event This Season

Can place High Grade attractions. Including Demonstrators, Specialties, Merchandise Concessions and worth-while Shows. All Replies to

TOM L. BAKER

2732 Lido Drive, Pompano Beach, Phone 9717 or Call Murray 1-6262, Miami

SHAMROCK SHOWS

Now booking for 1956: 14 fairs, 10 celebrations now booked, others pending

Want Hanky Panks of all kinds. Have Popcorn, Floss, Diggers, Snow and Fish Pond booked.

Want Shows—Will book Grind Shows for Committee P. C. & Insurance, on still dates.

Want sober Ride Foremen who drive semis for Wheel, Merry-Go-Round, Spitfire and Coaster.

Will sell—Evans Merchandise Wheel (never used) and Skilla or will trade for good set Spindles. 6 Cat concession complete. Escape cabinet, electric chair, 10 Plane Hi-Lo Ride.

Cherryvale, Kansas

FOR SALE

1 #5 Eli Ferris Wheel. Excellent condition, good motor, v-belt drive, Star and Circle, Ticket Box. 1951 GMC Tractor, 1949 26 ft. Nabors Van equipped for above ride. 1-7-Tub Tilt-A-Whirl. Excellent condition. New Bull Plates and Cat Walks last fall. Electric or Gas motor. With or without transportation. 1 Complete Transformer Wagon. With cut-out. 2-400-Amp switch boxes. 1-75KW. 1-37 1/2 KW General Electric, 2300 Volts 1950 GMC Tractor, Fruehauf Trailer, 40 junction boxes. 2,000 #0 ground cable. Smith & Smith Chair-Plane, Wisconsin motor. Sunshine Choo-Choo Train. 10 Car Auto Ride. 1948 Chevrolet Tractor. 28 ft. Nabors Van. WILL PAY CASH FOR ROLL-O-PLANE AND ROCK-O-PLANE. ADDRESS:

PAUL H. MILLER

213 E. Jefferson, Greenwood, Miss. (Phone: 4495)

FOR SALE

1955 Jolly Caterpillar, Allan Herschell make, used twelve weeks, A-1 condition.

LEWIS AMUSEMENTS

R.D. 1, Zellenople, Pa.

FOR SALE

No. 5 Eli Wheel; 32 ft. 2-abreast Merry-Go-Round. Excellent condition. Can be inspected at any time. Contact

FLOYD G. HOARD

Jefferson, Georgia

\$50.00 REWARD

to the person who can furnish me with the present location of

ROBERT C. HENDY

Call COLLECT
Dubuque, Iowa, 2-3648 for H. E. Herber

FOR SALE

Custard Truck, like new. Priced low for quick sale. Must be seen.

N. J. BOSCO

Forest Park Chalfont, Pa.

LAKE COUNTY FAIR

EUSTIS, FLA.

WEEK MARCH 12 thru 17

CONCESSIONS—Hanky Panks, prize-every time Games and Direct Sales, etc.

All Wire M. G. STOKES, Secy.

Blue Grass Shows, De Land, Fla., all this week.

Positively no phone calls

WANT FOR MACON, GA.

BIG SOLDIERS' PAY DAY, WEEK APRIL 2 TO 7

Can place Hanky Panks of all kinds, Bingo, Popcorn, Candy Apples, Cotton Candy. Want two clean Mitt Camps. Want Ride Foremen for Merry-Go-Round, Roll-o-Plane, Chairplane. Also Second Men, must be Semi Drivers. Want Front Gate Man, also Electrician. Will book one Girl Show with own equipment. (John Ryan, answer.)

ALL ADDRESS: R. E. MILLER Jr.
GENERAL DELIVERY, MACON, GA.

FOR SALE—20x60 ft. Roped Top with Poles, Electric Chair, Sword Box, Side Show Banners

NOTICE!

DUE TO THE DEATH OF L. J. HETH, AND A MISUNDERSTANDING, I AM

AT LIBERTY

FOR THE SEASON OF 1956

Capable in all departments. Open for any worth-while proposition, or will buy or lease Show or set of Rides.

JOE J. FONTANA

P. O. BOX 914 (Phone: VICTOR 2-6485) TARPON SPRINGS, FLA.

BAKER UNITED SHOWS #2

OPENING MAY 3RD NEAR INDIANAPOLIS

All Concessions open except Pop Corn, Floss, Sno, Jewelry and Bingo. Will cater only to clean legitimate Concessions that work for stock. NO FLATS or gypsies. Can place Fun House, Snake, Illusion, Fat, Wildlife Shows. Committee money. Will book Octopus, Rolloplane or any Ride not conflicting. Can place Foremen for two-abreast Merry-Go-Round and Chairplane. Must drive truck. Will buy nice well-framed Bingo. No junk.

All replies and wires to

B. V. NESSLER, Mgr.

669 Swan St., Terre Haute, Ind.

WANT FOR ROYAL AMERICAN SHOWS AND RIVERVIEW PARK, CHICAGO

Novelty Acts, Talkers, Ticket Sellers. Johnny Gilmore, Archie Gayer, Harry Galub, get in touch with me. All people contracted for Royal American Shows and Riverview Park get in touch with me immediately by mail.

DICK BEST

BOX 2168 (PHONE: 4-6954), SARASOTA, FLA.

SIDE SHOW HELP WANTED

Outstanding Freak to feature, all types of Working Acts and Useful Side Show People, Talkers, Grinders, etc.

Jefferson Beach Park, Detroit, until August, then a star-studded route of State Fairs with the Cetlin & Wilson Shows.

Address: **CHARLES H. HODGES**

Box 235, Coldwater, Michigan

ROSE LEE WOOD

GET IN TOUCH WITH ME AT ONCE

MRS. DICK BEST

BOX 2168 (PHONE: 4-6954) SARASOTA, FLA.

TED LEWIS SHOWS

WANT FOR COCOA, FLA., JUBILEE CELEBRATION, WEEK MARCH 12-17, AND OTHER SPOTS TO FOLLOW GOING NORTH.

Want High Free Act that will work reasonable going north. RIDES—Can place one or two Major and Kiddie Rides that don't conflict. SHOWS with own outfits. What have you? CONCESSIONS—All kinds of legitimate that work for stock. Contact this week at Melbourne, Fla., either

TED LEWIS or LEO BISTANY

MELBOURNE HOTEL, MELBOURNE, FLA.

HELP WANTED

Foremen and Second Men on Wheel, 32-ft. Merry-Go-Round, Fly-o-Plane, Kid Rides, Chair Plane for park at Virginia Beach, Va. Report to winter quarters, 10 miles north of Jacksonville, Fla., on Route 17. Bill Copeland, come on for Drome. For Sale—Roll-o-Plane with trailer, good condition, \$1,000.00 cash. Will trade for Kiddie Ride.

LEO LANE SHOWS

General Delivery Oceanway, Fla.

Wilson Famous Shows

OPENING MAY 19
WANT—Concessions, No Flats, No Mitt Camps, Shows with own equipment, Ride Men who drive and have license for No. 5 Eli Wheel, 32 ft. Spillman Merry-Go-Round, Flying Scooter, Spitfire, Scrambler, Coaster and Kid Rides.

FOR SALE—Factory built Light Circle, complete with connectors and lead for No. 5 Wheel. Price \$60 with crate.

Address
RAY WILSON

Astoria, Ill.

\$PLASTER \$ ITEMS

You can save up to 35% if you Act Now!

In March the new USA wage law goes into effect. It will increase the cost of low line merchandise from 20 to 35%—plaster included. WE WILL accept your order now at last year's low prices, to be shipped immediately or will hold for future shipping if 50% deposit accompanies the order.

- 12c items, pkg 48 to ctn.
- 15c items, pkg 48 to ctn.
- 20c items, pkg 24 to ctn.
- 30c items, pkg 12 to ctn.

IF INTERESTED IN CLOSE OUTS, such as—Novelty Cloth and Felt Hats—Novelty, Stand Items—Slum—Write for list.

WISCONSIN DELUXE CO.

1902 N. Third St.
Milwaukee 12, Wis.

TENTS

* CONCESSION * CIRCUS * CARNIVAL *

* THEATRICAL * MOVIE * SKATING *

AMERICAN TENT CORPORATION

America's Largest Builder of Fine Show Tents!

* Field Representative: G. C. Mitchell *
Theatrical Selling Agents

* ALLSET ASSOCIATES *
1192 BROADWAY, NEW YORK, N. Y.

* PHOENIX THEATRICAL *
SUPPLY AND RENTALS

* 324 N. HOLMES ST., PHOENIX, ARIZ. *

* MAIN OFFICE AND FACTORY *
201 E. WATER ST., NORFOLK 10, VA.

* BILL SANDERS *

PARAKEETS

BABIES—\$1.15 ea.
CARNIVAL BIRDS
85c ea.

Shipped Daily, F.O.B. Los Angeles.
Minimum order, 48 birds.

Durkee's Bird Farm

8967 E. Gallatin Rd., Pico, California
Phone: OXford 9-5210

WANTED

Man for new 30 ft. 2-abreast Merry-Go-Round; must be sober and reliable. Salary and P.C. Pay every week. I want the best. This is a Unit Show.

BILL ENFANTE

THE JOLLY SHOWS

47 Crittenden St., N. E.
Washington 11, D. C.
TUCKERMAN 2-4942

CARNIVAL FOR SALE

#1 Wheel, Merry-Go-Round, Octopus, Kid Rides, Trucks, Trailers for everything. Junction Boxes, lots of new wire. Booked until October with one of the best routes in its territory, must play route and should win it back in one season. Everything in excellent condition, ready to operate; route 400 miles of St. Louis. Substantial down payment by responsible parties accepted. Sickness only reason for selling at this time.

BOX D-190

c/o The Billboard Cincinnati 22, Ohio

WANTED

Carnival for week July 16-17-21

Annual Irish Day Picnic. Write Wayne Points, Farmersville, Ill.

PARADA SHOWS

Now Booking for 1956

Shows—Rides—Concessions. Have 4th of July open, July 24-27-28 near Kansas City, Mo. First week in August open. Have September 24 till November 11 open.

H. C. SWISHER

Phone 468 Caney, Kansas

REWARD

for information leading to the arrest of persons involved in the robbery of Alex. Freedman of \$8,500 in Los Angeles Jan. 2, 1956. All replies held in confidence.

BOX A-173

The Billboard Publishing Co., 6000 Sunset Blvd., Hollywood 28, Calif.

MORE BUNK

'Man Who Was Not With It': Carnie Tale

NEW YORK, March 3.—"Every man who ever got with it tried to chuck it once."

"The Man Who Was Not With It," a 314-page, \$3.75 story by Herbert Gold, has been out for a week now and has drawn a fair smattering of comments by reviewers who are impressed with his style and accuracy.

The book, published by Little, Brown and Company, follows in the footsteps of such predecessors on carnival lore as "Nightmare Alley" and "Freak Show." It is accurate to this extent: Readers who believe the reviews and accept Gold's offering as gospel, will be fortified in the concepts created by the other books mentioned. That is, they will continue to believe that the carnival population is 90 per cent comprised of alcoholics, dope fiends, perverts, emotional escapists and criminals.

Tuscaloosa Too

If that is what the American public wants, it gets it by the bucketful in this edition. Since only one carnival is represented, it will likely be taken as typical of all. It consists of a few beat-up trucks, a girl show, side show, office wagon, medicine show, caliope (that's what it says), ferris wheel, cookhouse, skillo wheel, count store and gypsy palmist. It is always on the run from the law and there is not one sane person on the lot. There is one character who is sanitary, however, but only in that he presses his money on an ironing board while wearing an apron, to keep from soiling the bills.

Name of the show is the Wide World and Tuscaloosa Too Shows. Most of this tale is occupied with the troubles of Bud Williams and his girl (later his wife), and a talker named Crack. Both men during the story have the dope habit, and the wife has a mis-carriage.

All in all, it is a messy affair for the chief characters and for the minor ones, too. The story opens with a hey rube, with the implications that such upheavals are common on show lots, and the miseries continue thruout the whole book.

As for accuracy, Gold's written vocabulary abounds with terms like hey rube, Given Brown's Cow, carnie, patch, with it, without it, and for it, and some others heard on some lot. All the phrases are used and the public will love his inside, behind-the-scenes account of the fascinating carnival world, and its alcoholics, dope fiends, perverts, emotional escapists and criminals. All of whom, it goes without saying, despise the life they lead.

Like so many novels before it, "The Man Who Was Not With It" is damaging public relations for outdoor show business. Like its predecessors it furthers the general belief that carnivals, circuses and amusement parks are fine and dandy locales for such things as murder, robbery and a host of other nefarious activities. The reading public by now must be getting slightly sick of this approach, and ready for the work which shows some sweetness and light in outdoor show business.

Irwin Kirby.

WANTED TO BUY FOR CASH

#5 Eli Wheel, 32-foot 2-abreast Merry-Go-Round, with or without transportation. For Sale Cheap—New Mechanical Circus mounted on trailer, used 2 months. Attention, Pitchmen—The St. Joseph Annual Home Show, dates April 26-27-28-29. Contact me for booth space.

GUST KARRAS

124 So. 8th St. St. Joseph, Missouri
Phone: 21427

WANT CARNIVAL

Good—small. Also Free Act. For 50th ANNIVERSARY CELEBRATION, two days, July 17-18, 1956. Write

OTTO HULSEBUS

Butte Commercial Club
Butte, North Dakota

20TH CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

OPENING APRIL 12-22—11 DAYS—LAKE WHITNEY SPORTS SHOW, WHITNEY, TEXAS
OVER 200,000 ATTENDANCE LAST YEAR. GOOD SPRING ROUTE TO FOLLOW

CONCESSIONS—Can place Concessions of all kinds.
SHOWS—Will book Shows with own outfits. Good proposition for Fun House.
RIDES—Will book Scrambler, Caterpillar, Looper, Dark Ride or any major ride not conflicting.
HELP WANTED—Want Foremen for Wheel, Roll-o-Plane and Kiddie Rides. Also a few Second Men, must drive.

WANT TO BUY—Spitfire with Trailer. Must be cheap for cash. Condition of planes no object.
ADDRESS: E. D. McCRARY, 3308 BROADWAY, SAN ANTONIO, TEXAS (Telephone: TAYlor 2-0553)

MIGHTY INTERSTATE SHOWS

Now booking for 1956 season—Opening March 30th. We have the strongest route this year than ever before. Have choice spring route playing all industrial towns, "first in" and downtown locations, also three celebrations, with the best Fourth of July Celebration in the State of Virginia, and fourteen bigger and better fairs. All our spring dates will have two Kiddie Matinees each week, giving away two bicycles every week, \$50 in door prizes each night; TV set on Saturday night.

SHOWS—Minstrel Show having not less than twelve people, including band. Will furnish complete equipment for same, including 70 ft. panel front built on semi. Will book Monkey Show, Wild Life, Mechanical, Fun House, or any worthwhile Grind Shows. Dick Palmer wants Side Show People. Tommy Stewart wants Motordrome Riders.

RIDES—Will book any Flat Rides or Kiddie Rides not conflicting with what we have. Will also book nice flashy Live Pony Ride. RIDE HELP—Foreman and Second Men on all rides, must be reliable, know how to drive semis and have chauffeur's license. Good treatment, top wages, and bonus.

GENERAL HELP—Show Carpenter who knows how to build fronts, Scenic Artist and Painter. Mechanic with tools, must have references. Electrician for GM Diesel light plants, must drive semi. Billposter with truck who knows how and will put up and paste paper. Paper. Publicity Man who knows how and will promote children's matinee. Man to up and down front gate—sell tickets—and take out sound truck.

CONCESSIONS—Will book nice flashy Cook House that knows how and will cater to show-people. Also book Popcorn, Candy Apples, Floss, Sno, Frozen Custard, Ice Cream, Bars, Pronto Pups, Foot-Long Hot Dogs, Hanky Panks of all kinds, Short Range, Long Range, Age & Weight, Jewelry, Photos, Diggers, Glass Pitch, Bear Pitch, Parakeet Pitch. Will sell "ex" on two Milt Camps, must wear American clothes. Want Manager and Caller for large up-to-date Bingo. Also countermen and checker. Want Agents for Buckets, Six Cats, Swinger.

Winterquarters now open—located on Sylvester Rd., in city of Albany, opposite Wright's Trailer Court. Come on in. Plenty of room for house trailers, lights and water.

Replies to H. B. ROSEN, Mgr. P. O. Box 226, Phone Hemlock 6-3167—Albany, Georgia

WEST COAST SHOWS

LAST CALL 28TH ANNUAL TOUR LAST CALL

WEST COAST SHOWS UNIT NO. 1 OPENS APRIL 6

WEST COAST SHOWS UNIT NO. 2 OPENS APRIL 17

OUR WINTER QUARTERS NOW OPEN AT FAIRGROUNDS, MADERA, CALIFORNIA.

HELP Have opening for Foremen and Second Men on most rides. Also openings for useful people in all departments. Can use first-class Show Mechanic. Eddie Nevada, get in touch with Hellwig immediately.

SHOWS Can use a Girl Show Operator, must be responsible and able to handle show as independent operator. Can use Fun and Glass House Operators or man and wife for both of them. Can place independent Grind Show with own transportation.

CONCESSIONS Have opening for Long Range Gallery, Gold Fish on both units, and also have opening for one Photo Gallery and any other concession not conflicting.

FOR SALE On account of purchasing new equipment we have the following for sale, which may be purchased in a group or separately: Merry-Go-Round complete with fluorescent. Kiddie Car Ride and Air-plane Ride. All in good shape. Price reasonable. Also swing Ride and Street Car Ride.

All Replies to WEST COAST SHOWS

240 Jones Street, San Francisco, California, or West Coast Shows, c/o Fairgrounds, Madera, California

WANTED

Young man with nice personality To operate traveling Merry-Go-Round used for store promotions in the Chicago area. Please write letter and enclose picture. Experience not necessary, but pleasant personality a must. No drinkers.

Season April 15-October 15.

Hawthorn-Melody Farms Dairy

4224 W. Chicago Avenue
Chicago 51, Illinois

GIRLS

Singers, Dancers, Girl Band

WANTED

Good Pay!

Contact

TOMMY THOMAS

Club Mardi Gras, Key West, Fla.
Phone 6-9147 after 9 P.M. nightly

OLD SETTLERS' DAY & AMERICAN LEGION FESTIVAL

Columbia City, Ind., August 8-9-10-11.
Gooding's Rides—Street Fair,
Byron Beaber—Concessions.

BRAND NEW BASEBALLS

Official size and weight • Cord-Rubber Hide • Cork and Rubber Center. Washable and retains shape. Slightly blemished.

Ideal for all types of ball game concessions.

\$3.60 per dozen

DUDLEY SPORTS CO.
633 Second Avenue, New York, N. Y.

GOLD MEDAL shows

WANT FOR

15-FAIRS-15 3-CELEBRATIONS-3

20 Weeks Excellent Industrial Area Still Dates

SHOWS—2 complete Girl Shows, Minstrel, with or without own equipment (Atlanta will be big) Fun House, Glass House, any type of Mechanical Show!
RIDES—Will book or buy any ride not conflicting.

HELP—Want the best Billposter in the business, with own transportation. Write—wire Graves H. Perry, Ruffner Hotel, Charleston, West-Virginia. Those working for me in the past, contact at once. Useful carnival people in all departments. Winter Quarters now open, Joyland Park, Charleston, W. Va.

SHOW OPENS ATLANTA, GEORGIA, MARCH 12

JOHNNY J. DENTON, Manager

Telephone Walnut 5-1531

CARNIVAL EXCLUSIVE

FOR

ASTORIA, OREGON

Shows permitted in Astoria only on approval of Astoria Regatta Association.

WANT RIDES, SHOWS, CLEAN CONCESSIONS. Contact:

Robert Hansen, Secy., P. O. Box 148, Astoria, Oregon

WONDERLAND SHOWS

Opening Aug. 30, Washington, D. C., district line. 30th Annual Tour around Washington in proven spots.

RIDES—Major and Kiddie, not conflicting

CONCESSIONS—Hanky Panks of all kinds. No concessions booked after opening.

AL PORTER

Route 5, Box 218, Frederick Maryland—or phone Washington, King 94562

KLEIN AMUSEMENT CO.

SIOUX FALLS, SOUTH DAKOTA

Want for six Centennials, seven Fairs and 20 Celebrations starting at Plankinton, S. D., Tulip Festival, May 11. Legitimate Concessions, Mechanical Shows, Fun House or other Grind Shows not conflicting. Write and tell us what you want to book. Can place good Ride Help. All inquiries answered.

over 67,000 ACTIVE BUYERS read
The Billboard Classified columns each week

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 3.—President Raymond A. Clayton opened the regular meeting and introduced Carl J. Sedlmayr Sr., a lifetime member, who spoke briefly. The annual birthday party of the Ladies' Auxiliary was well attended.

Mr. and Mrs. George Kimbrell reported they would go out with Raymond Clayton's concession string this season. Club was saddened by the illness of Noble C. Fairly, who recently left for New Orleans to undergo medical observation.

Greater Tampa Showmen's Association

1799 N. W. 28th Street, Miami

TAMPA, March 3. — President Sam Gordon called the regular meeting to order with 105 members present. Also on the platform were Joe Fontana, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer.

George Ringlin reported Butch

and Leona Plas were in a Tampa hospital following an auto crash. Helen Julius was released from the hospital following surgery. Vernon Korhn, Tex Grimsell and Rube Liebman are still under a doctor's care. A card of thanks was read from the L. J. Heth family.

Irish Gaughn reported the entertainment committee's Saturday night dances were still pulling well. The membership now stands at 819 members and the blood bank contains 465 pints.

Jack Norman announced the jamboree held on Strates' Shows at Orlando netted \$537.53 for the club. Lloyd Serfass said the next jamboree would be held on Blue Grass Shows at the Largo fair, with C. C. Grosecruth in charge.

A top, to be used by the club for its Christmas party and other functions, was donated by the American Tent & Awning Company, of Norfolk, Va. Roy (Pepsi-Cola) Jones donated curtains to be used for the platform. Lloyd Serfass and Harry Rubin announced

they would underwrite the cost of construction of a utility building to be erected at the rear of the present clubhouse.

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, March 3.—Close to 50 members were present when President Maurice Ohren called the Thursday (1) meeting to order. Assisting him on the platform were two vice-presidents, Al Sweeney and Bill Carsky; Bernie Mendelson, treasurer; Homer Briant, executive secretary, and three past presidents, Sam J. Levy, Fred H. Kressmann and Ned Torti.

The membership committee announced three new members, Jerome Goby, Frank Fienberg and William Vasile.

Called upon to speak were Kressmann, Al Kaufman, Aut Swenson, Noble Case, Marcus Glaser and Ed Kornrumpf.

Reported on the sick list were Lou Torti, Lou Keller, Louis Drillick, Harry Atwell and Rube Liebman. Russell Johnson, who is confined to the Veteran Administration Hospital, Memphis, requested letters from friends.

Homer Briant asked that members send their correct addresses to the club in order to facilitate mailings.

Lunch was prepared by Mrs. Sam (Insurance) Solomon.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, March 3.—Assisting President E. S. Fitzgerald at the Monday (27) meeting were O. H. Mattley, third vice-president; Charlotte Porter, treasurer, and Bonnie Townsend, recording secretary. Also on the platform were Orie Blome, Teddy Texiera and Joe Barell.

New members include Ray and Belle Lampman, Peter Murphy, Lauer L. Roberts, Hollis Joseph Haugh and Joseph A. West.

Jim Redder announced that all plans were completed for the Hi-Jinks celebration. Joe Clemons reported that a pot-luck supper would be part of the next meeting.

Named on the sick list were Jean Boehm, Kathleen Elsmere, Lola and Mike Krekos and John Provenzale. The death of Bee Stein was reported.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 3.—President Edward Harris opened the Monday (20) meeting and appointed Sam Dolman chairman of the post-St. Patrick's Day party to be held March 21.

Matt Herman was named co-chairman, and the special dinner committee includes E. P. Stevens, Joe (Red) Dauer, Louis Bacigalupi,

Steve Vaughn, Art Anderson and the house committee headed up by Harry Seber. Dinner will be served at 6:30 p.m., with entertainment and dancing to follow.

The group paid silent tribute to Harry Horowitz, who passed away in San Diego. It was announced that funeral services for Nellie Aldene Stein, wife of A. E. (Blackie) Stein, owner-manager of the B. and A. Shows, would be held at Showmen's Rest.

Harry Phillips reported Bert Fisher had been discharged from the Long Beach Hospital, and that Charlie Goss was in attendance after being ill at his home. Doc McCullough is out following a slight illness. The members were also told that Charlie Soderberg, Milo Hartman, Reuben Castang, Clyde Gooding and Bill Swanson were sick.

President Harris called upon Lou Hoffman, Charles Goss, Frank Redmond, Hort Campbell and Bill Willhoit. Harry Meyers and son, Ray, of Salt Lake City, also attended with Moe Levine.

GLADES AMUSEMENT CO.

WANTS

WANT FOR PAHOKEE, FLA., FAIR, NEXT WEEK; FOLLOWED BY MARION COUNTY FAIR, Ocala, FLA., WEEK OF MARCH 19

Hanky Panks such as Fish Pond, Bumper, Duck Pond, Pitch-Till-U-Win, Jewelry, Coke Bottles, String or any Stock Concessions. Due to disappointment can use Scrambler or any major ride not conflicting. We have for sale, Octopus in good condition with or without transportation. See it in operation on this show.

Contact us Titusville, Fla., this week.

Jerry Saddlemire

Jack O'Haver

PEPPERS ALL STATE SHOWS

LAST CALL—OPENING MARCH 14
PASCAGOULA, MISS. 10 BIG DAYS—NO GATE
Shipyards working full blast

WANT SHOWS with own outfits—Fun House, Monkey, Big Snake, Animal, Mechanical, No Ding Shows, No Rackets.
CONCESSIONS WANTED—1 of each kind until Fairs—Photos, Cork Gallery, Pitch-Till-You-Win, Hoopla, Slum Jewelry, Age and Scales, Glass Pitch, Slum Blower, String Game, Short and Long Range Galleries, Hoopla and High-Striker. CAN USE FLASHY BINCO. Bill Stacy, wire me.
WANT AGENTS—For Office Spindle, Coke Bottles, Balloon Darts, Milk Cans and Bear Pitch. Blackie "Top" Moore, Clarence Bowers, Vernon Brown, Johnny Temple, Frank and Joyce Price, Mr. and Mrs. Curly Green, get in touch with Louis Boyce.
RIDE HELP—Want middle aged man for Kiddieland, Chairplane foreman. Join on Wire. Phone between 6 and 7 P.M. Greenwood 7-6122, Mobile, Ala. until March 10. No collect calls or wires.

F. W. PEPPERS

BAKER UNITED SHOWS

Opening Middle Of April

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CLUB ACTIVITIES

CLUB DEBT ERASED

Gala Affair Marks MSA Bond-Burning

MIAMI, March 3.—One of the Miami Showmen's Association's largest parties was held in the clubhouse Saturday night (25) to celebrate the burning of redeemed debenture bonds. The ceremonies were evidence of the club becoming free and clear of all debt.

It was in April, 1953, that ground was broken for the building. The home building bond sale drive was oversubscribed then, with more than \$50,000 being raised in this fashion. In addition, the Ladies' Auxiliary made a \$20,000 donation to the kitty. Many successful fund-raising programs were held since then, and the club has been steadily repaying its obligations in expectation of the event which was observed last week-end.

Some 600 persons attended the affair, presided over by William Cowan, past president and toastmaster. First bond dropped into a blazing urn was by Sam Prell, past president, who was followed by Leo Bistany, Bob Parker, Oscar C. Buck, Bill Cowan and Cliff Wilson.

Mike Roman handled the task of providing food for the large turnout, and Joe Ross laid out the tables. Assistance was given by Tom Sharkey, Sammy Generalo, Frenchy, Lois Weiss, Letha Alt, Myrtle Brooks, Karl (Honky) Kalinsky, Tony Iacarra, Mae Nelson, Myrtle Duncan, Mickie Hawkins, Peggy Heiman, Elsa Bryant, Hilda Roman, Glendora Daniels, Tauna Hendrickson, Helen Eule, Peggy Hirsch and Rose Hicks. Marty Weiss, executive secretary, was official toaster.

Attendance List

Those attending the gala event included the following:

Oscar C. Buck, the William Turners, the James Turners, the Murray Goldbergs, the Sid Goodwells, Lib Zack, Phil Cook, Mary Ellen O'Rear, Mrs. Flo Yancy, Robert Kelly, the E. D. Edwards, the Baldwins, George and Norma Abbale, Paul Williams, Ann Williams, Joe and Aggie Ross, Mr. and Mrs. William Cowan, Mr. and Mrs. Harry Schreiber, Mr. and Mrs. Joseph Straus, David Tollin, Mr. and Mrs. Bill Jones, Mr. and Mrs. Charles Travers, Lyman and Bea Truesdale, Anna Girard, Violet Gerard, Elsa Bryant, W. C. Bryant, Aurel Vaszin, Sam Prell, Gertrude Goodman, Si Goodman, Abe Prell, Joan Prell, Johnny Miller.

Eleanor Miller, the Jack Resella, Kate

Leonardo, George Nichols, Albert Childress, Lucille Childress, the Hymen Feldmans, Bennis Glass, Rip Weinkle, Irving Zolun, the Dave E. Finemans, Linnie Fineman, John and Sis Campi, Nick Thomas, Sylvia Thomas, Rosemary Zolun, Louie Lang, Rose Lang, Red Bouchard, Ben and Martha Weiss, the William J. (Bill) Tuckers, the J. D. Frisbies, the Harry Katzes, Mel Smith, the Jack Levins and son Richard, the Bill Hornfelds, the Art Michaels, the Harry Meyers, the Dick Wilcoxes, the George Stortes, the Charles Binsburgs, the William Grosses, Louis Ginsburg, Larry Saunders, the R. P. Aquinos, the Harry Matsoffs, the R. P. Aquinos, the Monroe Eules, the Jimmy Surles, Harry (Murphy) Tilmer, David Robbins, the John Applebums, the Dave Stars, Mrs. Ray Goldeb, the Lou Weinstains, Isaac Sloberman, Mr. and Mrs. Louis A. Bell and son, Nancille Anzalone, Tony Anzalone, Aunrey Castle Feinberg, Nate Feinberg, Joe Kuck-enputz, the Larry S. Osborns, Mrs. Grace I. Marion.

Mrs. Mary C. Walker, the Charles Roths, the Walter Wallbergs, Mrs. Althea S. Conway, the Russell Erdels, the Joseph Galvins, Ray Goldmans, the Bob Zaichicks, the Willie Lishes, the Barney Tassels, the Marty Weisses, Mrs. Myrtle Duncan, Cecil Davis, Charles Anderson, Phalle Anderson, J. C. Weer, Ethel Weer, Mel Dodson, Guy Dodson, the Paul Spragues, Ep and Kitty Glosser and son, Fred and Alma Barrett, Mary Barbout, Carl and Marie Wilson, Frank and Billie Pope, Fred and Ruby Wood, Pud and Kit Hartman, Michael Zentner, Miss Pollock, the G. Priests, Elsie Sageross, Jimmy and Helen Pierce, Harry and Ida Crowell, A. J. Cunningham, A. K. Crowell.

More Names

Al Weinberg, Frances Eule, Dolly Kramer, Peggy Heiman, Babs Geffen, the Leo Finklers, the Ep Holmans, the George Hartleys, the Henry Kramers, Rebecca Castle, the George Malangas, Marcella A. Silver, Sam Prozer, Ann and Lou Kaufman, A. L. Maskin, Frances Canfield, Vivian Shushan, Mickie Rawkins, Happy Hawkins, Rose Lamy Bennet, Rose Hicks, Peggy and Roy Hotaling, the William Weaklys, Hilda and Mike Roman, Tommy and Rhea Carson, Mae Lowenthal, Sid Rifkin, the Salvatore Barchis, Edward F. Rowe, the Barney Bermans, the David Rockforths, the Max Tarbes, Sam Crowell, Aaron Hynes, Herman Schwadron, Mrs. Mary E. Crowell, Regina McLinden, the Hymie Rosenblooms, Jack Martin, the Leo Schultzes, Mrs. John Lacey, Tom W. Shayne, Al Trudeau, Gabrielle Trudeau.

The Ralph Coreys, the Con Weisses, the Paul Smiths, the C. F. Lauthers, Eddie Seremba, Mr. and Mrs. Duke Geffen, Dutch Salus, the E. C. (Red) Burkes, the Orey Janssens, the Ernie Buzzellas, Cadillac Slim, Miss Pink, James E. Perry, the Joseph Horans, William (Tiny) Libak, the Irving Biscows, the Raymond S. Blumburgs, the Jack Levines, the Sam Petersons, the Sam Clarks, the Vincent Andersons, the Harold Fellmans, the George Andrus, the Lewis Dells, the Toby Turbins, the Lenny Lampells, March Lynch, Rosalie (Dimples) Lynch, Al Tedlow, Robert Levitt, Carmen Asalina, Steve Homan, Ted Lewis, Robert Levitt.

Arthur Sweet, Joseph Rains, Ralph (Rip) Aquino, Dorothy Lewis, Rose Cornett, Joe (Spotis) Motola, James D. Jordan, Victor Maag, George V. Minden, Agnes and Al Andersen, the William Taras, the Al Baysingets, the Max Goodmans, the Joe Goodmans, Mrs. Sadie Schwartz, Mrs. Dora Pierson, the John Keelers, the Micky Vagella, Florence Bodenes, Bess Weinehoff, Joe Lux and Mickey Tamen.

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Tulsa Seeks 12G Purse For Tractor Op Contest

TULSA, Okla., March 3. — A move to hold the first National Tractor Operators' Contest in connection with the 1956 Tulsa State Fair gained momentum Tuesday (28) as President G. C. Parker, Tulsa oilman, announced a drive is under way to raise \$12,000 to be used as awards for the event.

The plan for a nationwide contest was conceived last October after fair officials and public relations industries witnessed the response to a contest for Oklahoma 4-H Club and FFA youths held at the 1955 Tulsa State Fair.

"The petroleum industry is naturally interested in any program designed to foster a better relationship with persons engaged in agriculture," Parker said. "More petroleum products are used by the agricultural industry than all other consumers combined."

National Finals

"The national contest is an educational program designed to advance safety, skill and efficiency in the use of farm power equipment and petroleum fuels on the farms," Parker said. "To be eligible for national competition and a chance at a share of the \$12,000, the 4-H and FFA contestants must have first won championship titles at their respective State fairs or other approved State-wide contests."

Gratifying acceptance of the national contest was received from fair managers when the proposal to hold the event at the Tulsa State Fair was presented at the annual meeting of the International Association of Fairs and Expositions in Chicago in December.

Safety Exams

Contestants in the national event will be subjected to written examinations on both safety and maintenance before they demonstrate their driving ability by negotiating a series of three obstacle courses.

Two age divisions, 12 thru 15, and 16 thru 20, are set up for both 4-H Club and FFA tractor operators. A comparison of the over-all

secrets of the four division champions will be the basis for selecting a national grand champion, who will receive a cash award of \$1,000 in addition to a \$500 division championship prize. Second place in each division will receive \$400, third \$300, fourth \$250, fifth \$200, sixth \$150, seventh \$100, eighth \$75 and ninth thru 20th \$50.

Contestants will be permitted to select the make and model tractor they wish to drive from the major farm equipment companies which will have exhibits at the fair. Reservations for State fair contest winners must be made by September 1, with final entries due three days after the close of State contests or no later than September 28.

Copies of the contest rules, necessary liability release forms and diagrams of the driving pens to be used in the national contest will be distributed to all State fair managers by March 15, Parker said. Direct inquiries should be addressed to the Tulsa State Fair, P.O. Box 5175, Tulsa 16.

WINTER FAIRS

California
Mesa—Maricopa Co. Fair, March 21-25. Harvey M. Johnson.
San Bernardino—National Orange Show, March 8-13.

Florida
Ocala—Marion County Fair, March 19-24. Theodore Cornter.
Dade City—Pasco Co. Fair Assn., March 7-10. H. A. Gruetzmacher, Box 248.
De Land—Volusia County Fair, March 4-10. Lee Maxwell.
Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lermann.
Pahokee—Pahokee Fair, March 12-17. A. E. Earley.
Titusville—Titusville Fair, March 5-10. M. R. Bumpas.
Williston—Levy Co. Fair, March 25-20. O. C. Belott, Mgr., Box 741.

Mass. Fairmen Set Revision Of Prize List

BOSTON, March 3.—A committee of eight representatives will meet March 21 at the Department of Agriculture to revise the suggested standard premium list for granges and community fairs, according to Leo F. Doherty, director of the department's division of fairs.

Changes in the list will be published as soon as completed, it was reported.

Doherty reported April 1 as the deadline for applying for allotments of State prize money for 1956-57. The requests are for agricultural fairs, exhibits and shows to be held between July 1, 1956, and June 30, 1957, and must be made in writing to him at the division, 41 Tremont Street.

Recording Artists Head Orange Show

SAN BERNARDINO, Calif., March 3.—Auditorium shows at the National Orange Show, which opens its annual 11-day run here next Thursday (8), will feature eight Thursday attractions and four production numbers with three in each presentation twice daily, according to Bernie Schepper, of Scheppers Bros. Agency, local bookers who are supplying the talent for the third straight year.

Of the eight headliners, including Tennessee Ernie Ford, who is set for two shows the following Thursday (16), all are booked for one day each except the Sportsmen, who appear the first three days, and Margaret Whiting, who is set for Tuesday and Wednesday (13-14). The attractions, in order of appearance following the Sportsmen, are Connie Haines, Sue Thompson, Miss Haines, Mills Brothers, Ford, King Sisters and Hoosier Hot Shots.

The Scheppers are routing their show to conform to the show's theme of "Show Business." One of the presentations will be a circus production number in which the line of 16 girls, 4 boys, 8 vocalists appear. Specialty acts will augment the line work with George Morro directing the choreography and Hazel Quinn the vocal sequences.

While the list of supporting acts is not yet completed, Scheppers said that Dave Barry will emcee for the first six days, winding up his turn Wednesday (14). The Seven Ashtons play the first five days with Le Brac and Bernice, unicyclists, appearing the first two. The Marquis Family chimps open Saturday (10) for seven days with the Wilder Brothers, musical comedy turn, scheduled for the last four days. An "All Nations" theme will be presented on the closing Sunday.

Al Lyons will be the musical director, using a pit band.

The Frank W. Babcock United Shows will play the midway for the first time.

CLAIM 140,000 PAID FOR ORLANDO RECORD

ORLANDO, Fla., March 3.—Orlating along 5,000 ahead of the 1955 attendance mark thru Saturday (25), a 30,000 day set an all-time record for the six-day, 44th annual showing of the Central Florida Fair. According to Secretary Crawford Bickford, close to 140,000 paid admissions were clocked, against the 129,000 recorded in 1955.

O. P. Swope, president of the fair, said the week-long excellent weather was a favorable factor, plus good exhibitor response

and a strong entertainment program. Of major importance were the Statewide 4-H dairy and poultry shows, the Florida beef cattle competition, and a boat show at which 107 types of craft were shown, ranging upwards from the runabout class to ornate cruisers bearing a \$40,000 price tag.

"Ice Vogues of 1956" played to virtual sellouts at the 4,500-seat Municipal Auditorium, an integrated unit of the fair. Seats were scaled for night performances from \$1 to \$2.75 and bargain matinees at a \$2 top.

The James E. Strates Shows enjoyed a prosperous week on the midway. The Rotor ride scored a good publicity break for the show when it was the subject of a feature in The Orlando Sentinel.

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CNE Contracts Autry, Annie Oakley, Hearne

TORONTO, March 3. — Gene Autry, Annie Oakley (Gail Davis) and British comic Dick Hearne have been signed by the Canadian National Exhibition to head up its grandstand show. Jack Arthur, show producer, also announced that he is hopeful of signing Gisele MacKenzie, TV singer, as an added attraction.

Autry's signing was said to be a

direct result of the success Arthur had with Roy Rogers two years ago when thousands of youngsters bolstered the matinee receipts at the grandstand show. Matinee receipts were off last year when no headliner was included in the show, Arthur said.

Midgets at Wapakoneta

WAPAKONETA, O., March 3.—Midget auto racing staged by Central States Racing Association will be offered at Auglaize County Fair here August 9, biggest day of the fair, said Secretary Harry Kahn. The booking marks the first time auto races have been contracted for the fair.

Beam Pacts Norwich, N. Y.

NORWICH, N. Y., March 3.—The Chenango County Fair has awarded grandstand show contracts for five of its six nights to Ward Beam Associates of Goshen, N. Y.

Different attractions will be presented on each of the nights with the exception of the rodeo presentation which is set for two nights.

Scheppers Pact Two Calif. Fairs

SAN BERNARDINO, Calif., March 3.—Scheppers Bros. Agency this year will present the grandstand show at the San Bernardino County Fair in Victorville for the fifth consecutive year and the Farmers' Fair in Hemet for the second year.

According to Bernie Schepper, who operates the victory with his brother, Nellis, the Victorville fair is considering the presentation of an ice show. Last year Hemet featured an ice show but this year is planning a straight vaudeville-type attraction.

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Week of August 20, 1956.
Give details and terms.
M. L. GOULD
Sec. of Fair Board—Broken Bow, Neb.

THRILLING ENTERTAINMENT COMMITTEES—BOX-OFFICE APPEAL
Fair Associations
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see page 62

Beatty Due South On 3-Month Tour

Pre-Dating of Fairs, Ringling Set; Cisco Kid Lure Seen Potent at B. O.

NEW YORK, March 3.—Indications mounted this week that familiar Ringling territory will get a thoro going-over this season by the Clyde Beatty Circus, especially in the South. Carrying the Cisco Kid, Ziv-TV's top syndicated attraction, Beatty will cover areas in locations where the video show has rated strongly.

The tour will start Wednesday (14) in Deming, N. Mex., Beatty's quarters, and will cover more than 20 States, with Cisco, played by actor Duncan Renaldo, making appearances in 100-odd cities. It is understood Renaldo will offer a wild west concert program complete with such Hollywood trappings as cowboys, Indians, and stagecoaches.

Beatty will reportedly swing thru Arizona and California before turning East in late May. The route, it is said, will run thru Nevada, Utah, Colorado, Nebraska, Iowa and Wisconsin, following which a good sampling of Midwestern dates will be played prior to heading South. The pattern of booking will take the show East for the first time since 1947, when, it was recalled, the route included Virginia.

Pre-Dating Slated

The two railroaders, R-B and Beatty, have crossed paths several times but not necessarily by intent. This year, however, Ringling territory will be invaded with such timing as to lop a good month off the traditional time the Big One has played the South. In addition, Beatty's planned moves will bring him into the Southland ahead of the fair season and thus give the show first crack at what is hoped will be lush territory.

Fortified with an extrovertish billing attitude, whereas Ringling has shown a tendency to withdraw from its once lavish outdoor displays, the western-based outfit will doubtless go very heavy on the use of paper this fall in the East. Beatty management is also intimately knowledgeable about Ringling habits, since it contains two top ex-Ringling people, Frank McClosky with concessions and Bob Reynolds as superintendent. Top brass on Beatty, it's understood, feel this is the year to take a shot at the Big One's stamping grounds because of the many elements which

have coated Ringling with the look of vulnerability.

Such States as Georgia, Mississippi, the Carolinas and Florida will reportedly all get the Beatty treatment this year as early as October, far ahead of Ringling custom. As the routing plans now stand, the Big One will be greeted with countless pieces of old Beatty paper when it arrives South.

Illinois in June

Major Beatty dates will be repeated on the coast. A 12-day stand in Los Angeles will begin March 21, San Diego will come in for four days, and the end of May will find San Francisco and Oakland coming in for four-day stands also. Then comes the swing East, and Beatty will hit Illinois in late June. Wisconsin will come in for a week of one-nighters, and a full two weeks are scheduled for major cities in Michigan.

During this period the Cisco Kid will be making tie-in appearances on morning local TV shows, and will also turn up at department stores, supermarket chains, and elsewhere at his local sponsors' requests. This is expected to be a tremendous publicity break for the show in combination with the strength of Beatty's established name.

August calls for dates in West Virginia, Virginia, North Carolina, and Tennessee. Alabama and Georgia are set for eight days in September, following which Beatty will play the Carolinas and several Florida dates. Closing will be in October. Atlanta will come in for two days, and Jacksonville for three.

New Haven Arena Pacts Wirth Circus

NEW HAVEN, Conn., March 3.—The New Haven Arena will house an indoor circus for the first time in many years. Nat Podoloff, managing director, set plans for the event with Frank Wirth, New York producer. The dates are April 21-22.

The date will be staged for the benefit of the New Haven Register Fresh Air Fund and will be continued as an annual event if successful.

A possible factor in the return of a circus to the arena after a long absence is the loss of the show grounds, Waterside Park to under-canvas units. Construction work at the park will make the lot unavailable.

Polack Units To Little Rock, Philly, Balt.

CHICAGO, March 3.—Executives of both units of Polack Bros. Circus announced here the signing of contracts with Shrine temples for circus dates this season.

Sam Polack, general agent of the Eastern unit, said his show will play both Baltimore and Philadelphia again, with contracts already completed.

Louis Stern, managing director of the Western unit, said that the show's contract for Little Rock, a November date, has been signed again.

HUNTS BUILD HELIPORT NEXT TO FLA. HOME

MIAMI, March 3.—A recently acquired sizable vacant lot adjoining the home and property of Charles Hunt on Grand Canal Drive has been cleared and a sign now designates it as "The Hunts' Heliport." The circus family last year bought a helicopter to advertise the show. Next year it will be brought here for winter pleasure and business use now that landing and storage space is convenient.

NEW TV FORMAT

Advance Still Nil as R-B's Arrival Nears

NEW YORK, March 3.—The Ringling personnel will be cutting it thin this year in their arrival at Madison Square Garden for the season's opener. Unloading is set for Easter Sunday, April 1, at which time the Harlem Globetrotters will be playing their basketball exhibition game. Thru today the local scene was the same: no paper, no advertising, no agents.

The move will be into the basement until that night when some of the stuff can be carried up and the floor prepared in the arena. Show takes over the Garden on Monday (2) for rehearsals and setting up.

Preparation time will be sliced closely since the preopening schedule calls for the telecast sponsored by General Foods, offered this year over the CBS network instead of NBC which carried the show last year.

Seek Name Emsee

Plans for the telecast format are incomplete, and Benton & Bowles ad agency people are mulling over a name emsee before proceeding. Last year's idea showed narrator John Daly and John Ringling North commenting on the circus from a box, with flashes of acts. Telecast will be Wednesday night (3), 8-9 p.m., New York time, and the Police Athletic League benefit show will open the run the next night.

It has been decided, tho, that concentration will be on the arena floor and rigging this time, not on box seats and behind-the-scenes stuff. There will be a heavier sampling of the show offered on TV this time.

Mailing pieces for ticket purchases here will feature a clown and elephant on the cover, a montage of acts within the silhouette of an elephant's head on the inside and listing of nine "new feature acts." Included are the juggling Chiesas and Roberto de Vasconcellos who have been on the show before. Also listed are the Arturos, Austrian balancers; Canestrelli's foot-balancing act; Dschapur and Ruth, father-daughter hand-walking duo; Tito, head balancing; Five Verdus, rolling globes; Three Robertes, acro comics, and Four Merlins, girl aerialists.

Macon Plans Show

MACON, Ga., March 3.—YMCA here will stage a circus April 20 at Porter Stadium to raise funds for a new youth center. Acts will include Tex Ritter, the Buck Steele show, and Rocky Marciano.

Red Dinger, bar performer who is with the Y here in the winters, is in charge of the show. Several circus acts will be used and these are being booked thru the Gus Sun Agency.

Ella Bradna celebrated her 83d birthday at Sarasota February 22.

CRISTIANI READY TO START SEASON

Staff, Acts Named for New Show; Bill West Palm Beach for Opening

SARASOTA, Fla., March 3.—The new Cristiani Bros. Circus will roll out of winter quarters on about 35 trucks and open its season March 12-13 at West Palm Beach, a Shrine-sponsored date.

Thirty-six men are busy in quarters here and more are being added to the crew. New canvas has been delivered by the U. S. Tent and Awning Company and it was erected Sunday (26) to mark the 116th anniversary of the founding of the Cristiani circus which started at Pisa, Italy, in 1840. Side Show banners and marquee are being delivered by O. Henry Tent and Awning this week.

Ralph J. Clauson will be general manager, with Lucio Cristiani as over-all chief of the show. Assistant manager and superintendent is Nick Bengor.

Staffers Named

Additional staffers include Robert Brown, secretary; Paul Hall, treasurer-red wagon; Ted White, 24-hour man; George Penny, tickets; Lester Fuller, boss props; Johnnie White, boss canvas; Bill Gheen, boss mechanic, with Tom Cook, assistant; Walter Rice, electrician and engineer; Ellis Lee,

steward; Bob Hileman, Eddy G. Alfa, master artist; Phil Doto, bandmaster with 10 men and electric organ; Ernesto Cristiani, front door.

Tommy Hart and Charlie Roark, Side Show managers; Josiah Browne, Side Show band; Pete Cristiani, concessions manager; Oscar Cristiani, equestrian director; Daviso Cristiani, personnel; Milt Robbins, press agent back and announcer.

Advance department includes Elmer Kaufman, with six billposters, three trucks and special paper from Enquirer Show Print; Mogador Cristiani, Charles Seldman, Bob Burns, Ed Hiler and Ted Young, contracting agents; Walter D. Nealand, general press representative; Lester White, contracting press.

Kaufman's bill car opens March 1 to bill West Palm Beach, where the show will use the Polo Club lot, which Ringling used in 1954.

Lined up for the big show performance are:

The Cristiani Family, bareback; Flora Zucchini, human cannonball; Miss Delilah, aerialist; Manuel Barragon; the Canestrellis; Cristiani's Aerial Bears; Ortanos, teeterboard act; Happy Davis, trampoline; Louis and His Dogs; Centesimo and His Toy Dogs, and clowns, including Billy Griffin, Harry Dann, Bagonghi, Peppi, Ronnie and Jack Smith.

On Sunday (18) the show will be at Opa Locka near Miami.

Polack Western Gross Up 10% At Louisville

LOUISVILLE, March 3.—Polack Bros.' 17th annual stand for the Shrine here scored a 10 per cent increase over last year's business. Managing Director Louis Stern said that this was the show's best year in Louisville, despite the drawback of two days of poor weather. Dates were February 20-26.

The show opened in Chicago Friday (3). Stern said that sale of block tickets to industrial groups showed a 6,000-seat increase, and the engagement as a whole would be strong. He said much of the gain in Louisville was traceable to block ticket sales, which were doubled this time.

Stern signed the Armory at Louisville again for 1957. Earlier, there was a possibility that the show would plan to play the new fairgrounds coliseum there by that time.

Troubles Skip Gosh in South

COLUMBUS, Miss., March 3.—Byron Gosh's All-American Indoor Circus has faced interference from many storm warnings and threat of segregation troubles in recent days, but business has been good in Northern Alabama and Mississippi.

Show was 15 miles from the center of an Alabama tornado and 20 miles from a similar Mississippi storm. Members of the show company took shelter in a basement rest room when high winds and flash floods struck near Columbus. Show was in Tuscaloosa at the time racial disorders were reported at the college.

At Reform, Ala. (20), a new armory was dedicated and a turn-away attendance was scored. Several service clubs had joined with the National Guard company in the advance sale, and at city hall all traffic fines were handled thru the purchase of circus tickets.

At Halesville, Ala., and Montevallo, Ala., business was off 10 per cent, but Livingston, Ala., held up to satisfactory results.

Hamid-Morton Attendance Up At Milwaukee

MILWAUKEE, March 3.—Hamid-Morton Circus closed its run under Shrine auspices here Sunday (26) with an attendance of more than 93,000 for the week. This represented an increase of 4,000 over last year, according to Roy J. Bauer, circus chairman for the Shrine. He also announced here that the gross was in excess of \$100,000.

Omer Kenyon, special representative of Hamid-Morton, said sell-outs began at mid-week and that the extra seats were added for the Saturday afternoon show, which was a turnaway.

The Sunday afternoon show saw the circus forced to turn away about 1,500 people, he said.

Antoinette Concello Files for Divorce

SARASOTA, Fla., March 3.—Antoinette Concello has filed suit for divorce against Arthur M. Concello in circuit court here. She charges cruelty and seeks custody of their son, Randy.

They appeared as featured performers when they had the Flying Concellos on Ringling and other shows. Later he became general manager of the show and also was owner-manager of Russell Bros. and Beatty-Russell circuses. She was director of aerial ballets on Ringling in recent years. Both reside in Sarasota.

Rossi Sets Band

HUNTINGTON, W. Va., March 3.—Joe Rossi, who will be the bandmaster with one of the King Bros. units this season, said he has completed the signing of musicians and will open April 7 with the show. He has played some dates for Miller Bros. Indoor Circus. Rossi also was planning a buying trip to New York.

Honolulu Show In Turnaways; Moves to Hilo

HONOLULU, March 3.—First seven performances of the Shrine Circus here drew capacity attendance, according to Wally Yee, producer, who said that the string was broken Sunday (18) when wind and rain hit. Capacity is 2,500 persons.

After two days of bad weather, business picked up again and turnaways resumed on Tuesday (21). Yee said that reserved seats were sold out then for the remainder of the run.

The option to play Hilo under Lions auspices after the Honolulu date was taken up, and the show will play there March 9-18. Props and animals will be loaded on the Hawaiian Wholesaler March 22 for the return voyage and will land at Wilmington, Calif., April 1.

The Side Show, under Charlie Cox, is doing well, Yee reported. Big Top is scaled at \$1, \$1.50 and \$2. Lucy Gillette is recuperating from a fall in which she received a fracture of the right ankle.

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CHIMPS

Four Natural Clowns
of the Jungle

Cavorting Chimpanzees
proving their I.Q. rating.
Some open time

Currently
ORRIN DAVENPORT SHRINE CIRCUS
St. Paul, Minnesota, March 5 to 11.
Sioux Falls, South Dakota, March
12 to 17.

FOR SALE

★ ★ ★ Lena ★ ★ ★

Gentle, trained
female elephant.
\$2,000 Cash

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Jack Mills

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3 PHONEMEN

Good, powerful deal. More to follow.
Pay daily.
Phone: Jacksonville, Fla.
Elgin 5-5509.

(J. H. Hamilton, phone immediately
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AT LIBERTY IN MARCH

Dale Madden Jr. and Wife
Double Bull Whip Act. Man can work
stock, also boss props. Wife assist in
Whip and Aerial Ladder.

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4 Phonemen needed at once. Phones
are in and ready to go. No collect—no
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Openings now on special Radio
Safety Programs.

Atlanta—Phone ... Evergreen 6525
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4-PHONEMEN-4
3-PROMOTERS-3

Permanent work for sober men. Strong
civic sponsor. Book and Tickets—collect
and pay daily. No collect.

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Phone: 6-7885—Chattanooga, Tenn.

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WANTS

Contracting Agents, attractive salary,
must have car. Phonemen, contact
Richard J. Broderie, Prince Hotel,
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Box 57, Carrollton, Ill.

WANTED

Used Portable Calliope (motor driven).
Must be in fair condition. Contact

QUINCY SHRINE CLUB
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2 PHONEMEN 2

Circus Phonemen with advertising sales
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Phones ready.

Secretary
CRISTIANI BROS.—SHRINE CIRCUS
WESCOT HOTEL, RICHMOND, INDIANA

PHONE MEN

Ticket deal now starting. 5th Annual
Labor Event. Leads furnished. No
collect calls.

ART HESS

2847 W. 8th St., Los Angeles 5, Calif.
DU 80120

UNDER THE
MARQUEE

• Continued from page 68

about Frank Waininger's circus,
and other items.

James E. Douglas & Company
(Jim Douglass, Art Gallagher and
Roy Bean) clowned the national
stock car races at Daytona Beach,
Fla., during the recent speed week
celebration, the third consecutive
year they worked the event. Mir-
acle Power Corporation contracted
them.

Henry Savilla, formerly of the
Savilla Brothers and now operator
of an acrobatic school in St. Louis,
will again play fairs with his sons,
Hank and Mike, and daughter,
Beverly. He will open his route of
independently booked dates at Til-
don, Ill., in late June.

Dick Scatterday has headquar-
tered in New York for several
weeks selling program and tie-in
advertising for the Kelly-Miller
Circus. . . . Jerome Medrano will
take out a tent circus in France,
opening March 9 in Rheims. Big
top will seat 6,000 and a 150-
animal menagerie will be carried.
Cirque Medrano in Paris switched
last month from straight circus to
vaude-circus format dubbed the
"Chester Follies." Bill includes
Two Balladins, novelty jugglers;
Five Talos, acrobats; Paul Giordano,
comedy bike; The Cutis,
gorilla parody; clowns, Zavatta,
Alex, Simo and Charly, and some
40 other performers.

Soviet officials were unsuccessful
last week in trying to induce Victor
Ilinski, Russian lion trainer, to re-
turn home. (The Billboard, March
3). Ilinski, who jumped off a circus
train carrying a company of the
Moscow Circus to Brussels, re-
mains in Munich, where he seeks
political asylum.

John (Chuckles) Facer will
clown the opening of a supermar-
ket in his home town of Fairfield,
Ia., and then meet Bill Brickle and
journey to Deming, N. M., to join
the Clyde Beatty Circus. He and
Brickle toured with the King-Cole
Circus last year.

Advance safe for the fourth an-
nual Palm Beach (Fla.) County
Shrine Circus, produced by the
Cristiani family, topped all pre-
vious records by 25 per cent, ac-
cording to Jim Branch. Promotion
director Jack Bishop employed di-
rect mail and phone follow ups.
The Cristiani's open the season in
West Palm Beach March 12 for a
two-day stand.

WANT

Two High Acts and Sway
Pole, another Catcher and Girl
Leaper for flying act.

Gus Bell Thrill Circus

Route 8, Box 168, Dallas, Texas

4-PHONE MEN-4

V. F. W. STATE CONVENTION
Chattanooga, Tennessee

Program and tickets. Deal starts Mon-
day, March 5; follow with State Labor
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for good, sober Phone Men. Can be
reached on Saturday and Sunday only
at Nashville, Tenn. 6-C Lindley Apts.,
First Ave., So., Phone AL 5-8881 (no
collects). Clip this ad and keep, can
always use a good man.

R. A. (BOB) MALLORY

5 PHONEMEN
PHONEMEN

Want five good Producers. Book, U.P.C.
Strong sponsor. Two months' work. Have
Sheriff's deal to follow. Contact

A. J. WIESSNER
Phone days, Hamilton 6247 or
Evenings, Browning 2246
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AT LIBERTY IN MARCH

Dale and Lois Madden
America's greatest Circus Organist with
own organ and band stand. Lois—four
serial numbers, Webb, Ladder, Flying
Perch and two Ground Acts. Working
Chimp and Rhesus Monkey. Salary—
your top for the best.
DALE MADDEN SR., 3601 Fairview,
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PAT ANTHONY

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HIS 13 JUNGLE BEASTS

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Including SULTAN, the Royal Bengal Terrible Tiger

The only GI, only ex-paratrooper who presents the rollover tiger and lion at the same time.
Three and a half tons of jungle fury. Beautiful large steel arena.

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Personal Representative BOB MORTON

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736 LAKEVIEW DRIVE, MIAMI BEACH, FLA.

Circus People Wanted

For Big Show Band: Cornet, Baritone
and double drummer. Other musicians
keep in touch. Circus opens April 7.
Address: A. Lee Hinckley, Bandleader.
Also want Side Show people in all de-
partments. Freaks, Novelties, Oddities
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KING BROS.' CIRCUS
Central City Park, Macon, Ga.

PHONEMEN

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KNIGHTS OF COLUMBUS.

CHR'M CIRCUS OFFICE

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TELEPHONE CHAPEL 2-0405
P.S.: PLACE A-1 BANNERMAN

4-PHONEMEN-4

Year round sales. Endorsed publica-
tions. Year books, monthlies, weekly
newspapers, ticket deals for veterans,
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imbursed when you prove your worth.
No drunks. Only experienced men look-
ing for proven future wanted. This is
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HARRY MILLER

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We would like to add two capable Men to
our permanent staff to take care of
our expanding route of lucrative in-
door-circus dates.
The men hired will get a share of our
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We give you a full year's work with NO
LAYOFFS between dates.

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Spots. Phone Quick, Knox-
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to call from, all with last year's cut-offs
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396 Avon Road—Upper Darby, Pa.
Flinders 3-1900
P. S.: T. O. & Bill Howard, call.

JOE CANDREA
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Call Amherst 8011
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WANTED

For CRISTIANI BROS.' CIRCUS
Colored Musicians for Sideshow—Trom-
bone and Sax especially.
Pat Shelton, wire.
THOMAS D. HART
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In the Big Annual

SPRING SPECIAL

A Feature thru which you can Economically SELL—TRADE or BUY all types of
Collectors' Items pertaining to the Circus and Shows of the Past . . . Rare
Photos—Prints—Posters—Lithographs—Route Sheets and Cards—Back issues of
The Billboard—White Tops—Sunburst Wheels—Wagon Models—Miniatures—
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Regular Classified Ads . . . Display Classified Ads . . .
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7-PHONEMEN-7

Need seven more men to fill my crews. K. C. — Aquinas — Shrine and Grotte dates
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UPC's — BLOCK TICKETS — BANNERS
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own power. You will be licensed under New York State law on arrival. Daily draw
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well protected. Call person to person only or wire where to call you.
J. F. SHAFER, LOcust 8660, c/o Reed Shutt, 1912 Wilder Bldg., Rochester, N. Y.
(P.M.: I cooled airport, but skip me from now on.)

2-PHONEMEN-2

Exp. Adv. Men on strong labor deal just started. Well backed and identified for Neb.
State Fed. of Labor Year Book. Last year did \$54,000. Can earn \$150 and better per
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MURRAY ROSS

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CIRCUS WANTED
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ASTORIA, OREGON

Traveling Shows permitted only on approval of Astoria Regatta Association
WANT HIGH TYPE CIRCUS IN MONTH OF JULY. Contact:

ROBERT HANSEN, Secy. P. O. Box 148, Astoria, Oregon

SAVE \$1.00



See
Page 62

Parties the Backbone Of Detroit Arena Biz

DETROIT, March 3.—Building business for a new rink means promotion, and lots of it, to most operators, but Ed Lock, operator of the recently opened Roller Skating Arena here, is finding even better business is being built by confining promotion to certain areas.

The rink, open since last August, has been having over 1,500 skaters

attending on weekend afternoons and evenings, respectively. Even so-called customary off-nights have been good nights for this north-west suburban rink despite the problem caused by public transportation ending a half mile from the rink's location.

Lock attributes part of his business build-up to word-of-mouth advertising by skaters. The main part, however, is caused by a special discount arrangement Lock has made with churches, youth groups and organizations within his area.

"Churches are actually my best customers," said Lock, "accounting for most of my business during the week. One church, for instance, brings its entire youth group on Monday nights, complete with minister, who holds a brief service during intermission. We close our rink to open skating on Monday nights just so these church groups or other clubs may have the rink for their own members. This has resulted in such good times for the youths that they return again on weekends or other weekday evenings when the rink is open to the public."

Lock offers churches and clubs a price discount on tickets so that the club or church receives 33 per cent of the total ticket price. The group has to guarantee so many skaters for the evening.

Another arrangement Lock made with the Youth Back to Christ group is to have the skaters pay only 90 per cent of the regular ticket price, while the organization, in turn, provides each skater with 25 cents worth of concession tickets for the rink concession, which is operated by the Locks. Maintaining the concession under their own supervision is to insure their customers of a continued quality in food and drinks, which Lock claims is not always the case when concessions are leased to another concern.

Afternoon matinees have also been providing excellent business at the Arena, becoming much of a family affair when parents join their children on the floor. To stimulate this, Lock has impromptu father and son or mother and daughter races between periods.

The only other main promotion for the Arena is participation in a local TV Saturday afternoon disk jockey program, the Ed McKenzie Show, on WXTZ-TV.

Skateland 'Follies' Big in Daytona Beach

DAYTONA BEACH, Fla., March 3.—John T. Strickland, manager of the Skateland roller rink, claims a big success for the fifth annual production of his Skating Follies of 1956. Rink is located in the Welch area of this city. The two-day run (February 24-25) featured outside professional talent backed by a cast of 40 top local amateurs. Show had solo and duo exhibitions interspersed with ensemble production numbers.

The rink has an 80x200-foot skating surface and operates on a year-around basis, six nights weekly. Saturday mornings are given over to a kiddie session, with a Saturday matinee for the teenage trade.

BIG BREAK

Skaters Make Hit in Coast Pops Concert

HOLLYWOOD, March 3.—Roller skating received an excellent publicity break recently via the Hollywood "Pops" Symphony. This concert show, which has attracted national attention for its many new and unusual effects set to music, recently put roller skaters in "The Skaters' Waltz." So successful was the experiment that one music critic, and an orthodox one, headlined his review, "Skaters Hit of Pops' Concert Show."

Under the baton of conductor David Forester and staged by Marilyn Mansfield, production-director of the musical extravaganza, 56 wheeled waltzers danced thru the aisles at a recent Oakland, Calif., performance. Enhanced by blue lighting effects and simple costumes of black skirts and white sweaters, the performance drew an ovation from the audience, it was reported.

Such an impact was made on the public by the skating number, said a Symphony spokesman, that it is being expanded to include an encore to "Sabre Dance" at the next concert in San Francisco's Civic Auditorium May 25.

Rink operators and professionals from the entire California area are lending a hand in selecting and polishing couples chosen from the many dance clubs in the State. All taking part are amateurs.

Dime Gate Gimmick Set by Blankenship

COLONIAL HEIGHTS, Va., March 3.—To build lagging Monday night attendance, R. L. Blankenship, manager of Highway Arena here, has instituted a 10-cent admission policy—providing the dime carries a 1940 issue date.

The gimmick had first been used by Blankenship to build Thursday patronage, which had been the worst of the week. That night now averages 100 skaters, said the manager, who hopes the idea will work equally well for Mondays.

Kiddie Club Operating At North St. Mary's

SAN ANTONIO, March 3.—The Pixie Club has been organized for pre-school youngsters at North St. Mary's Roller Rink here, according to Joe Spillman, manager of the rink and club sponsor.

The club, organized last November, meets Tuesday, 10 to 11:30 a.m., and Thursday, 1 to 2:30 p.m. Membership now stands at 21, but enrollment is limited. Members use special light aluminum skates. They are taught to skate, learn good sportsmanship and develop poise. The rink is now in its 21st year of operation. It has two professionals, Ralph and Peggy Barker.

Mammoth Winner

GREELEY, Colo., March 3.—Bill Kinney and Jack Holly, both of Mammoth Rink, Denver, copped first and second place respectively in the 26-mile marathon held at Warner Norcross' Warnoco Rink here this week. Third place went to airman Wayne Fisher, Fort Warren Air Base, Cheyenne, Wyo.

ROADSHOW REP

John D. Finch, well-known former repster and, on occasion, special promotion-praise agent for Tim Spencer and the RCA Victor western music group, Sons of the Pioneers, recently underwent minor surgery in Welborn Clinic, Evansville, Ind. Between assignments on behalf of Spencer and the Pioneers, Finch operates a sign and commercial art studio in Olney, Ill. He also manages to find time to do a bit of feature freelancing for newspapers and some gag material scripting. In the rep field Finch will be remembered as a performer-member of Billy Wehle's production staff as well as designer of settings and painter of the rolling billboard truck panel ballyhooing Wehle's Billroy's Comedians. Finch and his wife, Meradith, recently

had the good fortune to find themselves on the grease line, as it is referred to in the petroleum industry. An oil well in which they held an interest came in.

Billy Terrell and Babe Terrell, former rep folks who now live in Roseland, La., and operate the Bonnie Theater, Amite, La., report that they have plans under way to open another show in April. Among showfolks who recently called on the Terrells were Bennie Doss and family, Josephine Galler and her husband, and Charley Sicott.

Jack Vivian will again be ahead of Brunk's Comedians, according to Henry L. Brunk, who, with Mrs. Brunk, is wintering in Wichita, Kan. . . . Recent visitors with the Brunks were Connie and John Spalding, former rep people who are now engaged in commercial lines in Nebraska. . . . Jack and Jill Knecht, of the Brunk show, are playing club dates in and around Kansas City, Mo., and St. Louis.

Boob Brasfield, for a number of years with the late Jess Bisbee, is currently appearing with Red Foley on the weekly "Ozark Jubilee" TV show out of Springfield, Mo. Brasfield is soon to do a guest shot on Ed Sullivan's "Toast of the Town."

Henry L. Brunk and his Brunk's Comedians were the subject of a feature article by Gil Rector in the January 15 issue of the Wichita Beacon. The article and four large accompanying pictures consumed the better part of a page and gave some interesting facts about Brunk and his show. The well-known tenter plays to some 90,000 persons on its annual tour over established territory in Texas, Oklahoma, New Mexico and Colorado. Brunk entered the business in 1916 and is now the only one of seven brothers still active in the business. The company of 20 performs in a tent with seating capacity of 800 and travels 4,000 miles each year via 10-motor vehicles. Brunk had to halt his show during World War II because he couldn't get players and "we couldn't travel." During that time he served as recreational director for Boeing-Wichita. In 1947 he reorganized the show and has been on the road with it since.

DRIVIN' 'ROUND THE DRIVE-INS

Lem Lee, owner of Monaco Drive-In, Denver, has sold his northeast side theater to the Wolfberg Theater chain of that city. This brings to six the total drive-ins owned by the Wolfberg chain in Denver, besides the Paramount, a downtown house. Tom Smiley, general manager of the chain, said no immediate switch in policy is contemplated at the Monaco. It is open only on weekends during the winter.

A total of 398 drive-in theaters were built in the United States during 1955, according to statistics published by Alexander Film Company, Colorado Springs, Colo. It was disclosed that these theaters were built in 43 of the 48 States and bring the total number of operating drive-ins in the U. S. to well over 5,000. These new theaters have added a capacity of 311,000 cars and, using the national average of two and one-half persons to a car, attendance may be boosted by more than 777,500 people.

Reopening the long-shuttered Strand Theater, a conventional theater in Willimantic, Conn., Carim E. John offered a number of patron courtesies of possible interest to outdoor theatermen. John called Monday evening his Family Night with the entire family admitted for price of parents' tickets; Wednesday, Ladies' Night, women being admitted free when accompanied by male escort, and Saturday, Kiddie Day, with free admission for children accompanied by parents.

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Best Prices! **SONNY'S HUG-ME-TIGHTS \$10.50 DOZ. SONNY'S NEW "PRINCESS" LINE SKATING SKIRTS \$24.00 DOZ. UP**

Write for price list. 1/2 down, bal. C.O.D. Authorized Distributor for **"CHICAGO" ROLLER SKATE CO.**

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First Come, First Served
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CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.
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We invite you to bring your skates to Curvecrest and see for yourself!

WE BUY AND SELL NEW and USED RINK ROLLER SKATES
Lowest prices.
Write for quotations—1-day service.

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Skating Professional
Gold Medalist man and wife desire position as professional or managing pro. Fully experienced. RSROA. Write

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FOR SALE
100 pairs of Shoe Roller Skates, must sacrifice, \$300.00. Must take all.

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Rock Hard Maple 87S Standard No. 87F Figure

No. 87DL—No. 87SL—No. 88GBL Laminated Maple two-piece Bushing. Keep all Maple Wheels in a dry place.

No. 78 — No. 785 — No. 79 Hockey New Long Wearing Fibre Wheels

No. 78R regular—No. 89 Precision Bearing. "DURYTE" Plastic, longer wearing—No dust.

Rink Repairs—Order Now!
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42 x 102 IN STOCK
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100 Central Ave. Alton, Ill.

THIS ONE AIMS AT TIMELINESS

GROTON, Conn., Feb. 25.—Melody Skating Rink took a two-column by four-inch ad in the local press ahead of Washington's Birthday for this copy: "George Washington didn't skate here at the Melody Skating Rink . . . but you can! Matinee, 2 to 4:30; evening, 7:30 to 11; supervised skating always. "A family recreation—for good, clean fun, roller skatel! It's great. Keeps the family together . . . enjoy a fun-filled evening."

MARCH 10, 1956

Communications to 2160 Patterson St., Cincinnati 22, O.

PITCHMEN! DISTRIBUTORS! CONCESSIONAIRES!



You, too, can clean up with new automatic self-wringing sponge rubber mop.

Sensational sales at all Home Shows, Farm Shows, Conventions, S.N.C. Sports Shows, Fairs.

Cash in on big demand for Kleen-Rite, the self-wringing mop of sponge rubber, with the exclusive patented features. This is a "natural self-seller." Sells in practically minutes... sells before the quick demonstration is over.

B.M., of Connecticut, "Never had such quick money." R.L., of Michigan, "Never miss selling fast."

BIG PROFIT MAKER

Fastest Take Per Pitch. "Beats anything I ever saw for making quick cash sales." B.H. - Missouri.

OVER 100% PROFIT

Every housewife wants the Kleen-Rite household size. Institutions buy jumbo size. Sensational flick-of-finger action automatically rolls out dirt. 2-way sponge rubber head. Kleen-Rite scrubs, washes, waxes, dusts better, cleaner, faster. Get the facts including Free Sample Offer, Now!

DAYLESS MFG. CO., INC.
3257 N. Western Ave., Chicago, Ill.
Dept. B-7

MAIL COUPON NOW!

DAYLESS MFG. CO., INC.
3257 N. Western Ave., Dept. B-7, Chicago 18, Ill.

O.K. Send me complete selling outfit and sample Kleen-Rite mop, \$3.00 enclosed.

Send free details about your selling plan & free sample offer.

Name.....

Address.....

City..... Zone..... State.....

MERCHANDISE TOPICS

Because initial response has been so great, Ace Toy Manufacturing Company, 122 West 27th Street, New York, reports that it has found it necessary to establish a 10 to 30-day delivery policy for its new 23-inch real fur chimp, said to be an exclusive item. Among the item's many features are vinyl plastic face, ears, hands and shoes. Ace also offers the number in large pile curly plush for those who can use plush items. The firm urges that you write for prices.

Almost 5,000 premium buyers and manufacturers, the largest number in history, will attend the 23rd annual National Premium Buyers' Exposition in Chicago March 19-22. This trade show will be held at Navy Pier, with the Conrad Hilton Hotel as convention headquarters. More than 300 manufacturers and suppliers will display and demonstrate the latest premium merchandise to buyers and users. On Tuesday (20) at Navy Pier there will be the annual conference sponsored by the Premium Advertising Association of America with talks by leaders in the industry. Before the conference NPBE hosts all at a continental type breakfast. Wednesday evening, in the main ballroom of the Conrad Hilton, the Premium Industry Club holds its annual citation award banquet.

Standard Industries, Inc., 1112 South Wabash Avenue, Chicago, is rushing work on a summer supplement to its catalog that will be distributed between March 15 and April 1. Mark Zanger, sales promotion manager, said that hundreds of timely items are illustrated and described in the catalog, pointing to listings such as Scott-Atwater outboard motors, Sea-Maid aluminum boats, Fedders Coolerator air conditioners and dehumidifiers, Walco and Horrocks-Ibotson fishing rods; Airex, Bronson and Ocean City fishing reels; Wilson baseball equipment and golf clubs; Hettrick tents, camp equipment and pools; Holiday Lines' pools and inflatables, Philco and Motorola portable radios, Oloron's picnic jugs and refrigerators; all-aluminum lawn and

beach furniture; Decca, Columbia and RCA Victor records, an expanded electric fan section, gardening needs, outdoor barbecue gear and a complete line of soft goods, including men's and women's sports togs.

Star Sales Company, 1391 Milwaukee Avenue, Chicago, announces acquisition of a big stock of summer goods. Such merchandise as fans of all description and prices, a wide variety of picnic equipment and a complete line of fishing tackle is included. In addition, Star is featuring a complete line of summer jewelry, as well as men's and boys' summer slacks and shirts. To handle anticipated out-of-town buyers, Star will be open on Monday and Thursday nights until 9 and on Sundays from 10 a.m. to 3.

Two weeks ago this column carried an item about a Mouseketeer beanie hat that was receiving wide acceptance in the trade, but quoted the price incorrectly. This hat with large Mickey Mouse ears is being offered by Harris Novelty Company, 1102 Arch Street, Philadelphia, at \$4.50 per dozen and \$51 per gross.

If you'd like to see pink elephants write to William G. Minder Industries, 317 Hayden Street, N. W., Atlanta. The firm is introducing two pink vinyl elephants called Weepy and Disgusted Gus. Weepy cries for several seconds after you put her down and is eight inches tall and six inches long. Disgusted Gus, 10 inches long and 9 inches wide, trumpets when squeezed. When sending for a price list, state your business.

Hall of Distributors, Inc., 8713 12th Street, Detroit, has introduced another new item, a 10-piece painter's kit containing 10 pure bristle paint brushes of various sizes. They are suitable for furniture, walls and touch up and are unconditionally guaranteed. Packed in an attractive carton with see-thru lid, the set shows a \$12.95 label, but is offered at \$2.50 per sample, \$1.95 per dozen kits and \$1.85 for 24 kits.

HOTTEST ITEM IN AMERICA

AUTOMATIC ELECTRIC ROTO BROIL SKILLET

It's NEW! It's Sensational!

(IMMERSIBLE IN WATER)

SAMPLE \$6.75

6 OR MORE \$6.15



Automatic Electric Skillet. Extra large capacity. Controlled heat. Temperature chart on handle. Fully immersible in water. Guaranteed to sell on sight. Engineered by the makers of America's leading appliances.

ATTENTION, QUANTITY BUYERS • ENJOY HIGHER PROFITS • BUY IN LARGE QUANTITIES!

REQUEST OUR FREE 1956 CONFIDENTIAL PRICE CATALOG

COPPER CLAD ALCAMATIC

RETAIL \$39.95

10 EXCLUSIVE FEATURES

Sample \$7.25 3 or more \$6.75

Available in Glistening Chrome

Sample \$7.25 • 3 or more \$6.75



TOP PAINTER'S KIT

RETAIL \$12.95

Deluxe 10 piece pure bristle Painter's Kit. Used by professional painters and home owners. Ideal for furniture, walls, sash and touchup. A paint brush for every purpose. Every brush unconditionally guaranteed. Sells on sight.

Sample \$2.50 12 Kits \$1.95 24 Kits \$1.85



TERMS: 25% Deposit Required on All Initial Orders, Balance C.O.D., F.O.B. Detroit. Rated Accounts. Please Enclose References With Initial Orders. Prompt Delivery. REMITTANCES: Please do not send cash! Make payments by postal or express money, cashier or certified check. Personal checks will delay your order. ADDRESS ALL ORDERS AND REQUESTS TO DEPT. B FOR SPEEDIER SERVICE.

HALL OF DISTRIBUTORS, Inc.

8713 TWELFTH STREET DETROIT 6, MICH.

Send for Our FREE Illustrated Wholesale Catalog. Lists 1000's of Items.

GRASS SEED

Free of Crabgrass—"A blend of laboratory tested seed." High Germinating.

5 lb. Clear, heavy plastic bag \$1.00 per bag

EXCELLENT BLEND OF SEED FOR FINER LAWNS

In 5 lb. Box..... \$1.50 per box

25% dep. with order, bal. C.O.D., F.O.B. Chicago.

Write for FREE Listing

C & G Sales 1180 Milwaukee Ave. Chicago 22, Illinois

HAWAIIAN TI PLANT LOG

Place the Log in Water and Watch the Green Leaves Grow.

PITCHMEN SOLD OVER 7,000,000 LAST YEAR!

Buy for 7¢, sell for 4¢ to 6¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!

"Ti" logs grow — by themselves — into beautiful tropical plants. Fresh, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.

SHERFY'S LTD

2126 BOYER SEATTLE, WASH.

FREE FRISCO SPINDLE WHEEL & BUMPER GAME

Write today for complete details

- Hand Polished ALUMINUM IDENTs \$7.50
- CRAB BAG RINGS \$5.00
- HEART & DISC PENDANTS \$39.00
- Nickel Plated
- MEXICAN EARRINGS \$5.40

SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.

All Phones: FRanklin 2-2567

PITCHMEN! Hawaiian TI PLANT LOG

Buy direct at lowest prices. Fresh stock and flash always available in New York for immediate shipment.

ORCHIDS OF HAWAII, INC.

54 West 56th Street, New York 19, N. Y. Phone: JUdson 6-8950

PIPES FOR PITCHMEN

By BILL BAKER

MADALINE RAGAN... reports that she's just marking time in her West Hollywood, Fla., hang-out until she heads North again.

FROM LOS ANGELES... we get the report that Col. Jim Barbee, the Country Auctioneer, a newcomer to the business, is doing a bit of okay for himself. It seems that his country entertainment does a good job of holding the tips.

E. C. PARDEE... postals that his old friend, W. H. (Shorty) Wilson is in pretty sad shape in Ward A of the John Gaston Hospital, Memphis. According to Pardee, it took Shorty about five weeks to get in the place and when he was finally admitted he was really hanging on the ropes. He would appreciate getting cards or letters from his friends in the trade.

PETE NITNEY SAYS... that about the only time that a pitchman will call on another pitchman for professional consultation is when he needs someone to share the blame.

JOHN G. RUDOLPH... of Box 63, Montfort, Wis., is anxious to contact any Med Shows that might be operating at the present time. He would also like to have

a word with any and sundry pitchmen who are presently hitting the highways. We don't know just what's on brother Rudolph's mind, but—who knows?—it may turn out to be something real good.

WE'RE SURE... that during the last several months something has happened to the following gentry that would be of interest to the other members of the trade. Let's hear from Jack Anthony, Ray Herbers, Big Al Wilson, Jim Wall, Claude Faulkner, Harry Worthy, Douglas Newell, Chic Denton, Tom G. Pascha, Gus C. Yatron, Mrs. Bob Noell, Mae Rogers, Ed Allen, Morris and Reuben Bluestein, Barney Caplin, Ken Hockett, Fred Hudspeth, Bill Newman, Al DeZure, Morris Cooper, Dr. Clyde Forkner, C. D. Newsome, Eddie Gillespie, Harry Dempsey, Jack Sharding, Emmet Smith and Curley Miller.

BEN (HORSEBACK) MEYERS... reports that he was working down around the vicinity of Daytona Beach, Fla., recently when that much-publicized mob of wild and woolly "drag race" characters tossed an 18 karat riot and almost wrecked the place. Ben says he'd like to hear from some of the boys who were working the Mardi Gras.

SAVE \$1.00

See Page 62



LITTLE ATOM

World's Smallest Pistol

COMPLETE WITH RANGFINDER AND YOUR CHOICE OF LEATHER HOLSTER OR BLANK

ACTUAL SIZE

Dealer's \$12.00 Cost... \$1.95 ea.

List... \$1.95 ea.

Actually shoots blanks with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '55 Catalog.

G & S Mfg. Co.

Dept. B, 504-506 Deaderick NASHVILLE, TENNESSEE



★ FREE ★

PLUSH QUACKY DUCK

10x8 1/2, cotton stuffed. WITH EACH SAMPLE ASST. ORDERED!

ALL SOLD OUT ON EASTER BUNNIES EXCEPT FOR THE FOLLOWING 3 NUMBERS. ALL OF HIGH GRADE PLUSH AND COTTON STUFFED.

38" BEGGING RABBIT \$22.50 dz.

28" BEGGING RABBIT \$18.00 dz.

38" QUALITY Begging Rabbit \$27.00 dz.

No extra charge for samples. 19 Pieces (6 of each).... \$33.75 INCLUDING YOUR FREE DUCK. 5% Discount in Gross Lots!

Send for FREE Easter Brochure and 32-pg. catalog of year round sellers. F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated.

ACE Toy Mfg. Company

122 W. 27th St. N.Y. 1, N.Y.



Costume Jewelry Manufacturer

OFFERS THIS "ONCE IN A LIFETIME" OPPORTUNITY!

Now, at last, you can be your own distributor in the lucrative Costume Jewelry Business.

FREE CATALOG WRITE TODAY!

NO INVENTORY! NO INVESTMENT! Use our 48 page illustrated catalogue of over 150 exclusive items which we manufacture! Imprint your name and contact the numerous retail outlets in your vicinity such as Variety, Drug, 5 & 10, Department Stores, Concessionaires, Auctioneers, Mail Order, Party Plan Club, etc.

If you prefer, we are making a special offer of a sample line consisting of assorted items at a cost of \$25.00 to you. We include a sample case FREE! There is a MONEY BACK GUARANTEE with this offer!

SEND FOR SAMPLE LINE OR FREE CATALOG!

PACKARD JEWELRY CO.

48 West 25th St. New York City

T R-U-L-Y terrific rudelle OYS

"PETEY" The Collie Dog

19"x26"

"Petey" comes in two-tones, brown and white, with leash, flexible ears and curled tail. Beautiful and soft. 1 doz. to carton.

247-42 Doz.

Trudelle Creations, Inc.

137 Greene St. • New York 12, N. Y. 24-Hr. Phone • SP 7-2377

25% required on C.O.D. accounts. 1956 Catalogue Now Available.



GIVE TO DAMON RUNYON CANCER FUND

BEAUTIFUL CROSS

MIRACLE CROSS

When you place the center to your eye you can see the

A REAL MONEYMAKER

Lord's Prayer clearly and distinctly.

#999-N. Set with 12 brilliant cut stones. Chain and Cross in beautiful nickel silver finish, soldered links.

\$4.75 Doz. **\$54.00** Gross

#999-G. Same as above, heavier chain in beautiful gold finish.

\$6.00 Doz. **\$66.00** Gross

SCULL HEAD

No. 900 **\$2.50** Doz. **\$27.00** Gross

Set with 2 Red Brilliant Eyes, Gold Finish.

PROVIDENCE RING CO.
49 Westminster Street, Providence R. I.

COMING EVENTS

Continued from page 67

Ruskin—Fla. Tomato Festival, April 26-28. W. D. Miller.

Georgia

Atlanta—Southeast Sports, Boat and Vacation Show, March 3-10. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.

Dawson—Terrell Co. Centennial, April 15-21. L. J. Ferguson.

Illinois

Chicago—National Premium Buyers Exposition, March 19-22.

Chicago—All Wisconsin Resort and Travel Show, March 24-28. Art Huebner, Hotel Sherman.

Decatur—National Home Show, March 7-11. Dorothy H. Godfrey.

Kankakee—National Home Show, March 14-17. E. J. Smith.

Springfield—National Home Show, May 2-6. E. J. Smith.

Iowa

Des Moines—Iowa Sports, Boat & Vacation Show, April 13-18. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.

Kansas

Hutchinson—Kansas Motor Show, March 8-11.

Wichita—Wichita Auto Show, March 16-18.

Kentucky

Louisville—Kentuckiana Home & Improvement Show, April 7-15. Joseph Brooks, Jefferson County Armory.

Louisiana

New Orleans—Negri Fair, April 11-14.

Shreveport—Holiday in Dixie Spring Festival, April 25-29. Abie C. Goldberg.

Massachusetts

Boston—New England Spring Flower Show, March 11-17.

Boston—GM Motorama, April 19-29.

Fall River—National Home Show, May 1-6. John W. Daly.

Springfield—National Home Show, April 10-15. John W. Daly.

Worcester—Worcester Co. Spring Flower Show, March 8-11.

Michigan

Bay City—Better Homes Show, March 16-21. Jack Davis, P. O. Box 12.

Mississippi

Bay Springs—Jasper Co. Livestock Show, March 6-8. W. C. Jecocat.

Canton—Madison Co. Livestock Show, April 11. R. L. Smith.

Carrollton—Carroll Co. Livestock Show, March 17. R. R. Cooper.

Cleveland—Bollivar Co. Livestock Show, March 16. Boyce Tiser.

Columbia—Marion Co. Livestock Show, March 8-10. D. O. Scott.

Forest—Southeast Miss. Dist. Livestock Show, March 15-17. Mrs. Myrtle Goodwin.

Greenwood—Delta Dist. Livestock Show, March 22-25. E. H. Blackstone.

Hattiesburg—Forrest Co. Livestock Show, March 9-10. W. W. Kennedy.

Hattiesburg—South Miss. Dist. Livestock Show, March 12-14. N. S. Hand.

Jackson—Hinds Co. Livestock Show, March 5-7. G. L. Hales, Box 501.

Port Gibson—Southwest Miss. Dist. Livestock Show, March 19-21. E. C. Newman.

Sardis—Northwest Miss. Dist. Livestock Show, March 26-28. Lee H. Thompson.

Tupelo—Lee Co. Livestock Show, March 23-24. W. J. Pernel.

Waynesboro—Wayne Co. Fair & Livestock Show, March 12-13. E. P. Harrison.

West Point—Northeast Miss. Dist. Livestock Show, March 29-31. E. E. Wooten.

West Point—Clay Co. Livestock Show & Fair, March 29-31. H. B. Converse.

Yazoo City—Yazoo Co. Livestock Show, March 16. W. G. White.

Missouri

Ava—Kiwanis Jr. Livestock Show, April 28-29. Phil H. Pettit.

Clinton—H Egg Show, March 31. Ed Wiggins.

St. Joseph—St. Joseph Barrow Show, March 15. Webb Embrey.

St. Joseph—Buchanan Co. Dairy Show, May 19. Webb Embrey.

St. Joseph—Interstate Jr. Dairy Show, May 26. Webb Embrey.

Nebraska

Lincoln—Lincoln Home Show, March 22-25. Peggy King, 418 Trust Bldg.

New Jersey

Teaneck—House, Garden and Hobby Show, March 10-17.

Westfield—Union Co. House, Garden & Hobby Show, April 28-May 5.

New Mexico

Albuquerque—25th Anniversary Celebration, June 17-23. Franciscan Hotel.

New York

Jamaica—Long Island Home Show, May 1-6. Vincent C. Rotkamp, Catholic War Veterans, Whitman Hotel.

New York—National Antique Show, March 5-11.

New York—International Flower Show, March 7-11.

New York—National Photography Show, April 28-May 6.

New York—International Philatelic Show, April 28-May 6.

New York—International Automobile Show, April 28-May 6.

Syracuse—Post Standard Home Show, March 6-9.

Syracuse—Syracuse Builders' Exchange Show, April 5-19.

North Carolina

Winston-Salem—National Home Show, April 22-27. Lloyd A. Goodin.

Ohio

Canton—National Home Show, March 18-19. E. J. Smith.

Cincinnati—Home and Flower Show, March 3-11. Earle W. DeLaitre, Home Builders' Assn.

Columbus—Midwest Sports, Vacation, Travel & Boat Show, March 16-25. Ben Cowall.

Dayton—Do It Yourself Show, April 6-8. Dayton Collopy, Publicity Service Bureau, 133 Warren St.

Toledo—Home and Travel Show, March 3-11. Milt H. Tarloff, 443 Spitzer Bldg.

Oklahoma

Oklahoma City—Greater Capitol Hill Home Show & Jamboree, April 4-7. Jack Wright, 113 W. Commerce St.

Oklahoma City—Oklahoma City Rodeo, April 22-25. Lee V. Saeed.

Tennessee

Lawrenceburg—Lawrence Co. Strawberry Festival, May 13-14. G. H. Lehnert.

Morristown—4-H Fat Calf Show and Sale, March 20. Jesse E. Francis.

Newport—Spring Festival, May 3-5. Jack Vinson, Cocke Co. Fair.

Texas

Austin—Austin Livestock Show, March 6-11. J. R. Thacker, P. O. Box 993.

Corpus Christi—Buccanier Days, April 21-29. Jack Lindsey, Route 4, Box 694, Dallas.

Cuero—Cuero Stock Show, April 4-7.

Dallas—Garden Center Flower Show, March 10-18. J. B. Rucker Jr., State Fair of Texas.

Dallas—Southwest Sports, Boat & Vacation Show, March 31-April 8. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.

Dallas—Nat'l Home Show, April 22-29. Grover Godfrey, 102 Walnut Hill Village.

Houston—Houston Sports, Boat & Travel Show, March 17-24. Martin P. Kelly, United Sports & Vacation Show, First Nat'l Bank Bldg., St. Paul 1, Minn.

Mercedes—Rio Grande Valley Stock Show & Rodeo, March 4-12.

Mercedes—Stock Show, March 6-12.

Poteau—Strawberry Festival, April 12-14.

San Angelo—Pat Stock Show and Rodeo, March 7-11.

San Antonio—San Antonio Home Show, May 20-27. Irving Wayne, 103 D Paradise Lane.

Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach.

Waco—National Home Show, May 2-8. Horace Black.

Whitney—Lake Whitney Sport Show, April 13-22. P. O. Box 922.

Wichita Falls—National Home Show, April 4-8. Lloyd A. Goodin.

Utah

Salt Lake City—National Home Show, May 20-27. Brownlow R. Hall.

Virginia

Richmond—Sportsmen's and Boat Show, March 14-18.

Winchester—Shenandoah Apple Blossom Festival, April 26-27. Thomas G. Scully.

Washington

Spokane—Spokane Auto Show, March 7-11.

Spokane—Jr. Livestock Show, May 1-4. P. R. Gladhart, Box 2184, Old Union Stockyards.

Wisconsin

Madison—Wisconsin Sports, Travel & Vacation Show, April 6-11. Lakeland Associates, Inc., Madison.

Milwaukee—Milwaukee Sentinel Sports Show, March 17-25.

Waukesha—Waukesha Dairy Show, March 19-23. George Dehnert.

CANADA

Alberta

Edmonton—Spring Livestock Show and Sale, March 26-30.

Edmonton—National Home Show, April 13-21. Arthur Gilbert.

Edmonton—Spring Horse Show, May 23-26.

British Columbia

Vancouver—National Home Show, April 25-May 3. John W. Daly.

Manitoba

Brandon—Manitoba Winter Fair, April 2-6.

Ontario

Kitchener—Sportsmen's Show, April 19-21.

Toronto—Canadian Nat'l Sportsmen's Show, March 9-17.

Quebec

Montreal—Montreal Gift Show, March 5-8.

Saskatchewan

Regina—Winter Fair and Light Horse Show, March 26-30.

Saskatoon—Bred Sow Show and Sale, April 19.

Saskatoon—Bull Show & Sale, April 11.

MICKEY MOUSE HAT

ANOTHER HAT HIT!

It's a Winner—

A MUST WITH ALL KIDS

MICKEY MOUSE FELT BEANIE HAT

It's an official Mouseketeer Club Hat

This is the fastest selling novelty hat today. Selling like wildfire—cash in on it while it's hot. The world sees it worn daily on Disney's Mickey Mouse TV program.

\$4.50 per doz. \$51.00 per gross

SPECIALS

IVY LEAGUE WOOL TIP CAPS. Per doz. \$12.00 (For Schools, Colleges and Sports Wear)

ROBIN HOOD FELT HATS. Per doz. 4.00

KIDDIE FELT HATS WITH POM POMS. Per doz., \$2.25. Gross 24.00

CONFEDERATE AND YANKEE HATS—Pressed Felt. Per doz. 4.50

DERBIES—Black Felt. \$5.00 per doz. Gross 54.00

WEAVER BALL POINT PENS. \$2.00 per doz. Gross 18.00

MEN'S CHROME EXPANSION WATCH BANDS. Per doz. 3.50

MEN'S CUFF LINK AND TIE SLIDE SETS. Per doz. 6.00

5-PIECE JEWELRY SETS—Beautifully Styled. Per doz. 27.00

MECHANICAL JUMPING FUR EASTER RABBITS. Per doz. 3.50

MECHANICAL MUSICAL EASTER RABBITS. Per doz. 6.50

MECHANICAL EASTER RABBITS ON SLED. Per doz. 3.00

25% Deposit Required—WE SHIP SAME DAY WE RECEIVE ORDER

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SELLING TITANIA JEWELS

The diamond-like gem that's more brilliant than diamonds. NOT AN IMITATION—

but a real gem created by the magic of chemistry. They have all the beauty, sparkle and lasting quality of diamonds. ONLY AN EXPERT CAN TELL THE DIFFERENCE

Retails for \$20.00 a carat. Cost you only \$8.50 a carat wholesale.

IMPERIAL GEM CO. Spotswood, New Jersey

\$1.00 a carat discount on two-carat size samples or larger.

ATTN., STREET VENDORS!

MECHANICAL FUR JUMPING DOGS

Large Size.....\$ 4.00 doz.

40.20 gross

Smaller Size.....\$ 2.15 doz.

23.50 gross

Minimum Order \$5.00—Include Postage with Order. 25% Deposit Required on C.O.D. Orders

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Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

NEW! LATEST FASHION

SCREW END COLLAR PINS

\$1 seller

Beautifully precision made. Attractive high quality jewelry finish. Each in sliding acetate covered gift box.

ACON

\$30 Gr. 6 different style ends. Yellow or white. Additional information on Request.

★ **ACON WATCH CROWN CO.**
50 Eldridge St. New York 2, N. Y. CA 4-0699

★ **\$16.75** ★ DOZEN

FOR THE NEW 1956

30" ALL PLUSH STANDING BEAR

COTTON STUFFED—NO STRAW

Due to your terrific response to this item there may be a slight delay in delivery of some orders. Thank you. Prices net F.O.B. N. Y. C. 25% deposit with order, bal. C.O.D.

TEE JAY TOYS, INC.

48 West 20th St. New York 11, N. Y.

EVERSHARP RETRACTABLE BALL POINT PEN

Assorted colors. Nationally advertised at \$1.49 per pen. 1 doz. to self-colorful display box—\$4.50 per doz.

8-PIECE EKCO KITCHEN TOOL SET

Nice individual box, 6 to a master carton. \$1.50 ea.

26" HAND SAW, 8 POINT SUPERIOR SAW STEEL

Packed 6 to package. \$8.00 per doz.

14" JACK PLANE—2" CUTTER

Individually boxed. \$2.75 ea.

25% deposit with order. Bank check or money order. F.O.B. Chicago. Wholesale Only.

COOK BROS. 916 S. Halsted Chicago 7, Ill.

NEW NOVELTY MOUSE HATS

EVERY KID WANTS ONE!

\$3.75 DOZ. \$42.00 GR.

25% deposit with order, balance c.o.d.

SCHATTUR NOVELTY CO.

144 Park Row, New York 7, N. Y.

• **PUSHCARDS**

• **SALESBOARDS**

• **JAR GAMES**

S & S MFG. CO.

660 N. Dearborn St. Chicago 10, Ill.

SELL TITANIA GEMS

FAR MORE BRILLIANT THAN FINEST DIAMONDS

The most dazzling jewels on earth. Greatest scientific gem discovery in centuries. Make \$50 to \$75 day. Write for free information. **DIAMONITE**, formation. **DIAMONITE**, formation. **DIAMONITE**, formation.

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Save on **POST CARDS**

Photostatine printed from your photo. 2000—\$9.50 per M 4000—\$9.00 per M immed. deliv. Hundreds of diff. general scenes. Imprinted Scene around City, State, 2000 or more ass't.—\$9.50 per M

FREE 200 ass't. Cuties with order of 2500.

THE MAYROSE CO.

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At fairs, carnivals, stores, cars. Stationery, labels, tags, advertising, etc. Print your own, save money. Portable, take it anywhere. Low price outfit. Sold direct from factory only. Raised Printing like Engraving, too. Easy rules sent. Write for catalog & all details.

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Kelley Corp. T-49, Meriden, Conn.

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138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING

ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES

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7 and 10 color specials
4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available

JOHN ROBERTS CO. INC.
817 Broadway, Newark, N. J.

NEEDLE BOOKS. 70 COUNT WITH threader. Big size. Gross Books \$ 7.20

SHOE BRUSHES. ALL HORSE HAIR For bootblacks and home use. Dozen 16.20

FAMILY PACKAGE COMBS. 5 asst. combs in cellophane package. Gross packages to carton. Sells for 29c a package. Gross packages 13.50

GENUINE LEATHER BELT KEY. Hooks with nickel plated key snap. Useful for all mechanics and drivers. Carded. Gross. 18.00

All Prices F.O.B., N. Y.
Deposit with orders

SUPER SALES CO.
25 East 17th Street, New York 3, N. Y.

7 OF 1,000's

JEWELRY SETS. Necklace or pin with earrings, in beautiful box. Big value. DOZEN SETS \$ 7.20

PEARL NECKLACES. Simulated. Graduated style with filigree clasp. Dozen \$11.00. GROSS 12.00

CIGARETTE LIGHTERS. Reason type, fully automatic. Gross \$54.00. DOZEN 4.80

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RETRACTABLE BALL PENS. Dozen \$1.40. TOP VALUE. GROSS 15.84

HIT CAMERAS. Original. Miniature, candid. DOZEN 7.80

FILM for above Hit Camera. 12 rolls. 129 EXPOSURES. .95

SEND PAYMENT FOB, NEW YORK.

MILLS SALES CO

Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

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 sets \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
Cincinnati 36, Ohio

Here at Last!

New Type Snap-A-Part INTERLOCKING BEADS

Without restringing, necklace becomes Choker and Bracelet, etc.

Today's Profit Maker!!

6 Necklaces.....\$4.25

6 Pr. Matching Earrings.....\$4.80

72 Necklaces.....\$48.00

72 Pr. Matching Earrings.....\$5.50

Necklaces Only. Per Doz. \$5.50

Per Gro. \$60.00

Assorted colors. Please send check with order. We pay freight.

Customercraft
JEWELRY MFG CO.
26 CUSTOM HOUSE ST., PROV. 3, R. I.

The Best Sales Boards and Jar Games

Write for information and prices.

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19233 96th St.
Edmonton, Alberta

GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd.
South Bend 17, Indiana

YOU'LL LOVE THE NEW BILLBOARD

SAVE MONEY, TOO SEE PAGE 62

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

Choice Lot—Famous WATCHES, 6 for \$49

Special Close-Out! Men's Elgin, Waltham WATCHES WHILE THEY LAST \$6.95

Completely reconditioned. Complete with bands. Guaranteed.

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee. Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S

182 S. Main St., Memphis, Tenn.

EARLIEST AMERICAN JEWELRY!

Before the white man came to this country, turquoise jewelry was the most popular, the best looking and the most prized by Indian maidens.

Now the American people have taken TURQUOISE JEWELRY to their hearts.

- The Best Dollar Value in the Market.
- Sensational Styling!
- Prices in Dollar Line Only!

Can be bought as matching sets of necklaces, bracelets, earrings or separately. We also put out a 3-piece kiddie box set to retail for \$1.00 and assorted turquoise "concho" belts.

All Items at **\$6.75 Dozen**

Special prices for quantity users.

Inquire about our Special Promotional Turquoise Items at \$45.00 Gross and our line of genuine Butterfly Wing Jewelry. Money refunded within 5 days if not satisfied on sample orders.

Minimum Sample Order \$10.00

GUARANTEED SALES

8 West 29th Street, New York, N. Y.

NEW TWO-TONE STYLING Fully Automatic No Clip Action

Press Top To Write Press Again To Retract

\$18.72 per gross

Sample Doz. \$2.00. REFILLS, \$7.20 GR.

Send for New 1956 Catalog

MODERN PEN MANUFACTURING CO., INC.

384 Broadway New York 13, N. Y.

HEART DISC CLOVER NECKLACES

\$16.50 Gross and up

Miller Creations

Originators of the All-Aluminum Ideas.

7330 50. AVALON AVE. CHICAGO 19, ILLINOIS

Phone WAterfall 8-8855

DAY AND NIGHT SERVICE

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES (Effective with March 24 issue)

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.

IMPORTANT

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.

Also include 25c per insertion additional to cover cost of handling replies.

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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.

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RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

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COMEDY GUIDE THE SOURCE OF AN unlimited wealth of comedy material. Free with your order of the new "Comedy Digest" packed with gags, parodies, adlibs, including a complete DJ section. \$3.50. Bob Comedy Service (Dept. B-57), 1813 East 29th Street, Brooklyn 29, N. Y.

LIMITED INTRODUCTORY OFFER! OVER 1,000 riotous "Heckler Stoppers" only \$1! Order today! List free. Edmund Orrin, 5854 San Vicente Blvd., Los Angeles 19, California. mh31

23,000 PROFESSIONAL GAGS, ROUTINES, adlibs, doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. mh19

AGENTS & DISTRIBUTORS

AAA VALUE. NO COMPETITION. FREE illustrated catalog to dealers. Cactus and Resurrection Plants ready to sell. The Cactus Gardens, Edinburg 22, Tex. ap7

A BENDING SCREWDRIVER, 8 INCHES, works around corners, sample, 50¢; 10 piece Magnetized Screwdriver set with rack, sample, \$2. David Freeman Enterprises, 1848 Merrimack Rd., Philadelphia 31, Pennsylvania.

A BEST SELLER—BRAND NEW 5 COLORS silk screened amazing novelty T Shirts and never before offered novelty Gobs Hats. Exclusive, cannot be bought elsewhere. World's famous French-type Perfumes, 100% profits; details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. mh31

AMAZING CLOSEOUTS

E-1—Tailored earrings, asst. gr. \$15.00
E-2—Stone earrings, asst. gr. 18.00
P-1—Stone & Tailored Brooches, asst. gr. 16.50
B-1—Charm & Link Bracelets, asst. gr. 24.00
T-1—Tailored Tie Sets, boxed, asst. dz. 3.50
T-2—Stone Tieside Sets, boxed, asst. dz. 4.50
R-1—Ropes, all-head, asst. dz. 2.00
R-2—Ropes, chain-head, asst. dz. 2.00
R-3—Men's stone rings, asst. dz. 2.75
2160 rhinestone neck & earrings, boxed, asst. dz. 7.20
2164 rhinestone neck & earrings, boxed, asst. dz. 9.00
2256 3-piece pearl set, boxed, dz. 13.50
1202 3-piece rhinestone set, dz. 18.00
P-43 3-piece rhinestone set, dz. 30.00
C-3 3-piece rhinestone set, dz. 30.00
3052 3-piece rhinestone set, dz. 45.00
3670 3-piece rhinestone set, dz. 51.00
W-1.7 piece Watch set, each 6.95
C-1—Cufflinks, Carded, Dz. 1.25
L-1—Roussin Type Lighter, boxed, dz. 8.75

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. B Prov., R. I.

ASSORTED FILIGREE, TAILORED, PEARL, stone Earrings, gross, \$18; 3 doz. all different samples, \$5 postpaid. Jacobi Mfg. Company, 1715 E. Mercer, Seattle 2, Wash.

ATTENTION FISHERMEN, ONE DOZEN Floats, assorted sizes, color red and white, \$2 postpaid. McIntyre Sales Co., Fort Payne, Alabama.

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesman; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed. Money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. mh24

CROWNED QUEEN-O-WATERS PERFUME Mr. 22 Charlotte, office 101, Detroit, Mich. Liquid Sachet, Oriental Bouquet, Flowers Hairway. Twelve 1/2 oz. bottles, postpaid \$2.50.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-1, Boston 10, Massachusetts. ch-np

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. mh31

ELECTRIC BINGO BLOWERS, \$49.50! YOU carry it like a Pullman suitcase. Weighs 27 pounds, A.C. 110 volt, retail \$150. Lipton Mfg. Co., 617 East 11th Street, New York 9, N. Y.

ENTIRELY NEW CATHOLIC ROSARY. Wonderful for children, beginners. Church approved, free details. S. J. Distributors, 1130 Chestnut, Vineland, N. J.

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. mh31

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings, \$2.00 dz.
Pierced Earrings on Display, 1.50 dz.
Charm & Link Bracelets, asst., 2.50 dz.
Lord's Prayer Necklace, boxed, 3.00 dz.
Summer Necklaces, asst., 3.00 dz.
Children's Jewelry, boxed, asst., 3.00 dz.
Shorty Tie Slides, carded, 1.95 dz.
Cufflinks, carded, 1.95 dz.
Cameo set, boxed, 7.20 dz.
Anklets, G.F. carded, 1.50 dz.
Krazy Initial-Pins, carded, 7.00 gr.
Tie Slide sets, asst., 5.00 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.

GAS SHAVERS, \$4.80 DOZ.; KORNLY KITS; \$6 doz.; sample of both \$1 postpaid; magic tricks, joker novelties; wholesale catalog free, use business letterhead. Top Hat Magic, Evanston 10, Ill.

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. mh24

LIST OF FOREIGN FIRMS SEEKING agents for their products. \$2. Max Saltzman, Dept. Billboard, 7635 Hind Ave., North Hollywood, Calif. ap28

NEW GENERAL RELIGIOUS, COMEDY 7"x11" Signs; cost 7¢, sell 50¢. 2,000 different slogans. Sample free! Lowry, 812 Broadway, Dept. 919, New York 3. mh31-ch

IMMEDIATE DELIVERY

New Assortment of Mfr. Close-Outs
Tailored Earrings & Pins, \$1.00 dz.
Charm Bracelets, asst., 3.00 dz.
Pierced Earrings, beautifully gang carded, 1.50 dz.
Enamel on Copper, Pin, Earrings & Tie Slide & Cuff Link, 2.50 dz.
Men's Tie Slides & Cuff Links, 3.00 dz.
Sets, boxed, 3.50 dz.
Floral Headbands, reg. 1.98 4.80 dz.
Cultural Pearl Necklaces, Pins, 2.50 dz.
Ropes, asst., 3.00 dz.
Ladies' Stone Rings, asst. dz. 3.00 dz.
Pin & Earring Sets, reg. 3.98 boxed 7.20 dz.

EXTRA SPECIAL!
1 gross #200 Assortment every piece different. Stoned, Plastic Sets, Boxed, Necklaces, Bracelets, Earrings, Kiddie Sets, Bibs, Chokers, Pearls. All fancy goods from large manufacturer's bankrupt stock. Values up to \$3.98.

Gross lots only, \$45 gross
All 24 Hour Service
20% deposit with order, balance C.O.D.

KAREN ORIGINALS
45 N. Main St. Bristol, Connecticut

NEW LOW PRICES. LIGHT REFLECTING

Signs, Red hot and sensible 7"x11", illustrated color blended; 2,000 varieties, 10 for sample. Koehler, 335 Goetz, St. Louis 23, Mo. mh31

NOTICE: LADIES' NYLONS, \$3 DOZEN; sheerest, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year; agents, pitchmen sell everywhere. We also manufacture a sensational four colored net spread on the family plan; no overhead, no labor cost; this large heavy, allover chenille spread with a three multi-colored Peacock design brings repeat orders everywhere; send \$4.50 for sample order. Nylon Hosiery 50¢ 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-tn

PLAYING CARDS, PINUPS, ACTION

toon booklets, 2 1/2"x4; Illustrated Parisian novelettes, wholesale samples. \$1. Saranac Variety Mart, 2 Bloomingdale Ave., Saranac Lake, N. Y. mh17

REAL HUSTLERS WANTED—WE MANU- facture retractable Ball Point Pens, lifetime guarantee. Your cost, \$2 dozen, refills \$8 each; you sell for \$35 each. Cash must accompany order. Millions being sold. Ad Craft 720 Delaware, Kansas City, Mo. mh17

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1956 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary, costs nothing to try; write today for samples on approval. Regal Greetings, Dept. 10, Ferndale, Mich. mh31-ch

SELL WHOLESALE COMBS, NOVELTIES, Specialties. 10¢ Clip Combs, assorted colors, 24 cards, 12¢, \$4.80. Or 12 cards, 36¢, \$7.20. Carleton House (BB), La Marquette, Texas. mh10

SENSATIONAL MAGIC TRICK! CHANGES 4 nickels into 4 dimes; sell direct or to stores; rush \$1 for two samples and quantity prices. Robbins Company, 127-B West 17th Street, New York City. ch-mh17

SENSATIONALLY NEW, EASY SELLING. All Taverns, Restaurants, Gas Stations, other businesses will buy on sight. Tremendous earnings possible. Samples and details sent free. John Fritch, 610 South Coronado, Los Angeles 57, Calif.

TICKETS TO HEAVEN, HOTTEST NOVELTY in 10,000 years; everyone wants one. 12 samples, \$1 postpaid. Goldenwest Specialty, Idaho, Idaho. mh10

WANTED—QUANTITY BUYERS OF POK- er, Kivete, factory closeouts, samples and prices, \$2, refundable. Kraus Factory Sales, Box 7709, Kansas City 22, Mo.

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12.5¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Pointry Associates, 605-AF West 12th Place, Chicago. ch-np

\$1 PROFIT, EACH \$2.95 ORDER SELLING 8x10 framed Photo Enlargements; particulars free. Roberts Studio, Box 2405, Washington 13, D. C.

\$2 RETURNS \$10. LIFETIME REPEATS. Black Diamond perfume, free sample. Exclusive Import Co., 1139-BB S. Wabash Ave., Chicago 5, Ill. mh17

ANIMALS, BIRDS, PETS

ALLEN HAS EVERYTHING FOR YOUR show or zoo. Complete selection of North and South American animals; birds and reptiles. Located in the U. S. gives faster, cheaper, healthier deliveries. Write, phone, wire Bill Allen's Wild Animal Farm, Fredericktown, Mo.

AS GOOD AS THE BEST, BETTER THAN most. Boa Constrictors, \$2 per pound. Phone 3411, McClung Snake Farm, Laplace, Louisiana.

CALIFORNIA SEALS, SEA LIONS—WILD or trained, male and female, circus thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. ap21

FREE DESCRIPTIVE LITERATURE AND price list on Snakes, Dragons, exotic Reptiles, Den Assortments, Flying Squirrels, \$12.75 pair. Alligator Farms, Box 881, Mesa, Arizona. mh10

SLAKE DENS EITHER HARMLESS OR deadly. We are now using Indigo Snakes in our dens. No Water or Mud Snakes used unless requested. We can now supply mounted small mammals for your shows, tanned Rattlesnake Skins available in dozen, 50 or 100 lots. Ross Allen's, 1112 North Miami Ave., Miami, Fla.

SPIDERS, 30 CINNAMON WHITEFACE Ringtails, \$35; Squirrels, \$25; Organ Grinder Capuchins, \$40; Rheus, \$30; Woollys, \$75; Bronson Birds, 149B Fort George, New York 40, N. Y. mh31

WANT PAIR OF YOUNG CANADIAN black Bear cub, male and female, now or later. Write details and price. Grover Bergdoll, Charles City C. H., Va. mh17

YOUNG CHIMPANZEES, ABSOLUTELY tame, males or females, \$700 each; size from 12 to 15 pounds up; now is the time to work younger animals into your act. Educated Chimps, Box 4883, Pensacola, Fla.

BUSINESS OPPORTUNITIES

AMUSEMENT PARK, LARGE EASTERN Pa., industrial and farm area; no near competition; ready to go for 1956, terms. Hirst Trexler, 842 Hamilton St., Allentown, Pennsylvania. mh31

CERAMIC BRAHMA BULLS—IMPORTED. Hot for stock shows, rodeos and fairs. Perfect conformation. Size 8"x6, \$9 dozen, f.o.b. Majestic Sales, 432 Diane Drive, Longview, Tex. Three samples, \$3 postpaid. mh17

FORTUNE FROM JAPAN—IMPORT DI- rect large, small amounts Kimonos, China, Silver, Gifts, Sporting Goods, etc. Confidential list reliable dealers inside Japan. \$1. Gene Colson, 1332 Alma Ave., Warner Robins, Ga. mh10

GARDEN GOLF, FASCINATING FUN POP- ular international sport, profitable business. Golf supplies. Write S. Brockway, 112 Broadway, Seaside, Ore. mh10

HAVE GOOD DEAL FOR SOME KIDDIE rides to add to my zoo near Des Moines, Iowa. Mark Champlin Zoo, Indianola, Iowa.

HAVE LARGE PIECE LAND ROUTE U. S. 1 near Portland, Maine; heavy beach traffic. Want ride operator to supply and operate kiddie playground. Must have minimum of six rides. Write Box C-385, c/o Billboard, Cincinnati 22, Ohio.

MAKE PERFUMES AT HOME, SIMPLIFIED method, 12 free Formulas. Concession men take note; great demonstrator, big profits, 3,000% profit. Western Perfumery, Salem, Ore.

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Nobert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

PUBLISH YOUR OWN MAGAZINE FOR less than \$5 monthly. Samples, details, 25¢. S. J. Distributors, 1120 Chestnut, Vineland, N. J.

ROLLER RINK FOR SALE—LOCATED IN Ohio, open at present time, doing good business, terms. Box C-386, c/o Billboard, Cincinnati 22, Ohio.

THERE'S BUCKS IN BUCKSKIN. SEND 50¢ today for Buckskin drawing money pouch and wholesale catalog. Berman Buckskin Co., Dept. 40, Mills, Minn. mh10

8 FULL SIZED BOWLING ALLEYS, A-1 condition, cost over ten thousand; sacrifice, \$1,500 f.o.b. Box 330, Wildwood, N. J. Tel. 2-7939 Fully equipped. mh10

COSTUMES, UNIFORMS, WARDROBES

ATTENTION! TEN DIFFERENT CURTAINS, flashy, each \$49; Bandit Clown Ouds \$77; Bally Coats, Strips, Wigs, Orchestra Coats, Wallace, 2453 N. Halsted, Chicago. mh10

COSTUMES FOR SALE, NEED SPACE Will sell beautiful parade and dance costumes in sets. Quantity sales only. Madame Berthe, 110 W 47 St., NYC, Plaza 7-4170. mh17

FLASHY NEW CLOWN SUITS, \$15; CLOWN Bundles, \$8; Girl Show, Bally, Strip Costumes, accessories; white Tuxedo Coats, Derby's, Top Hats, Tails. Cheap, free list. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone Union 3-9509.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA- mel Corn poppers, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. ap21

AT SACRIFICED PRICE, ONE ELECTRO- Freeze Custard Machine, Model #25P, slightly used. For information call FO 4-9547, Bronx, N. Y.

CAROUSEL, 24 GALLOPING, 2-ABREAST, adult, fluid drive, \$2,500. Manley's Aristocrat Popcorn Machine, latest model, used 6 months, \$495. Paul B. Evans, 1516 Rimview Drive, Caldwell, Idaho. mh31

10 UNIT "RACE IN THE JUNGLE" GAME

\$1,000 f.o.b. Geauga Lake, Ohio

Similar to Greyhound Race except uses Monkeys Climbing Trees. Excellent condition. Write:

GEAUGA LAKE INVESTMENT CO.
Gauga Lake, Ohio

FOR SALE — SECONDHAND SHOW PROPERTY

ARCADE—WAS ON GOODING STATE FAIR unit three years. Built on 35-foot aluminum trailer, opens to 28x45, 35-foot neon sign. Located in excellent location, priced right. 28-foot aluminum trailer makes 28x38 foot Arcade. Walbox Distributing Co., 3909 Main St., Dallas, Tex. mh10

BASEBALL PITCHING MACHINES (5), rotary arm type, A-9; Balls, Netting, Excellent condition, very reasonable. M. Fisher, 3145 Brighton 4th St., Brooklyn 35, New York. ch-mh24

BUILD CONCESSIONS FROM TESTED plans. Shallow Joint (23 games), 4-Way (11), Ball Rock (13), African Dip, \$5 each. Free 48 page circular. Brill, Box 875, Peoria, Illinois.

CONCESSION TRAILER, A-1 CONDITION. Write Wm. Goldsucher, 2300 Tyrone Blvd., St. Petersburg, Fla.

DODGE 1 1/2 TON PANEL, 1955 MOTOR; Kiddie Ride Fence, Record Holder, 2 Light Switch Clocks, Fitzpatrick, 74 Ravine Ave., Caldwell, N. J.

EIGHT 36-FOOT SKEE BALL MACHINES, park model, good condition, priced right. Stored Tulsa, Okla. Walbox Distributing Co., 3909 Main St., Dallas, Tex. mh10

BARR FLASH

THE LINE FOR STREET MEN AND CARNIVAL MEN

NO. 26—ROUND BARR FLASH! Beautiful mottled colors... inflates to Giant Size!

NO. 560—GIANT BARR FLASH! Assorted Knobies and Spirals. Inflation up to 6"x60" in brilliant mottled colors... stretched out BIG!

NO. 12H—BARR FLASH LARGE MOUSE HEAD! Inflates to 15" new in design for no Larrys.

NO. 11—BARR FLASH ALLOVER STAR IMPRINT Red, white and blue for top patriotic holiday sales!

SEE YOUR LOCAL JOBBER

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.
NEW YORK OFFICE: 200 FIFTH AVE., NEW YORK 10

SAVE \$37.10

BULOVA BENRUS GRUEN ELGIN WALTHAM

10 Ass't Watches with yellow ssp bands for only **\$71.90**

sample Watch \$9.95
Sample Band 95¢

Reconditioned and guaranteed like new. Latest styles for men and women.

Display Gift Boxes, 50¢

5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD.

Enclose 25¢ for New 1956 Catalog refunded on your first order!

Wholesale only. 25% with order balance C.O.D. Immediate delivery

JOSEPH BROS. 55 Wabash Ave. Chicago 3, Ill.

#169 Ever-popular 1 carat center stone PLUS 2 square cut side S.M. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16 kt. gold finish.

\$3.00 DOZ. Min. 3 doz. lots. Less than 3 doz. lots, \$3.25 doz.

\$33 GROSS plus postage

Sterling Jewelers, Inc.
1975-77 E. Main St. Columbus 5, Ohio
Phone: FAirfax 3123 Send for Catalog

Quick Photo Invention! PDQ CAMERA

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2"x3 1/2" in. Complete, easy to operate. Write quick, get details about the great PHOTOMASTER Camera.

PDQ CAMERA CO.
1546 W. Cortez Chicago 22, Ill.

Quick Photo Invention! PDQ CAMERA

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2"x3 1/2" in. Complete, easy to operate. Write quick, get details about the great PHOTOMASTER Camera.

PDQ CAMERA CO.
1546 W. Cortez Chicago 22, Ill.

FOR SALE—EVANS DEVILS BOWLING Alley, \$75; Frame, 10x14, \$25; some stock fireproof canvas cheap. G. E. Honold, 2419 30th Ave., San Francisco, Calif.

FOR SALE—RED & WHITE CALUMET Popcorn Trailer, 8 ft. x 9 ft. with Crestors Popper. All modern equipment, stainless steel counters, corn bin, heating coil, etc. Serving windows and screens. Good tires, everything like new. Clifford Test, Main Street, Schaghticoke, N. Y. Plymouth 3-4166.

FOR SALE—77 ROUSEHINES FLOOD Light (open lens covered), \$25 each; all kinds of electrical equipment such as Fuse Boxes, Cross Arms, spool type insulators, etc.; all kinds of Concession Equipment; one Allis-Chalmers Motor Patrol, \$500; 340 Hammond Speakers, \$200 each; one 14 ft. Long Range Shooting Gallery mounted on Tandem Trailer, complete, 6 Rem. Automatics (all kinds of moving targets), \$1,500; 3,000 ft. Chain Link Fence complete with steel posts and gates, 8 ft. high with arms for three barb wires on top, \$1 per ft.; all kinds of Plank, Railroad Ties, and Posts. Have closed race track; this equipment is being sold for just a fraction of the original cost. Don McShinnery, Box 297, Marion, Iowa. Phone 3-5693, Cedar Rapids.

FROZEN CUSTARD TRAILER, 18 FT., ALL steel, screened serving counter, walk-in cooler, wash sink, hot water system, wired 110 and 220 volts, fluorescent lighting, roof signs, flood lights, freezer and compressor. Call Bob Buda, Inc., Camp Road, Hamburg, N. Y. Phone EMerson 3573.

GAS TRAIN, ENGINE, TWO CARS 18 children, 300 ft. 180 Track, new condition. Mrs. Mildred Billet, 108 Elm Blvd., York, Pa. mh17

GIANT SEARCH LIGHTS, GE GENERATORS and Sperry Lights, like new condition. \$250 per set. King Amusement Co., Mt. Clemens, Mich. mh31

JMC BUS EQUIPPED FOR LUNCH AND beverage, including root beer. Want Popcorn Trailer. Write Puckett, 311 Seventh Street S. E., Rochester, Minn.

KING AMUSEMENT FUNHOUSE WITH air compressor, best reasonable offer. Photo Gallery, 1100; Best Striker, 850. Earl J. Wright, 4616 12th Ave., Sacramento 20, California.

MANUFACTURER, REPAIR, TRADE ANYTHING canvas. Any size, good as new. What do you have or want. Smith Tent, Auburn, N. Y. mh31

NEW CANDY APPLE STANDS WITH burners, 16" diameter, \$25; reconditioned Star Electric Giant Poppers, \$95; new 3/4 oz. automatic popcorn boxes, \$5.95 per 1,000; limited quantities. Popcorn Supply Co. of Phila., 1211 N. 2d St., Phila. 22, Pennsylvania. ch-fn

ONE 40-FOOT 3 ABREAST ALLAN-HERSCHELL Merry-Go-Round, good condition, \$6,000 cash. D. F. Lenihan, 72 Main Street, North Reading, Mass. Tel. 4-3500.

POPCORN MACHINE BURCH, LARGE floor model, \$75; Candy-apple outfit, with supplies, \$40; 12x20 Tent with poles, fair, \$60. LeRoy Ischner, Macon, Mo.

PUNK RACK, 14 FRONT, 16 DEEP. 80 punks light stringer backdrop, bulls complete. Bob Fitzpatrick, Fredericktown, Mo., R. 2.

RUSSIAN MOSKVITCH AUTOMOBILE. Genuine new late model car from Russia; tint, amplifying system, etc. Complete show to go now. Must sell, best offer cash. Joe Felak, 510 East 24th Street, Minneapolis, Minn.

THE SHAWMUT EXHIBIT, 12 MECHANICAL exhibits, now showing West Palm Beach Farmers' Market, West Palm Beach, Fla. 30x40 top and transportation for same. D. M. Lewis.

TRAILER MOUNTED AUTO RIDE AND trader mounted Boat Ride. Ideal for carnivals and gala openings. Price, \$1,000 each. King Amusement Co., Mt. Clemens, Michigan. mh24

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ap14

WATERPROOF VAN SEMI TRAILER Stage with Ford Tractor, completely equipped for Medicine Show. Good condition, ideal for merchandise auction or drive in stage; bargain, no photos. Eddie Gould, Box 229, South Pittsburg, Tenn.

18X21 8 FT. WALL TENT AND 12 FT. High 45 Long Banner line all like new reserve; Bleached Seals; 6 powered Arc Light Plant, 7,500 watts, mounted on reserved 2 wheel Trailer, in good shape. G. W. Gaines, 439 Josephine Ave., Columbus, O. 1951 TILT-A-WHIRL, 1947 16 TUB OCTOPUS, 1946 Rolloplane, Firetruck, Long Range Gallery, Shafers Rides, Washington, Indiana.

INSTRUCTIONS BOOKS & CARTOONS

MAGICAL AND OCCULT ARTS, HOROSCOPE, Palmistry, Tarot; complete fortune telling books, pamphlets, easy lessons, self help books. William James Dasso, 2300 South Michigan Blvd., Chicago 16, Ill. mh10

MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. mh24

PROFESSIONAL VENTRILOQUIST FIGURES made to your order, send 25 cents for price list. John Carroll, 64-36 Myrtle Ave., Brooklyn 27, N. Y. my8

SUB-MINIATURE RADIOPHONE FOR MENTALISTS. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 S. High St., Columbus, Ohio. mh24

VENTRILOQUIAL, \$70 UP; PUNCH FIGURES, \$10. America's finest handcarved wooden figures. Catalog, 10¢. Spencer, 3248 Columbus, Minneapolis 7, Minn. np

MISCELLANEOUS

AMUSEMENT PARK HAS SPACE TO LET for Kiddie and Adult Rides. Real live and new equipment. Contact W. O. Tindal, 1355 "U" Street, N. W., Washington, D. C. Du 7-9753.

BECOME A HYPNOTIST! JUST ABOUT anyone can learn in a few days; earn big money; entertain, help doctors and dentists; a thousand uses. Mail \$2 for easy instruction booklet. Albert, P. O. Box 668, South Miami 43, Fla. mh31

GENUINE DIAMOND CUT ZIRCONIUMS. Brilliant white, unmounted, weighing one carat, \$5 value, \$2.25 each including excise tax. Limit two on first order, check or money order. Field Bros., 6 East Monroe Street, Chicago 5, O. ch-mh10

JUGGLING CLUBS AND ROLLING GLOBES made to order. Finest craftsmanship and material. Jack Miller, 1896 N. Kansas Ave. Springfield, Mo. mh10

YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline; 3 different, \$1; not over 35 letter each; heading blanks, \$30 per thousand. Andrew Clark, Box 1351, Dept. 14, Hartford 1, Conn. mh24

M. P. FILMS & ACCESSORIES

NEW RENTAL CATALOG 16MM. SOUND films. Lowest prices. Quality pictures. New film trailer service. Rogers Films, Lombard, Ill. my5

16MM. SOUND WESTERNS FOR OUTRIGHT sale from \$15 to \$30; rentals as low as \$3.75. Ace Camera Supply, Florence, S. C. ap7

16MM. 4,000 SOUND REELS DIRT CHEAP. New list features, Westerns, Serials, War films. Sell, rent. Roason, 335 Fifth Ave., Pittsburgh 22, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS—DIRECT FROM IMPORTER: save 50% and more; free trial. Lifetime guarantee. Trades accepted; free catalog. Write: Accordion Outlet, Dept. 355, 2003 Chicago, Chicago 22, Ill. ap

PERSONAL

BEAUTIFUL CHARCOAL PORTRAIT DONE from your photo, \$10; unusual gift. John Walencik, 17 N. State, Chicago 2, Ill.

"SCRUB BOARD" ROY WALLACE SAYS: "When in our vicinity, stop and stay at the Johnny-J Motel & Hotel, Bamberg, S. C." mh31

PHOTO SUPPLIES DEVELOPING-PRINTING

BUY PIEDMONT D.P. CAMERAS. ALL sizes, with or without lens. Piedmont Camera Company, P. O. Box 1024, Burlington, N. C. mh24

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1536 Franklin, St. Louis 6, Mo. mh10

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-fn

PHOTOMOUNTS FROM MANUFACTURER. 3x5, \$3.80/100; 5x7, \$5/100; 8x10, \$11/100; 70 styles, 350 types; ask Department B for free samples. Penn Photomounts, Glen olden, Pa. ap7

PRINTING

ALWAYS LOWEST PRICES. FASTEST service, attractive three-color 14x22 window cards, 80 hundred; larger 17x26 size, \$12.50. Posters for all occasions, many illustrated; also bumper cards and stickers. Tribune Press, Dept. W-56, Earl Park, Ind. mh10

ATTRACTIVE BUSINESS CARDS, \$2.95 per 1,000; 100 letterheads \$1; 100 envelopes, \$1 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. mh17

FINE PRINTING—6 1/2 ENVELOPES, 8 1/2x11 Bond Letterheads, 8 1/2x7 1/3 Billheads, 8 1/2x5 1/2 Statements, 100 of either, \$1.25; 250, \$2; 500, \$3.75; 1,000, \$6.75; each additional 1,000, \$5.95; 210 Envelopes, 100, \$1.50; 250, \$2.50; 500, \$4.50; 1,000, \$7.95, each additional 1,000, \$7.50. Circulars, 6x9, 1,000, \$7.95; each additional 1,000, \$4.95; 9x12, 1,000, \$12.95; each additional 1,000, \$6.95. Avery Printers, 2003 Columbia Road, N.W. Washington 9, D. C. 5-day service. mh17

200 8 1/2x11 LETTERHEADS, 200 6 1/2 ENVELOPES, both for \$3.75, black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. mh31

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

COLORED MEDICINE SHOW OPENING April; salary guaranteed, long season; musicians, performers; state all first letter. Leonard Simons, General Delivery, Doerun, Georgia.

GIRL VOCALIST, BASS MAN, TRAVELING orchestra, steady work, good salary. Write, call Ronnie Bartley, Chester, Va. Phone 5681.

PHONE MEN, EXPERIENCE NECESSARY, year round work, high commission, tickets and ads. Veterans' Ball. Call IVanhoe 1-9377. ch-mh17

SAX AND CLARINET MAN WANTED. Polka Band; good reader, steady. Write Viking Accordion Band, 214 N. 2d Ave. West, Albert Lea, Tenn. mh17

WANTED—ONE MORE DANCER FOR GIRL Show and a Guyman. Write Revue, Box 1848, Uniontown, Pa.

AT LIBERTY—ADVERTISEMENTS 5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

DRESSAGE HORSES—UNUSUAL, FLASHY and impressive riding act; never have been shown commercially. Capt. Victor A. von Alentich, Stanley, Kan.

WILL LEASE THREE STYLISH DRESSAGE Horses, Cake Walkers, Spanish Park Trotters, Tricks. Vicious horse act to responsible party or circus. H. B. Parker, Star Route, Metropolis, Ill.

MISCELLANEOUS

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2092, Seattle, Wash. se15

MUSICIANS

A-1 ORGANIST FOR LOUNGE, RESTAURANT, rink, etc. Address Organist, 3391 Lee St., #10, Alexandria, La. mh24

A-1 RINK ORGANIST DESIRES POSITION first class year round rink, any location. Write Box C-382, c/o Billboard, Cincinnati 22, Ohio. mh10

AT LIBERTY—DRUMMER DOUBLE VIBE, 20 years' experience, concert, vaudeville, dance; prefer small units. John Lancaster, Route 1, Box 116, Phone 3106, Cairo, Ill.

AT LIBERTY—PIANO MAN, COMMERCIAL single, 18 years' experience, read fine, cut shows, tenor band or combo, no bop. Location only, available after March 11. Vernon Korb, Lassalle Apt. 1114, Ave. 6, South Birmingham, Ala. Tel. 70392.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-101, Chicago 32, Ill. mh24

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others; all popular miracle fabrics. Nylon, Dacron, Orion; exclusive styles, top quality; big cash income now, real future, equipment free. Hoover, Dept. C-100, New York 11, N. Y. mh24-ny

CALIFORNIA SWEET SMELLING BEADS, sensational sellers. Free particulars. Mission 2328BB West Pico, Los Angeles 6, California. mh24

GEORGIOUS BOXED COSTUME JEWELRY Sets, send \$5; get three sets. Pearls, Rhinestones, Cameos, Bargain Jewelry, 396 Harvard, Brookline, Mass. mh10

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-fn

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif. mh24

WANTED TO BUY

ATTENTION—WANTED LINE OF SOUVENIRS to job, also novelties. Submit complete information. Hughes Specialty Co., 450 Esther Street, Costa Mesa, Calif.

MERRY-GO-ROUND FOR LOCATION. COMPLETE, good condition, lowest price delivered. C. Pheby, 8779 Hurbit St., San Diego 11, Calif.

WANTED—A USED MERRY-GO-ROUND IN A-1 condition. 35 ft. 2 abreast, 20 horses, 2 chariots. G. G. Frazier Sr., Beacon Drive In, Rt. #5, Raleigh, N. C., Ph. 49152.

WANTED—PORTABLE ROLLER RINK, a Miniature Train, Dipper, Ferris Wheel. Boat for river, Concessionaires wanted. Will lease my 8 rides or entire park; Moon Rocket for sale. Had good season because of the zoo. Story Book Zoo, Lincoln Highway, Langhorne, Pa.

WANT STUFFED OR PICKLED FREAK Animals, Oddities, small Octopus, Star Fish, Sea Horse, Turtles, etc. Give description and lowest price. Karl Alzora, Gen. Del., Habira, Ga.

WANTED—12 RIDES, MERRY-GO-ROUND, Boat for river, Concessionaires wanted. Will lease my 8 rides or entire park; Moon Rocket for sale. Had good season because of the zoo. Story Book Zoo, Lincoln Highway, Langhorne, Pa.

WANTED—30CT. VIBES WITH CASES; double-headed cocktail drum with 10¢ accessories, silver or peacock pearl. Hurlbut, 180 Shelburne, Greenfield, Mass.

WANTED—USED TOONVILLE OR Tinkertown Trolley Car and track. Must be cheap. R. Lown, R.R. 13, Box 206, Evansville, Ind.

SINGLES, TEAMS, SHOW, DANCE UNIT; April 1, Eastern Montana; actors all lines, double orch. preferred; 30 weeks, time short! Give full particulars. Ed Hoberg, "Little Oscar Show," Box 806, Sioux Falls, South Dakota.

WANT TENOR MAN, READ, FAKE. TOP unit, will record uniforms supplied, season location, call collect. Others write. Kent Porter, Picadilly Club, Pensacola, Fla.

THREE YOUNG MEN FOR STANDARD high act; no experience necessary, will train; immediate rehearsals; playing parks, fairs, arenas. Apply Box 43, Billboard, 1564 Broadway, New York 36, N. Y.

WANTED—EXPERIENCED PIANIST-AC-cordianist (male or female). Must read, fake, sing, entertain, union comb, locations. Hurlbut, Shelburne St., Greenfield, Massachusetts.

COMMERCIAL TRUMPET DOUBLES ON (vibes), sober, dependable and married. Wife vocalist and show work, acrobatic, tap, and comedy. Combo and name band experience; age 28 and 25, available, will consider all offers, pictures. Hank and Monette Wall, 261 Claremont Ave., San Antonio, Tex.

DRUMMER, EXPERIENCED, AVAILABLE immediately, age 29, read well, play show, all styles and Latin, prefer location. Dick Gierum, 1941 West McNichols, Detroit 3, Mich. Telephone University 4-4237. mh17

ELECTRIC SPANISH GUITAR MAN, AGE 27, experienced, hillbilly, modern, single, sober, travel. Mr. Augustus Bomentre, 600 Wood St., Bristol, Pa.

LEAD GUITARIST, MODERN CHORDS, vocals, solos any parts. Ten years top trios. Double Bass. G. Erickson, Harmon Hotel, Minneapolis, Minn.

PIANO DOUBLING ELECTRIC GUITAR. Experienced from corn to modern. Locations preferred. No habits, age 31. Wire collect, phone (central office). Don Altenberger, Karnak, Ill. mh10

SAX, CLARINET MAN, SOBER, RELIABLE; 5 years' experience, combo or big band; age 20, go anywhere. Richard Daugherty, 1718 North 10th, Terre Haute, Ind. H-6860, mh24

STRING BASSIST AVAILABLE IMMEDIATELY, all essentials, name background, good personality, conscientious. Interested established hotel band or combo doing locations. Musician, 48 Ashford St., Brooklyn 7, N. Y.

TRUMPET EXPERIENCED ALL AROUND. Clarence Peterson, 4002 Denney Road, Madison, Wis.

Amazing Cel-Max Jewelry Offer

WHILE THEY LAST Popular styles... top quality... Every set an astonishing bargain. Sell at terrific profits!



Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box! Entire stock priced to close-out at sensational reduction! Stock up NOW—cash in all year! Write for famous CEL-MAX Bargainteer for other specials!

Cel-Max, Inc. 582 SO. MAIN ST. • MEMPHIS, TENN.

Advertisement for Mexican hand-painted jackets and skirts. Includes images of clothing and text: 'MEXICAN JACKETS', 'BEAUTIFUL HAND PAINTED MEXICAN SKIRTS', '100% Wool in All Colors', '\$3.90 ea.', 'Dancers, Sizes 34-40 \$7.75 each', 'Embroidered, Sizes 34-40 \$6.75 each'.

Advertisement for Pearl Sales Co. featuring 'BUYERS' GUIDE' and 'Gellman BROTHERS'. Includes text: 'PEARL SALES CO.', 'P. O. Box 675, El Paso, Tex.', 'Illustrating the Greatest Line of Imported and Domestic Novelties and Advertisable Name Brand Merchandise...'.

Advertisement for Gellman Bros. featuring 'FAMOUS Geneva 7 PC. MENS JEWELRY SET'. Includes text: 'AT THE NEW LOW PRICE \$5.95', 'NATIONAL DISTRIBUTING CO.', '222 CALUMET BLDG. MIAMI, FLORIDA'.

Advertisement for Liberty Advertisements. Includes text: 'AT LIBERTY—ADVERTISEMENTS 5c a Word Minimum \$1', 'Remittance in full must accompany all ads for publication in this column.', 'Forms Close Thursdays for the Following Week's Issue'.

Advertisement for Merchandise You Have Been Looking for. Includes text: 'Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Gum Specials, Bingo Merchandise.', 'Catalog Now Ready—Write for Copy Today', 'IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.', 'ALME PREMIUM SUPPLY CORP.', '1111 South 12th St. St. Louis 3, Mo.'.

Advertisement for M. K. Brody featuring 'OVER 3000 TERRIFIC VALUES!'. Includes text: 'Imported Parakeet Cages, Doz. \$7.20, Per 100 \$55.00', 'Aluminum Flame Proof Lighters, Carved, Doz. 4.50', '8 1/2" Silver Horses, Removable Saddle, Each 7.20', 'Hand Puppets, assorted, Gross 2.40', 'Large Balloons, 3 Ft. Diameter, Black only, Doz. 2.40', 'New Catalog Now Ready... State Your Business', 'B. PALMER SALES CO.', '1433 Second Ave. Dallas, Texas'.

Advertisement for Parks & Fairs. Includes text: 'AVAILABLE FOR PARKS AND FAIRS, Celebrations one of Canada's most sensational sway pole acts; performed one hundred feet in the air. Would prefer southern dates. James Shannon, Box 1262, Fredericton, N. B., Canada. mh17', 'BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap7', 'SENSATIONAL HIGH DIVING, AUDACITY, spears, fire, no body protectors, blind-folded. Featured by Fox Movietone and up to date has not been duplicated. The price is right, your only problem and concern will be finding parking space for the spectators. Free advertising posters. Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Tel. 45337. ap14', 'TWO SEPARATE ACTS, COMEDY ACRO-batic Act (three son and daughter. Write Savilla's, R.R. 1, Box 661, Eureka, Mo. mh31'.

Advertisement for M. K. Brody featuring 'You Can't Beat BRODY for Merchandise'. Includes text: 'We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUS ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.', '84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.', 'M. K. BRODY', '1110 S. Halsted St., Chicago 7, Ill.', 'L. D. Phone: MOnroe 6-9520', 'In Business in Chicago for 37 Years'.

Advertisement for M. P. Films & Accessories. Includes text: 'NEW RENTAL CATALOG 16MM. SOUND films. Lowest prices. Quality pictures. New film trailer service. Rogers Films, Lombard, Ill. my5', '16MM. SOUND WESTERNS FOR OUTRIGHT sale from \$15 to \$30; rentals as low as \$3.75. Ace Camera Supply, Florence, S. C. ap7', '16MM. 4,000 SOUND REELS DIRT CHEAP. New list features, Westerns, Serials, War films. Sell, rent. Roason, 335 Fifth Ave., Pittsburgh 22, Pa.'

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Seeburg to Fight U. S. Grand Jury Trust Indictment

Charges

CHICAGO, March 3.—The Federal Grand Jury, which for nearly a year has been investigating charges of anti-trust activities in the juke box industry, indicted the J. P. Seeburg Corporation Friday on charges that it had engaged in a combination and conspiracy with its distributors in restraint of trade.

At the same time, a civil anti-trust action was filed against Seeburg and 31 Seeburg distributors. The civil action contains the same charges as the criminal indictment.

According to the indictment and the complaint, the distributor defendants have entered into an agreement with Seeburg not to compete with each other or sell machines outside of an assigned territory. In addition, it is charged that distributors refuse to sell machines to location owners.

It was also announced Friday that the same Federal Grand Jury was continuing its investigation of anti-trust activities in the industry.

Earl A. Jinkinson, head of the local anti-trust division, when asked if other phonograph manufacturers were to be indicted on the same charges said: "It is a reasonable assumption." He declined to comment on the possibility of operator association indictments, but said that the Grand Jury would file other cases.

The civil complaint against Seeburg and its distributors requests the court to issue an injunction preventing the defendants from

(Continued on page 87)

UMO Gets Delay On \$300 Op Fee In Melvindale

DETROIT, March 3.—Enforcement of a \$300 license fee on all coin machine operators in suburban Melvindale was temporarily halted Monday (27) following negotiations between Roy Small, conciliator of United Music Operators of Michigan, and the Melvindale city council. The license fee went into effect February 1.

At Small's request, a public hearing was held to give operators the opportunity of voicing their objections to enforcement of the fee. As a result of the hearing, the council recommended that the license fee be scheduled "for further study without enforcement."

Small, who appeared before the council as spokesman for the Melvindale operators and as a representative of UMO, pointed out during the hearing that only 24

(Continued on page 88)

RMSA Elections Called April 3

CHICAGO, March 3.—Members of the Recorded Music Service Association will meet at the Bismarck Hotel here April 3 to elect officers and directors, Phil Levin, president, announced this week.

The meeting was originally scheduled to be held in February but was postponed when Levin became ill. The setting of the meeting date followed a board of directors meeting last Thursday held at the association's headquarters.

Answers

CHICAGO, March 3.—C. T. McKelvy, vice-president and general sales manager of the J. P. Seeburg Corporation, lashed out sharply Friday regarding the federal indictment against Seeburg charging restraint of trade.

"As I understand the charges," McKelvy said, "the Department of Justice thinks it is criminal for us to try to protect our distributors from the same kind of bootlegging practices that have brought chaos to the auto industry."

"These charges are brought against us at the same time that the Congress is considering legislation to legalize restrictions on bootlegging sales of automobiles."

In discussing the charges, McKelvy said: "Actually, we took the challenged provisions out of our distributor contracts a year ago, when we first learned of the attitude of the Justice Department about similar provisions in the automobile, radio and television industries."

"We did this in the hope of avoiding any costly litigation with the government. But now that we are indicted anyway, we shall defend ourselves to the utmost."

In pointing out Seeburg's position, McKelvy stated: "Let me make it clear that the practices charged against us are nothing that we need to be ashamed of. If the government were interested in

(Continued on page 87)

Peoria Ops Try 10c Play Again; Move Is Strong

PEORIA, Ill., March 3.—Peoria operators, having made several unsuccessful dime play attempts in the last two years, are at it again and this time it appears that they're going to achieve their goal.

The Peoria Journal Star has already co-operated with operators making the conversions. A favorable story about the increase in price appeared in the Friday paper. The article pointed out that juke boxes were being affected by the over-all increase in cost of living. It went on to explain that

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Juke 10c Play Hits Op Snag In Twin Cities

MINNEAPOLIS, March 3.—Opposition to dime play by a few music machine operators in the Twin Cities has caused conversions, which got under way several weeks ago, to "drag its heels."

Leading operators in the two cities converted to 10-cent play, with some going three for a quarter, late in January.

The move started in Minneapolis and spread to St. Paul in about 10 days. Then some out-state op-

(Continued on page 88)

Miller Airs Copyr't With Ops in 7 States

OMAHA, March 3.—Pending juke box copyright legislation took the spotlight at seven special music operator meetings, in as many Western States, during the past two weeks.

Principal speaker at each of the meetings was George A. Miller, president and general business manager of Music Operators of America, who just returned from Washington where he and Sidney Levine, MOA's legal counsel, had been calling on various congressmen in an effort to delay juke box hearings.

Miller aired the copyright situation with operators in Iowa, South Dakota, Kansas, Idaho, Wyoming, Utah and here in Nebraska.

Other topics discussed at each of the meetings included MOA's

new record plan and its convention format (see The Billboard, March 3), and a juke box public relations program.

Miller told operators that they must work doubly hard this year to defeat legislation aimed at removing the juke box exemption from the 1909 Copyright Act. "Each year performance rights societies have increased their efforts to remove the juke box exemption; there is no indication that this year will be any different," Miller said.

He urged operators to contact their congressmen and present the juke box side of the story. He suggested that they recruit the aid of their locations as well.

Miller's announcement that MOA would sponsor Barney

(Continued on page 106)

Anti-Trust Charges

The charges brought by the Justice Department against the J. P. Seeburg Corporation and its distributors hits exclusivity practices. Yet Carl T. McKelvy, Seeburg's general sales manager, has explained that the challenged provisions of distributor contracts were taken out a year ago (see separate story in this section).

The case, then, boils down to the issue of direct location sales.

It is obvious that a location owner or anyone else should have a right to own and operate a juke box. But it is essential to point out to such people that the whole structure of three established industries—juke boxes, vending machines and amusement games—rests squarely on the economic necessity of the operator.

Anyone having the cash to buy a juke box is surely a welcome sight to any distributor. It is therefore to the credit of the distributor, that as an honest businessman not interested in the fast buck of the unscrupulous promoter, but rather in the sound stable condition of an industry, he point out to such persons the many pitfalls of location ownership and the economic hazards of such buying.

U. S. business will watch developments closely since a precedent established in the Seeburg case could well have far-reaching significance touching other industries.

Export Sales Shape New Juke Market

Wertheimer Says Foreign Sales Allow U. S. Operators to Buy New Machines

SYRACUSE, March 3.—Although many juke box operators pay scant attention to the foreign market, the relationship between the foreign and domestic music machine markets is roughly the same as the relationship between the new car market and the used car market.

That's the opinion of Al Wertheimer, president of the Davis World Export Corporation here, and of Bob Romig, assistant to the president.

The pair recently returned from a two-week sales trip of Europe, where a large percentage of juke boxes taken in as trades by the Seeburg distributor are shipped.

Used Car Example

Romig explained that without a market for secondhand automobiles, few consumers would be in a financial position to buy new cars. The export market, he added, is the used automobile lot of the juke box industry, and when business is slow at that lot, the new machine business suffers.

The big problem in the European export market is not demand—Europeans are in desperate need of more equipment—but lack of dollars to pay for equipment.

Wertheimer is frank to admit that music machines are and should be way down on the priority list of materials essential for the economy of any nation. Hence the export market for music will be determined largely by the general economic health on the Continent.

Market Tight

Right now the market is pretty tight. About the only nations which are able to buy juke boxes in any

quantity are Belgium and Holland. France, for all practical purposes, is closed up tight. West Germany had been a good market, but a year ago economic pressures forced the government to call a halt to coin machine shipments.

At that time Davis had orders for more than 3,000 juke boxes for shipment to Germany. All the orders were canceled.

Volume Expensive

The foreign juke box market differs from the domestic market in one important respect—it usually costs more money per unit to fill volume orders. Here's how Romig explains it:

A foreign buyer will examine a trade paper to get a price on a particular model. He will find that the advertised price will vary from \$300 to \$350. Naturally, he will write to the distributor who advertises at \$300 and place an order for, say 50 machines.

Now the distributor may have 20 of that model available. In order to get the other 30 and fill the order, he has to scout around and pay a price. When the cost of getting the other units to fill the order is calculated, the distributor would have made out better if the purchaser had limited his order to 20.

Bright Spot

Austria is one of the bright spots in the European picture. Since the Russian occupation troops have left, the nation has been buying juke boxes at a fairly good clip. Right now the demand is for 78's. However, Romig feels that within two years the Austrians will demand 45's.

Wertheimer is optimistic about the future of the European market.

(Continued on page 87)

coin operators will want the

Billboard.

The NEW Billboard . . .
out March 24 . . . packs
more punch than ever . . .
and packs it into a new,
easier to read and easier
to use package. You'll
love it!

NEW SIZE
NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE

Special 1/2 Price

introductory subscription offer
see page 62

Kan. Op Assn. Meets April 7

TOPEKA, Kan., March 3.—The Kansas Music Operator Association will hold its next State-wide general meeting in Salina, April 7-8, Harlan C. Wingrave, secretary-treasurer, announced this week.

Wingrave said a highlight of the meeting would be a report on the special association gathering held last Friday (24), when George A. Miller, president of Music Operators of America, discussed copyright legislation. Miller, who headquarters in Oakland, Calif., has spent the better part of the last two weeks visiting operators throughout the Southwestern and Northern States (see separate story).

Last Friday's meeting was held at the Kansan Hotel.



♪ Air ♪
Conditioning?

No doubt about the heft of your cash box... or the sound of your music with "air" conditioning by AMI "G" on every selection.

It's the kind of live sound that makes for livelier coin dropping...

AMI "G" superior tonal reproduction through multi-horn high-fidelity sound is what the coin droppers want to hear.

Factory set for 10c play—and worth it!

AMI Incorporated / General Offices and Factory: 1500 Union Ave., S. E.
 Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927.
 Model "G"—120, 80, 40 selections for more plays in less time.



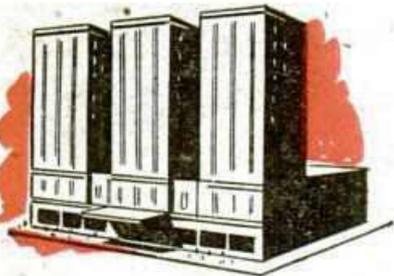
Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

Join the WURLITZER CENTENNIAL CLUB



Top stage entertainment by recording artists, name bands and variety acts.



Best accommodation's at Buffalo's finest hotel...The Statler.



Airplane sightseeing and coach trips to Niagara Falls.



Meet the people who design and build Wurlitzer Phonographs. See the fabulous new Centennial 1900 made right before your eyes.

SEE YOUR WURLITZER DISTRIBUTOR NOW TO LEARN HOW EVERY OPERATOR AND HIS WIFE CAN BECOME ELIGIBLE FOR THE WURLITZER CENTENNIAL CLUB CELEBRATION

AUGUST 23-24 and 25

3 BIG FUN-FILLED DAYS WITH WURLITZER

MR. MUSIC OPERATOR: We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most exciting days of your life . . . just look at some of the things you'll do and see at the greatest party the industry has ever known.

Ask your Wurlitzer Distributor how you can become eligible for this "once-in-a-lifetime" celebration. Do it now—then start making your plans to join us August 23, 24 and 25.

PRIZES GALORE



Plus MANY, MANY MORE

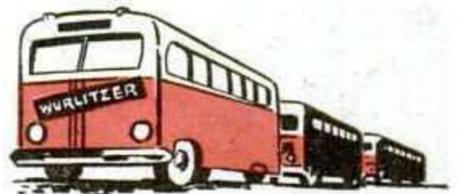
HAVE YOU PLAYED
"GEE, DAD IT'S A WURLITZER"?
(Bee-Jay Records...Call.)



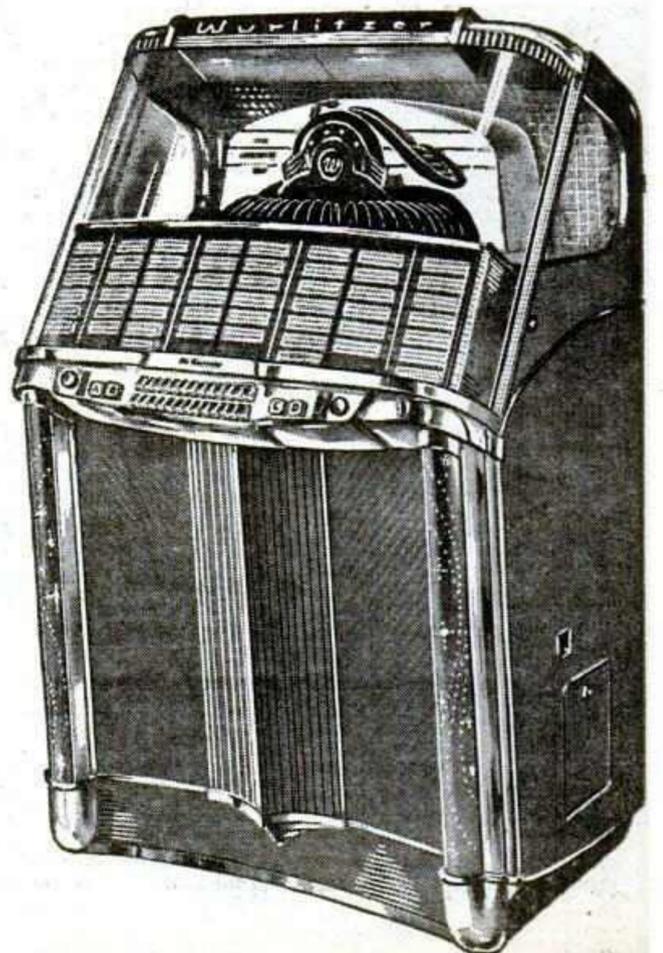
Giant carnival with circus performers and midway right on the Wurlitzer grounds.



Luscious barbecues and shore dinners in beautiful Wurlitzer Park.



Chartered coach transportation for all activities.



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

MGA Bids Mfr. Support on Juke Disk Poll

Continued from page 23

elaborate on the nature of his fears.

For the \$15,000 fee manufacturers may win exploitation on 50 or more records a year. Should less than 50 hits show up during the year for any one manufacturer, he would then receive a "proportionate rebate up to 50 per cent."

Ten duplex title strips will be sent to 7,500 operators on every disk of a contract manufacturer showing action according to MGA's private poll. With this will go special promotional literature telling the operator to insert his new, free of cost, point of sale Hit Parade title strips in his leading boxes as it shows definite proof-by performance and by metered survey-of being a Hit Parade possibility.

The Steinberg letter, in addition, states that "we will also apprise the leading disk jockeys in the country, one-stops," etc.

Should any manufacturer buy the MGA deal, and should he have 50 disks a year mentioned as hit contenders, his promotional budget per platter would be bolstered by \$300 per disk for plugging largely thru operator channels.

'Rock, Roll Waltz' Voted Top Juke Disk on ABC Seg

NEW YORK, March 3. - Kay Starr's "Rock and Roll Waltz" on Victor was chosen the nation's top juke tune tonight (3) on "National Juke Box," the ABC radio network program prepared by the Music Operators of New York.

Regional favorites were "See You Later, Alligator," with Bill Haley on Decca, West Coast; "The Stars and Stripes Forever Merengue," with Gloria Parker on Gloro, South, and "No, Not Much," with the Four Lads on Columbia, Midwest.

Named most promising was "Street of 33 Steps," with Richard Hayes on ABC-Paramount. Appearing on the program were Larry Marvin, president of the Sacramento Division of the California Music Merchants' Association; Max Hurvich, Birmingham, Ala., MOA director; William Hullinger, Delphos, O., MOA director, and George A. Miller, MOA president.

Kilgore Bill

Continued from page 21

Speaking for juke box manufacturers: Ernest Meyers, Record Industry Association of America, and Charles Hammond, of the American Hotel Owners Association.

Juke box representatives asserted that the industry is one of small businessmen, and has grown up "in reliance on the statutory condition of royalty exemption." Even a sliding scale of royalty payments "would mean suicide for us," a spokesman said.

Attorneys opposed to the Kilgore Bill are confident of making an even dozen of the 11 previous tries to amend the Copyright Act. They dub present efforts "a loser's offer to compromise."

Proponents of the amendment laid considerable stress on the contention that a juke box play is a performance for profit, and therefore subject to a royalty levy.

Meanwhile, the sudden death of Senator Kilgore Tuesday (28) is not expected to have any effect on the legislation, one way or another. Kilgore, who authored the current juke box bill, was chairman of the powerful Senate Judiciary Committee.

O'Mahoney is expected to continue as chairman of the Copyrights Subcommittee, with Senator James Eastland occupying the chair of the full Judiciary Committee.

Charges

Continued from page 84

imposing any restrictions upon the persons to whom, or the territories within which, Seeburg distributors may resell coin-operated phonographs. In addition, the complaint asks for an order requiring the distributor defendants to sell Seeburg products to any person willing to pay cash.

Specifically, the charges are:

"The defendants have been and are now engaged in a combination and conspiracy which began about January, 1946, in unreasonable restraint of the hereinbefore described interstate and foreign trade and commerce in new and used Seeburg products in violation of Section 1 of the Sherman Act, as amended. The defendants are continuing and will continue said offense unless the relief hereinafter prayed for is granted.

"The unlawful combination and conspiracy referred to in the preceding paragraph of this complaint consists of a continuing agreement, understanding, and concert of action among the defendants, the substantial terms of which are that they agree that:

- A. "The distributor defendants will not compete with one another in the sale of new or used Seeburg products;
- B. "The defendants will require operators and other persons located in the sales territory of a distributor defendant to make their purchases of new Seeburg products exclusively from said distributor defendant;
- C. "Each of the distributor defendants will refuse to sell new or used Seeburg products to operators or other persons located in the sales territory of another distributor defendant;
- D. "Each of the distributor defendants will refuse to sell new Seeburg products to persons selling to operators or other persons located in the sales territory of another distributor defendant;
- E. "The distributor defendants will refuse to sell new or used Seeburg products to location owners;
- F. "The distributor defendants will refuse to sell new or used Seeburg products to persons selling to location owners.

"For the purpose of carrying out the aforesaid unlawful combination and conspiracy, the defendants by agreement and concert of action have done the things which, as hereinbefore alleged, they conspired and agreed to do. More particularly, a number of the distributor defendants have made payments on account of sales of new Seeburg products to persons located in the sales territory allotted to another distributor defendant pursuant to the hereinbefore described conspiracy."

Expert Sales

Continued from page 84

He cited the general economic improvement since 1946 and he feels the improvement will continue.

Because of credit restrictions and currency shortages, the operator system is not highly developed in Europe, and location ownership is fairly common. An operator just doesn't have the money to pay cash for a lot of equipment, and, unlike his American counterpart, he can't get the credit. Davis doesn't ship unless a substantial amount is placed on deposit.

More Ops

Both Romig and Wertheimer feel, tho, that with the easing of currency restrictions, the operator system will take hold in Europe.

European agents for Davis World is Holland-Belge-Europe, with headquarters in Brussels. In all European shipments, Davis has one motto, "Treat the fellow across the ocean the same as you do the fellow across the street." It has paid off handsomely.

Hurvich Skedded On MOA-ABC Show

BIRMINGHAM, March 3.-Max Hurvich, partner in the Birmingham Vending Company, will make a brief talk tonight on Music Operators of America's ABC radio show. Hurvich, who is also a director of MOA, will report on the top tunes in this area.

The program features different MOA directors each in an effort to get a cross-section of musical tastes. Three areas report during each broadcast.

Answers

Continued from page 84

preservation of fair competition and in the interest of small business, rather than bringing in highly technical anti-trust charges, this action against us would never have been brought."

Thomas M. Thomas, of Kirkland, Fleming, Green, Martin & Ellis, attorneys for Seeburg, pointed out, in regard to the boycotting charge, that Seeburg distributors were free to sell phonographs to anyone, but that the nature of the juke box business itself discouraged direct location sales.

He pointed out that location owners who purchased machines normally hurt themselves and the juke box industry as well.

In explaining, Thomas pointed out that a location owner who knew nothing of servicing a phonograph and no more about record buying would find it almost impossible to make money on his investment. And at the same time, he added, the juke box industry would suffer because the public would tend to lose confidence in the record programming and mechanical operation of the machines.

He pointed out that the indictment indicated a lack of understanding of the juke box industry.

Calif. Group Cancels Dinner

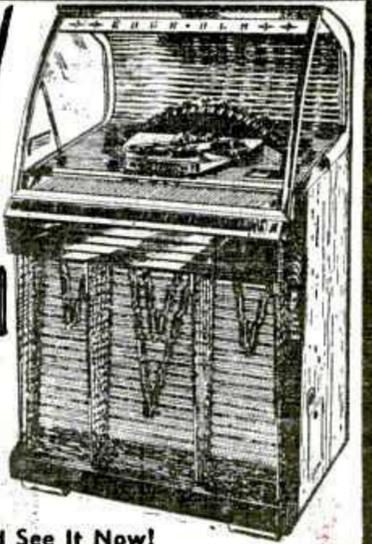
LOS ANGELES, March 3.-The March 17 dinner meeting and banquet of the California Music Merchants' Association, scheduled to be held here for the first time, has been canceled and will be held following the upcoming national Music Operators of America convention in Chicago.

Affair was called off because of the press of business of CMAA President George Miller, and the possibility that a number of California music operators may be called to Washington to testify in forthcoming hearings.

ROCK-OLA
MODEL 1448
 Worth More When You Buy It
 Worth More When You Trade It

YOU'LL LOVE THE NEW BILLBOARD
 SAVE MONEY, TOO SEE PAGE 12

It's here!
 ... the all new
ROCK-OLA
 120 Selection
 HI-FIDELITY
 Phonograph
MODEL 1448
 Visit Our Showrooms and See It Now!
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Are Juke Box Deliveries a Problem?

Deliveries Are Easier WITH AN EASLOAD TRUCK

It BALANCES the load!



ROLLS UNDER THE BOX on two solid rubber wheels in toe plate.



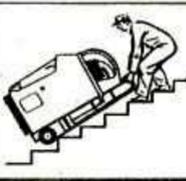
WHEELS SWING BACK TO BALANCE THE LOAD ... forward for sliding under box.



SLIDES IN AND OUT of truck on sled-type tubular frame.



SLIDES UP AND DOWN STAIRS. Box is cinch strapped in place.



SAVE MONEY ON DELIVERIES and pick ups with an Easload Hand Truck. One man can actually handle any juke box up to 800 lbs. easily and safely without help. It's the only truck that takes the load off the man and balances it with retractable wheels. The well-braced, all-welded tube steel frame is the finest construction.

It will pay you to try an Easload—it's the best. Has ball bearing wheels with cushion or solid rubber tires.

WORLD'S FINEST!

- Double Ratchet Strap Cincher
- Rubber Covered Frame
- Sled Type Tube Steel Frame
- Cushion or Solid Tires
- Solid Rubber Toe Wheels

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PRACTICAL PUBLIC RELATIONS

Davis Dist. Feels Operator PR Boost Is Important Job

By AARON STERNFIELD

SYRACUSE, March 3. — Like most other juke box distributors throught the nation, the primary concern of the Davis Distributing Corporation here is the sale of new equipment.

But the local Seeburg outlet feels that a progressive distributor should be more than a mere seller of merchandise. Al Wertheimer, Davis president, is convinced that two important collateral functions are educating the operator in his area, and teaching the operator to educate the public.

On New York's Madison Avenue, these two tasks, utilizing promotion, publicity and advertising, are generally called public relations. And Davis is probably the only coin machine distributor in the nation with a full-time director of public relations.

Big Assignment

The PR man is Ted Kisil, ex-New York and Syracuse agency man, free-lancer and Harvard alumnus. Kisil's job, roughly, is to do everything possible to make the operator a better businessman, to tell the public about the music machine business and the men who make their living in it, and to condition public opinion for important changes in the industry.

Right now, the most important change in the music machine industry is the conversion from 5-cent play to dime play, and for the last 12 months that has been occupying a major portion of Kisil's time.

Prior to March 1955, the conversion effort in New York State had been spasmodic and, on the whole, negligible. In the last 12 months, tho, a lot of changes have been made.

Case History

Before Davis launched its drive to promote dime play in the State, it studied the failures of other areas. Boston, for example, had previously attempted a dime play drive. Advertisements were taken in local newspapers, promotional material was prepared and distributed. A public relations agency was hired, and the move was made. It fell flat on its face.

Kisil learned that tho all the publicity tools were used, the operators themselves weren't fully sold on dime play. After the big build-up, the operators began worrying about what their competitors were doing, and the dime play drive never got off the ground.

Hence, the first step in the 10-cent play drive would be operator education. To reach the operator, the firm had the Davis Digest, a monthly trade paper sent to New York State operators.

1,000 Circulation

The Digest was founded in 1953, when Kisil joined the firm. At that time it had a circulation of 300—currently it reaches 1,100 op-

Atlas Music Holds Op Service School

CHICAGO, March 3.—Music operators and their servicemen from cities as far as 150 miles away attended Atlas Music Company's V-200 service school here last week.

Conducting the session were Newell Bellamy, field engineer of Seeburg, and Frank Bach, chief engineer of Atlas. All Atlas personnel were on hand to help explain short cuts in service and maintenance.

Firms represented at the service session included Melody Music Company, South Side Phonograph Company and Kakes Phonograph Company, all of Chicago; Suburban Music Company, Robbins, Ill., and M&M Sales Company, Champaign, Ill.

Beginning this month, Atlas will hold service sessions for operators every other week.

erators and others interested in the coin music business.

Davis' trade area is one of the largest in the nation for a distributor, geographically and populationwise. It is roughly all of New York State except New York City and suburbs. The firm maintains branch offices at Buffalo, Albany and Rochester.

The drive for dime play was launched in the March issue of the Digest. First, the economic reasons—now familiar to most operators—for dime play were explained. Operators were told that 78-r.p.m. records on juke boxes were on the way out and soon would not be obtainable for proper programming. Operators were advised to get rid of 78 equipment as soon as possible. Virtually all 78's taken in by Davis were shipped out for export.

In the May 1955 issue of the Digest, Kisil laid down the seven rules which make the conversion successful with the least amount of resistance. They are:

1. Never change a phonograph on location.
2. Whenever possible, give a location a better model.
3. Make sure the location personnel understand that the change is being made and that EP records are on the machine.
4. Display decals and posters advertising the EP records.
5. Place at least 20 carefully selected EP records on each machine.
6. Co-operate with other operators and try to make sure that all the phonographs in a particular area are changed within a reasonable length of time.
7. Keep moving. Don't lose momentum.

Drive Pays Off

Virtually every issue of the Digest in the last year has carried articles on dime play. The success or failure of conversion efforts in other areas has been explained. Statements from operators who have converted have been quoted. And the drive has borne fruit.

Right now, Syracuse is 50 to 60 per cent converted, while Utica is 40 to 50 per cent converted. Four up-State New York communities are 100 per cent on dime play. They are Watertown, Ogdensburg, Messina and Canton.

Binghamton is nearly 95 per cent on dime play, while Cortland is 75 per cent converted. No concerted effort has been made in two of the largest cities in the State, Buffalo and the Albany-Troy-Schenectady area.

Ops Sold

In all cases, the operators of the area have been thoroly sold on the

Juke 10c Play

• Continued from page 84

erators picked it up and dime play was expected to boom.

However, several operators refused to raise the price and began sniping at the dime play locations.

A number of 10-cent play operators reported the loss of locations to nickel-play coinmen in the past week or 10 days, with the five-centers putting heavy pressure on spots to go back to nickel play.

A meeting of all Minneapolis operators was called for late this week to discuss the problem and see what could be done to sell the recalcitrants on joining the dime play move.

Should they fail to "sell" these operators, the others probably will be forced to give up dime play in order to protect their locations.

St. Paul coinmen, reporting a similar situation in their community, were watching Minneapolis developments before taking any steps to correct the problem across the river.

Those operators who have gone to dime play reported little, if any, refusal by patrons to play their machines.

merits of dime play before any conversion effort had been made. Most operators have been reporting increases of from 35 per cent to 60 per cent after the conversion was put into effect.

But the Davis Digest doesn't confine itself to boosting 10-cent play. Operators are encouraged to take part in their community life and the Digest faithfully reports such activity.

For example, Robert Charles of Binghamton Amusement Company is active in Little League work. Charles is also chairman of the Sunrise Terrace team in the local Little League. When the team needed uniforms, he organized a \$600 pennant booster drive which outfitted the club.

Press Coverage

The Binghamton Press ran a three-column cut of Charles and three team members. The story and cut also ran in the Digest.

Davis tries to set an example for operators in its own organization. Tom Ferrara is a board member of the Syracuse Citizens Club, President Lou Wertheimer, a former inter-collegiate lightweight champion at Syracuse, is active in the Ad Club and teaches boxing to Syracuse youngsters.

H. P. Odell, in the background music department, is a former All-American javelin champion at Manhattan College and is a leading amateur sportsman in the Syracuse area.

Sets Example

Kisil himself sets a good example as a joiner. He is a member of the Central New York Industrial Editors' Association, the Syracuse Press Club, the American Marketing Association and the Public Relations Society of America.

He joined the Industrial Editors' group to get fresh typography, production and editing ideas for the Digest. He got all that and a wife, too, out of the deal. Kisil met an attractive female editor at his first meeting more than two years ago and escorted the lady home. Now she's Mrs. Kisil and is soon expected to present the Kisil household with an additional exemption.

UMO Gets Delay

• Continued from page 84

music machines were being operated in the city and that there were nine operators. He stated that seven of the nine operators were members of UMO and that none of the seven operated more than two machines.

"Exorbitant"

Small declared that a \$300 license fee for operating two machines was exorbitant and would force the operators to discontinue their operations in Melvindale.

To further his argument, Small told the council that the \$300 fee could also lead to all operators banding together and operating under a single license under the name United Music Operators' Association. He said that UMO was not a nonprofit organization and therefore all UMO members could operate their routes under the name UMOA if they desired.

Small pointed out that he was able to take this stand because portions of UMO's charter provides that its members can "operate as a company" and that "UMO and the term company shall be construed as synonymous. Profits from equipment operated by this company shall be credited to the members as partners and shall be divided in proportion to each investment."

He told the council: "If we do take out a license under the name UMOA, a single \$300 fee would cover all seven members. This would mean that we would practically monopolize the city. But since we do not believe in monopolies, we do not operate as such and have no plans of doing so unless exorbitant license fees make it a matter of survival."



OFFICERS AND DIRECTORS of the West Virginia Music Operators' Association will draw up a program for a State-wide music-operator, public-relations campaign when they meet at the Daniel Boone Hotel, Charleston, April 1. On hand for the meeting will be (l. to r., front row) James K. Hutzler, first vice-president, Martinsburg; J. A. Wallace, president, Oak Hill, and William N. Anderson, second vice-president, Logan. Standing (l. to r.): Dana M. Hick, executive secretary, Charleston, and Edward M. Oliver, treasurer, Montgomery.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- March 6—Automatic Phonograph Owners' Association, monthly meeting, Seattle.
- March 6—Washington Music Merchants' Association, monthly meeting, Seattle.
- March 6—West Virginia Music Operators' Association, monthly meeting, Richmond.
- March 6—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- March 6—California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.
- March 7—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.
- March 7—Summit County Music Operators' Association, monthly meeting, Akron.
- March 8—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- March 8—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield, Mass.
- March 9—Cleveland Phonograph Merchants' Association, Monthly meeting, Hollenden Hotel, Cleveland.
- March 10—Regional VI National Automatic Merchandising Association, regional meeting, Congress Hotel, Chicago.
- March 12—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- March 12—National Association of Tobacco Distributors, annual convention, Conrad Hilton, Chicago.
- March 13—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
- March 14—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.
- March 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- March 20—Chicago Independent Amusement Association, monthly meeting, Pine Room of Congress Hotel, Chicago.
- March 24—New Jersey Automatic Merchandising Association, first annual banquet, Terrace Room of Mosque Theater, Newark.
- March 24—Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.
- March 26—Central States Phonograph Operators' Association, monthly meeting, Peoria.
- April 1—West Virginia Music Operators' Association, board of directors meeting, Daniel Boone Hotel, Charleston.
- April 2—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- April 5—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
- April 7—Region V National Automatic Merchandising Association, regional meeting, Sheraton-Cadillac, Detroit.
- April 7-8—Kansas Music Association, general meeting, site to be announced, Salina.
- April 15—Music Guild of New Jersey, 19th anniversary banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.
- April 21—Regions II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.
- May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton Plaza Hotel, Boston.
- May 6—National Coin Machine Distributors' Association, dinner meeting, Morrison Hotel, Chicago.
- May 6-8—Music Operators of America, annual convention, Morrison Hotel, Chicago.
- May 10-13—National Vendors' Association, annual convention, Morrison Hotel, Chicago.
- May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.
- June 2—Regions X, XI, XII, National Automatic Merchandising Association, regional meeting, San Francisco Hotel, San Francisco.

YOU'LL LOVE THE **NEW Billboard**

SAVE \$1.00
See page 62

Lorillard Sales Decline Slightly; Net Increases

NEW YORK, March 3.—The P. Lorillard Company's net sales for 1955 declined slightly as compared with the 1954 figures, but earnings were a little ahead, according to the annual report issued this week. The 1955 sales figures were \$228,268,392, compared with \$231,046,695 a year earlier. But earnings for 1955 were \$6,596,000, equal after preferred dividends to \$2.07 a common share, as compared with net earnings of \$6,342,143, equal to \$1.98 a common share in 1954.

However, the 1955 earnings include a non-recurring special credit of \$965,173 on the sale of the company facilities.

Old Golds

The total Lorillard sales lagged somewhat, the report said, sales of Old Gold cigarettes, the company's principal product, showed a 6 per cent increase over the previous year. This increase was attributed mainly to Old Gold filter kings.

With filter brands now accounting for more than 20 per cent of all cigarette sales, the report continued, Lorillard filter cigarettes—Old Gold filter kings and Kents—currently hold about 10 per cent of the filter cigarette market, which includes more than 20 brands.

During the year, the board declared four interim dividend payments of 30 cents each and a year-end extra of 15 cents, for a total of \$1.35 per common share, based on earnings before the special credit.

The report concluded that "during the last 10 years, Lorillard has paid out an average of 72 per cent of earnings as dividends."

Amer. Tobacco Has Best Sales Year in History

NEW YORK, March 3.—The American Tobacco Company has reported the highest sales and earnings in the history of the company. The 1955 report, issued this week, listed net income at \$51,661,990, a gain of \$8,610,087 or 20 per cent over 1954. After preferred dividend requirements, last year's net is equal to \$7.45 a common share, compared with \$6.12 in 1954.

Sales volume in 1955 was \$1,090,844,818, a gain of \$22,265,519 over 1954. Domestic cigarette unit sales were the highest in the firm's history, according to Paul M. Hahn, president.

While standard-size cigarettes decreased in their share of the general cigarette market, the firm's Lucky Strikes showed a slight decrease, but increased its share of the standard-size market for the third successive year, Hahn said.

The report said that Pall Malls accounted for half of the domestic sales of straight king-size cigarettes. It added that the combined sales of Pall Mall and the cork-tip, king-size Herbert Tareyton gave the
(Continued on page 104)

Nu-Matic Sets Showings for March 17-18

NEW YORK, March 3.—Nu-Matic Machines, Eastern distributor for Barvend and McCann, will hold the firm's first operator showing March 17-18 at the New Yorker Hotel.

Hot drink and hot dog venders will be displayed. Harry Gerstein, Nu-Matic president; Dick LaVoie, Nu-Matic sales manager, and Currie Armstrong, from the Barvend factory in San Marcos, Calif., will be at the showings.

Gerstein said the firm is in the process of lining up an Eastern distributorship for a cold drink machine. He added that 10 Barvends recently have been placed on location by David Blum, Colamat, Brooklyn.

Nat'l Rejectors Opens Branch In W. Germany

ST. LOUIS, March 3.—To meet the rising demand of the expanding coin-operated vending industry in Europe, National Rejectors, Inc., manufacturers of coin-handling equipment, announced it is opening its first European branch office in Germany.

Heinz Heddergott, manager of National's Los Angeles office, will head the German branch. Heddergott and a staff of engineers, according to the company, will provide faster service to the European market thru complete warehousing and partial manufacturing of National units.

Previously, European representatives handled the firm's sales and service. However, the rapidly increasing uses of vending machines for all types of merchandise necessitated the move for closer distribution points and service, a National spokesman disclosed.

National maintains branch offices and warehouses in six American cities and Ontario, Canada.

Mass. Cig Ops Fear Pending Price Rise

BOSTON, March 3.—The cigarette vending business in the Bay State has just been thru the most rugged period in its history, and if the price of cigarettes is due for another hike, many operators feel they are about to go thru the wringer again.

It is only now, after an 11-month task of converting machines to take the higher prices for king-size brands, that the industry has settled down after completing the gigantic task.

"This (the conversion) was the sternest task the industry ever faced," said Alfred I. Sharenow, of Cigarette Service Company, Inc., Cambridge. "We have been working on revising our machines since April, 1955, and have just about finished the job," he added.

Junked Equipment

Sharenow pointed out that it was almost like going into business all over again since hundreds of machines had to be junked in the process. There was, he said, a serious problem with equipment built prior to 1948, much of which was already obsolete.

Sharenow, however, felt that one thing that was to the advantage of Massachusetts jobbers and operators was the Unfair Sales Act. This act dictates the minimum mark-up and keeps jobbers in a healthy state. It also prevents the commodity from being used as a football or as a loss leader item in stores with a large selection of merchandise.

"At least it insures everyone a
(Continued on page 97)

Taylor to Head Container Div. Of Hudson Pulp

NEW YORK, March 3.—The Hudson Pulp & Paper Corporation has hired Douglas Taylor, pioneer in the paper container product field, to head the firm's new paper cup and container division.

Hudson plans to begin cup and container production at a new plant in Carteret, N. J., this summer. The firm will devote a good share of its output for cups for the automatic merchandising industry.

Taylor was one of the group which, in 1910, founded the Mono Service Company, the nation's first paper container firm. There he developed the first plastic coating used in industrial production and the first plastic-coated container.

After 30 years with Mono, he left to form his own organization, the Douglas Paper Products Company, which he sold to the Lily-Tulip Company in 1943. Two years later, he joined the Frank M. Sayford Company to direct that firm's expansion into the cup and container field. He came to Hudson in 1955.

Gibbs Warns of Come-On In Vending Financing

NEW YORK, March 3.—Richard E. Gibbs, sales manager for Arthur H. DuGrenier, Inc., Haverhill, Mass., vending machine manufacturer, warned operators to beware of the easy credit come-on in the financing of equipment.

In an article currently appearing in the 1956 Co-Ordinator of the National Association of Tobacco Distributors, Gibbs cautioned operators to beware the glib salesman who "offers him a no-money-down deal with no co-signers, no papers and open account accommodation purely out of the goodness of his company's corporate heart."

After the machines have been received and placed on location, said Gibbs, the buyer is then notified that the entire sum outstanding must be paid immediately, and that if it isn't the seller will be forced to repossess after making proper deductions for depreciation.

Senior Partner

Of course, the machines have actually appreciated because by then they are on location and earning money. The buyer is then offered an alternative: He may keep the equipment and cease any further payments by signing over 51 per cent of his company's stock to the seller. Thus, the operator may wake up one morning and discover he has a senior partner.

Gibbs advised operators to take

thorough stock of their financial position before financing equipment and then accept a sound financing plan which may appear less tempting at first than the "never-never-land promises," but which will be within the operator's ability to pay.

"Vending paper," said Gibbs, "is recognized by lenders as good paper, and banks are willing to extend credit for local financing of equipment. Such credit is given, of course, only after both bank and borrower have agreed in writing
(Continued on page 104)

Talking Machines to Feature DuGrenier NATD Exhibit

NEW YORK, March 3.—A vending machine which will talk to operators will be one of the features of the Arthur H. DuGrenier, Inc., display at the annual convention of the National Association of Tobacco Distributors which opens next week in Chicago. The Haverhill, Mass., firm will exhibit its entire line in Booths 63 thru 70 at the Conrad Hilton Hotel. The company will use Suite 1005 to entertain its friends.

Francis C. DuGrenier, president, and Blanche E. Bouchard, treasurer, will head the company delegation at the show. Other company executives at the convention will be Richard E. Gibbs, national sales manager; Francis G. DuGrenier, plant manager; Frank Perri, chief engineer; Hector Denoncourt, office manager; Arthur A. DuGrenier and Donald F. Ordway, field service system managers; Edward C. Cohen, advertising and promotion director, and Marvin Lyon, Charles Henderson and Dennis Brade, field representatives.

Regional managers slated to attend include Robert Kline, Mideast Coast; Julius A. Levy, New York State and Northern New Jersey; James H. Martin, Midwest; A. F. (Tony) Parina, West Coast; Coe Stone, Midsouth, and Charles M. Suessens, New England.

Other Reps

Accompanying them will be Lowell Grundmeier, John Parina and Robert Parina, West Coast representatives, and Herbert A. Bidentkap, Robert Bloom, Morry Goldman, Irving Lindethold and Irving Patlak, Midwest representatives.

The Canadian contingent will be represented by Knowles Bailey and Howard Bailey, Western Canada, and Romeo Laniel and Jean Coutu, Eastern Canada.

State distributors expected to attend are Jesse Wellons, North Carolina; Sam Franco, Alabama and Mississippi; Alfred Weidman, Michigan; Jacob Friedman, Georgia; Sam Taran, Florida; Marion Glass, Ohio, and Herman Paster, Minnesota and Wisconsin.

coin operators will want the

Billboard

**NEW SIZE
NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE**

The NEW Billboard . . .
out March 24 . . . packs
more punch than ever . . .
and packs it into a new,
easier to read and easier
to use package. You'll
love it!

Special 1/2 Price introductory subscription offer
see page 62

Company, Kansas City, Mo., and NAMA. He stated the future never looked better for vending.

Declared Pierson: "Our responsibility in this growth picture is plain. We not only have to continue the job we are doing—we have to be prepared for the extra things that will be required of us as our business grows."

Salesmanship

More effective salesmanship was cited by Pierson as a major responsibility of operators. He said operators more than ever before must be able to speak in terms of number of employees, traffic surveys and plant layout by studying locations carefully.

"A Look Ahead for Automatic Merchandising," by Dr. Wilbur England, professor of business administration, Harvard Graduate School of Business Administration, finds an annual sales volume thru vending machines of \$5 billion by 1956.

M. C. Bush, general chairman of NAMA's 1956 Regional Meeting Committee; Benjamin Werne, NAMA labor relations counsel, and John W. Mock, Chicago management counsel, all participated. Mock moderated a discussion of major operating problems. Bush traced the growth of vending from 1925 to 1955.

Werne spoke on the legal rights of employers under existing State and federal regulations in outlining actual labor relations situations.

A cocktail reception followed the meeting, courtesy of Charles Rolleston, of Gordon Foods, Inc., Atlanta. Charles Durmeyer, Southern Automatic Candy Company, Atlanta, hosted the meet.

J. H. Smith Bows Chocolate Sirup

ROCHESTER, N. Y., March 3.—The J. Hungerford Smith Company, 76-year-old processor of fruits and flavors for the fountain

and ice cream trade, has started production on a chocolate-flavored sirup for vending machines.

The product is available in three-quarter tins and, according to the manufacturer, it mixes equally well with milk or water. The manufacturer said the sirup has been field tested.



SKELTONS!!!

(Actual Size)
 Wrapped in Compact Ball for Penny Machines.
 Unwrapped for Capsules.

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.



ORDER TODAY!

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2538 MISSION ST.

PITTSBURGH 3, PA.

5 SENSATIONAL SELLERS!

Put some life in your machines! All 5 items are real eye catchers—they stimulate sales!

KEY TO THE CITY \$7.50 per M

KNUCKLE DUSTER RINGS \$17.75 per M



CLOTHES PIN \$8.00 per M

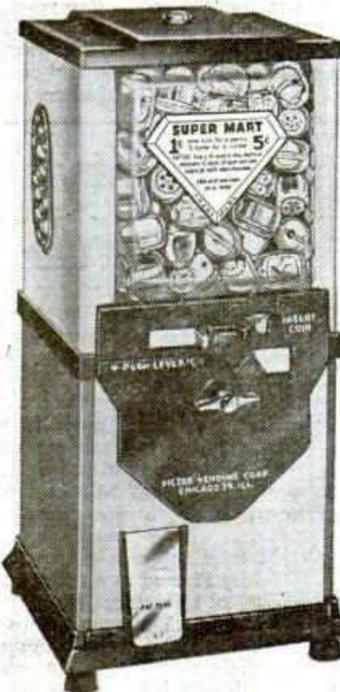
MARACAS \$10.50 per M

1 lb.-7 lb. FISH \$8.00 per M



BUY 'EM—TRY 'EM BE CONVINCED! IMMEDIATE DELIVERY. Stickers available... contact your local distributor or:

paul a. PRICE co. inc. 55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8



VICTOR'S NEW SUPER MART

"SYMBOL OF PROGRESS IN THE BULK VENDING FIELD" U. S. Patent Pending

The most versatile bulk vendor ever designed! It's a combination ball gum and capsule vendor... Or vends, in combination, 210-count gum and jumbo 15/16" (62 count) gum.

SUPER MART offers you the greatest improvements in bulk vending AND the fastest turnover of merchandise which means Greater Profits! Super Mart will take over and capture the bulk of pennies and nickels played in other vendors in every location!

HERE IS HOW IT WORKS . . . 210 GUM AND CAPSULE STYLE:

Every penny vends an item; every nickel vends 5 items; every 6 pennies (or nickel and 1 penny) assures customer will get five 210-count gum and one capsule filled with merchandise. Decal on machine is self-explanatory. Capacity: 260 capsules and 6 pounds .2 ounces of 210 gum. Takes in approximately \$15.50 when emptied.

HERE IS HOW IT WORKS . . . 210 GUM AND JUMBO GUM STYLE:

Every penny vends a ball of gum; every 3 pennies assures customer will get two 210-count gum and one jumbo (62 count) gum. Decal on machine is self-explanatory. Capacity: 500 jumbo gum and 5 pounds of 210 gum. Takes in \$15.00 when emptied.

Price \$29.50 each

F.O.B. Chicago.

1/2 CERTIFIED DEPOSIT, BALANCE C.O.D.

Minimum Packing: 2 to the case.

BE FIRST IN YOUR LOCALITY TO TAKE OVER THE CHOICE LOCATIONS WITH THIS ENTIRELY DIFFERENT AND GREATEST OF ALL BULK VENDORS, SUPER MART . . . VENDORAMA OF THE FUTURE!

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois

AUTO TO BULK DEALING

Added Service Cuts Expenses—Adds \$\$

By ELTON WHISENHUNT

MEMPHIS, March 3.—A pleasant, mild-mannered used auto dealer, who became interested in bulk vending a little more than a year ago, has parlayed a small investment into a successful 1 and 5-cent vending enterprise.

Claude Shute, 53, owner of Shute Motor Company, today has 1-cent gum ball machines, 1-cent gum and charm venders and 5-cent capsule machines on more than 1,000 locations in three States.

Shute has plans to expand his thriving routes to twice the size they are within the next year to 18 months. He also plans to open a distributing business to supply other operators with ball gum, charms and capsules, and also handle vending machines and parts.

Shute's headquarters are his used car auto-offices. He plans to erect a building on the same lot, near downtown Memphis, to handle his vending enterprise.

It has grown big enough for that, and is probably one of the largest in the Mid-South. Shute showed your correspondent his route books to explain the operation.

Wife Helps

His wife, Ruby, keeps books, works in the office. She records cash receipts, disbursements and handles bank deposits.

On one page of the route books, for example, was listed the income for a few locations. The lowest was \$5 and the highest ran to over \$13 for one month.

This may not be average, but each machine, if it brings an over-all average of only \$5, is doing well. Multiply that by 1,000 and you get \$5,000 gross for one month's operation.



VENDING PARTNERS—Mr. and Mrs. Claude Shute own and operate Shute Vendors, one of the largest in the Mid-South. She does secretarial work and bookkeeping. He does much of route servicing himself. —Photos by E. H. Jaffe.

Shute got started in vending quite by chance 13 months ago. Alton Hill, a friend, was a route serviceman for Russ Thomas, who had several hundred machines on location.

Hill would drop by to chat with Shute frequently. Hill often brought the conversation around to vending and aroused Shute's interests.

Partnership Formed

Eventually they went into partnership and "started from scratch," Shute said. They bought 300 new 1 and 5-cent machines. The cost was from \$15 to \$35 each. They placed them on location and were in business. In April, 1955, they bought Thomas' route and later Shute bought out Hill.

Shute worked with Hill in building up the route and servicing machines. Here's the sales approach Shute said he used in getting new locations:

"I would have a new, filled machine under my arm when I walked in to talk to the proprietor. I would show it to him and explain it would help draw customers.

"While a mother was shopping, I pointed out, the children could get a few pennies from her and purchase gum and charms from the machine while she was shopping. I found this approach very successful.

"The amount of commission, I found, was secondary. Location owners were more interested in the merchandising aid the machines offered. When they asked the amount of commission, I told them 20 per cent."

Diversify Interests

Shute said he got into the vending business because he wanted to diversify his interests. The auto business is somewhat in a slump now and has been for more than a year.

Shute, an active civic worker who has done much for the improvement of his community, saw flaws in the method of vending in Memphis and

set out to improve it. The result was an increase in sales.

He noted, for example, most operators have what they call four-week, eight-week and 12-week routes. That meant they would service the important, fast-selling routes every four weeks.

The next would be serviced every eight weeks. The slowest of all would be serviced every 12 weeks.

"I began servicing my machines every four weeks," he said. "They all need looking after every four weeks. Some may be out of order, stopped up, wet or dirty. By servicing machines every four weeks I have cut repair costs and service calls 75 per cent."

Service Equipment

Shute has a sedan delivery truck. The back is filled with boxes of ball gum boxes of charms and capsules. Also carried are bottles of cleanser for cleaning machines, repair tools, extra machines and parts.

Alton Hill works for Shute as routeman, but often Shute does some of the servicing himself. "I like this business," he said. "I like getting out and meeting people." Explaining service procedure, he said:

"We try to get the charms around the edges where they can be seen and the gum in the middle. If the charms aren't seen, people may think none are in the globe."

He found that altho he could order capsules already filled, he gets a better selection of tiny toys or charms by filling them himself. So he orders empty capsules and charms separately. This also saves money.

Extra Machines

Shute finds he doesn't have much mechanical trouble, and thus has to bring few machines in for repairs. When he does, he has one in his truck to replace it.

Shute has 13 routes in Memphis. One is a fast route with machines to busy locations, such as the big supermarkets, which require servicing every Saturday.

The other 12 routes, plus four in North Mississippi and one each in East Arkansas and West Tennessee are serviced every four weeks. It takes a half day to service the Memphis routes, or six and a half days.

Because of the longer driving, it takes four days on the four routes in Mississippi and one day each on the Arkansas and Tennessee routes.

His machines are in all types of business houses. Besides supermarkets, they include drug, variety, 10-cent and hardware stores, laundromats, auto agencies and restaurants.

Weights Coins

Shute has a little square black box that is a coin weighing machine. He weighs pennies by the pound. A pound is \$1.44. The pennies are deposited at the bank in bags.

Active in civic work for years, Shute is a Mason, a Shriner and a member of Everett Memorial Methodist Church. He has worked every year since 1937 for the Red Cross.

As a Shriner, he is a member of the Musketees, the committee which supervises the Shrine Crippled Children's Hospital here. Each year he works at the Shrine-sponsored carnival and circus which raises money to support the hospital. He worked at the recent circus directing persons to seats.

Shute is married to the former Ruby Hamrick, of Memphis. They have a son, Harold, who has a Lincoln-Mercury auto agency in Cincinnati. Harold has a boy and a girl.

During the interview Shute took your correspondent out to the panel sedan to show him how service calls are made. There were several boxes of ball gum, a big box of supplies and a large round box filled with thousands of tiny charms.

Children Love Charms

Among the charms were tiny pistols, harmonicas, dolls, rings, thimbles, hunting knives with scabbards, a little man in a bathtub, hot dogs and all kinds of cute charms.

Shute kept handing your writer one after another for my children. I ended up with 10 charms and also two thimbles for my wife.

I took the charms home to Tommy, four, and Carol, five and a half. They played and played with them, fascinated particularly by the tiny hunting knives. Carol also adored the little dolls which sat up.

That night my wife remarked: "They've played with those charms like they were \$2 toys." She didn't have to tell me. I knew. My kiddies are my constant companions when I go to the store or run any errand in the car. I've been buying them ball gum and charms and capsules from vending machines for years.

Maybe that's the strongest selling point of all—the children simply love vending machines.



LOUISVILLE, March 3.—Pleading guilty in Criminal Court to two charges in connection with the \$1,500 holdup of National Vending Corporation, Edwin C. Powers, 32, was sentenced to eight years in prison.

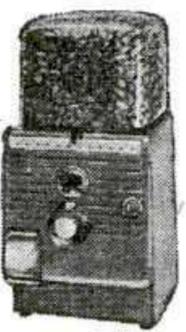
Originally charged with armed robbery, Powers pleaded guilty to robbery and attempting to cash a forged check. The robbery took place last October.

Experienced Operators Say:
"YOU MAKE MORE MONEY WITH . . .

Northwestern

VENDING EQUIPMENT"

PROVE IT TO YOURSELF



Just try a Model 49 all-product vander on your route and see for yourself how you can make more money.

It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
216 Armstrong Street, Morris, Ill.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLux 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. S.O.	4.50
Columbus 5c Bulk	4.50
Silver Kings 1c B.G. or Mdse.	7.45
Silver Kings 5c	7.45
ABT Guns	30.00
Acorn 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Vendor's Mix	.74
Pistachio Nuts, Shell	.59
Cashew Whole	.63
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.35
Tabby-Lets	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.40
Leaflets (similar to M & M), 500 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Seach-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

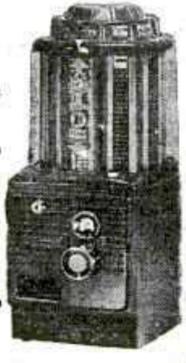
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. . . . Write

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH
Northwestern

TAB
You'll hit the jackpot with this selective tab vander. Ten column. for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half



NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St. New York 18, N. Y.
LOngacre 4-6467

Katz Sells Coffee Route Interest to Partner Lieberman

MINNEAPOLIS, March 3.—Manny Katz, manager of Coffee Vending Company here, has sold out his interest to his partner, Harold Lieberman, who placed the entire operation under the direction of Sol Nash.

Coffee Vending has been in business about three years, with Katz, Lieberman and Sam Kaufman owning the operation. Kaufman, who has been inactive in the enterprise, continues in an inactive capacity.

Nash is manager of Twin City Novelty Company, a music and games operation owned by Lieberman.

Coffee Vending will be moved from its present location, a block from the Lieberman headquarters, to that building at 257 Plymouth Avenue in Minneapolis.

The firm operates 110 coffee venders, 50 cigarette and candy machines and about 20 cookie machines.

A veteran coinman, Nash expects to undertake an expansion program for Coffee Vending with the possible addition of other types of machines for introduction in the territory served by the firm, Lieberman indicated.

Tobacco Fight May Result in Lower Prices

WASHINGTON, March 3.—The battle shaping up between tobacco growers and processors of manufactured tobacco may result in lower cigar and cigarette prices. Sen. Earle C. Clements (D., Ky.), in a recent statement before the Senate, said a distinct shift has taken place in the buying habits of some of our larger manufacturers, "with emphasis on a desire for lower quality, less costly natural leaf tobacco."

Pointing up the "widespread rumors" in the tobacco industry and among growers that these substitutes are now in use by some large cigarette manufacturers, Clements said that use of the comparatively new product enables manufacturers to use lower quality tobacco leaf, eliminate the stemming process and produce more cigarettes per pound of leaf tobacco. He added that "one of these new patented processes is presently being nationally advertised as a replacement for natural tobacco leaf binders on one of our large-selling brands of cigars."

Clements, chairman of the Tobacco Subcommittee of the Senate Agriculture and Forestry Committee, will launch hearings to determine the possible changes necessary in research and current tobacco production programs. Hearings will also cover the extent to which the new processes are being used and may be used in the future; what changes may result in manufacturers' buying habits, and consumer reaction to use of substitute tobaccos in cigarettes.

Clements feels that "the growers of some types of leaf tobacco in the U. S. are facing a very uncertain future market for their product," and believes that the interests of 800,000 farm families "who make their living thru the production of cigarette tobaccos" should not be overlooked.

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

Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation
Distributors
2029 Prospect Ave. Cleveland, Ohio
To. 1-6715
Write for prices.

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

YOU'LL LOVE THE NEW BILLBOARD
SAVE MONEY, TOO SEE PAGE 42

"POP CORN SEZ"
40, 10c Vendors, top condition, ready for location. Best offer will take 'em all! Parts in stock. F.O.B.
MIDWEST POPCORN COMPANY
2421 Parallel, Kansas City 4, Kan.
Phone: DRexel 1-8067

New—For Additional Income
ADVANCE AMCO®
HANDY POCKET COMB VENDOR
Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS
Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 3 1/2", width 4 1/2", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty, separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4 1/4" long, 1 1/4" wide, 7/64" thick.

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

PRICE OF MACHINE
10c Operation— Each
Single \$24.10
2 to 11 19.38
12 to 49 18.05
50 or more 17.40

PRICE OF COMBS
Gross
1 to 24 gross \$3.50
25 to 49 gross 3.25
50 to 100 gross 3.00

Immediate Delivery on Machine and Combs. Order Today!
Write for information on other types of vending machines & merchandise
J. SCHOENBACH 1645 Bedford Ave., Brooklyn 25, N. Y.

Compare
The Quality and Prices!
then . . .

The World Famous **STANDARD TOPPER** \$13.25 Ea. \$12.75 lots of 100 or more

TOPPER DELUXE HALF-CABINET STYLE \$15.00 Ea. \$14.50 lots of 100 or more

TOPPER DELUXE GLOBE STYLE \$15.00 Ea. \$14.50 lots of 100 or more

Call Sidmor **ATlantic 1-2540** for **QUALITY & SERVICE!**

SIDMOR VENDING CO.
2137 FIFTH AVE. PITTSBURGH 19, PA.

ATTENTION, VENDING OPERATORS!!!

DUGRENIER CHAMPION 11 Cols., 420 Cap.

CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY
on 25c and 30c Coin Mechanism Conversions for:
ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, PRESIDENTS, CRUSADERS

Also Available:
● ROWE PRICE DIFFERENTIAL BARS ● NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 930, 9 Cols., 270 Cap.	110.00
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 Champion, 9 Cols., 370 Cap.	100.00
Uneeda Model E, 8 Cols., 240 Cap.	75.00
Uneeda Model E, 6 Cols., 180 Cap.	70.00
Eastern Electric C-8, 8 Cols., 320 Cap.	100.00

CANDY MACHINES

Stoner Candy Prewar, 160 Cap.	\$135.00
Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50
Uneeda Candy, 5 Cols., 102 Cap., Wall Model	60.00

SPECIAL!!!! ONLY \$99.50

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED

ROWE PRESIDENT 8 Cols., 340 Cap., 25c and 30c Vend. King or Reg. \$130.00

DUGRENIER Model W 9 Cols., 270 CAP. ONLY \$75.00

Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

Uneeda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

MARBLE SEASON

Will soon be here—order now
 Agate—Glass—Assorted Colors
 21,000 size 9/16\$21.00
 50,000 size 9/16 45.00
 17,000 size 3/8 19.00
 40,000 size 3/8 35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

Try a sample 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

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

- Silver King, 1¢ or 5¢\$ 8.50
- Columbus, 5¢ 7.50
- ASCO Hot Nut, 5¢ 7.50
- N.W. Bulk DeLuxe, 1¢ or 5¢ .. 11.95
- Master, 1¢, New 11.00
- Toppers 8.95
- Tepper Cab DeLuxe, 1¢ or 5¢ .. 9.95
- Model V 8.50
- 3-Col. Hot Nut Mach., 5¢ or 10¢ 25.00
- Jewel Vendor, 5¢ 7.50
- Acorn, 5¢ or 1¢ 9.95
- Acorn Cabinet, 5¢ 8.95
- Mills 1¢ Tab Gum 16.95

NEW VENDORS
 N.W. 49's, 1¢ or 5¢, \$18.15
 N.W. Tab Gum, 1¢ or 5¢, \$29.95

RAKE'S CHARM MIX.
 Hand picked selection of best items from all mfrs. \$9.00 per M.

Silver King 5¢ Hot Nut, \$9.95.
 \$2.50 extra for cup dispenser.

VENDING CANDY
 Boston Baked 28¢ per lb. in Licorice Loz. 30-lb. ctn. (Add 1¢ per lb. for 10-lb. ctn.)
 Bridge Mix
 Rainbow P'nuts

Complete line of Machines, Supplies, Accessories, Charms, Gum—Everything for the operator!
 1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange
 609-A Spring Garden St.
 Philadelphia 23, Pa. LOmbard 3-2676

CHARMS SERIES ALL KINDS—ALL PRICES TAKE YOUR PICK

SERIES #2—52 ASSORTED CHARMS:

- Plastic—Assorted colors \$2.00 per M
- Copper-Plated 3.00 per M
- Silver-Plated 3.25 per M
- Goldline Plated 3.75 per M

SERIES #3—101 ASSORTED CHARMS:

- Plastic—Assorted Colors ... \$1.25 M
- Copper & Silver Mix 3.50 per M
- Goldline-Plated 3.75 per M

SERIES #45—103 ASSORTED CHARMS:

- Gold-Silver-and Assorted colors\$5.50 per M

SERIES #8—OVER 100 ASST. SPORTS CHARMS:

- Gold Vacuum-Plated 1,000 to 9,000\$3.25 per M
- 10,000 to 99,000 2.50 per M
- 100,000 and UP 2.25 per M

FAIRY TALE CHARMS—68 ASSORTED CHARACTERS:

- Plastic—Assorted Color Inlay\$5.25 per M
- Gold Plated—Oxidized-Inlay 7.75 per M

PLASTIC & PLATED MIX—

Over 255 Assorted Charms.\$2.10 per M

JUMBO CHARMS—SERIES #6 Assorted Charms

Plated\$15.25 per M

VARSITY LETTERS

Plastic—Assorted colors \$ 4.00 per M
 Gold Vacuum-Plated ..\$ 6.50 per M

f.o.b. Jamaica, N. Y.
 Or: At our Distributors

SAMUEL EPPY & CO., INC.

91-15 144th Place
 Jamaica 35, L. I., N. Y.

COINMEN YOU KNOW

Twin Cities

By JACK WEINBERG

BUSINESS DESPITE SANDLER "FREEZE-OUT." It was "business as usual" at Sandler Distributing Company headquarters here despite the fact that the heating boiler cracked and the building was "more like Siberia than like a business place" early this week. Bundled up in sweaters, ski jackets, heavy sox, overshoes and overcoats and caps, the men, headed by Solly Rose, office manager, were on the job every day while waiting for workmen to install a new boiler. Avis Fike and Clara Rodie, the distaff side of the office staff, remained home Monday and Tuesday but showed up Wednesday wearing the warmest clothing in their wardrobes to handle the monthly billing.

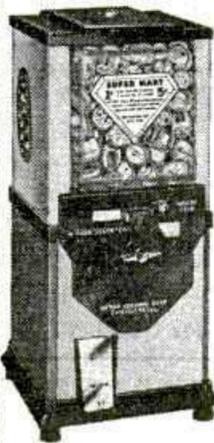
A rash of illnesses and emergency operations has hit employees of Harold Lieberman, large distributor here. Hy Sandler, manager of the wholesale record department, underwent an emergency operation for a hernia last week but now is home convalescing while David Lieberman, the boss's son, took over the reins temporarily. Sid Levin, of the Lieberman Music Company (distributor) staff, was beside himself Wednesday because his son, Robert, 2½, was rushed to Asbury Hospital, Minneapolis, for observation and possible emergency operation for what appeared to be a bowel obstruction.

Vera Foster, of Acme Music Company, the Lieberman one-stop, was home this week fighting a virus bug. And Irving Gorsen, also of Acme, has his eldest child, Caroline, 13, in Fairview Hospital, Minneapolis, where she underwent surgery for curvature of the spine. Caroline will be hospitalized for three weeks and then spend the next five months in bed at home. Coinmen and record folk would be doing the brave young lady quite a turn by sending her greeting and get-well cards at the hospital.

Lou Wolf has taken over the active direction of Atlas Sales Company, large Minneapolis coin machine operation, since the death of his father-in-law, Philip Moses, several weeks ago. Wolf was associated with Moses and is not a newcomer to the business. . . . Roger William, Kapp record artist, is booked in for personal appearance at the Radisson Hotel Flame Room, starting this week. Lieberman Music Company, distributors of the Kapp label, are planning some tie-in with the Williams' appearance.

Frank Mager, of Grand Rapids, Minn., in buying pool tables and music, said he's gradually moving out all of his bingo games and trading them off for pool games. Altho he has only a dozen tables on location thus far, Mager said the results being obtained are good and he will continue his practice of adding more such equipment to his route. . . . Taking the same attitude is Darwin Holsman, of Big Fork, Minn., who said that thus far he has only about 10 pieces in operation but buys new pool tables every time he comes to town. He also added new music on this latest trip in.

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VICTOR Standard TOPPER

1¢ BALL GUM VENDOR \$12.50 Each

\$12.00 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.

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 As High As \$6.00 Per Machine On VICTOR TOPPERS
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VICTOR'S TOPPER

1¢ BALL GUM MACHINE \$13.25 each \$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/3 Deposit on All Orders
 Write for "Specials" on BALL GUM—CHARMS—NUTS—CANDIES

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H. B. Hutchinson Jr.
 860 North Ave., N.E. Atlanta, Ga.
 Phone: EMerson 4300

GIVE TO DAMON RUNYON CANCER FUND

Supplies in Brief

Peanut Supply Up

Peanuts held in off-farm position on January 31 of this year totaled 1,055 million pounds, an increase of 89 per cent above a year ago, according to Agriculture Department. This supply includes imported shelled peanuts, but excludes stocks on farms, shelled seed and shelled oil stock. Peanuts reported used in making candy, salted peanuts, peanut butter and other uses thru January totaled 258 million pounds, slightly above uses for the same period last year. Peanuts reported used in making candy and salted peanuts are running slightly below a year earlier.

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball of Fire" Bubble Gum!

LEAF BRANDS, INC.
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Huge new market for this new low cost, fully guaranteed

Sanitary Napkin Vendor

Salesmen, Distributors, Operators, write for information.

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ADVANCE SANITARY VENDOR
 The Finest for Vending Flat-Pack Products



Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin-detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today.

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CUP 'n' SAUCER

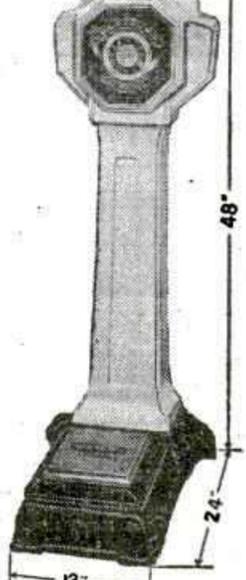
This saucy little item is sure to keep your coin box full to the brim—and your machine empty . . . to the last drop!

PLASTIC CUP AND SAUCER in modern 2-tone pottery colors \$9.00 per thousand

in vacuum plated asst. gleaming colors \$12.50 per thousand

at your distributor or

Guggenheim
 33 UNION SQUARE
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\$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
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GIVE TO DAMON RUNYON CANCER FUND

SAVE \$1.00 See page 62

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED! **SILVER-STREAK**
 BRUSH HOUSING & BALL GUM WHEEL

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Western Office OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.
 Eastern Sales Office M. J. ABELSON 2033 Fifth Ave. Pittsburgh 19, Pa.

Minn. Location Owners Attack Pin Indictment

Late bulletin: Federal Judge Dennis F. Donovan Friday (2), denied motions to dismiss pinball indictments against 13 St. Paul location owners as asked by their attorney, John W. Graff, who had contended U. S. law clearly distinguishes between pinball and slot machines and excludes pins from gambling tax requirements. Judge Donovan, in the memorandum accompanying his ruling, said, "It is sound law that interpretation of statutes levying taxes should not permit implication beyond the clear import of the language used." He said, "I am not convinced at this juncture of the case that the indictments go beyond the clear import of the language used in the applicable statutes."

ST. PAUL, March 3.—An attack on the law under which a federal grand jury indicted 40 individuals and companies, as location owners, on pinball machine gambling tax charges was launched in U. S. District Court here by a former U. S. district attorney.

At the same time two other attorneys attacked the method of the indictments returned by the federal grand jury meeting here several weeks ago under the direction of George MacKinnon, present U. S. district attorney.

John W. Graff, St. Paul lawyer who formerly served as U. S. district attorney for Minnesota, attacked the indictments on behalf of 13 location owners he represents.

Dismissal of Charges

Appearing before Federal Judge Dennis F. Donovan, Graff asked dismissal of the charges, contending that pinball machine operators and location owners cannot be required to pay the \$250 federal tax imposed on "so-called slot machines."

Graff argued that the indictment charged the defendants with operating "a so-called slot machine of the pinball type."

He charged that federal law clearly distinguished between pin-

(Continued on page 96)

N. Y. Ops Elect New Officers: Holtzman Pres.

NEW YORK, March 3.—The Associated Amusement Machine Operators of New York elected virtually a new slate of officers and directors Thursday night (1) at the organization's annual dinner meeting at the Shelburne Hotel.

George Holtzman, retiring vice-president, was elected president to succeed Lou Rosenberg. Sandy Warner was named vice-president, and Dave Lowy got the financial secretary's berth.

Other officers elected were Sid Wulfson, recording secretary; Jack Semel, the only incumbent, treasurer, and Morris Wurtzel, sergeant at arms.

Lou Glatzer was the only member re-elected to the board of directors. New board members are Albert Arnold, Bob Luttmann, Eugene Broderick, Sol Tabb, John Boyle, Lou Rosenberg, Irving Holtzman and Harry Schilderout.

The operators discussed current licensing problems.

Valley Ships New King-Size 2-3 Hole Pool

BAY CITY, Mich., March 3.—Valley Manufacturing Company has started shipments of a new Bumper Pool model, king-size and convertible to two or three-hole play with a center hole plug.

The new model is 18 inches longer than the regular Valley pool games. The center hole is surrounded by eight bumpers; each of the end holes is circled by three bumpers, one located directly behind the hole.

The three-hole model is also available in regular size. All models are equipped with top adjusters.

Weiskopff Heads N. Y. Arcade Owner Group

NEW YORK, March 3.—Gotham Arcademen gathered in the Park-Sheraton Hotel Tuesday night (28) to organize the Amusement Arcade Owners' Association of Greater New York City. Leo Weisskopff, Coney Island operator, was elected president.

Other officers elected were Gene Shaffer, first vice-president; Al Meyers, second vice-president; Dave Katz, treasurer; Fred Schork, recording secretary, and Al Blendow, executive secretary. Elected to the board of directors were Charlie Rubenstein, Stan Nankof and Sam Wertheimer. Officers are also on the board.

According to the bylaws, the purposes of the organization are to promote the welfare of Arcade owners, to draw up a code of ethics for the industry, to maintain relations and work with municipal authorities and manufacturers, and to establish a relationship with other branches of the industry and the general public.

License Problem

Some confusion exists in regard to the status of game licenses. It had been reported that special licenses, other than the \$50 common slow license, would be required by March 15, when current licenses expire.

A move to license by unit rather than by location had been reported, but some Arcade owners said that nothing had been determined.

The Arcademen also discussed the \$10 attendant fee. Under the

current law, each Arcade attendant must display a license with his picture on it. An employee hired now must pay \$10 for a license and then pay another \$10 on March 15. Legally it is impossible to hire a man on a Saturday and put him to work that day, as the license office is closed.

The association meets Tuesday (6) at Hubert's Museum.

United Ships Roto Pool, New Electric Table

Light-Up Bumper Unit Designed as 1-2 Player Game

CHICAGO, March 3. — Roto Pool, a new-type electrical pool game with light-up bumpers pointing the way to bonus scores, was shipped to distributors this week by United Manufacturing Company.

The game is adaptable to play by one player, shooting five balls for a dime, or to competition between two players, each depositing a dime and each shooting five balls. Principal new feature is seven light-up bumpers that light the way to higher scores.

Played from one side only, Roto

(Continued on page 96)

First Hosts 90 Ops, Unveils Clover Pool

CHICAGO, March 3.—First Coin Machine Exchange here greeted some 90 Chicago area operators Thursday (1) at the initial showing of the Chicago Coin Machine Company's new Clover Pool game.

The showing took place from 4 p.m. to after 10 p.m., with refreshments served to visiting operators, and contests on the new pool models constantly in progress.

Acting as hosts for the showing were First staffers Joe Kline, Wally Finke, Sam Kolber and Fred Klein. Ed Levin, Chicago Coin director of sales; Al Schlapa,

(Continued on page 99)

Table Braces Added to Genco Pool Game Line

CHICAGO, March 3.—Climatic braces to act against playfield warpage are being installed on all pool games coming off production lines at Genco Manufacturing & Sales Company.

The braces are able to be installed on all Genco games already shipped as well, the firm pointed out this week.

The new Super Grade climatic

(Continued on page 98)

VOTE FOR EDISON

Pool 'Goes Modern' — Adds Electricity

By KEN KNAUF

CHICAGO, March 3.—The Electric Age has come for the coin-operated pool game.

There have been cries among operators and distributors in the trade of "Too soon" . . . there have been cries, too, of "Let's have more of them."

Whether it is too soon or too late for electric games to hit the market, the fact is an increasingly larger number of electric games are coming off manufacturers' production lines and moving into locations.

Electricity came first to the pool games in the form of lighting attachments which illuminated the playfields of the games. Next in the electric line came light-up bumpers, lighting up the playfield and attracting prospective players.

Play's the Same

These changes had little effect, however, on the basic play features of the game. It was played the same way as the original models which first met with success last August.

Now electric scoreboards and electrified bumpers and ball holes have brought brand new versions of the basic game to coin pool players, many of whom have anxiously awaited these new models as the means of putting their pool shooting prowess to further test.

Three manufacturers — Chicago Coin Machine Company, United Manufacturing Company and Williams Manufacturing Company — have together introduced a half-dozen new automatic pool models and more are on the way from these other firms.

Scoreboard First

First of these models, Chicago Coin's Automatic Pool, was introduced late last November. It was a two-player game played from one end only, with an electrical scoreboard that registered scores for balls dropped in any of six holes on the playfield.

Following the general lines of this game, other electric pool models since introduced feature special hazard holes serving as a scoring handicap or scoring bonus to players, playfield roll-over buttons that boost score values of pockets, light-up bumpers that light the way to higher scores.

Clover Pool

One of the latest electric games, bowed by Chicago Coin this week (see separate story), can be played from all four sides—an innovation

(Continued on page 99)

Fischer Names New Distribs, Expands Plant

TIPTON, Mo., March 3. — Fischer Sales and Manufacturing Company announced this week appointments of four new distributors for the firm's coin-operated pool game line.

New distributors are Taran Distributing Company, Inc., Miami; Triangle Sales Company, Denver; Allied Distributing Company, Indianapolis, and Automatic Music Distributing, Oklahoma City.

Firms which have been accounting for a large part of Fischer pool game sales thus far, according to R. W. Weikel, general sales manager, Chicago sales office, are: Badger Sales, Los Angeles; Mayflower Novelty Company, St. Paul; Paster Distributing, Milwaukee; Cleveland Coin Machine Company, Cleveland, and Monarch Coin Machines, Chicago.

Weikel said that plant facilities have been expanded for the third time in two years. "Production was not sufficient to handle our Cue

(Continued on page 96)

Ind. Judge Rules Free Play Pins OK Under Law

INDIANAPOLIS, March 3.—Pinball games are not gambling devices, Special Judge H. William Irwin ruled Friday (February 24) as he dismissed five test cases brought against operators by Prosecuting Attorney John Tinder.

Indiana's 1955 Hasbrook Act, which sanctions free plays, was thus validated as the enforceable statute and held to supersede the more stringent 1955 Slot Machine Act.

Tinder, who launched a drive in January to purge the city of pins, contends that the 1935 law, rather than the more recent enactment, is applicable.

The ruling for the defendants, Judge Irwin said:

"I personally feel that pinball machines which pay off in free games only are not desirable as far as the community is concerned."

He added, however, that the charges against the accused were untenable because of the loopholes in the Hasbrook Act.

By virtue of the decision, the City of Indianapolis may resume the issuance of \$2 automatic coin machine licenses, held in abeyance by Mayor Phillip Bayt pending the adjudication.

Legalization of unrecorded free plays was added quietly to the so-called tough Hasbrook Bill in the State Senate committee last year.

Additional provisos of the measure which, in the opinion of Indiana lawyers, tend to weaken it are its excessively harsh penalties. A second offense in the operation of a pin, for instance, could bring a defendant 10 years' imprisonment. The possibility of any such sentence is ruled out completely by legal experts.

A move to remove the free-play feature of the law is expected to materialize in the regular session of the Indiana General Assembly next January. The author of the law, State Senator Thomas C. Hasbrook, Indianapolis Republican, is expected to assume leadership in the effort for its deletion.

coin operators will want the

Billboard

The NEW Billboard . . .
out March 24 . . . packs
more punch than ever . . .
and packs it into a new,
easier to read and easier
to use package. You'll
love it!

NEW SIZE
NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE

Special 1/2 Price

introductory subscription offer

see page 62

TABLE TOPS—FIRST POOL CONVERSIONS HIT MARKET

CHICAGO, March 3.—Separate pool table tops with light-up bumpers and other features have begun to appear on the coin-operated pool game market.

A number of manufacturers, distributors and jobbers here are producing and selling the new tops which bring older pool models up-to-date with added playfield features.

The conversions undoubtedly have come into being because of the increasingly greater variety of features added to the basic game by game manufacturers. As occurred in the shuffle bowling field, operators in many instances prefer to convert their older games, adding the new features, rather than buy brand-new games.

Main features added with the conversion units now on the market are light-up bumpers, one of the outstanding improvements over the original pool models. Other conversion units are being made with the convertible three-hole feature, but installation of such a conversion reportedly is difficult to make on some pool game models.

Conversions are also being made for operators who desire end ball holes at varying distances from the edge of the cushion, and for both regular and large-size tables.

Distributors and jobbers contacted reported the table tops "moving fairly well," but expected no large-scale sales on these units.

Hall Buys Miss. Route; Dixie Sold to Young

MEMPHIS, March 3. — Doug Hall, young new operator in Pontotoc, Miss., has purchased the Odell Amusement Company in nearby New Albany, Miss.

New Albany, 80 miles south of Memphis, is within the Mid-South territory which includes hundreds of operators who come to Memphis distributors for machines, equipment and records.

Hall is converting the New Albany route to new machines, all 45's, even though the majority in the territory are on nickel play.

Hall spent the weekend in Memphis with Parker Henderson, general manager of Southern Amusement Company.

In another recent route change, B. Harold Young, of Carruthersville, Mo., 130 miles north of Memphis, purchased Dixie Amusement Company in nearby New Madrid, Mo. The route consists of phonographs and novelty games.

Automatic, 4-Side Play Pool Bowed by Chi Coin

CHICAGO, March 3.—Clover Pool, first electrically scoring pool game able to be played from all four sides, was shipped to distributors this week by Chicago Coin Machine Company.

Built-in scoring panels on each end of the table automatically register scores made by shooting balls into end holes or center hole.

Bumpers, forming a four-leaf clover figure around the center hole, light up to award bonus scores to players who shoot balls into this hole.

Four buttons located behind each of the end holes light up to award varying scores of from 400 to 1,000 for landing balls in these holes.

After first shots have been taken, players can shoot any ball on the

table. When a ball is sunk in an end hole, a clover bumper—either red or white, depending on the hole made—lights up, offering 1,000 points to the player of that team for a ball sunk in the center hole.

The opposing team can turn the center hole bonus score to its advantage by shooting a ball into the end hole. The clover award increases progressively from 1,000 to 2,000 to 3,000 to 4,000 points as more balls are sunk.

The built-in scoring panels register scores up to 9,000 for each player or team. They are enclosed in glass.

The Clover Pool table is eight inches longer than the regular size bumper pool table, width is the same. List price of Clover Pool is set at \$375.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES			
	HIGH	LOW	Mean Average
BALLY			
Atlantic City (5/52)	\$ 85.00	\$ 35.00	\$ 60.00
Beach Club (2/53)	150.00	75.00	110.00
Beauty (11/52)	550.00	60.00	95.00
Big Time (1/55)	395.00	290.00	325.00
Bright Lights (5/51)	95.00	45.00	65.00
Bright Spot (11/51)	95.00	35.00	95.00
Coney Island (9/52)	85.00	35.00	45.00
Dude Ranch (9/51)	145.00	95.00	120.00
Frotic (10/52)	125.00	60.00	90.00
Gayety (3/55)	295.00	195.00	245.00
Gaytime (6/55)	400.00	225.00	325.00
Hi-Fi (6/54)	165.00	95.00	145.00
Ice Frolics (1/54)	175.00	85.00	145.00
Miami Beach (9/55)	495.00	299.50	425.00
Palm Beach (7/52)	95.00	49.50	65.00
Spot Lite (1/52)	85.00	25.00	40.00
Surf Club (3/54)	175.00	100.00	150.00
Variety (9/54)	295.00	195.00	225.00
Yacht Club (6/53)	95.00	50.00	75.00
GENCO			
400 (10/53)	50.00	35.00	45.00
Golden Nugget (2/53)	85.00	60.00	65.00
Jumping Jack	75.00	35.00	75.00
GOTTIEB			
Chinatown (10/52)	85.00	75.00	80.00
Grand Slam (4/53)	110.00	84.50	110.00
Guy's Dolls (5/53)	110.00	55.00	90.00
Hit 'n' Run (4/52)	75.00	35.00	60.00
Jockey Club (5/54)	160.00	130.00	160.00
Pin Wheel (11/53)	125.00	115.00	119.50
Queen of Hearts (12/52)	100.00	65.00	100.00
Skill Pool (8/52)	100.00	89.50	110.00
UNITED			
ABC (2/52)	65.00	29.50	65.00
Cabana (3/53)	105.00	45.00	50.00
Circus (8/52)	125.00	85.00	85.00
Havana (2/54)	145.00	60.00	125.00
Hawaii (6/54)	125.00	90.00	110.00
Manhattan (4/55)	345.00	225.00	325.00
Mexico (3/54)	150.00	100.00	110.00
Nevada (8/54)	175.00	120.00	145.00
Pixie (9/55)	475.00	425.00	450.00
Rio (11/53)	125.00	50.00	90.00
Singapore (10/54)	165.00	40.00	145.00
Stars (6/52)	60.00	40.00	60.00
Tahiti (8/53)	125.00	60.00	90.00
Triple Play (8/55)	395.00	275.00	375.00
Tropicana (1/55)	195.00	150.00	185.00
Tropics (7/55)	125.00	50.00	125.00
WILLIAMS			
C. O. D. (9/53)	115.00	75.00	115.00
Daffy Derby (8/54)	175.00	175.00	175.00
Dealer "21" (2/54)	125.00	75.00	125.00
Disk Jockey (11/52)	85.00	65.00	85.00
Fairway (6/53)	90.00	90.00	90.00
Four Corners (12/52)	90.00	84.50	90.00
Hayburner (6/51)	85.00	50.00	50.00
Lazy Q (2/54)	125.00	95.00	100.00
Struggle Buggie (12/53)	125.00	119.50	125.00
Thunderbird (5/54)	149.50	135.00	135.00
Times Square (4/53)	89.50	74.50	89.50

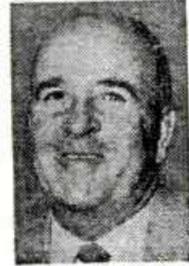
MUSIC MACHINES			
	HIGH	LOW	Mean Average
AMI			
Model A (46) 40 sel. (78 RPM)	\$125.00	\$ 69.50	\$100.00
Model B (48) 40 sel. (78 RPM)	175.00	89.50	135.00
Model C (50) 40 sel. (78 RPM)	175.00	100.00	135.00
Model D-80 (51) 40 sel. (78 RPM)	394.50	175.00	319.00
Model F-120 (53) 120 sel. (45 RPM)	695.00	400.00	525.00
ROCK-OLA			
1434 (50-51) 50 sel. (78 RPM)	295.00	179.50	225.00
1436-A (53) 120 sel. (45 RPM)	295.00	150.00	259.00
1438 (54) 120 sel. (45 RPM)	565.00	439.00	499.50
1446 "FI" 120 sel. (45 RPM)	725.00	595.00	645.00
SEEBURG			
M100A (49) 100 sel. (45 RPM)	445.00	200.00	250.00
M100B (51) 100 sel. (45 RPM)	510.00	425.00	465.00
M100C (53) 100 sel. (45 RPM)	610.00	545.00	589.00
M-100-W	845.00	725.00	750.00
WURLITZER			
1015 (46) 24 sel. (78 RPM)	95.00	40.00	65.00
1100 (48) 24 sel. (78 RPM)	150.00	70.00	100.00
1250 (50) 48 sel. (78 RPM)	175.00	95.00	149.50
1500 (53) 104 sel. (45-78 RPM Mix)	325.00	225.00	250.00
ARCANE EQUIPMENT			
AA Gun (K) (48)	\$ 30.00	\$ 20.00	\$ 30.00
Basketball (G)	225.00	100.00	195.00
Bat-A-Score (Ev) (8/48)	179.50	125.00	179.50
Big Broncho (1/51)	375.00	299.50	350.00
Big Inning (B) (47)	125.00	85.00	85.00
Bonus Gun (U) (1/55)	325.00	275.00	295.00
MUSIC MACHINES			
	HIGH	LOW	Mean Average
Carnival Deluxe (U)	275.00	245.00	245.00
Carnival Gun (U) (10/54)	295.00	225.00	250.00
Champion Baseball (G)	395.00	350.00	395.00
Coon Hunt (S) (2/54)	195.00	139.50	175.00
Dale Gun (Ex)	89.50	45.00	50.00
Defender (B) (40)	150.00	150.00	150.00
Derby, 4 player (CC) (3/52)	175.00	125.00	175.00
Drivemobile (M) (7/54)	165.00	100.00	150.00
Goatee (CC) (1/46)	95.00	90.00	95.00
Gun Patrol (Ex) (5/51)	145.00	95.00	95.00
Harvard Metal Typer Heavy Hitter (B)	135.00	135.00	135.00
Home Run, 6 player (CC) (3/54)	200.00	100.00	200.00
Moon Rides (B) (5/54)	350.00	224.50	250.00
Pistol (CC) (1/49)	50.00	50.00	50.00
Set Shot Basketball (Mumves) (6/52)	295.00	275.00	295.00
Shoot the Bear (Seeburg)	175.00	75.00	125.00
Shooting Gallery (Ex) (6/54)	250.00	129.50	175.00
Silver Bullets (Ex) (11/49)	95.00	65.00	85.00
Six Shooter (Ex)	145.00	75.00	95.00
Sky Gunner (G) (9/53)	150.00	115.00	145.00
Sky Rocket (G) (5/55)	425.00	375.00	425.00
Space Ranger (Decco)	295.00	224.50	295.00
Space Ship	350.00	185.00	325.00
Sportland (Ex) (11/54)	225.00	150.00	225.00
Sportsman (K) (11/49)	285.00	195.00	245.00
F. S. (11/49)	395.00	250.00	295.00
Star Shooting Gallery (Ex) (9/54)	245.00	99.50	150.00
Super Home Run (CC) (3/54)	249.50	125.00	225.00
Super Jet (CC) (4/53)	395.00	185.00	395.00
Super Slugger (U) (7/55)	395.00	345.00	395.00
Telegun (1/40) (T)	125.00	50.00	99.50
Voice-O-Graph (M) (4/46)	495.00	350.00	395.00
Wild West (G) (2/55)	395.00	350.00	395.00
VENDING MACHINES			
	HIGH	LOW	Mean Average
Acorn 5c or 1c... \$ 9.95	\$ 8.50	\$ 9.95	
Eastern Electric C-8	155.00	60.00	125.00
National M-9A (9 col.)	125.00	95.00	125.00
National M-750	115.00	110.00	115.00
National 918	95.00	75.00	75.00
National 930	110.00	95.00	110.00
National 950	125.00	110.00	125.00
Northwestern 39, 1c	7.95	7.95	7.95
Northwestern Deluxe 1c & 5c	12.00	9.95	12.00
PX (8 col.)	115.00	95.00	115.00
PX (10 col.)	125.00	115.00	125.00
Rowe Crusader (8 col.)	150.00	85.00	115.00
Rowe President (8 col.)	130.00	65.00	105.00
Silver King 1c Ball Gum	7.5	7.45	7.45
Silver King Hot Nut	9.95	9.00	9.00
Stoner Candy (6 col.)	135.00	80.00	135.00
Stoner Candy (8 col.)	165.00	90.00	110.00
Victor Model V B/G Wheel	9.50	8.50	1.50
SHUFFLE GAMES			
	HIGH	LOW	Mean Average
Ace Bowler (CC) (9/50)	\$235.00	\$ 95.00	\$195.00
Advance Bowler (CC) (5/53)	175.00	115.00	140.00
American Bank (5/52)	250.00	99.50	250.00
Arrow (CC)	365.00	295.00	335.00
Banner (U) (8/54)	265.00	225.00	245.00
Bikini (K) (6/54)	195.00	150.00	150.00
Bonus Bowler (K) (3/54)	175.00	125.00	125.00
Bonus Score Bowler (CC) (4/55)	355.00	345.00	345.00
Capital Deluxe Shuffle Games	385.00	225.00	365.00
Capitol (U) (6/55)	350.00	260.00	345.00
Carnival Bowler (K) (5/53)	125.00	65.00	125.00
Cascade (U) (2/53)	85.00	60.00	75.00
Century (K) (6/54)	225.00	200.00	225.00
Chief (U) (11/53)	170.00	125.00	145.00
Classic (U) (6/53)	125.00	50.00	95.00
Clipper (U) (5/55)	325.00	240.00	325.00
VENDING MACHINES			
	HIGH	LOW	Mean Average
Clover Shuffle (U) (1/53)	75.00	50.00	75.00
Comet Targette (U) (11/54)	295.00	125.00	275.00
Comet Deluxe (U) (11/54)	295.00	225.00	245.00
Criss-Cross (CC) (11/53)	225.00	100.00	175.00
Criss-Cross Targette Regular (CC) (1/55)	225.00	64.50	175.00
Diamond (K) (5/53)	225.00	165.00	175.00
Double Score (CC) (3/53)	85.00	70.00	75.00
Feature (CC) (7/54)	250.00	160.00	195.00
Gold Cup (CC) (7/53)	135.00	75.00	125.00
Hi-Speed Triple Score (CC) (8/53)	175.00	95.00	145.00
Holiday Match Bowler (CC) (9/53)	350.00	245.00	295.00
Hollywood (CC) (5/55)	400.00	325.00	365.00
Imperial (U) (9/53)	175.00	60.00	135.00
Jet Bowler (B) (8/54)	300.00	225.00	275.00
Leader Shuffle Alley (U) (11/53)	175.00	95.00	175.00
League (K) (8/50)	40.00	40.00	40.00
League Bowler (U) (1/54)	175.00	135.00	160.00
League Bowler Deluxe (U) (4/54)	175.00	160.00	175.00
Lightning (U) (2/55)	295.00	225.00	260.00
Lightning Deluxe (U) (2/55)	325.00	295.00	325.00
Magic (B) (12/54)	350.00	295.00	325.00
Mars (U) (1/55)	295.00	215.00	275.00
Mars Deluxe (U)	295.00	245.00	295.00
Mercury (U) (12/54)	250.00	200.00	235.00
Mercury Deluxe (U)	285.00	245.00	250.00
Mystic Bowler (B) (12/54)	355.00	295.00	325.00
Name Bowler (CC) (1/54)	55.00</		

COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

OPERATOR RECUPERATING AT HOME. Ben Korte, who was discharged from the Hollywood Presbyterian Hospital after surgery and 20 days there, is now confined to his home in Glendale. Korte reports that he is coming along well but finding it difficult to follow the prescribed diet. And, he adds, that he guesses he is the only operator in Los Angeles without a stomach. The doctor, he continues, has said that Korte still has a lot of intestinal fortitude.



WEYMOUTH

Al Weymouth, of Weymouth Distributing, is back from a business trip of two weeks in Hawaii. He adds that he sold quite a bit of equipment over there, including Darionatics, which he is also handling. . . . Bob Griggs, of the Weymouth firm, is back from a selling trip into the Northwest. Minthorne Music is sponsoring a series of operator dinners with Ed Wisler representing the firm at the one in Santa Ana Wednesday (29). Roy A. Provencher is representing and directing the dinner set for March 8 in San Bernardino. Provencher is taking over sales responsibilities in San Bernardino and Bakersfield areas, freeing Wisler for more activity in Los Angeles, Santa Ana and San Diego. . . . Britt Adelman, who has been the bookkeeper at Paul A. Laymon, Inc., for the past three years, is resigning her post and moving to San Francisco. A replacement has not yet been named.

Lucille and Blaine Toller, who sold their route near Parker, Ariz., to Bud Wilson, are enjoying fishing and relaxing on the Colorado River. . . . Charles Daniels and Jimmy Wilkins, both of the Paul Laymon Company, are planning fishing trips when the season opens. . . . Jack Leonard of the parts department of Badger Sales Company back on the job following a brief illness. Fred Gaunt, who has been away on a vacation in the desert, is back in town and at Badger Sales.

Dave Wallachs, salesman for C. A. Robinson Company, returned from a selling trip in Arizona, where service schools were held under the direction of Al Thoele, United Manufacturing Company factory representative. Thoele is now conducting similar sessions in the San Francisco area. Wallachs is wondering if Eileen Bloomer, of Mojave, has collected her half of the bet between himself and Frank Totiski.

Mary and Daniel Lally of Lally Vending Machine Service in Los Angeles are expanding their bulk operation. They specialize in penny and nickel venders. . . . Bill Volmer, El Centro operator, had cigarette machines placed thruout the grounds of the California Mid-Winter Fair in Imperial. . . . Sol Gottlieb, of D. Gottlieb and Company, visited the distributors along Coin Row recently. . . . Bill Siegel, of Bellflower, is out of the hospital and back on his bulk vending route.

Cincinnati

By MARVIN ARTH

BULK MILK VENDING OFF TO FAST START. Milton Cole, Ohio Specialty Company, says bulk milk vending machines, still in their infancy, are off to a great start in Cincinnati. Paul Pusateri, OSC manager, is back on the job after a two-week stay in the hospital.

Ralph Denhart, part owner of Denhart Candies, reports sale of the company's cigarette vending machine operation to Stern Cigarette Vending Machine Company. Denhart says his company is sticking to five-cent bars since volume offsets greater profit from the 10-cent bar.

A baby race enlivened things at the T & L Distributing Company. Owner Leonard Goldstein reports that two winners, Bob Fogle, service manager, and Joseph Stenger, assistant, both became proud papas of daughters. . . . William Marmer, part owner of Marmer Distributing Company, reports a rise in sale of coin pool tables.

Chicago

By KEN KNAUF

RMSA PREXY BACK ON JOB. Phil Levin is back at his job as president of Recorded Music Service Association following a recent illness. His first action upon taking over again—Joe Filitti had been filling in—was to set up an officer election meeting for April 3. Prior to his return, Phil had been recuperating down in sunny Miami. Earl Kies, manager of Apex, gained a son-in-law last week. His daughter, Lila, took the big step. The wedding and reception was staged in Crystal Lake and surprise of the evening was the appearance of Betty Johnson, Bally Records, and Nick Nobel, Wing, who both sang a few numbers during the reception.



LEVIN

Nate Feinstein, sales manager of Atlas Music, Seeburg distributor, is enjoying a well-earned vacation in Florida. Eddie Ginsburg, head of Atlas, reports ops are doing very well with the firm's new EP package featuring name artists. . . . Ed Bukala, head of Music Venders in East Chicago, in town doing a little shopping. . . . Kurt Kluver, assistant phonograph sales manager of Rock-Ola, looking very much better after having mucho trouble with his foot. Kurt's back on the job and working as hard as ever.

Ben Coven, Coven Music Corporation, Wurlitzer distributor, reports the juke box business is holding up fine. Ben also announced that he has made a few improvements in the sound reproduction on his phonograph speakers. . . . Ed Ratajeak, regional sales manager of AMI, taking a little time out for a vacation. . . . Mike Blumberg, Atlas Music, warns kegglers in the Chicago Automatic Phonograph Bowling League to watch out for Atlas. "The team's going back in first place," declares Mike.

Prospective exhibitors at Music Operators of America's convention, skedded May 6-8, can get in touch with Larry Marvin, head of the Sacramento division of the California Music Merchants' Association, for convention information sometime after April 1. Larry's going to station himself at the Morrison Hotel, site of the event, to make sure everything runs smoothly when the big day arrives. . . . George A. (Continued on page 96)

Memphis Action To Hurt Game, Tavern Trade

MEMPHIS, March 3.—Strict enforcement action by Police Chief James C. MacDonald and members of the beer licensing board is expected to directly affect operators who have coin-operated amusement games in restaurants.

At a licensing board meeting this week, Chief MacDonald warned he will act against illegal pin play by ordering any machine removed where players are found using it for gambling purposes.

The remark was prompted by the case of D. F. Stamper, owner of the Cotton Exchange Cafe, whose beer license was suspended by the board January 25 for pin-ball gambling by players. It was later returned on Stamper's promise to abide by the law.

Other cafe owners are likewise to be penalized for law infractions by suspension of beer licenses.

As cafes are closed down because they have no beer licenses, the lifeblood of many of them, operators will have to remove their coin machines.

Chief MacDonald earlier this year banned pool games from public places in Memphis. He interpreted the game, under the law, as a "pool table" and invoked an old law which says pool tables cannot be placed any place where beer is sold except in billiard parlors.

Boston CP Ass'n Honors Juke Ops For Aiding Drive

BOSTON, March 3.—The juke box industry was cited this week at a luncheon in the Hotel Somerset when David J. Baker, president of the Massachusetts Music Operators' Association, was an honored guest of the Boston Chapter for Cerebral Palsy. Among the many public figures attending were Archbishop Cushing and the minority leader of the House of Representatives, Charles Gibbons. Local operators last year raised \$10,000 for the cerebral palsy campaign.

The industry will again be recognized today (3) when Baker will accept a plaque on behalf of the coinmen at the meeting of the State Board for Cerebral Palsy in the Parker House. Baker, who is owner of Melo-Tone Music, Arlington, has also been active on other levels in behalf of the coin industry.

He has taken part in two broadcast programs in conjunction with the local spot on WVDA during the program of "National Juke Box," sponsored by the Music Operators of America. Last week Baker spoke in a discussion of the automatic phonograph situation and also was heard this week during the broadcast.

Baker has been active locally in boosting the broadcast and has succeeded in getting most of the operators to affix MOA stickers to their machines promoting the show.

Beech-Nut Boosts 3 Top Executives

CANAJOHARIE, N. Y., March 3.—Three major appointments were made this week in the executive ranks of the Beech-Nut Packing Company.

Franklin L. Fero is now vice-president and treasurer. He had been treasurer since 1948 and a board member since 1938.

John A. Grammer was named vice-president and general counsel as well as director of industrial relations. He had previously been secretary and director of personnel and has been a board member for a year.

Edward W. Shineman Jr. was made a secretary of the company; he is also a board member. Shineman will continue as assistant treasurer.

COIN MARKET PLACE
CLASSIFIED ADVERTISING
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

NEW ADVERTISING RATES (Effective with March 24 issue)

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 20¢ a word—Minimum \$4.00
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
Unless credit has been established.

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

EARRINGS, PINS, CAN BE PUT IN CAP. suits, 25¢ per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire Street, Dept. B. C., Providence, R. I. mh31

Help Wanted

ATTENTION, VENDER SALESMEN, SALES Organizations, new, patented, fully guaranteed high-speed hot sandwich dispenser for route sales; not a vender; cooks sandwich in 90 seconds. Multiple capacity, 120 w/hour. Electrical operation, semi-automatic, top commissions, we drop ship orders; no inventory to buy; wholesale food business. All papers accept your ads. Company 20 years in business. State fully prepared sales experience first letter. Box M-163, c/o Billboard, Cincinnati 22, Ohio.

WANTED — BINGO AND SHUFFLE ME-chanics; good pay and good working conditions. Persons must be sober and furnish references. Write Box #13, The Billboard, Chicago, Ill.

WE NEED A GOOD LIVE WIRE TO SELL Bingo equipment and tickets either full or part time. Top commission paid. Tri-State Company, 3217 North Clark St., Chicago, Ill.

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANU-facturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 3124 Market St., Philadelphia 3, Pa. LOcust 7-1448. mh31-ch

STAMP MACHINES & STAMP FOLDERS at lowest cost. Write for prices & samples. Flatto Manufacturing, Box 8, Miami Beach 39, Fla. mh10

Positions Wanted

MECHANIC, ROUTE MAN; 15 YEARS' EX-perience coin machine operations. Music, Bowlers, One Balls, Bingos, etc., family man. References exchanged in reply. Box M-164, c/o Billboard, Cincinnati 22, Ohio.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 29 years.
MACK H. POSTEL Chicago 18, Ill.
2952 Milwaukee Ave.

ARCADE CLOSED BECAUSE IT WAS across from school. You will never again get such clean pieces at this price. \$39, Exhibit Dale Gun; \$95, Silver Bullet; \$125, Genco Basket Ball, Chicago Coin; \$125, Genco Night Fighter; \$175, Set Shot Basketball, like new; \$140, Williams Super Deluxe Baseball; \$150, Harvard Metal Typer with chips, like new, late model; \$110, Seeburg Bear Gun; \$25, Heavy Hitter; \$90, Pistol Goaler; \$79, Genco Sky Gunner; \$110, Evans Bat-A-Score; \$110, Genco Invader; \$50, Space Invaders; \$49, King Pin. Photomat, Muto-scope, late model, vende 2 pictures for 35¢, used only a few months, \$695 with extra supplies. One-third deposit. Donald Zak, 1816 Walnut Ave., Las Vegas, Nev. DUdley 4-8758.

ARCADE EQUIPMENT SELL \$2,000. POKERINOS, Skee Aways, Pin Games, Photomats, etc. Write Chester Mathes, 119 South Broadway, White Plains, N. Y.

ARCADE MACHINES FOR SALE CHEAP. Send for list. Cash or trade for other games. Long, 301 Southwest 3rd, Richmond, Indiana.

CIGARETTE-CANDY-COFFEE-CIGAROMAT

—Factory Distributors—
U-Select-It, Candy & Coffee, Lehigh, P.K. Royal "17" Cigarette, Watling Scales, White's Comb Vendor & Combs. Write for complete details, prices, installment terms.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068, Amarillo, Texas Dr 2-8022
COIN-OPERATED RADIOS FOR SALE cheap. With electrical and mechanical timers; Coradios and other makes included. Hotel Radio Service of New York, 1229 York Ave., New York City. REgent 7-5185. mh31

CONCESSION TRUCK, ALL ALUMINUM counters, sides and back, with awning type doors. Presently a Candy Floss-Sno-Ball, pop corn unit. Pictures available. \$750 complete. Angelini, 13 Crestmont Avenue, Trenton, N. J. Owen 5-5125.

MERCURY 13 WAY STRENGTH TESTERS, \$75; Dial Decals, \$2; Grip Handle Springs, \$2 each; Gears, other parts. Playland Arcade, Macon, Mo.

POKERINO, COMPLETELY REBUILT, RE-finished; new contacts, sockets, \$98. Complete line parts, supplies for POKERINO. James Travis, Box 206, Millville, N. J. ap7

TAB GUM OPERATORS

65 used Select-O-Vend 1¢ Tab Gum and Hershey Machines in good condition, \$15 each. 35 Pulver, porcelain, 3 columns, 400 cap. 1¢ Tab Gum Machines, \$9 each or \$300 for lot with extra parts.

B. L. ROLL VENDING CO.

2182 Washington Ave. Memphis, Tenn.

VENDING MACHINES, PARTS, ALL SUP-plies. Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1¢ Hershey's, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Mount Pins, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. mh31

6 CANDYETTE 5¢ CANDY BAR VENDERS, new never used, \$5 each; Wurlitzer #41 Counter Model Juke Box, \$25. Playland Arcade, Macon, Mo.

8 BING-A-ROLLS FOR SALE (GENCO), SAC-rificed, \$50 each; Drive Mobiles, \$125 each; 2 player Basketballs, Genco, \$150; Muto-scope Sky Fighter, \$75. Wanted Seeburg Record Libraries, Animal Forest, York, Pa.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. mh17

CHROME 120 SELECTION WALLBOXES, Steppers, Fireballs, State number and lowest price. Lyons Music, Skowhegan, Me. mh17

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Bake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-mp

RECORDS, 45 RPM, FROM COIN MA-chines, popular or hillbilly; no race; any amount, \$14 per hundred. Send c.o.d., or write Records, 334 Oglethorpe Rd., Jacksonville, Fla.

WANTED—COUNTER JUKE BOXES, MU-sic-Mite or S-Restaurat; give prices and condition in letter. Leon W. Miller, War-saw, N. C. mh17

USE THIS HANDY FORM TODAY
Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 Business Opportunities
 Help Wanted
 Parts, Supplies & Services
 Positions Wanted
 Routes for Sale
 Used Coin-Operated Equipment
 Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 Regular Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:
 Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed

Name _____
Address _____
City _____ Zone _____ State _____

PINBALL GAMES

Genco Invader	\$119.50
BALLY	
Bright Lights	\$ 45.00
Bright Spot	45.00
Spot Lite	40.00
Yacht Club	50.00

GOTTLIEB

Diamond Lil	\$179.50
Dragonette	169.50
Four Stars	75.00
Gypsy Queen	195.00
Hawaiian Beauty	159.50
Jockey Club	149.50
Lady Luck	155.00
Lovely Lucy	135.00
Niagara	64.50
Bowling Champ	34.50

WILLIAMS

Big Ben	\$145.00
C.O.D.	90.00
Grand Champion	90.00
Gun Club	80.00
Hayburner	50.00
Jalopy	50.00
Struggle Buggie	125.00
Thunderbird	135.00
Times Square	79.50
Twenty Grand	80.00

VENDING MACHINES

National 930	\$110.00
National 950	125.00
Rowe Crusader (10 Col.)	85.00
MC-12 Cig. Mach.	225.00
Eastern Electric (10 Col.), New	267.50

ARCADE EQUIPMENT

United Carnival Gun	\$225.00
Coon Hunt	145.00
Champion Baseball	350.00
Exhibit 500 Shooting Gallery	295.00
Jet Fighter	225.00
King of Swat	345.00
Chi Coin Pistol	50.00
Rifle Gallery	195.00
Shoot the Bear	125.00
Exhibit Silver Bullets	74.50
Sky Gunner	109.50
Space Ship	325.00
Zoo Ride	345.00

MUSIC MACHINES

AMI Model A	\$ 89.50
AMI Model B	135.00
AMI Model C-40	150.00
AMI Model D-80	350.00
AMI Model E-80	425.00
AMI Model E-120	495.00
AMI Model F-80	695.00
AMI Model F-120	750.00
Rock-Ola Model 1432	150.00
Rock-Ola Model 1434	200.00
Seeburg Model 46	40.00
Seeburg Model M100A	200.00
Seeburg Model M100B	425.00
Wurlitzer Model 1250	125.00
Wurlitzer Model 1400	250.00
Wurlitzer Model 1650	375.00
Wurlitzer Model 1700	595.00

NOW DELIVERING GOTTLIEB'S HARBOR LIGHTS



Minn. Location

Continued from page 93

ball machines and slot machines and excludes pinball machines from the gambling tax requirement. "The tax is imposed on the machine itself," Graff told the court, "not on the use to which it is put. Awarding a prize for a high pinball score doesn't make a pinball machine a slot machine."

Keith Kennedy, assistant U. S. district attorney, in opposing the dismissal motion by Graff, declared the legal question was an integral part of the indictments and should be considered when the cases are tried.

Early Decision

Judge Donovan took the motion under advisement, promising an early decision on it. However, there were indications that if his ruling goes against Graff the matter will be appealed to a higher court and may wind up in the nation's highest tribunal for decision, if necessary.

Also attacking the indictments were Paul A. Thuet, attorney for a South St. Paul location owner, and Richard Leonard, lawyer representing a St. Paul location owner.

Each attorney contended that his client had not been advised of his constitutional rights when he testified before the grand jury. Thuet and Leonard told Judge Donovan that their clients were not told they did not have to testify where their answers might tend to incriminate them.

Grand Jury Minutes

The court asked Kennedy for the minutes of the grand jury hearings at which the two men testified. Judge Donovan held up a decision on the motions by Thuet and Leonard that the indictments be dismissed against their clients until the court had time to study the grand jury minutes.

Earlier five St. Paul location owners pleaded guilty to the indictment which charged pinball gambling tax evasion. They were to be sentenced Monday but Judge Donovan delayed this pending presentence investigations by the U. S. probation office.

Should Graff's argument that the indictments are illegal be sustained it was seen possible that those defendants who already have pleaded guilty might be given opportunities to withdraw them and ask dismissals. If an appeal is taken in event the court rules against Graff, there was belief no defendant will be sentenced until the issue is determined.

United Ships

Continued from page 93

Pool has a playfield of five ball holes, each hole worth a different point value. Bumpers adjacent to these holes light up individually to "spot" holes which are then worth 100 to 200 extra points. A different hole lights up after each ball sunk.

When two players compete, each shoots balls from "left" or "right" tees behind the foul line. A set of tees accommodates each player. When a single player is playing the game he may shoot from any of the four tees.

Balls can be played directly or banked into playfield holes. Players in competition alternate shots regardless of whether a ball is sunk. There are no fouls in the game.

Roto Pool is equipped with a plexi-glass backglass, with scoring reels for up to two players or teams. Edges of the playfield are marked off with diamond figures to make it easier to line up shots.

Fischer Names

Continued from page 93

Star pool game orders," he said, "so we added more floor area." Asked about future plans in the game field, Weikel hinted that a new pool game is on the drawing boards. He said the firm is definitely interested in adding more electrical features to its pool game line. "There seems to be a trend toward the automatic pool game," Weikel stated.

COINMEN YOU KNOW

Continued from page 95

Miller, president of MOA, passed thru town on his way to Omaha where he began a regular barnstorming tour of operators in the Midwest.

Wayne Bradfield, advertising and sales promotion manager of Rock-Ola and who is chairman of the Automatic Phonograph Manufacturers' Association's convention committee, says that a meeting of APMA convention committeemen will be held next month. The committee is formed to assist in the MOA convention. . . . Carl Christianson, Coven Music, reports dime play progress in South Bend, Ind., coming along at a rapid clip.

Grand Rapids, Mich

POOLS, PINS, JUKES KEEP COIN FIRM BUSY. Miller-Newmark Distributing Company is buzzin', with Bill Miller and Orville Bolier given the hard task of keeping up with shipments and deliveries of pool games, pinballs and AMI phonographs. . . . Kent Music Company, a new organization, purchased Universal Coin's music route of 20 pieces. . . . Chet Richards, an employee of Miller-Newmark, left a year-and-a-half ago, a single man, for a two-week vacation. He finally returned—a married man.

Recent visitors at Miller-Newmark, and buying heavily, were Bob Harper, Al Mohn, Charles Smith, Ken Roe, Doug Brooks, Fred Hunt, Herb May, Leon Groves, Carl Walker, Marrell Gau, Howard Minnema, Henry Kufta, Henry Douglas, Pat Yeo, Louis Messina, Lee Templar, Roland Stone, B. C. Grable, Austin Trager, Pinky and Marshall Gerling, Ed Schultz, Stan Krynsinski, and Irvin McCusker.

Columbus, O.

SHAFFER WELCOMES BACK SERVICEMAN. Alvin Buttler, who was with the Shaffer Music Company service department in 1947-1948, is back with the firm this week. Buttler had left to do antenna research work at Ohio State University. . . . Frank King, King Music Company, Newark, O., just returned from a Florida vacation with his wife. . . . Lang's Elite One-Stop Record Shop, located at Shaffer's Columbus office, reports increased volume in their new enlarged quarters.

Irv McClelland visiting operators in the Indianapolis and Cincinnati areas. Irv is sales representative for Seeburg. He says juke box operators converting their top locations to the new V-200 report outstanding collections. . . . Ed Shaffer was a visitor to the Shaffer Cincinnati office, reporting the new and used phonographs moving well.

Memphis

By ELTON WHISENHUNT

HELEN McADAMS VACATIONS IN FLORIDA—Helen McAdams, 26, attractive blond "girl Friday" to Drew Canale, owner of Canale Amusement Company, vacationed in Florida this week. Miss McAdams is the only woman in the phonograph business in Memphis who knows as much about it as many men. She started with the company in 1949, helped build it up from scratch. She buys all the records, has even serviced machines in earlier years, and is very active in the business. She is a stockholder and on the board of directors in Canale's cigarette distributing business, National Tobacco, Inc. She and her sister-in-law, Mrs. Henry McAdams, drove to Orlando, Fla., together for swimming, rest, relaxation and good food. . . . A number of Mid-South operators were in town for shopping at Southern Amusement Company. Among them were Aubrey Webb, Ripley, Tenn.; Jour White, Paris, Tenn.; Clinton Collins, Crystal Amusement Company, Grenada, Miss.

Clarence A. Camp, owner of Southern Distributing Company, was in Miami, Fla., last week with officials of the National Auto Stock Car Racing Association. He watched some field trials. Main purpose of the trip was to line up drivers and races for his 1956 season at Memphis-Arkansas Speed Bowl at West Memphis, Ark., across the Mississippi River from Memphis. Camp is president of the company which operates the stock car track. . . . R. E. (Buster) Williams, president of Williams Distributing Company, made a business trip to Shreveport, La., last week. Williams is also president of Plastic Products Company at Memphis, which presses records, and has many other interests.

Dan Levin opened at new Wurlitzer distributing branch at Little Rock. Company name is Standard Automatic Distributing Company. He will sell to operators in the Little Rock area and in central and West Arkansas. East Arkansas ops buy in Memphis. . . . Coy Mullinax, service manager at Williams Distributing Company, has been ill at home under doctor's care for the past week with virus infection. He hopes to get back to work next week.

Abe Malouf, owner of Malouf Music Company of Greenwood, Miss., is expanding. He opened a branch office last week at Natchez, Miss., and will operate phonographs in the Natchez area as well as in and around Greenwood. . . . J. A. Butcher, owner of Butcher Amusement Company at Dyersburg, Tenn., was in town to buy some new Wurlitzer phonographs at Williams Distributing Company for his route. . . . Bill Fitzgerald, manager of Music Sales Company, got jump country and western singer Carl Perkins' "Blue Suede Shoes" off to a big start with ops, predicting it would be a big c.&w. hit. The record was made locally by Sun Record Company, Inc. Sam Phillips is president.

Operators in Memphis to shop for new records and equipment this week at Williams Distributing Company included William H. Hall, owner of Ole Miss Amusement Company, Pontotoc, Miss.; Earl McDaniels, McDaniels Amusement Company, Jackson, Tenn., and Dan Weaver at Jackson, Miss. . . . Seen at Southern Amusement Company were Doug Highfill, owner of Rainbow Amusement Company at Memphis, buying new phonographs; Walter Day, of Blytheville, Ark.; Bill Powell, of Forrest City, Ark.; Jour White, Paris, Tenn.; Bill Utiz, Covington, Tenn.; Bill Forsythe, Millington, Tenn., and Tuffy Toliver, Lepanto, Ark., all buying new records and shopping for equipment.

Milwaukee

By BENN OLLMAN

JUKE OPS FAVORING INSTRUMENTALS. Barney Kuehn, of the Music Mart, says that his operator customers are tending to look more favorably on the recent output of instrumental recordings for their juke boxes. "They feel that they last longer than the vocal numbers and can be used on all of their machines," he says. Operator purchases have been heavy, he notes, of the recently issued "Madeira" by Mitch Miller. "Poor People of Paris" also came in for a big sales. Showing promise is a new Peggy King item, "Angel Pie."

Back from his Florida vacation, Sam Hastings reports that his desk is loaded down with work that will take several weeks to over- (Continued on page 98)

SALE!

Drastic PRICE SLASHES!

TOP VALUE BUYS READY TO OPERATE

SHUFFLE ALLEYS

CHI COIN	
Blinker	\$395
Bonus Score	345
Bowling Team	445
Bull's-Eye	395
Crisp Cross	145
Crisp Cross Target	175
Crisp Cross Tar. Del.	175
Crown Bowler	85
Feature	175
Fireball	275
Hi Speed Crown	95
Star Lite	145
Super Frame	145
Triple Strike	295
10th Frame Dbl. Score	60
KEENEY	
Bonus	\$125
Club	75
UNITED	
Imperial	\$125
Lightning	295
Royal	115
10th Frame Super	75

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Rock-Ola 1436A, 45 rpm	295
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Bally Gold Medal	\$400.00
Bally Jet Bowler	275.00
Bally Magic Bowler	325.00
Bally Champion	195.00
Chi. Coin Starlite	95.00
Chicago Coin Bull's-Eye Bowler	Write
Keeneey Century	225.00
Keeneey Pacemaker	85.00
Keeneey Bonus	125.00
Keeneey Bikini	150.00
United Rainbow	195.00
United Cascade	75.00
United Clover	60.00
United Imperial Bowler	90.00
United 6 Play Star	45.00
Un. Deluxe Comet Targette	125.00

WHILE THEY LAST—LIKE NEW

5 Chi Coin Criss Cross Target	\$100.00
MUSIC	
Rock-Ola 1448 Hi-Fi, 120 Select. Write	
Rock-Ola 1446 Hi-Fi, 120 Select.	\$725.00
Rock-Ola 1438 Comet, 120 Select.	499.50
Seeburg M100B	425.00

WALL BOXES

Seeburg 3W1 Hammerloid	\$ 55.00
Seeburg 3W1 Chrome	65.00

ARCADE

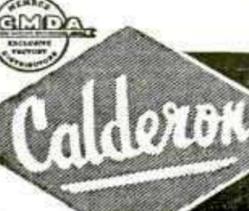
Bally Bull's-Eye Kiddy Gun	Write
Bally Hot Rod	Write
Chi Coin Super Home Run, 6 PL	\$249.50
4 Bally Space Ships (extra clean)	325.00
2 Bally Speed Boats (extra clean)	325.00

PINBALLS

Atlantic City	\$ 70.00
Frolic	95.00
Bally Broadway	Write
Miami Beach	445.00
Gaytime	345.00
Gayety	245.00
Palm Springs	145.00
Beach Club	125.00
Yacht Club	95.00
Hi-Fi	125.00
Surf Clubs	149.50
Ice Frolic	145.00
Bright Lights	65.00
Bright Spot	95.00
Coney Island	85.00
Dude Ranch	125.00

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Center Hole Plugs use as 2-Hole or 3-Hole Game Light-Up Bumpers or Regular Bumpers King Size or Regular Size End holes in or end holes out 3-sided play or 4-sided play



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ROCK-OLA	WRITE	SEEBURG	
1448, 45 rpm	HF 100-R	\$795.00
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1442, 45 rpm	M-100-BL	425.00
1438, 45 rpm	M-100-B	395.00
1436, 45 rpm	AMI-A	69.50
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Wurlitzer 3020 Boxes and Steppers at \$4.95 While they last
All Machines Guaranteed Reconditioned Like New
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COIN POOL Marked for 3 or for
4-Side Play! BEST PRICES!
Available With 3 HOLES Also in JUMBO SIZES—18" Longer

POOL GAME PARTS and ACCESSORIES

NEW TOPS! Regulation size Novo-Ply Panels complete with new LITE-UP Bumpers, new Cloth. 2 or 3 holes available	\$50
CUE STICKS, Ea.	\$2.50
CUE TIPS, Elk Leather, Pkg. of 25..	.75
CHALK, Per Gross	3.00
REGULAR STYLE BUMPERS, Ea.25
PHENOLIC RESIN BALLS, Ea.	\$1.95
TIP CLAMPS, Ea.25
KU BUMPERS, Ea.25
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IMMEDIATE DELIVERY ON POOL GAMES AND PARTS!
CHARLEY PIERI Get Our List, New-Used Games, All Types
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A.M.I. MODEL "A"	\$125
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A.M.I. D-80	325
EVANS CONSTELLATION	95
WURLITZER 1400	275
WURLITZER 1100	145

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TROPICS.....75.00	

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DERBY ROLL.....350.00	CHIEF.....125.00
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WILD WEST GUN.....295.00	SUPER.....50.00
FIFTH INNING.....350.00	

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2 BIRDS KILLED WITH ONE STONE
BOSTON, March 3.—Richard Mandell, sales manager of Associated Amusements, local Rock-Ola and United distributor, is a firm advocate of mixing business with pleasure. Right now Mandell is on a business trip for his boss, Ed Ravreby. He's also on a honeymoon with the boss' daughter, the former Ruth Mae Ravreby. The couple, married last week, will visit New Orleans, Houston, Tucson, Las Vegas, Des Moines and Chicago.

Du Page County, Ill., Bans Pinball Games
WHEATON, Ill., March 3.—Tavern owners in Du Page County have been ordered to dispose of all pinball games in their establishments by March 15.

A statement prepared by Seymour Waterfall Jr., county liquor control commissioner; State's Attorney William L. Guild and Sheriff Stanley A. Lynch termed the games "gambling devices."
Statement was based on a decision February 1 by three judges of the 2d District Illinois Appellate Court. The decision held pinball games that permit a player to insert more than one coin at a time, to increase the odds in his favor, to be gambling devices, because "skill is not a predominant part of the game."
John W. Hesterman, chief deputy sheriff of Du Page County, estimated there are some 350 pinballs in the county. The pinball order was heard by about 80 of the county's 100 tavern owners in a meeting at the Wheaton Courthouse.

Mass. Cig Ops
Continued from page 89
reasonable profit and leaves jobbers and operators, in a position of making a living without worrying about unfair prices," he said. "If nothing further takes place to disturb the industry, we will be all right, but there is still the threat of a price rise which would give us considerable trouble," he added.
Worried

Also worrying about the rumored rise in brands was Julian Karger, of Enterprise Cigarette Service, Revere, who, like Sharenow, is one of the big operators in the State.
Karger, who has many cigarette and candy machines on the boardwalk at Revere Beach as well as in other spots, believes the customer should get a break. He likes to operate his beach machines at the same price as the stores, and if the hike comes he is not only worried about rising costs but about the problem of another conversion task.
One of his big time-consuming and costly operations is shooting pennies into the packages for return change. Karger says there is very little trouble with the king-size package, but when it comes to forcing three pennies into a normal size pack of cigarettes, something's apt to give. This would be necessary if the price boost goes into effect.
Same as Stores
Karger believes that one of the best ways to kill business is to overcharge. Therefore he scales his beach machines to the same prices as the stores with whom he must compete. "We fought for years for a good standing in the community for vending operators," he said. He thinks that giving the public a fair deal is one way to preserve the good name that has been won.
Karger would like to see some sort of campaign put on by the industry to educate customers to the fact that there isn't any point in abusing a machine when it does not return merchandise or money.
"People seem to feel they've been robbed when the machine doesn't work," he said. "But there ought to be a way of telling them that the operator would be only too happy to refund their money."

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Available Immediately
SEEBURG 100A's
Including 50 cycle gears
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Export Packing Included
Discounts in Large Quantities

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	Regular Size	Jumbo or King Size
RUBBERBACK BEDS, Standard	\$7.85	\$18.50
RUBBERBACK BEDS, Imperial	9.75	15.50
RAIL CLOTH, Per Set, Triple A	5.45	7.25
RAIL CLOTH, Per Set, Special	3.85	5.75

REPLACEMENT TABLE BEDS—COMPLETE

REGULAR	JUMBO OR KING SIZE
Cat. #130.....\$36.00	Cat. #140.....\$49.50
Cat. #135.....46.50	Cat. #148.....57.50

No. 135 and No. 148—Wired with transformer and electric bulbs. All table beds consist of rubber-backed bed-cloth attached to Novoply beds, plastic light-up bumpers and hole-liners. Regular size (28"x48") and jumbo size (70"x36") will fit most popular makes of tables.

STOCK EXTRA COMPLETE INTERCHANGEABLE BEDS FOR EMERGENCY USE... SAVE ON SERVICE CALLS

TABLE BED COMPLETE
Billiard-Cloth Covered, Bumpers and Plastic Rings, Ea.\$36.00
(State make of table) Stock Extra.
Table Tops for Emergency Use.

48" CUES
Fibre Points, Tips and Bumpers Attached.
Grade #1.....\$2.75 \$30.00 Doz.
Solid Walnut Butts
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Red Lacquered Butts

BILLIARD CHALK
Per Half Gross.....\$1.95
Per Gross.....3.75
Lots of 5 Gross, Ea.3.25

BILLIARD BRUSHES
No. 1 DeLuxe, pure bristle.....\$3.75
No. 2 Pocket, fibre bristle.....2.50
Have flared ends to clean beneath rails.

MISCELLANEOUS
Cue Tip Clamps, 20¢ Ea. Per Doz. \$2.00.
Billiard Cloth Mender, 2 1/2"x36", 40¢ Ea. Doz. Rolls \$4.50.
Metal Chalk Grips, 10¢ Ea. \$1.10 Doz.
Chalk Grip Cord, 90-Ft. Hank, 90¢.
Billiard Talc, 1-Lb. Shaker Cans, 25¢ Ea. \$2.75 Doz.
Small Green Spots for Patching Cue Nicks, 25¢ pkg., 10 pkg., \$2.25.
10-Minute Tip Cement, 2-Oz. Tube, Ea. 35¢.
3 for \$1.00, \$3.25 Doz.
Black Cue Ball Spots, Pkg. 25¢ Doz. Pkgs. \$2.25.

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Regular Size, Per Set.....\$ 8.75
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Lots of 10 Sets.....15.50
Solid Red or White Balls, Ea.1.45
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CUE TIPS
ELK MASTER—12mm. or asst. \$1.95
Per Box 50.....1.75
10-Box Lots, Ea.1.75
Royal Oak, Per 100 Box.....1.45
10-Box Lots.....1.30
TRIANGLE—12mm. or asst. 85¢
Per Box of 50.....75¢
10-Box Lots, Ea.75¢

BUMPERS
Rubber Mushroom Bumpers, Ea.50¢
(Set of 12, \$5.75)
Plated Bolts and Nuts, Ea.25¢
(Set of 12, \$2.75)
Lite-Up Bumpers w/Nuts, Ea.50¢
(Set of 12, \$5.75)
Plastic Rings, Ea.50¢
(10 or more, 45¢)
Plastic Plugs for Center Holes.....50¢
(State Red or White)

ABT DOUBLE DIME COIN CHUTES
\$9.75 Ea. Per Doz. \$8.75 Ea.

CUE TIP REPAIR KITS
STANDARD KITS—Consist of 1 pkg. 25 Rocket Tips, 1 Tube Tip Cement, 2 Cue Clamps, Tip Trimmer and Sandpaper.....\$2.35
DELUXE KITS—Consist of same and in addition 1 Cue Top Sanding Machine and 1 doz. extra Sanding Discs.....4.50
Extra Sanding Discs, Per Doz. Package.....1.95
Cue Top Sanders, Only......45
All kits have tipping instructions so that any novice can tip cues like an expert. Be smart—leave a kit at your locations and save costly service calls and labor.
State substitutions permissible where shortage exists.
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GAYTIME\$275
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VARIETY 195
SURF CLUB 125
PALM SPRINGS 95
DUDE RANCH 95
HI-FI 125
TRIPLE PLAY 315
United PIXIES 425

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GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 96

take. Pool tables have been going big, says Hastings. He came back to find that his warehouse was bare, so the first thing he did was send out a rush order for more Valley pool games.

Gabe Nelson has taken a full time post with the United, Inc., Wurlitzer distributor, as their bookkeeper. Hary Jacobs Jr. motored down to Florida at the beginning of the week for a brief vacation with his family. Chris LeMay, of Southern Novelty, claims that his locations are not quite as happy with the pool games as he thought they would be. "It takes too long for the customers to finish their games," they tell him.

Bill Farr, the Columbia Records man, helped pull off a potent publicity coup this week. Largely thru his efforts a full page ad from a local newspaper plugging the "Benny Goodman Story" was shown on the Steve Allen "Tonight" TV'er. His interest, of course, is in the singles and album disks that Columbia has put out to cover the film. "Operators are using a lot of Benny Goodman sides, too, as a result of the film," he says.

Boston

By CAMERON DEWAR

SERVICE CALLS PRACTICALLY NIL. Louis Blatt, of Atlas Distributors (AMI), enthusiastic about the resistance of the Model "G" to breakdowns. Louie thought he may make the trek South, but will take in the bracing air of New Found Lake, N. H., instead. Brother Barney Blatt recovering well in West Palm Beach, Fla. Has been out doing some fishing and will be back in the Hub next week. Louis says dime play seems to be doing well in parts of Vermont, with about 50-50 in Maine and New Hampshire.

Ed Ravreby, of Associated Amusements, Inc., busy with plans and blueprints for new plant. Location is still up in the air. Ed and Al Levine visited operators in New Britain, Conn., on music and games. . . . Ralph English, Associated credit manager, now on the road selling. . . . Ed's daughter, Ruth Mae, taking a five-week trip across country with her new hubby, Richard Mandell, general manager. The newlyweds plan to drop in on distributors in the South and West.

Bob Jones, sales chief at Redd Distributors (Wurlitzer), says they've never been so fortunate before in having so many fast-selling items all at once. . . . Si Redd is due back to the plant this week after a restful time in Fort Lauderdale, Fla. . . . Also arrived back from Florida is Al Sharanov, of Cigarette Service, Cambridge. Al is only sorry he didn't stay long. He hit town in the teeth of a snowstorm.

Dave Baker, of Melo-Tone Music, is a radio personality these days. He's been on the Music Operators of America program over Hub Station WVDA twice in two weeks doing a good job selling music to the public. . . . Jerry Flatto and the staff at Boston Record Distributors had a hilarious time this week when Spike Jones visited the one-stop plugging his new record, "Why Do Fools Fall in Love?" . . . Louis Magerer, of National Cigarette Vending, has begun to ship the new (Continued on page 107)

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New and Rebuilt Like New

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Full assortment, all models Write Baseball, early and late
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Available
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THIRD HOLE
Optional



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Our years of Pool Table Manufacturing experience pay off in highest quality games! You can SEE THE DIFFERENCE in the lively cushion action . . . deeper table skirt . . . NON-wiggle leg construction . . . inlaid rail markers . . . beautiful finish . . . ultra-simple cheat-proof ball release mechanism. These are only a few of the many play and performance features that make CUE-STAR a profitable game to operate!

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3601 Fond du Lac Milwaukee, Wis.
MILtop 4-5425

LOS ANGELES: Ask for Bill Happel
BADGER SALES CO.
2251 W. Pico Los Angeles 6, Calif.
DUNKirk 7-2243

CLEVELAND: See Maurie Gisser or Dave Liebling
CLEVELAND COIN MACHINE EXCHANGE, INC.
2029 Prospect Ave. Cleveland 15, Ohio
TOWer 1-6715

MIAMI: Ask for Sam Taran
TARAN DISTRIBUTING CO.
3401 N.W. 36th St. Miami, Florida
NEWton 5-2531

JACKSONVILLE: See J. T. Elkins
TARAN DISTRIBUTING CO.
90 Riverside Ave. Jacksonville, Fla.

CHICAGO: Call Charley Pieri
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Table Braces

Continued from page 93

adjuster, attached to the table top, can be applied by the operator to either push up or pull down on the playfield, depending on warpage. Pressure can be applied in any or all of four different positions. Operators can adjust the plates to make the table perfectly level, according to the firm.

The operator needs no tools to adjust the braces other than thumb screws, once the braces are installed.

Explaining that all pool tables are subject to warpage, Ralph Sheffield, director of sales, termed this fact "one of the operators' chief headaches."

"The new climatic adjuster, installed, prevents warpage, both concave and convex, keeping the table in level condition," said Sheffield.

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Leading coin machine manufacturer has immediate opening for qualified salesman of executive caliber for position as regional sales manager in Eastern United States. Minimum of five years' sales experience working with distributors and/or operators essential. Good salary plus liberal incentive plan. Excellent insurance and retirement benefits. Give full details on education, experience and references in first letter. References WILL NOT be checked without your knowledge and permission. Our organization knows of this advertisement. All replies will be held strictly confidential.
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- Un. Cabana 50.00
- Un. Circus 125.00
- Un. Leader 95.00
- Ba. Miami Beach 225.00
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M. J. Lombardi, Ind. Game Op, Dies

MICHIGAN CITY, Ind., March 3.—Michael James Lombardi, 41, veteran amusement games operator here, died February 25 of a heart attack.

Lombardi was associated with Ed Blumenfeld, another Michigan City games operator, for over 20 years.

Funeral services were conducted February 28. A number of coin machine operators and distributors attended the services.

Lombardi is survived by his wife, Mary, and his mother, three sisters and a brother, who live in California.

Vote for Edison

Continued from page 93

in the automatic pool game field. Built-in scoring panels on each end of the game replace the scoreboard-at-one-end common to previous models.

Lights Flash

Roto Pool, new automatic game introduced by United this week (see separate story), has light-up bumpers that flash individually lighting up any of five ball holes for special scores. Players score on any holes, but get bonus scores for making a shot in a pocket which is lighted.

Williams' Diamond Score Pool features roll-over buttons that build up scores when hit by pool balls on their way to ball holes. Six playfield pockets award varying scores.

Chicago Coin's Hooligan Pool, introduced in January, features play on just three playfield holes. One of the holes—the Hooligan hole—serves as both a ball trap and a means of getting bonus scores on shots, depending on which team has scored last.

Manufacturers of the electric games see the early success of these models as evidence that coin-operated pool games will be popular in the industry for a long time—as long as new models with interesting new play features are introduced.

First Hosts 90

Continued from page 93

and other Chicago Coin engineers, were on hand for the show.

Among the operators attending were: Herman Klebba, Fred Johanson, John Pratl, Mario Santacaterina, Dave Brodie, Jack Burns, John Pawski, Roy Kass, Sid Daus, Dick Weiss, Billy Knapp, Orville Clothier.

Julius Mohill, Leon Mohill, Stan Schenker, Lou Bilow, Mike Minkin, Frank Pidote, Ben Iucella, Mike Netzik, Tony Hodina, Earl Dobler, Bill Landrum, Sam Cristiana, Herb Patton, Marshall Bernstein, Cliff Leuschner.

Bill O'Neill, Morrie Weisberg, Wally Poisch, Jim Garrity, Ed Weise, Harry Stoneberg, John Bartlett, Joe Robbins, Stan Levin, Tom Mulligan, Thurmond Fletcher, Ray Nicolei, Norm Fiedler, Don Mitchell, Al Gienko, Dick Gienko.

Harry Salat, Jack Goodman, Walter Lapinski, Dave Scott, Bill Morris, Steve Augustine, Bob Steete, Syl Massa, John Massa, Ed Quick, Lionel Renard, Tom Dorociak, Cecil DeLoIn, Bud Emrich, Leo Zatin, Ben Levey.

Bill Bonnetts, Joe Van Dorn, Bill Miko, Matt Pohl, Harry Gienko, John Austin, Leonard Strand, Tom McMullen, John Oberriter.

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- AMI E-120—D-80
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 - BEAR 150
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- Sluggin' Champ \$235.00
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- D80 375
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- New \$795

ARCADE

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- Pixies \$445.00
- Triple Play 375.00
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- Rio 125.00
- Havana 125.00
- Tahiti 125.00

BALLY

- Beach Beauty, New \$495.00
- Big Time 325.00
- Gayety 325.00
- Variety 225.00
- Hi-Fi 145.00
- Surf Club 135.00
- Ice Frolics 135.00
- Palm Springs 145.00
- Dude Ranch 125.00
- Beach Club 125.00
- Yacht Club 95.00
- Palm Beach 95.00
- Bright Lights 95.00
- Bright Spot 95.00
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Cues, Balls, Tips,
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40 WALTHAM STREET BOSTON 18, MASS

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

HI-JACKERS HOCK HOT CARGO OF POOL GAMES

CHICAGO, March 3.—A couple of unorthodox hi-jackers here are in the clover-up to their necks.

They made off with a whole truckload of new Clover Pool games, fresh from the Chicago Coin Machine Company production lines.

Chicago Coin trucker, Irving Sobie, stopped with the load of games at First Coin Machine Exchange, Friday (2), went in to handle the bill of lading, and found the cargo of games had vanished when he returned.

Chicago Coin execs now are sure the new electric Clovers are even hotter than they suspected. The hi-jackers are hot, too.

Hanson Retires From PM Berth

NEW YORK, March 3.—Leonard C. Hanson, senior vice-president of Philip Morris, Inc., retired this week after 32 years as the firm's chief financial executive. He will continue as a PM director.

Hanson joined the company in 1919 as assistant auditor for a group of stockholders who organized Philip Morris. He later was made assistant treasurer and assistant secretary, then treasurer and secretary, and, in 1945, was elected vice-president. He had been senior vice-president for two years.

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BEACH CLUB	75.00	ELECTRO, 10 Col.
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METAL COIN BOXES
 Hold \$20.00—5c, \$60.00—10c
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48" POOL CUES
 With Tip and Rubber Bumper
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Also Available WALL MODELS

Horsecollar (15-21-50 pts.)
 Marvel Score (15-21 pts.)
 \$39.00 each.

ELECTRIC SCOREBOARDS SLIM JIM Model

- Maple Cabinet
- Natural Finish
- Two-Faced
- Coin-operated — 10c 1 Player or 10c 2 Player by simple plug switchover.
- Fits any Shuffleboard
- 2 Models
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- 15-21 and/or 50 pts.
- Aluminum Button Blocks.
- Large metal ABT Coin Rejector Box
- Chrome Tube Supports.

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NEW TOPS—complete with latest plastic bumpers, new cloth 35.00	
Billiard Rail Brush75
Cue Repair Kit	4.95

Write for complete list of parts.

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3 Monarch 15/21	\$75.00
1 Marvel 15/21/50	
1 Rock-Ola 15/21 & Frame	each
1 Edelco Shuffle Score, 15/21/50	each
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1 Marvel 15/21	

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M100-B	475.00
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147	69.50
146	59.50
Hideaway (20 Sel.)	59.50

WURLITZER

1800	WRITE
1600	\$369.50
1500	225.00
1400	175.00
1250 (45 r.p.m.)	149.50
1100	99.50
1015	59.50

ROCK-OLA

1438 COMET	\$495.00
1436 FIREBALL	199.50
1434	149.50
1432	129.50
1426	59.50

AMI

F-80	WRITE
E-120	\$465.00
D-80	299.50
D-40	195.00
MODEL C	109.50

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- Pool Balls, 2 1/4", precision, resin phenolic balls, \$1.75 each. Set of 10 \$14.00
- Finest Grade 48" Cue Sticks, Ea. 2.50
- Billiard Chalk, 3 Doz. for 1.00
- 2-Oz. Tube Cue Cement, 3 Tubes for 1.00
- Cue Tip Clamps, Each20
- Metal Chalk Grips, Each10
- Cue Stick Bumpers, Doz.50
- Plastic Light-Up Bumpers, Ea. .35
- Larger Metal Bumper Nuts, Ea. .39
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Terms: 1/3 deposit, bal. C.O.D. Take advantage of the industry's lowest prices and our fast delivery from largest stock of parts for every make and model of games, photographs and vendors.

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New Products

A new automatic counter and packager that will handle all coins from pennies to half dollars has been developed by the Johnson Fare Box Company, Chicago.

Known as Model 30-SS, C. F. Rogier, president, stated the machine sets a new standard for speed, efficiency and economy by counting, filling, wrapping and crimping an average of 900 rolls per hour.

An automatic feed from the reservoir delivers adequate supply of coins on the coin disk at all times, eliminating jamming. It uses any standard cartridge-type wrapper. The operator merely inserts empty wrappers and removes crimped rolls.

The unit is 52 inches high, 16 inches wide and 40 inches deep. No price was announced.

Peoria Ops

Continued from page 84

Peoria was one of the last major cities in Illinois to make the change.

Active operators making the change include Les Montooth, head of the Les Montooth Music Company, John Bush, head of Bush Amusement Company, and the Belmont Amusement Company.

Peoria's downtown locations have already been converted. Neighborhood spots are expected to be changed as rapidly as possible.

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors 2029 Prospect Ave. Cleveland, Ohio To. 1-6715 Write for prices.

Rex Coin Hires Norm Rothchild

SYRACUSE, March 3.—Norman Rothchild has been hired by the Rex Coin Machine Distributing Corporation as an upper New York State salesman. Rex distributes Wurlitzer juke boxes and United, Chicago Coin, Gottlieb and Williams games, and DuGrenier vending machines.

Rothchild formerly was employed by A. N. Delaport, Rex president, as a route serviceman for Delaport's locations for eight years. Initially, Rothchild will work in the office with Ray Daggett, sales manager, to allow Daggett to visit accounts.

Rothchild is the boxing promoter for the Arena Boxing Club, which operates in conjunction with the International Boxing Club in New York. He personally supervised the development of Carmen Basilio, world welterweight champion.

BINGO SPECIALS!

MIAMI BEACH	\$425.00	DUDE RANCH	\$115.00
BIG TIME	325.00	PALM SPRINGS	110.00
GAY TIME	325.00	BEACH CLUB	110.00
VARIETY	210.00	FROLICS	90.00
GAYETY	215.00	YACHT CLUB	75.00
ICE FROLICS	125.00	PALM BEACH	60.00
SURF CLUB	125.00	ATLANTIC CITY	60.00
HI-FI	145.00	CONEY ISLAND	45.00
NEW POOL TABLES WITH LIGHTS	\$250.00		
NEW POOL TABLES WITHOUT LIGHTS	200.00		

1/2 DEPOSIT

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

POOL TABLES

Bumper Pool—Jumbo Pool Hi-Score

Contact Us for the Best Deal—Will Meet or Beat

- BINGOS**
- ABC \$ 65.00
 - Variety 265.00
 - Beauty 105.00
 - Cabana 105.00
 - Frolics 105.00
 - Gayety 150.00
 - Hi Fi 145.00
 - Havana 175.00
 - Ice Frolics 175.00
 - Long Beach 50.00
 - Mexico 150.00
 - Manhattan 295.00
 - Palm Beach 150.00
 - Palm Springs 150.00
 - Rio 85.00
 - Spot Lite 45.00
 - Singapore 165.00
 - Stars 65.00
 - Tropicana 195.00
 - Tropics 125.00
 - Yacht Club 75.00
 - Circus 85.00

- PIN GAMES**
- Grand Champion .. \$ 94.50
 - Twin Bill 195.00
 - Hong Kong 54.50
 - Cyclone 64.50
 - King Arthur 39.50
 - Sharp Shooter 34.50

- UPRITE GAMES**
- Genco 400 .. \$ 35.00
 - Golden Nugget .. 65.00
 - Silver Chest 95.00

HUNTERS & BUGABOOS
Immediate delivery. 10¢ or 25¢ play. Write for prices.

- RIDES**
- Miss America Boat \$295.00
 - Bally Space Ship .. 325.00
 - Atomic Jet Ship .. 150.00
 - Decco Merry-Go-Rd. 395.00
 - Decco Air Ship .. 295.00
 - Bally Moonride .. 350.00

- CANDY VENDORS, Used**
- 4 Col. Mills \$55.00
 - 4 Col. Uned 65.00
 - 9 Col. National 95.00
 - 1 Col. Nat'l King .. 25.00

- COUNTER GAMES**
- ABT Challenger .. \$ 20.00
 - Got. 3-Way Grippers 20.00
 - Merc. Grip Scales .. 20.00
 - S. K. Grip Vue ... 20.00
 - Three of a Kind .. 18.00
 - Adv. Shockers, new 24.50
 - Ship. 5¢ Wizard .. 19.50

- CIGARETTE MACHINES**
- Mercury, 9 col., new \$210.00
 - Lebl, 12 col., new .. 225.00
 - Super Six, new .. 115.00
 - Super Nine, new .. 155.00
 - National 930, used .. 95.00
 - National 950, used .. 110.00
 - Electro, 8 col., used 125.00
 - PX, 10 col., used .. 115.00
 - PX, electric 85.00
 - Keeney Elec., 9 col. 135.00
 - All new equipment 25¢ or 30¢. All used equipment shopped and refinished with 25¢ and King Size. 30¢ Conversions available.

- VENDORS, Used**
- 50 5¢ Sanitary Napkins \$19.00
 - 50 5¢ Victor Rockets 10.00
 - 50 5¢ N.W. Jels, Caps. 10.00
 - Adv. 10¢ Comb Vendors, new .. 24.50
 - 5 Masters 6.50
 - Shipman Stamp, 3 col. 33.50
 - Andico Coffee, new 475.00
 - Andico Coffee, used 325.00
 - Mills Single Drink, cup 150.00

FOOT VIBRATORS
New, \$195.00
Profitable locations available everywhere.

- ARCADE**
- Bally Big Inning .. \$ 99.50
 - C.C. 4-Pl. Home Run 200.00
 - C.C. 4-Pl. Super 225.00
 - Home Run 65.00
 - Bata-Score Sr. 65.00
 - Sci. Pitch'm & Bat'm 150.00
 - Wms. Del., Baseball 145.00
 - Wms. World Series 85.00
 - Lite a League 75.00
 - Evans Bat & Score .. 150.00
 - Heavy Hitter 35.00
 - Bear Gun 125.00
 - Coon Hunt 175.00

- Bonus Gun \$275.00
- Carnival Gun 250.00
- Bally Defender 150.00
- C.C. Pistol 50.00
- Ex. Gun Patrol 95.00
- Ex. Six Shooter .. 95.00
- Ex. Dale Gun 50.00
- Sky Gunner 145.00
- Silver Bullet 95.00
- Ex. Jet Gun 125.00
- Champion Hockey. 85.00
- C.C. Heckey 75.00
- Goalie 95.00
- Harvard Metal Typewriter 135.00
- K.O. Filter, F.S. ... 395.00
- Latest Movies, 125.00
- Telesque 100.00
- Shoe Brush Up, New 95.00
- Auto Photo 1850.00
- DeLuxe Photo 345.00
- Mut. Recorder 350.00
- Sailor-Mat, New 395.00
- Genco Basketball, New 295.00

UNITED DERBY ROLLS
like new, closing out
\$150.00

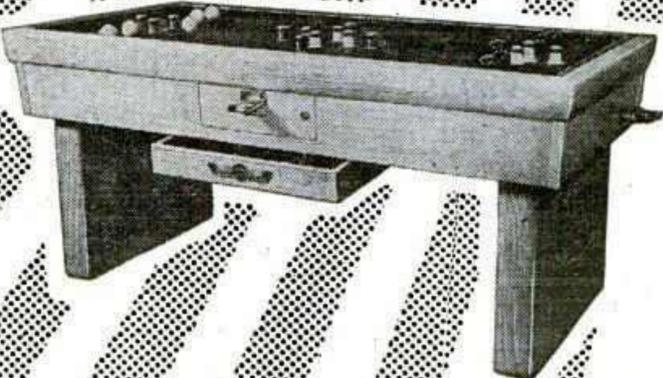
- SHUFFLE BOWLERS**
- United Deluxe .. \$ 60.00
 - United Cascade .. 65.00
 - United Clipper .. 325.00
 - United Comet 295.00
 - United Clover 75.00
 - United Chief 125.00
 - United Lightning 250.00
 - United Leader .. 150.00
 - United Leag. Bowl. 160.00
 - United Mars 225.00
 - United 11th Frame. 195.00
 - United Rainbow .. 150.00
 - United Royal 110.00
 - United Venus 325.00
 - United Speedy .. 210.00
 - Team Bowler 150.00
 - Olympics 75.00
 - Classics 100.00
 - 10th Frame 50.00
 - C.C. 10th Fr. Double 75.00
 - C.C. Hi-Speed Tple. 100.00
 - C.C. 10th Fr. Triple 95.00
 - C.C. Match Bowlers 45.00
 - C.C. Super Frame. 150.00
 - C.C. Star Life 225.00
 - Holiday 300.00
 - Cross Cross Target. 225.00
 - Bally Rockets 275.00
 - Bally Mystics 310.00
 - Genco 3 Player .. 90.00
 - Keeney Carnival .. 125.00
 - Keeney Leag. Bowl. 40.00
 - Keeney Team Bowl. 50.00
 - Keeney Bottle Pins 40.00

Now We Are 14... and My! How We've Grown!



"Make the best . . . never compromise with Quality!" The policy Valley set 14 years ago is principle by which we conduct our business today. It is reflected in the continuous, healthy expansion we have enjoyed. It is apparent in the fact that Valley Bumper Pool Games are preferred above all others among operators who seek operating stability, trustworthy performance and consistent, dependable earning power. Before you invest, investigate the opportunity for long-range profits with Valley. Ask the man who operates Valley Bumper Pool . . . then contact us for complete information.

VALLEY'S BUMPER POOL



- ★ REGULAR and KING SIZE
- ★ CONVERTIBLE 2 or 3-HOLE PLAY
- ★ PACE-SETTING FEATURES
- ★ OUTSTANDING PLAYER APPEAL



Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15 OHIO All Phones: Tower 1-6715 Terms: 1/3 deposit with all orders, balance C.O.D.

VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH. PHONES 8587 or 8588

WRITE --- WIRE --- CALL

WE NEED BALLY ABC BOWLERS—LATE MUSIC—FIVE BALLS.
CASH OR WILL TRADE FOR POOL GAMES—CHICAGO COIN—GENCO—EXHIBIT.
Lowest Prices—Immediate Delivery—Lowest Prices

CHICAGO COIN BOWLERS

Score-a-Line	Write
Hollywood	\$375.00
Bonus Score	345.00
Triple Strike	295.00
Flash	240.00
Feature Frame	195.00
Super Frame	145.00
Criss Cross Bowler	150.00
Advance	115.00
Triple Score	75.00
Double Score	60.00
Crown	75.00
Super Match	50.00
Name Bowler	50.00
Criss Cross Target (Like New)	175.00
Bowl-a-Ball	95.00
King Bowler	125.00

UNITED BOWLERS

Clipper	\$295.00
Lightning	260.00
Speedy	195.00
Academy	175.00
Rainbow	150.00
Chief	135.00
Royal	115.00
Olympic	75.00
Cascade	60.00

MUSIC

AMI M120	\$495.00
M190A Seeburg	245.00
Wurlitzer 1015	65.00

BINGOS

Gaytime	\$375.00
Gavely	275.00
Yacht Club	85.00
Surf Club	150.00
Beauty	105.00
Bright Spot	85.00
Palm Beach	85.00
Genco Jumping Jack	75.00
Genco Golden Nugget	85.00
United Pixie	450.00

ARCADES

Genco Super Big Top (New)	Write
Genco Quarterback (New)	Write
Exhibit Treasure Cove Gun	Write
Genco Sky Rocket	\$425.00
Genco Wild West	395.00
Bally Big Inning	300.00
Chi Coin Six Player Home Run	225.00
Chi Coin Super Home Run	225.00

Kiddie Whip New	\$325.00
Sidewalk Engineer (Like New)	Write
Muto, Voice-o-Graph	395.00
Chi Coin 4 Player Derby	175.00
Genco Sky Gunner	125.00
Bear Gun	195.00
Coon Hunt	195.00
Chi Coin Basketball Champ	195.00
Set Shot Basketball (Used)	295.00
Chi Coin Goatee	90.00
Standard Metal Typewriter (Used)	295.00
Standard Metal Typewriter (New)	Write
Chi Coin Pistol	50.00
Exhibit Gun Patrol	95.00
Exhibit Six Shooter	95.00
Chi Coin Big League Bull's-Eye	375.00
Baseball	350.00
Exhibit Big Bronco	225.00
United Carnival	225.00
United Bonus Gun	295.00
Genco 2 Player Basketball	185.00
ABT Rifle Range with Compressor	Write
Exhibit Vacuum Card Vendor	Write
Super Jet	395.00
Round the World Trainer	Write
Bally Moon Ride	250.00
Muto, Drive-ur-Self	Write
Kirk Astrology Scale	74.50
Auto Shoots	175.00
Wms. Deluxe Baseball	145.00
Wms. Super Pennant	175.00
Genco Champion Baseball	350.00

5-BALLS

Chinatown	\$ 75.00
Happy Days	85.00
Skill Pool	85.00
Globe Trotter	45.00
Guys & Dolls	90.00
Pin Wheel	115.00

VENDORS

Shipman 3-Column Stamp	\$ 19.95
Shipman 2-Column Stamp	15.95
PX 12-Column Cigarette (New)	225.00
Mercury 9-Column Cig. (Like New)	150.00
Silver Kings Hot Nut	9.00
Keeney Coffee Vendor (New)	425.00
Acorn Capsule Vendor (New)	15.00
Atlas Capsule (New)	12.50
Continental Coin Changer (New)	86.00
Rowe Elec. Penny Inserter (New)	Write
Acorn 1¢ (New)	7.95
Victory Stamp	14.95
Stoner 9-Column Cig. (New)	Write
Keeney Electric Cig. Vendor	85.00
Eastern Electric Cigarette Vendor,	
Blonde	125.00
Shinemaker	100.00
Rock-Ola Lo Boy Scale	49.50

1/2 Deposit With Order, Balance C.O.D. or Sight Draft

"The House of Quality"

MONROE

coin machine exchange inc.

DIRECT FACTORY DISTRIBUTORS OF ALL TYPE COIN OPERATED MACHINES

2423 Payne Ave.

Cleveland 14, Ohio

Superior 1-4600

Groentemans Begin 5-Month Europe Tour

PHILADELPHIA, March 3. — Sol Groenteman, International Amusement Company, and his son, Hank, left this week for a five-month tour of Europe to visit customers and arrange for the sale of coin machines to Arcades on the Dutch and Belgian Coast.

The Groentemans will also inspect their juke box operation, 80 pieces, mostly Seeburg B's, BL's and C's in Holland and Belgium. They have enlarged their Arcade operation to four in the two countries.

Jack Palmer, Atlantic Midget Movies, local kiddie ride operator, will manage International Amusement while the Groentemans are away.

To Meet Pollack

They will be joined in Europe by Al Pollack, Groenteman's partner in Belgium-Amusement, their European operating firm. A sales effort for American juke boxes will be made in Austria.

B-A operates 50 kiddie rides in Holland, mostly in department stores, and it plans to make installations in seaside resort areas this summer.

Witsen Sets Trade Showing Monday

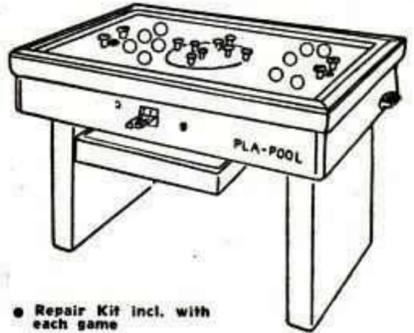
PHILADELPHIA, March 3.—The International Amusement-Scott-Crosse Company will hold a trade showing of 35 pieces of coin-operated equipment Monday (1) at the opening of the Market Place, a shopping center and farmer's market near the Philadelphia International Airport.

President Abe Witsen said the firm would operate the games and rides in the location. Stage, screen and television personalities are expected to attend the opening.

"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!



- Pockets set in from end permit rebound action
- Dimensions: Deluxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Table Top on Hinges with 2 locks
- Cash Box inside, also with Lock
- AST Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- New Plastic Light-Up Bumper Posts

• Repair Kit incl. with each game

MARVEL MFG. CO.

2845 W. Fullerton, Chicago 47, Ill. Tel.: Dickens 2-2424

PURVEYOR'S SPECIALS

ALL POOL GAMES

READY FOR IMMEDIATE DELIVERY

POOL GAME BALLS ALL FOR

Complete Set of 10 Balls, 2 1/2", 5 oz. **\$17.95**
— 2 Large Dots on each Cue-Ball.
Finest Quality—Immediate Delivery.

Cue Sticks, Ea.	\$3.50
Chalk, Gr.	1.50
Cue Tips, Per 100	1.75
10-Minute Cement, Tube	.30
Cue Clamps, Ea.	.25
Plastic Cups, red or white, Ea.	.50
Coin Chups, Ea.	10.00
Playfield Cloth	9.50

Write for Complete List.

Pool Game Playfields, \$35.00

Complete — New — Regulation Size. All materials used of finest quality. Latest type live bumpers.

Large-Size Tops, complete \$47.00

Tops with 3rd Center Hole, \$5 additional.
Tops with lights in bumpers, \$10 additional.

BINGOS AND SHUFFLE GAMES

Write for complete list at lowest prices.

MISCELLANEOUS

9-Ft. American Bank Shot	\$150
18-Ft. Rock-Ola Shuffleboard	125
Genco Rifle Gallery	195
Ex. Gun Patrol	95
Genco "400"	45
Genco Silver Chest	110

Genco Quarterback Write

SPECIAL POOL GAMES

\$150
Reconditioned—Renovated.

GUNS—Moving Targets

Keeney Ranger	\$295
Keeney Sportsman	195
Seeburg Coon Hunt	175
Seeburg Shoot the Bear	125

PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.

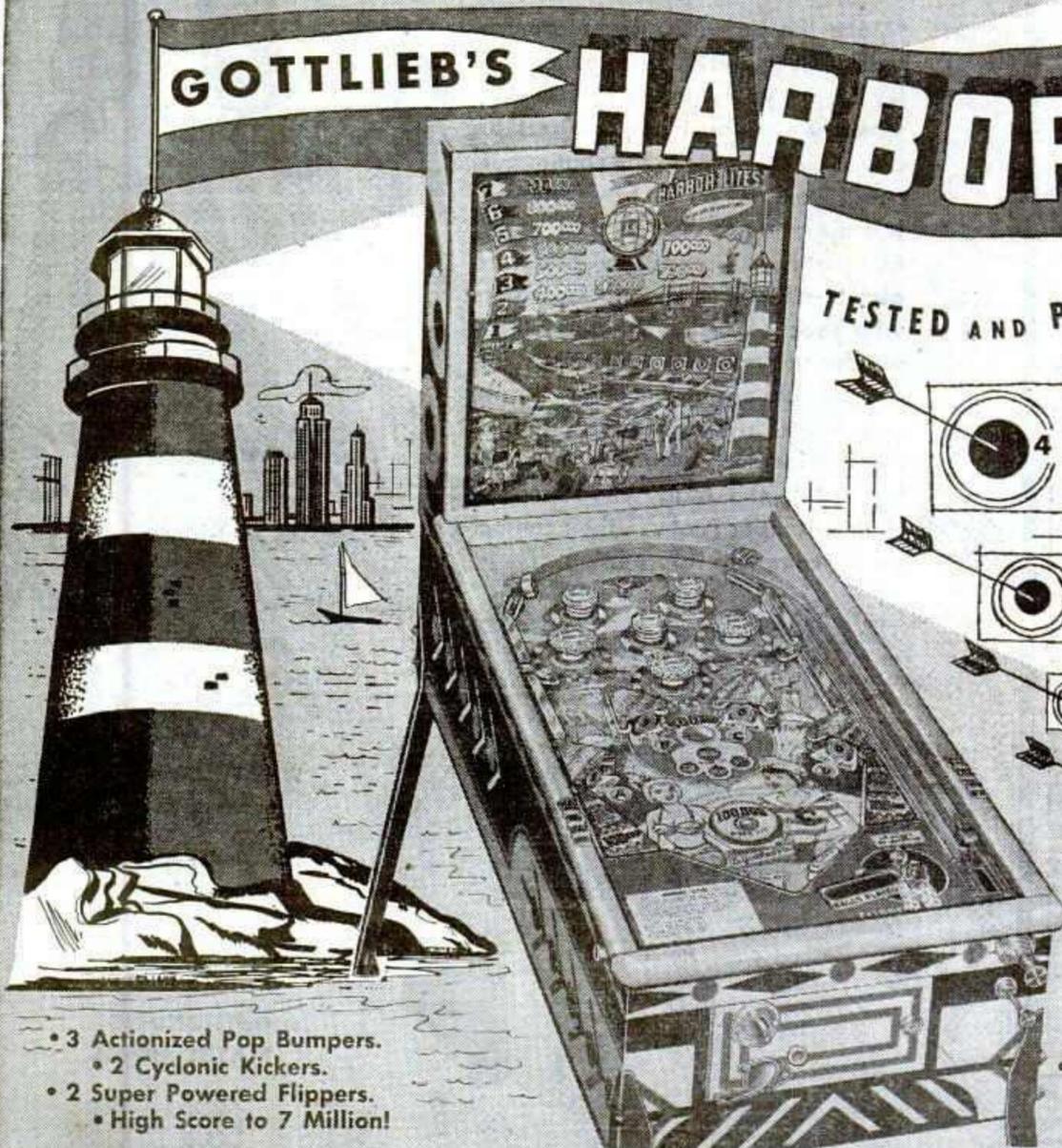
CHICAGO, ILLINOIS

JUNIPER 8-1814

GOTTLIEB'S

HARBOR LITES

TESTED AND PROVEN FOR HIGHER PROFITS...



4 Brand New Center Score Targets...

Edge hit for high score—center hit scores Bull's Eyes.

Bull's Eye on each target lights A-B-C-D sequence which lights hole for replays.

Mystery light doubles replays scored.

6 Alternating Light High Score Bumpers.

2 all new High Power Target Shooters.

• Extra Heavy Duty All Steel Legs.

• Plated Cigarette Holders on Side Rails.

- 3 Actionized Pop Bumpers.
- 2 Cyclonic Kickers.
- 2 Super Powered Flippers.
- High Score to 7 Million!

SEE HARBOR LITES AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

COINMEN YOU KNOW

Birmingham

By JIM McADORY

BIRMINGHAM VENDING NAMES ASSISTANT. Max and Harry Hurvich, owners of Birmingham Vending Company, have appointed a youthful new assistant for their operation. He is Albert E. Toranto, son-in-law of Max Hurvich. According to Messrs. Hurvich, Toranto is there to learn the business from the ground up with a view toward a future management position.

Just back from Knoxville, Tenn., Grandfather Max was full of talk about his new grandson. He also got around to mentioning that his daughter and son-in-law, Mr. and Mrs. Joseph Goodstein, celebrated their fifth wedding anniversary while he and Mrs. Hurvich were there.

Sidney Kronenberg, Alamat Company owner, returned to Birmingham from the Region IV meeting (February 24-25) of the National Automatic Merchandising Association in Atlanta with a fresh and enthusiastic outlook for the future. Cause of all the enthusiasm, according to Kronenberg, was a "This Is Your Life" report on the industry by M. C. Busch, of the Beech-Nut Chewing Gum Company. The report was actually an appraisal of the future. Kronenberg said he felt the industry had only scratched the surface in this area.

Attending from the Birmingham area, in addition to Kronenberg, were Harry DeBuys, owner of Automatic Canteen Company; Don Hambrey, Southern Cigarette Service, and Fred Goldstein, Merchandising Vending Company. More than 250 coinmen represented the States of Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee, Kronenberg said.

Birmingham operator Fred Perel last week completed construction of his new home. He and his family are now at home to their friends. . . Mrs. Charles Livingston, Pensacola, Fla., is home again after being hospitalized for surgery. Mrs. Livingston is the wife of Charles Livingston, owner of the Pensacola Amusement Company.

CLEANED, CHECKED, READY TO OPERATE

BINGOS		BOWLERS	
GAYETY	\$215.00	CONGRESS	WRITE
VARIETY	215.00	GOLD MEDAL	\$375.00
SURF CLUB	115.00	MAGIC	325.00
ICE FROLICS	115.00	CLIPPER	275.00
PALM SPRINGS	115.00	LIGHTNING	225.00
DUDE RANCH	100.00	11th FRAME	195.00
BEACH CLUB	95.00	BANNER	195.00
FROLICS	60.00	ACE	175.00
ATLANTIC CITY	45.00	TEAM	125.00
SPOT LITE	35.00	LEADER	125.00
STARS	35.00	IMPERIAL	100.00
		STARLITE	175.00

MORRIS NOVELTY COMPANY

3007 Olive Street St. Louis 3, Missouri
Phone: FRanklin 1-0757



SMART OPERATORS INSURE THE SUCCESS OF THEIR 10c PLAY CONVERSIONS WITH DAVIS 6-POINT GUARANTEED EQUIPMENT

Properly converted routes require modern 45 R.P.M. phonographs. Write, wire or phone us regarding these location ready money makers, available pre-set for 10c play if requested.

SEEBURG

M100B	\$465
M100BL	489
M100C	589
HM100A, HIDEAWAY	189
3W1 HAMMERLOID	55
3W1 CHROME	75

AMI

D-80	\$319
E-120	439

WURLITZER

1500-1550	\$295.00
1600-1650	375.00
3020	9.95
4820	15.95

ROCK-OLA

1434	\$225
1436 FIREBALL 120	259

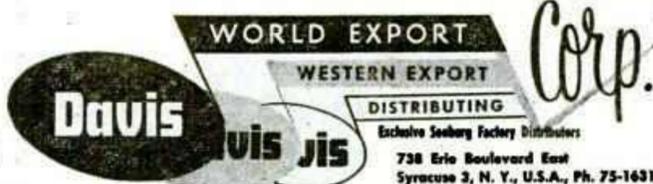
ALSO many other late model phonographs

WANTED TO BUY
Wurlitzer Service Manuals
1100-1250-1400...\$3.00 each

WILL TAKE IN TRADE
MANY MODELS OF
USED PHONOGRAPHS
WRITE—WIRE—
TELEPHONE FOR
PRICES



Write for "10c Play Fact Sheet"



Private Western Union Wire Cable Address: "DAVDIS" 1/3 Dep. Required



... means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for . . . before they spend the money.

Gottlieb Proudly Presents ... SPOT POOL

AT YOUR DISTRIBUTOR
NOW!



"There is no substitute for quality"

1927-1956
29 Years of Leadership!

In a NEW Series

FEATURING

- Standard 3 or 4-Sided Play
- Fast Playing Advance Hole Model
- Optional Center Hole Play

All Models Available With
Colorful Light-Up Bumpers and
Indirect Playfield Light!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Joe Ash says...

When you compare quality with price. Active is never undersold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey Del. and E. Pennsylvania



Joe Ash says...

Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y velioneras (music machines) nuevas o reconstruidas listas para operacion.

ACTIVE

AMUSEMENT MACHINES CO.

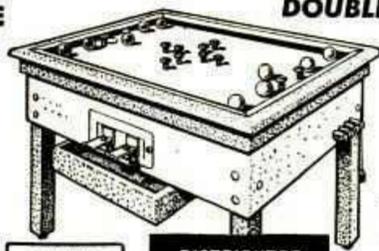
666 N. Broad St. Fremont 7-4495 Phila. Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

the TEXAN

EXCLUSIVE

2 NICKEL CHUTES CUT TEXAS TAXES SAVE 1/2



DOUBLE DIME or

DOUBLE NICKEL

Orms is only U. S. manufacturer with 9 years of experience making bank-a-ball tables in Europe.

PLASTIC LITE UP BUMPERS

DISTRIBUTOR TERRITORIES OPEN

ALL BRUNSWICK ACCESSORIES

TERMS AVAILABLE . . \$10.00 PER WEEK (Subject Credit Approval)

PHONE PROSPECT 7453

ORMS

MFG. CO. 2814 MAIN ST. DALLAS, TEXAS

Gibbs Warning

Continued from page 89

to collateral, interest, schedule of payment and so forth. In many instances the manufacturers of vending equipment will themselves finance their customers upon the proper establishment of credit.

Gibbs added that several commercial factoring houses will put all the good vending paper they can in their portfolios. The purchasers may examine the payment schedule during the period of amortization, and he can figure anticipated income against known outgo.

Amer. Tobacco

Continued from page 89

company more than 60 per cent of the king-size market.

The report cited 1955 estimates by the United States Census Bureau which indicated that the number of Americans in the "major smoking age group"—between 18 and 54—had increased only 2.7 per cent since 1950.

Hahn commented that domestic sales of the company's cigarettes had increased 9.4 per cent during that period, while the industry as a whole had boosted sales only 6 per cent.

when answering ads... say you saw it in THE BILLBOARD!

Glass Containers Down

Shipments of machine-made glass containers during January of this year totaled 9,817 thousand gross, a decrease of 15 per cent from the December, 1955, total, according to Census Bureau. Returnable beverage bottles totaled 533 thousand gross, while nonreturnable beverage bottles totaled 79 thousand gross. Statistics are based on reports of 38 companies manufacturing machine-made glass containers, and represent complete coverage of the glass container industry in the U. S.

POOL CUES

HIGHEST QUALITY

Buy Direct From Manufacturer

Buy the best in cues at savings of 50% and more. Created especially for bumper pool games. 48" long, 1 1/4" butt, rubber cushioned, beautiful balance and taper. Made from select straight grained Northern hard maple for long life. Body milled, sanded and waxed to incredible smoothness. Two-tone finish. Quality leather tip. 12 to a carton. No less sold. Money-back guarantee. \$17.90 per doz., check or deposit with order

STATE CUE CO.

924 State St. Racine, Wis. Melrose 2-1951



Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATION!

By using high quality, straight degreased discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.

STANDARD METAL TYPER CO. 1318 N. WESTERN AVE. CHICAGO 22, ILL.

ROYAL DISTRIBUTING, INC. Beach Club \$75.00 Variety \$200.00 Gayety 210.00 Hayburner 50.00 Ice Frolics 110.00 Imperial 89.00 Surf Club 90.00 Leader Shuffle Alley 95.00 CLEANEST GAMES YOU'VE EVER SEEN! 1/3 DOWN, THE REST "SIGHT DRAFT" Ask For Ben Mackie or Harold Hoffman 3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

always on the level for STRAIGHT SHOOTING- built for SOLID DEPENDABILITY!



LOOK! YOU SCORE FROM ANY ANGLE!

Keeney's JUMBO DELUXE (18 inches longer) FASCINATION POOL

FEATURES 3 or 4 sided play

Available with Center Hole (Removable Plug)

Available with Lited Bumpers in both Regular and Jumbo models



Celeste Ravel MISS ILLINOIS 1954-55 likes to play Keeney's FASCINATION

Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
Simple coin mechanism
Levels on 2 Side Rails
Leg Levelers
White Diamonds on Side Rails

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REGULAR SIZE 52" L x 36" W. x 32" H.

CLAIMS CURVES EASY ON EYES

CHICAGO, March 3.—New curved lines have replaced the old squared-off markings on Bally Manufacturing Company's coin-operated pool games.

Circular lines now curve outward from both ends of the playfield and a circle surrounds the center ball hole and bumpers.

According to the firm, the new "guide lines" are easier on players' eyes, insure accurate repositioning of balls when one side of the table is against the wall and cut down on player arguments.

Texas Pins: OK in Dallas; Banned in Fort Worth

DALLAS, March 3.—Dallas City Attorney Rhinehart Rouer was quoted as saying. But Rouer said he would defend the ordinance if it is tested by court action.

The Texas Legislature has ruled that the machines are legal, although as Dallas City Attorney Kucera pointed out, State law prohibits the use of coin-operated machines for gambling.

But one Dallas resident observed: "If Fort Worth outlaws pinball games, it'll have to put policemen out to watch bowling lanes and golf tees, too."

Court Action
According to published reports, Fort Worth distributor Ben McDonald and six other coinmen have threatened court action if Fort Worth authorities begin confiscating machines under the terms of the council ruling, passed Wednesday as a Grand Jury quizzed Allen.

However, Fort Worth Police Chief Cato Hightower said he would begin picking up pinballs, shuffles and other devices in "about a week" as soon as the law goes into effect.

"I still don't think it (the ordinance) will stand up in court," City

FENCED IN

Ogden, Utah, Still Waiting For Pool Game

OGDEN, Utah, March 3.—The second largest city in Utah is an "island" without a coin-operated pool game.

This town has the dubious distinction of being the only city in the Intermountain area without a single coin-operated pool table. While the rest of the region is clamoring for the games so fast distributors can't handle the demand, Ogden city officials stoutly declare the game is a "bagatelle," and thus an illegal device.

No one yet has been able to get a clear definition of what is considered a "bagatelle." But, it seems, the ordinance in Ogden states that any coin machine that uses balls is illegal.

The games have been stopped completely, and no operator has gone out on a limb to make a test case of the law.

Instead, operators are keeping to a "hands off" policy. Some operators here look sadly at the locations, thinking what could be gained from installation of pool games. Others seem satisfied without the games.

Ray Samuelson, of Ray's Music Company, Salt Lake City, is using Ogden as a spot for placement of all his shuffle bowler and gun games bumped out of other locations in the state by the pool games.

But a common greeting among operators in this area nowadays is: "What the devil is a bagatelle?"

Bally Conducts Op Pa. Service School

WILKES-BARRE, Pa., March 3.—Roth Novelty Company, Bally Manufacturing Company distributor here, hosted a Bally operator service school February 28-29.

Max and Marvin Roth, of the Roth organization, greeted visiting operators and servicemen from the area.

Bob Breither, Bally field engineer, conducted the school and pointed out servicing methods and mechanical principals of the latest Bally pool games, shuffle bowlers and pinballs.

FOR BIG VALUES—Southern Automatic!
SINGAPORE . . . \$125 | YACHT CLUB . . . \$60
TOPICS . . . \$50 | RIO . . . \$75
SEEBURG RS-1—8" Tear Drop Speakers. Ea. . \$7

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NAME OF GAME	MODEL NO.	SIZE	SPECIAL FEATURES
SKILL POOL All Models Convertible to 2-hole or 3-hole play!	800	52" x 36"	
	800L	52" x 36"	Lights in Bumpers.
	800 Spec.	52" x 36"	End Holes Set in 3" From Rails.
	800L Spec.	52" x 36"	Lights in Bumpers. End Holes Set in 3" From Rails.
KING SIZE SKILL POOL All Models Convertible to 2-hole or 3-hole play!	750	70" x 36"	End Holes Set in 3" From Rails.
	750L	70" x 36"	End Holes Set in 3" From Rails. Lights in Bumpers.
	750 Spec.	70" x 36"	End Holes Moved Back to Rails.
	750L Spec.	70" x 36"	End Holes Moved Back to Rails. Lights in Bumpers.



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With 32 Possible Variations In Play. All with Lined Convertible 2-hole or 3-hole Playfield for 4-sided play or space saving 3-sided play.

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EXCLUSIVE EXHIBIT FEATURES FOUND ON ALL MODELS

- Two Gold Color Cigarette Holders.
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"FIRSTS" by EXHIBIT

- Skill Pool Games.
- Lined Playfield.
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- Highest Grade—Heavy Weight Balls.
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PIXIE	\$400	GAY TIME	\$275
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TWO SEEBURG PHONOS, MODEL M-100C.....\$500 Each			

1/3 Deposit, Balance C.O.D. or Sight Draft.

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Milk Production High

Production of milk in January was a record high for the month and promises to set a new record for the year as a whole, according to Agriculture Department. On-farm production is estimated at 9,604 million pounds, 5 per cent above last year and about 15 per cent greater than the 1945-54 average. Milk produced on farms in 1955 totaled 123,454 million pounds, an all-time high annual output for the U. S.

Airs Copyright

• Continued from page 84

Young's new record label, which has been launched under the name Ferris, actually represented another step in the association's battle to keep the 1909 Copyright Act in tact.

During the meetings Miller explained to operators that MOA had no intention of entering the record business unless the copyright laws were changed and an MOA diskery would be the only operator solution and/or the only operator defense.

Barnstorming

Miller started his barnstorming tour here in Omaha on Monday, February 20. Ted Nichols, president of the Nebraska Music Operators' Association, had called a State-wide meeting at the Blackstone Hotel.

The following day Miller met with Iowa operators at Frank's One-Stop in Des Moines. On Wednesday he was in Pierre, S. D., meeting with operators of the South Dakota Phonograph Operators' Association. Friday Miller ended the week at the Kansan Hotel in Topeka.

This week's tour took him to Cheyenne, Wyo.; Boise, Idaho, and Salt Lake City, Utah.

Because the turnouts at the meetings were good, Miller said that he was planning to make at least four similar trips every year.

With regard to public relations, most discussions during the meetings centered around MOA's Saturday night ABC network show and local operator newspaper efforts.

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3 and 4 Side Play—Fast Play in Advance Hole Model—Optional 3-Hole Play.

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Reconditioned SHUFFLE GAMES

MATCH PLAY

UNITED DLX. CAPITOL.....	\$355
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UNITED DLX.....	
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UNITED CAPITOL.....	\$358
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NO WARPING... NO DISTORTION in GENCO POOL GAMES!

100% PROTECTION with GENCO'S 4-POINT ADJUSTABLE STEEL BARS

Available for all models of Genco's Pool Tables. Positively guaranteed to correct all types of warpage anywhere on playfield in seconds. All that is needed is to turn thumb screw adjustments shown in diagram below—to pull any part of the playfield down or push any part up.



STANDARD EQUIPMENT on all games — "Non-Adjustable steel strengthening bars" at NO EXTRA COST. Eliminates most normal warpage problems.

ONLY GENCO'S "ANTI-WARP" STEEL BARS are completely attached to playfield (not to rails). This allows quick and simple top replacement due to cloth tears or burns.

ASK YOUR GENCO DISTRIBUTOR FOR A DEMONSTRATION

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

COINMEN YOU KNOW

• Continued from page 98

13-column manual National vender and reports fine acceptance by operators.

Severe storms in Europe have caused a slow-up in shipments abroad, Irwin Margold, sales manager for Trimount Automatic Sales Corporation, reports. There is also a shortage in good used games for overseas shipment. . . . There is lots of action in music locally, Irwin says, with 10-cent play gaining apace. . . . He feels the V-200 Seeburg is doing wonders for conversion and in Vermont, four servicemen just converted a wide area of all kinds of phonographs to dime play. . . . Irwin joins many other coinmen in hailing pool games. He says Trimount has sold well over 1,000 of them and business is getting better every week.

Arthur Strahan, from Greenfield, and Ralph Ridgeway, from Springfield, were in town this week looking at music. Both report 10-cent play is doing well in their respective areas. . . . Martin Oliver and Morris Packett were visiting distributors this week from Portland, Me., with some new music and games in mind. . . . A regular delegation was down from Manchester, N. H., buying games and music. Three of them were Oscar Pratt, Johnny Lazar and Sol Taube. . . . From Connecticut came Ernest Mercantino, of Middletown, and up from Rhode Island were Gus Kunz and Bill O'Brien from Newport.

J. J. Columbo, Coin Counselling Service, busy buying and selling routes. . . . Jerry Flatto, of Boston Record Distributors, became the proud owner of his 1955 Buick. Just made the last payment and says it is the first car he has ever managed to own outright. . . . Mark L. Shaevel, of Dorchester, who recently bought a phonograph route, is now an active member of the Massachusetts Music Operators' Association. . . . Bert Howell, former director in the MMOA, recovering enough from a heart attack in an Orlando, Fla., hospital to write to operator friends here. Lucius Foster, MMOA executive director, reports the recently instigated insurance policy is proving popular with operators.

Seen around distributors and one-stops were Rus Maudsley, of Holyoke; Ralph Ridgeway, of Springfield; Steve Pielock, of Worcester; Louis Stevens, of Southbridge, and James Geracos, of Dorchester. Among out-of-staters were James O'Connor, of Danielson, Conn.; Harlan Mitchell, of Troy, N. H.; Louis Zideman, of Portsmouth, N. H., and Hezzi Hasselton, of Chester, Vt.

NOW DELIVERING CHICAGO COIN'S

NEW CLOVER POOL

FIRST AUTOMATIC SCORING GAME WITH 4-SIDED PLAY! A GREAT NEW MILESTONE IN COIN MACHINE HISTORY!

See Chicago Coin Ad, Page 109

PLACE YOUR ORDER NOW—BE FIRST WITH FIRST!

Also Delivering the Following Games in 25 Different Models!

EXHIBIT Chicago Coin: Champion Pool
SKILL POOL Jumbo Pool • Hooligan Pool

All Newest Features: Convertible 2 or 3-Hole Play — Light-Up Bumpers—End Holes in or out, Etc.

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500	\$295
SPORTLAND	225
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WILD WEST C.C.	\$375
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*Del. FIFTH INN.	\$265
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*LEADER	175
LEAGUE	175
CHIEF	145
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*MAGIC	\$295
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NEW LOCATIONS for ALERT OPERATORS!

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is an Outstanding COUNTER GAME with 3 Great Play Principles: (1) Bingo Scoring, (2) High Score, (3) Steeple Chase (Zig Zag Ball Action. Takes 1¢, 5¢, 10¢, 25¢.

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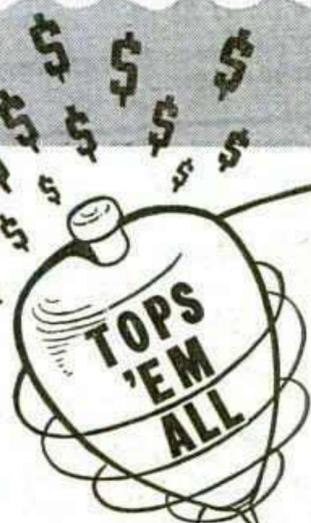
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TOPS IN EARNING POWER!

Tops in Quality...
Pool Tables by Williams



Williams
2-WAY
Special DE LUXE
BANK POOL

Williams
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SENIOR DELUXE
BANK POOL
Same Principle as "SPECIAL"—18" Longer



3 or 4 sided play!

Special
END POCKETS AND BUMPERS
MOVED IN FROM RAILS
TO LET PLAYERS
BANK FROM BEHIND!

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BANK POOL
SIZE: 52" L x 36" W. x 32" H.

ALL MODELS
Convertible
to 2 Hole or 3 Hole Play
with
CENTER HOLE PLUG!

2
DIMES
PER
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Extra! ALL
WILLIAMS POOL TABLES
AVAILABLE
WITH OR WITHOUT
LITE-UP BUMPERS

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play!



CREATORS OF DEPENDABLE PLAY APPEAL
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Williams **DIAMOND SCORE-POOL**
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Deluxe!
END POCKETS AND BUMPERS ARE
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NEW 4-POINT BALANCED PUSH-PULL ACTION ANTI-WARP Stabilizer

BUILT INTO ONLY

Bally Pin-Pool



STANDARD MODELS

52 IN. BY 36 IN.

WITHOUT LIGHTS, priced to permit blanket-coverage of all types of locations. 4-Point Stabilizer standard equipment.

LIGHT-UP BUMPERS for spots that demand extra flash. 4-Point Stabilizer standard equipment.

NEON-LIGHTS under side-cushions, flooding table with no-glare illumination. 4-Point Stabilizer standard equipment.

SENIOR MODEL

68 IN. BY 36 IN.

Available with or without Light-up Bumpers. Heavy-duty 4-Point Stabilizer standard equipment.

All models quickly
CONVERTIBLE
2 or 3 Pockets

Either side may sink balls in center pocket, speeding up play, stepping up average earnings. Plug furnished with each table closes center pocket, converting table to regulation 2-pocket game.

Triple protection against warpage

POOL-operation is a big business with a bright future. So why buy future trouble ... warped "golf-course" tables that kill play and eat up your profits in costly repairs and replacements?

Now, when you invest in Bally PIN-POOL, you get triple protection against warpage.



New EASY-ON-EYES GUIDE-LINES

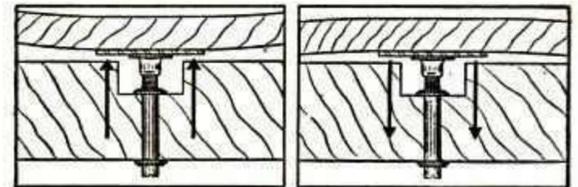
with precision-marked spacer-dots... standard in all models of Bally PIN-POOL... end arguments on starting-shot... and insures accurate re-positioning of balls, when table is against wall (3-SIDE PLAY).

First, because Bally owns and operates 2 large cabinet-furniture plants and is geared to big-volume production, Bally warehouses are constantly stocked with select, seasoned, kiln-cured lumber.

Second, new exclusive Bally 4-Point Stabilizer, built into Bally PIN-POOL... rigidly mounted on steel-reinforced cross-bars... is factory-adjusted to flatten out the slightest "wood-wave" that may develop in table-panel during construction.

Third, Bally Stabilizer controls warpage caused by atmospheric conditions on location... damp weather, steaming radiators or other sources of humidity... keeps Bally PIN-POOL playing surface flat as a professional billiard table.

Bally 4-Point Stabilizer is not merely a so-called "jack" that can apply only pressure—and only to one spot. Bally Stabilizer acts at 4 separate points, exerting flattening force on all 4 quarters of table.



Using ordinary screw-driver, turn right to PUSH up a "valley" in table... turn left to PULL down a "hill" to insure smooth surface that attracts repeat-play. 4 separate Stabilizers may be adjusted in any combination of PUSH and PULL, guarding all 4 quarters of table against play-killing, profit-eating warpage.

And you can PUSH UP to remove a "valley" in one area, while you PULL DOWN to flatten a "hill" in another area.

Only by PUSH UP and PULL DOWN action, as required in different parts of table, can a perfectly smooth, play-stimulating surface be guaranteed. Only Bally 4-Point Stabilizer permits PUSH-PULL action under entire table.

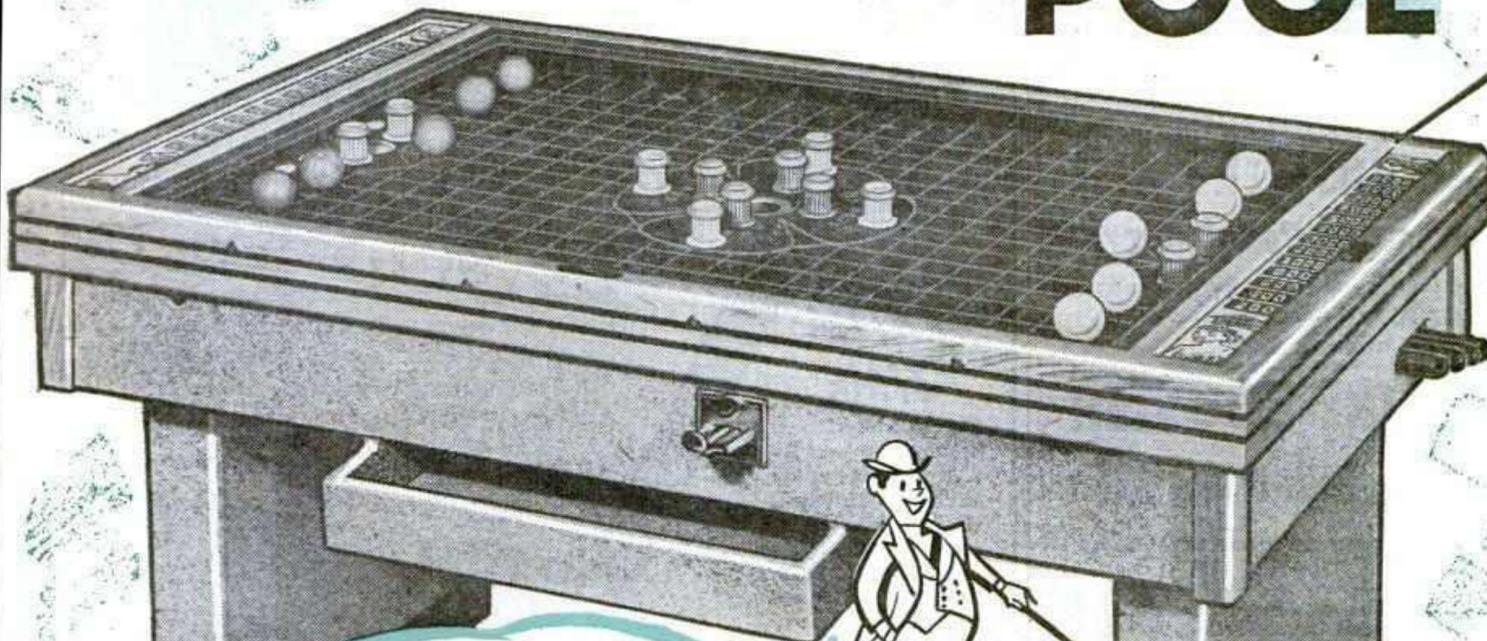
An ordinary screw-driver is the only tool you need. Simply raise hinged table-top and... with a quick, easy UP-turn here and DOWN-turn there... keep your PIN-POOL tables in top-earning condition.

See Bally-Stabilized PIN-POOL at your Bally Distributor today.

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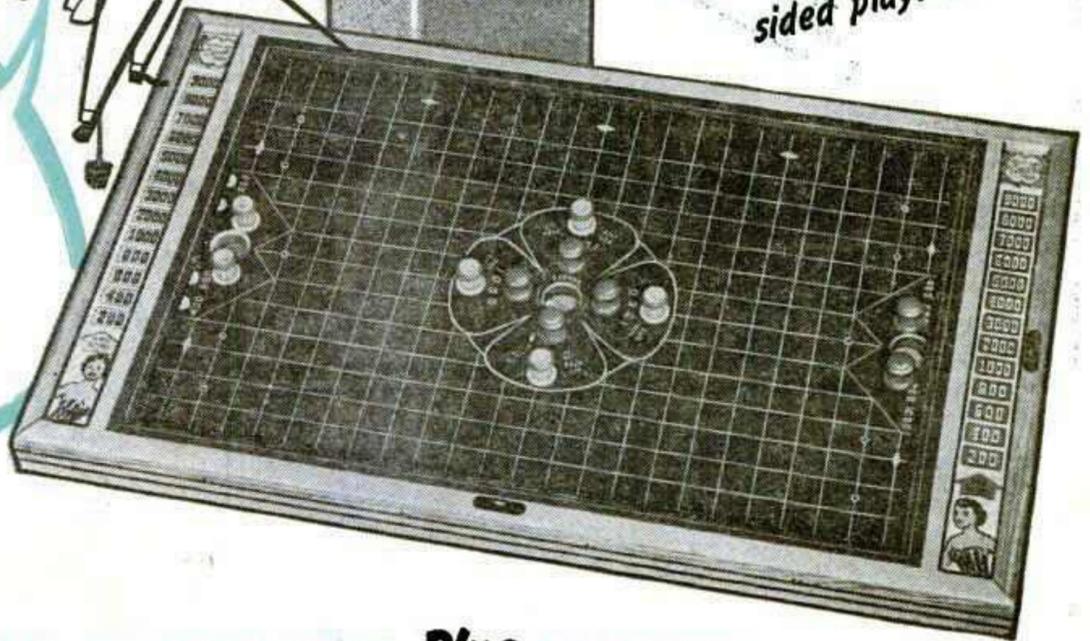
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Introduces **NEW POOL GAME ATTRACTION!!!**

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for the
First Time
automatic
scoring with
popular 4
sided play!

LOOK!
in actual on location
tests Clover Pool broke all
records for greater play...
greater profits!
*** Act Fast! Be first to enjoy larger
profits on Clover Pool in your territory!



... AND LOOK AT THESE OUTSTANDING **Plus** FEATURES!

Clover Pool features automatic scoring without a backrack!

By playing skillfully, player can increase the score of the Clover Hole by as much as 4000

Hinged Playfield for easy servicing!

Clover Pool features NEW ADVANCE type scoring on All Holes!

Clover Pool is only 8" longer—same width as Champion Pool—size: 3 ft. by 5 ft. 8 inches!

Simple trouble-free mechanism!

CHOOSE FROM THIS COMPLETE LINE OF POOL GAMES!

HOOOLIGAN POOL

Combines The Top Features of Automatic Pool Plus The Scientific and Most Interesting Playing Features of 4-Sided Pool Games ...

CHAMPION POOL

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature! New Type Ball Drop Mechanism ... Simple ... Positive ... Fool-Proof!

JUMBO POOL

New Large Plastic Bumpers! 2 or 3 Hole Models With or Without Lighted Bumpers! 18 inches longer than regular size (70" x 36").

CHAMPION SPECIAL No. 35

End holes are located 4 inches closer to center! Choice of 2 or 3 hole models! 3 or 4 Sided play!



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CROSS Word-Puzzle Skill-Game
Bally **WORDS**

New PUZZLE-SCORES

Players light 3-letter words, 4-letter words

CROSSWORDS combines play-appeal of two great American pastimes—pinball and crossword-puzzles. Player shoots balls in holes marked with letters of alphabet to light 3-letter words and 4-letter words in puzzles on backglass. Location-tests prove that 2-in-1 play-appeal of CROSSWORDS doubles and triples earnings of average 5-ball spots.

EARNS UP TO 4 COINS PER GAME

Each coin gives player additional puzzle

Because player may select up to 4 puzzles and score separately in each puzzle selected, CROSSWORDS averages 3 to 4 coins per game.

New SKILL SCORE-BOOSTER

Scores advanced by shooting balls in Star-holes

No mystery about CROSSWORDS advancing scores. A glance at score-card tells player how to boost scores by skill.

Get your 5-ball spots back on a money-making basis!
 Get Bally CROSSWORDS today!



REQUIRES ONLY 27 in. by 41 in. space
 Fast 5-ball play

More money-making play-appeal

Bally **BROADWAY**



4 MAGIC SQUARES

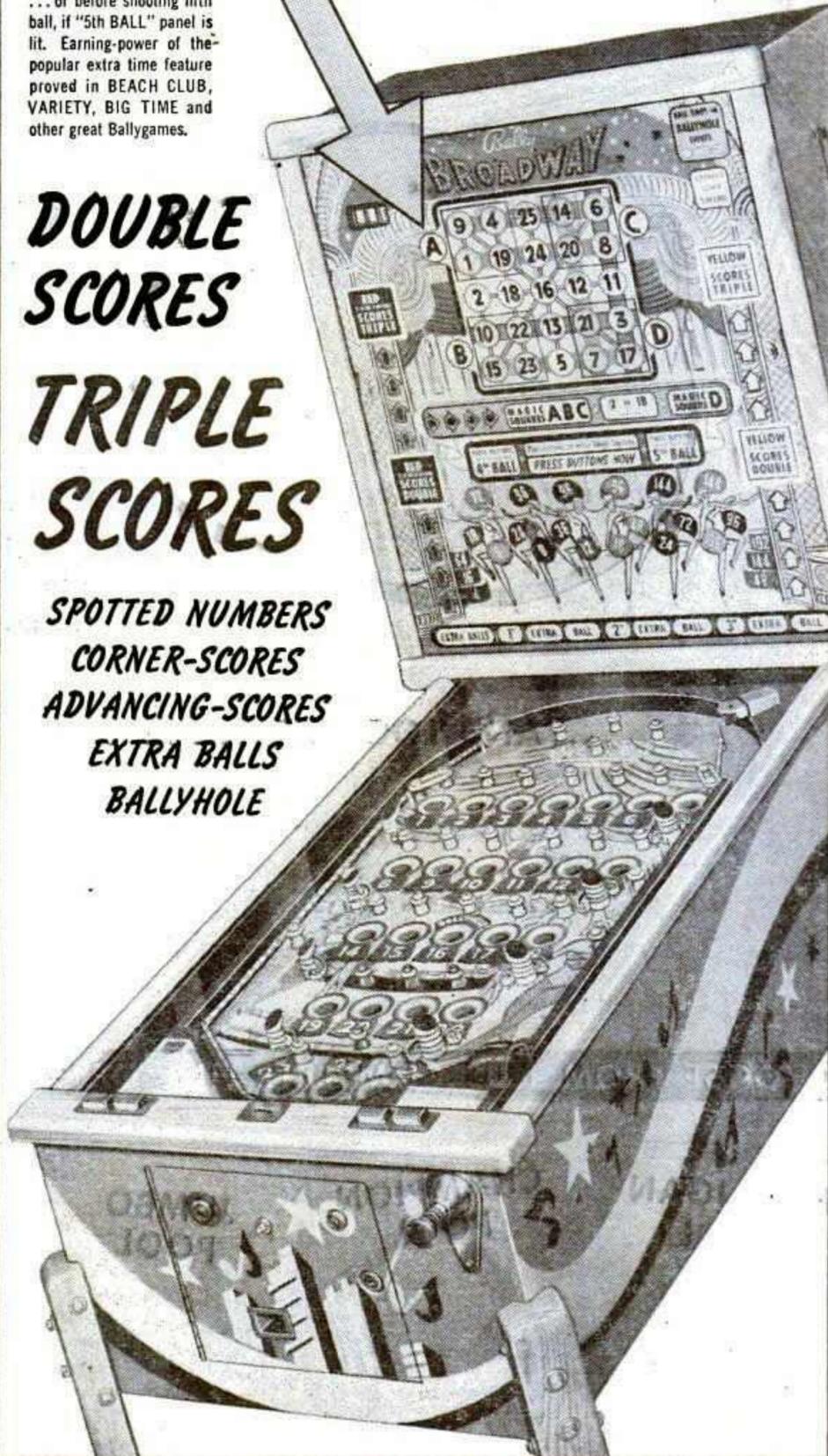
Arrow points to one of 4 Magic Squares—A—which may be shifted to player's choice of 4 different combinations illustrated above. Each Magic Square—A, B, C and D—may be shifted to choice of 4 different combinations. Separate button for each Magic Square permits player to shift only Square or Squares he desires to shift—without shifting other Squares. Maximum number-shift flexibility provided by 4 Magic Squares insures maximum play-appeal, maximum earning-power.

EXTRA TIME

Player shifts Magic Squares before shooting fourth ball ... or before shooting fifth ball, if "5th BALL" panel is lit. Earning-power of the popular extra time feature proved in BEACH CLUB, VARIETY, BIG TIME and other great Ballygames.

DOUBLE SCORES
TRIPLE SCORES

SPOTTED NUMBERS
 CORNER-SCORES
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 EXTRA BALLS
 BALLYHOLE



UNITED'S 2-WAY CLUB POOL

Simply Insert Precision-Fit Plug into Center Hole for 2-Hole Play

CONVERTIBLE 2-HOLE or 3-HOLE PLAY

FLASHY LIGHT-UP BUMPERS

2 DIMES PER GAME



LINED PLAYFIELD FOR 3 or 4 SIDED PLAY

HINGED PLAYFIELD

SIZE 3 FT. BY 5 FT.

SIMPLE MECHANISM

LOCATION FAVORITE

SEE YOUR DISTRIBUTOR

ALSO AVAILABLE IN JUMBO Model 70" x 36"

WELCOME EVERYWHERE

IMMEDIATE DELIVERY

NOW AT YOUR DISTRIBUTOR
CLUB POOL
JUMBO CLUB POOL
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Special CLUB POOL
CARAVAN Flashy In-Line Game
TOP-NOTCH Shuffle-Alley 6-Player Bowler
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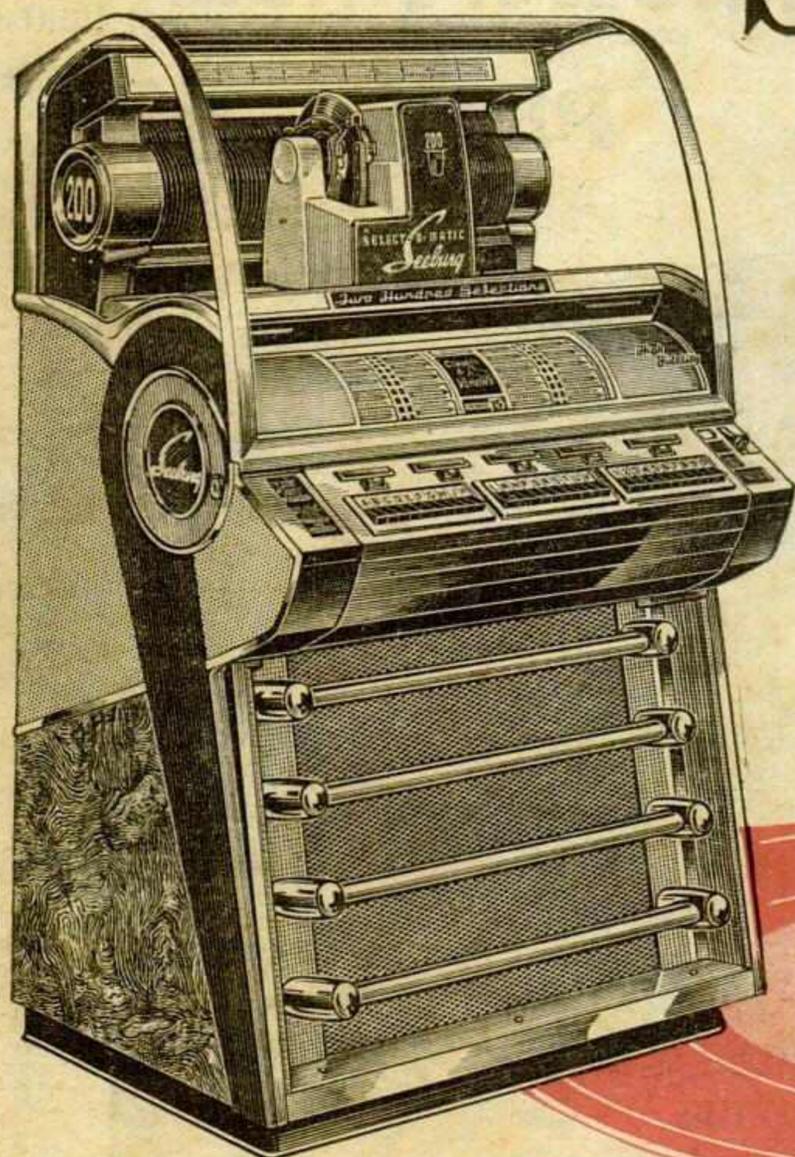
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45 RPM
SINGLE
RECORDS

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45 RPM
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with a separate credit system for each

*America's Finest and
Most Complete Music Systems*

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