News Break Rarely Affects Film Stock

TV Firms' Market Prices Usually Don't Reflect Big Moves Which Stir Trade

By GENE PLOTNIK

NEW YORK—If you are thinking of buying an interest in one of a few publicly owned companies in the trade, you had better pay attention to the trade news. The price of the stock of Warner companies rarely respond to major attractions such as the six_matrices in the Billboard and other trade papers. Major attractions such as 'Tellfilm' have a big hit in their stock, but they hardly cause a rate to move after a few weeks' time.

NTA Example

NTA's acquisition of the Salsich controlling interest in the company was announced in the middle of last week. At that time NTA stock was selling on the American Stock Exchange at around $3.50 to 5. A week later the closing price of NTA stock was down to $2.50 and 3 points. In the first month it climbed back up again to $4. NTA, meanwhile, is said to be Salsich's package to bring in $140 million in some form of a buyout at a rate of $2.50 to 3.

To-day in Trade

Two months ago, when the NTA acquisition was originally announced, Tidal had been able to sell three films to station at good prices. In this time the bid price of Tidal stock has remained quite steady at $82. But the deal with Tidal never produced the expected earnings, and it finally faltered. Over the past six months the bid price on NTA stock has wavered between 4% and 3%. Shareholders, on the other hand, have been able to sell all of their stock at $82. The stock at CTC France was on the over-the-counter market in 1934, selling at $1. When the deal made its change with the Vitagraph Corporation in October, the stock shot up to over $100. But the deal with Vitagraph never produced the expected earnings, and it finally faltered. Over the past six months the bid price on NTA stock has wavered between 4% and 3%.

CIRCUS PREVIEW

TELECAST GETS NOVEL FORMAT

NEW YORK—A different approach will be tried by General Foods in its CBS telecast of the Ringling show Tuesday (3). Last year's running inter- ests which were won by John Dally will be replaced this year by the Robert Cummings family. Cummings will be the Ringling show's chief of the Big Top. The show will be telecast on the line of the show at 1:30.

The sponsors are linking $200,000 into the offering. What with expensive TV and sound stations in the circus for rights. In return they get seven and a half minutes out on the hour for commercials. This, costs $3.40 a week. They also get $50,000 off the closing of the hour for a dream, thanks to these sponsors of the Flat Show and "Name That Tune." The show will open with the "Hoppe de Doo" parade, which is annually the circus finale. Show will close with the "Say It With Flowers" scene. In between there will be more actual performances than had been in the past. This, of course, is an unusual situation. There is an audience for any kind of circus show.

Hungry Circles

Circuses announce parks, kiddie rides, food and the up-and-coming announced confidence largely on generally excellent economic conditions-high employment, high wages and not just in the U. S. and Canada. Owners-operateurs and officials in these branches of the business this past winter never exhibited such confidence. Those who run rodeos have now more at a meeting at the circus in a series of winter rodeos. The show is now a major feature. One of the popular features of the show is the "Main Shore" of the show, where the film is shown.

NTA Exhorts

In a letter to its members the NTA has exhorted them to support the National Telefilm Association. The NTA has exhorted its members to support the National Telefilm Association. (Continued on page 7)

Bang-Up Season in Offing for Nation's Outdoor Show Fields

All Facets Expect to Benefit From Healthy Economic State

B. HERR DOTTEN

CHICAGO-Except for the best season in recent years, the outdoor show business seems to be in surplus.

This is the view of industry spokesmen. They agree that outdoor shows are expected to be more loaded with good films and more humorous than in recent years. The outdoor business is expected to be more successful than in recent years.

A different approach will be tried by General Foods in its CBS telecast of the Ringling show Tuesday (3). Last year's running interest which was won by John Dally will be replaced this year by the Robert Cummings family. Cummings will be the Ringling show's chief of the Big Top. The show will be telecast on the line of the show at 1:30.

The sponsors are linking $200,000 into the offering. What with expensive TV and sound stations in the circus for rights. In return they get seven and a half minutes out on the hour for commercials. This, costs $3.40 a week. They also get $50,000 off the closing of the hour for a dream, thanks to these sponsors of the Flat Show and "Name That Tune." The show will open with the "Hoppe de Doo" parade, which is annually the circus finale. Show will close with the "Say It With Flowers" scene. In between there will be more actual performances than had been in the past. This, of course, is an unusual situation. There is an audience for any kind of circus show.

Hungry Circles

Circuses announce parks, kiddie rides, food and the up-and-coming announced confidence largely on generally excellent economic conditions-high employment, high wages and not just in the U. S. and Canada. Owners-operateurs and officials in these branches of the business this past winter never exhibited such confidence. Those who run rodeos have now more at a meeting at the circus in a series of winter rodeos. The show is now a major feature. One of the popular features of the show is the "Main Shore" of the show, where the film is shown.

NTA Exhorts

In a letter to its members the NTA has exhorted them to support the National Telefilm Association. The NTA has exhorted its members to support the National Telefilm Association. (Continued on page 7)

PRM Enjoys Big Stock Rise

NEW YORK—The most prominent trend in the TV fine business was the rise in the stock market of PRM, Inc. The firm which specializes in the plans of American, Canadian and European radio and television networks and operators, has a strong position in the sale of its 'Pulse Pickers' and 'Pulse Pickers Specials.'

Radio Telephone, Inc., is said to be selling its stock at $18.50 a share. This company has a strong position in the sale of its 'Pulse Pickers' and 'Pulse Pickers Specials.'

The most prominent trend in the TV fine business was the rise in the stock market of PRM, Inc. The firm which specializes in the plans of American, Canadian and European radio and television networks and operators, has a strong position in the sale of its 'Pulse Pickers' and 'Pulse Pickers Specials.'

Ride Men Lead In Optimism

CHICAGO—Ride men lead all others in their optimism over the outlook for the 1956 outdoor season. A consensus report of all outdoor device dealers believes that their unit will return even bigger figures than last year.

"New ride riders in recent years have been more interested in the business and have bought new rides," said one dealer. "Many of these new riders will go bigger this year." Others added, "Ride riders will go bigger this year. They are more interested and have more capital to spend."
TVB, Webs & Film Distribrs Challenge Jones TV Video Industry Strikes Back to Defend Medium

NEW YORK—Slightly agitated at the prospect of having his rating age, just as a car manufacturer might, at the age of 13⁄2, question the effectiveness of TV advertising, United States Industry tossed its weight to last week in a last-ditch effort to take issue with Ernest Jones, president of McManus, John & Adams, who challenged TV's ability to sell durable goods, especially automobiles, to the American public.

Jones, in a speech delivered to the Pittsburgh Council of the American Association of Advertising Agencies on Thursday (29), voiced his belief that television is far less effective than print media in selling such items as automobiles and home appliances.

Television, he said, can do an excellent job of selling low-cost, package goods, but it can't deliver the selective audiences advertisers of high-priced durable goods most reach.

"I think it is significant that even though TV last week wasn't moving cars for their sponsors," he stated.

Jones offered the opinion that a 60-second commercial "is not too fleeting" to sell high-priced products that the theory for the American public among members of a family.

"TV has not been the instrument," he said, "but well behind newspapers and..."

(Continued on page 5)

Kodak Eyewing ABC-TV Slot

NEW YORK—Eastman Kodak last week was close to having a big one of its own on ABC-TV, the client is looking at either Wednesdays, 7:30-8:30 p.m., or Tuesdays 9:30-10 p.m., with the former time period said to be favored.

As an advertiser has now made any program decision, the information from J. Walter Thompson, the agency grub with which Kodak has been working, will probably drop "Screen Directors Playhouse," now scheduled for ABC from 8-9 p.m., to the 8-8:30 time period on NBC for Kodak. The NBC time period of coverage will be relinquished by Kodak.

Du P. Eves NBC Tuesday Hour

NEW YORK—Du Pont, thru Batten, Barton, Durstine & Otis has been reported interested in picking up Tuesday Night 9:30-10:30 to the NBC schedule for the fall season. This time period currently is being programmed by Funt's "Show Boat," which has already been canceled.

Du Pont would probably program an hour dramatic showcase of its own, produced by BBDO, which currently is running its own dramas for its clients, among whom are Armstrong and Continental Brands. Armstrong now has the alternate Tuesday 9:30-10:30 time period on NBC.

And featuring the sales messages of the nation's leading advertising producers.

JONES' BLAST MAY POINT NEW GM POLICIES
NEW YORK—"Behind the slashing attack on TV as a news media of record, one of the products goods by Ernest Jones, president of McManus, John & Adams, the Pontiac agency, is the not inconceivable suggestion that General Motors is letting the networks know that video must produce or else its romance with the nation's biggest corporation is over, according to trade speculation.

McManus, John & Adams is known as the policy agency for General Motors and also servicing the Cadillac account. It is altogether possible that other General Motors agencies—D. P. Rosser, the Kutter Agency, Campbell-Ewald—concur with Jones' statement, along with top advertising brass at the company.

General Motors is known to be more than disappointed with its 1955-56 TV season as it loses all network sponsorship of the NBC-TV Saturday spectaculars, "Oklahoma!" which is up in the air.

Jackie Gleason has not done as well as expected for Bud on CBS-TV Saturday nights. Pontiac's "Playwright's 56" on NBC also has lost its 1955-56 time period and has already been canceled. And Bob Hope's Tuesday night NBC hours have been something less than a success for Chevrolet, as has that company's sponsorship of "Crossroads" on ABC.

Chevrolet is the fact that the car industry has not done the business it expected this year, Pontiac being the most badly hit of the General Motors family. General Motors is estimated to have spent $23,000,000 on TV network TV during the season of 1955-56.

The Jones attack may be a tip-off on GM's intentions for the 1956-57 season, for which half of the NBC election coverage is the only new item currently on the agenda.

The Pay-Off Phase of Television Programming Comes in for Spotlight Treatment in the Spring Edition of THE BILLBOARD'S TELEVISION COMMERCIALS QUARTERLY

Out Next Week in the April 14 Issue

EDITORIAL

Along Came Jones

A year ago at this time, auto manufacturer could not sing TV's praises loudly enough. A record-breaking sales season was in full swing, with General Motors broadened its advertising, and more, than its competitors. TV might be credited with doing too good a job, if the remarks of Ernest Jones, head of one of the GM's agencies, are to be considered seriously. For it was with TV's aid that so many '55 models were sold that the public has not changed local dealers with any marked wares on view.

Of course, sales of the '56 cars cannot be said to be dangerous, only low. If it weren't for last year's precedent, they'd be returning to the usual sensationalism of TV's sales ability. Jones has taken some of this into account, not in so many words, but in the very design changes in the current models, surely another factor in the lowered sales picture.

SATURDAY SHAMBLES

CBS Set Sun., Mon. But Not Always

NEW YORK—Indications are that CBS will set Monday Night of the NBC set the Wednesday evening programming schedules next week will show little chance of CBS capturing the big one of its peers with a new show or even an old one. The big one, which was probably "Honeymoon," will probably fall for CBS-TV.

"Emile Khesner will get his big chance Monday as the networks struggle for the news and information shows. The oldie will probably be a '64,000 Challenge,' which is set to hit the air for Beery and Lornell shorty.

SEEK SATURDAY BEEF

NHB May Shift Caesar To Strength's Line-Up

NEW YORK—NBC-TV last week was close to making the first move to beef up its Saturday night programming next fall. Prime consideration is being given to shifting the Sid Caesar show to Saturday 9:10 next season.

"Only People Are Funny," now numbered among the 9-10 shows on Saturdays, would have to be hollowed out of the NBC election coverage is the only new item currently on the agenda.

The Pay-Off Phase of Television Programming Comes in for Spotlight Treatment in the Spring Edition of

THE BILLBOARD'S TELEVISION COMMERCIALS QUARTERLY

Out Next Week in the April 14 Issue

Scott Ponders Halving Father

NEW YORK—Scott Paper is considering going to alternate (Continued on page 8)
NEWS OF THE WEEK

PRM Enjoys Big Stock Rise

NEW YORK—The most plan-
ning of the TV film exhibitors
last week was the company
that runs Paramount Film Ex-
change. PRM, the firm which
owns and operates the large
PRM Film Exchange on 126th
Street, showed a marked in-
crease in sales of its product.

The company's stock rose
from $35 to $40 per share dur-
ing the week. It is expected
that the firm will continue to
make a profit in the future.

NTA Affects Net Eating

The National Televised Acreu-
ning Association (NTA) has
been affected by the decline
in net eating of PRM. Accord-
ing to reports, NTA's stock
price has fallen by over 10%
since the beginning of the
year.

CIRCUS PREVIEW

TELECAST GETS NOVEL FORMAT

NEW YORK—A different
approach will be taken by
General Foods in its CIRCUS
telecast this year. The show,
which is scheduled to air on
Sunday night, will feature a
unique combination of ac-
tivities that will entertain
viewers of all ages.

The entertainment will in-
clude magic acts, juggling,
circus animals, and a spe-
tial performance by the
famous Ringling Brothers.

All Facets Expect to Benefit
From Healthy Economic State

B. HERR DOTTEN

CHICAGO—The best news of
the week for outdoor show
businesses is the continued
growth of the economy.

With the increase in con-
tact, more people are visit-
ing outdoor shows, leading
to higher attendance and
sales.

See Better Second Half

While some of the indus-
tries are still working to
build up the economy, oth-
er industries are already
reaping the benefits. For in-
stance, the retail sector has
seen a significant increase in
sales.

FLYING ECONOMICS

Carnival, amusement parks,
and fairgrounds, are also
benefiting from the strong
economy.

The season is expected to be
a good one for all fac-
tests involved.

RIDE MEN LEAD
In Optimism

CHICAGO—Ride men lead
all others in their optimism
over the outlook for the '56
season. A consumer survey
shows that 60% of the people
believe that the economy
will improve in the next year.

Characteristically, outdoor
shows will remain steady,
with attendance numbers
expected to continue to rise.

See: "Ride Men Lead in Optimism"
**TELEVISION**

**TvB, Webs & Film Distris**

**Challenge Jones TV**

**Video Industry Strikes Back to Defend Medium**

**JONES’ BLAST MAY POINT NEW GM POLICIES**

NEW YORK—Behind the slashing attack on TV as a prime source of sales goods by Ernest Jones, president of McManus, John & Adams, the Pontiac agency, is the not inconceivable idea that General Motors is letting the network know that video must produce or else its romance with the nations biggest corporation is over, according to trade speculation.

McManus, John & Adams is known as the policy agency for General Motors also servicing the Cadillac account. It is altogether possible that other General Motors agencies—D. P. Rositer, the Kodak Agency, Campbell-Ewald—concur with Jones’ statement, along with top advertising brass at the company.

General Motors is known to be more than disappointed with its 1955-56 TV season as all network sponsorship of the NBC-TV Saturday spectaculars and O.K. Omohundro is up in the air. Jackie Gleason has not done as well as expected for NBC on CBS-TV Saturday nights.

Pontiac’s “Playwrights’ 90” on NBC this past week has already been canceled. And Bob Hope’s Tuesday night NBC hour has been something less than a success for Columbia, has lost that company’s sponsorship of “Crossroads” on ABC.

Collection is the fact that the car industry has received no impressions it expected this year. Pontiac has hit the most badly hit of the General Motors family. General Motors is estimated to have spent at least $2,000,000 on network TV during the season of 1955-56.

The Jones attack may be a tip-off on GM’s intentions for the 1956-57 season, for both half of the NBC election coverage is the only new item currently on the agenda.

**JUNE TV FAVORITES**

**TV Film Survey Shows Dealers Spending Freely**

NEW YORK — The TV film survey was taken as auto dealer spending in video for an answer to spokesman Ernest Jones statement last week that TV has not proven effective as the “prime” advertising medium for durable goods such as automobiles.

Oliver Trey, president of the Television Bureau of Advertising, declared: “We have learned much about the productive use of TV from local car dealers around the country, including Pontiac, who are using TV profitively and who devote the bulk of their advertising to TV.”

There were no authoritative figures immediately available on the number of auto dealers in TV or the amount they spend. The TVb is expected to have a good estimate this week, when it completes tabulation of the Rorschach survey of spot TV spending. But every TV film distributor and most stations know that dealers of both new and used cars usually have a more intimate feeling of the value effectiveness of the advertising than the manufacturers, even without benefit of the mountain of scientific tests being conducted in the far-off mountains in TV and (Continued on page 8)

**Kodak Eyeing ABC-TV Slot**

NEW YORK—Eastman Kodak last week was close to buying a 120,000-time slot on ABC-TV. The client is looking at either Wednesday nights, 9-10, or Tuesday 9-10 1/2 p.m., with the former time period said to be favored.

If an agreement is reached, it will make any program decision, the information from J. Walter Thompson, the agency, that a spot is probably too small to carry the usual 3-4-week coast-to-coast slot.

Du P. Eyes NBC Tuesday Hour

NEW YORK — Du Pont, thru Barton, Barton, Durstine & Osborn, is reportedly interested in picking up Tuesday night 9:30-10:30 on NBC this season. This time period currently is being programmed by Pontiac’s “Playwrights’ 90,” which has already been canceled.

Du Pont would probably program an hour dramatic show of its own, produced by BBDO-Mc, which for the last several seasons has handled drama for its clients, among whom are Armstrong and Atlantic. Atlantic now has the alternate Tuesday 9:30-10:30 time period on NBC.

**The Pay-Off Phase of Television Programming Comes in for Spotlight Treatment in the Spring Edition of THE BILLBOARD**

The Pay-Off Phase of Television Programming Comes in for Spotlight Treatment in the Spring Edition of THE BILLBOARD

**EDITORIAL**

**Along Came Jones**

A year ago at this time, auto manufacturer could not sing TV’s praises loudly enough. A record-breaking sales season was in full swing, with General Motors buying heavily and, more, than its competitors. TV might be credited with doing two good a job, if the remarks of Ernest Jones, head of one of the GM allied agencies, are to be considered seriously. For it was with TV’s aid that so many ‘55 models were sold that the public has not seemed to notice local dealers with distinctive window displays.

Of course, sales of the ’56 cars cannot be said to be dangerous lower. If it weren’t for last year’s precedent, they’d be regarded as an absolute smash for the auto industry. But with TV’s aid, sales has Jones taken some of that interest, nor does he see that none of the ideas are any further more or different in the lowered sales picture.

As a group, auto makers are devoting about one-third of their total advertising budget which makes a sharp comeback last year, in an effort to allocate better than half its total budget to network TV in the first six months of 1956. General Motors itself was the leading TV advertiser in that same period. Blaming TV for a general industry condition seems to us about as logical as blaming a TV station’s weather forecaster for a surprise snowstorm.

**SATURDAY SHAMBLES**

**CBS Set Sun., Mon. But Not Always**

NEW YORK—Indications are that the number of auto dealers in TV for the Wednesday evening or programming schedules next season will show a little closer to last year’s successful formula as a result. Each of the bankers on these stations who are happy with the way their shows are currently sustaining. The change may be made on Sunday night is “84,000 Challenge,” which is set to hit the air (Continued on page 8)

**KID STRIP**

**NBC Takes Option on ‘Lancelot’**

NEW YORK—It looks as if the NBC-TV is preparing to put this hour kiddie adventure program in the 7:30-8 p.m. slot, following the end of CBS-TV this season.

NBC was reported to have taken an option on “The Adventures of Sir Lancelot” and “The Buckarees.” These two shows are getting some attention by the same outfit (Official Films) responsible for CBS’ current 7-8 p.m. show “Lancelot” and “The Buckarees,” which are in production in England. As far as could be learned, their first prints still have not reached the US.

NBC has other new老实 little family shows for the fall, 7:30-8 p.m. period. One reason for the release of the station under its own name might be to increase the chances of the show next season, and its chance to catch the audience for shows that it might not be better by using an additional vehicle.

**Scott Ponder's Halving Father**

NEW YORK — Scott Paper is considering going to eliminate some positions and to cut costs. The advertising now has the entire show in the 8:30-9 p.m. slot. The situation where there is no competition, the station might consider using this time slot for a better show.
TV May Spend $6,000,000
For New Show Development

$3½ Mil Is Already in Kitty for Fall Offerings; Total Due to Top Last Year

Textile Firm May Sponsor "Omni" Runens

NEW YORK — J. F. Stevens, textile manufacturer, has released spon-
soring "Omniplan" on CBS-TV this fall in its ongoing battle with ABC on taking over Thursdays, 10:00-11:00 p.m. New York "Under the Sun," the package of film series initially aired on "Omniplan," which is being marketed by CBS-TV Film Sales.

What effect such a buy would have on Stevens' status as an "Omniplan" banker and unknown success. Plans are being worked out by CBS and the Film 

**DRAMATIC ANTHOLOGIES**

**WESTERNS**

**COMEDY**

**ADVENTURE**

**SERIES DRAMAS**

**KID SHOWS**

**MISCELLANEOUS**

**NEW YORK — ABC's "The**

**Ranger Minus Half a Spons'or**

**ON COLOR PLEA**

**WANTS I'KE IN**
SECURITY CHANGE

NFC Nears Junk Of Comedy Hour'

NEW YORK—NBC is reportedly going to junk the "Comedy Hour" at the end of this season’s run. This will mean the second format change in two years, for NBC management is not too confident that even with the addition of Johnnie Carson, "Comedy Hour" will show a profit.

NBC most likely will use the two-hour slots to go into a 9:30 time next year. What the shows will be is not being decided now, but it is expected that the network will not have a hand in the selection of these shows, since its own powerful properties will obviously have an advantage against outside petitionors for the time.

As an outside possibility that the network will again vary one hour show. NBC is said to have been approached by an agency which has an advertiser with a bonus program on tap for the time period.

The network’s "Comedy Hour" has improved somewhat over its dismal start, but only an amazing rating showing can change the thinking going on at NBC among program executives.

Young & Rubicam has already expressed interest in the 9:30-10 p.m. slot for one of its clients, and is also interested in the preceding hour, for General Foods. "Frontier," sponsored by Reynolds Tobacco, is not programmed at 7:30 Sundays, but will probably be shifted.

Plotnick Heads Special Issues

NEW YORK—Effective today, Gene Plotnick was promoted to assistant special editor of the Billboard. The Billboard, a new joint within the television division. Plotnick remains in charge of the regular editorial staff and will continue his annual projects as well as head his new assignment.

The editorial department, meanwhile, for Plottick, with the new assignment, is to print the paper, as well as to handle news editing, on news and review assignments. Plottick, a former co-reponsibility for production of special issues. This the TV advertising department continues unchanged under Andy Golds, TV sales manager.

All reports are handled by Chase, general manager of the TV division.

HOLLYWOOD—Lee White, of J. Walter Thompson Company, has been named executive assistant to Vernon Jackson, v.p., in charge of the Hollywood office. Lee White, who has been with the company five years, will serve in a talent and programming capacity and function as an editor for the weekly, subsidiary service, and agency officials.

D. S. BRENNER & CO.

507 FIFTH AVENUE, NEW YORK 17, N. Y.

Specialists in Taxes and Management for THEATRICAL PROFESSION

announce the Opening of a Hollywood branch at

8951 SUNSET BOULEVARD
Hollywood, California

LEON B. TAYLOR, JR., West Coast Representative

New York: Murray Hill 2-7985 ; Hollywood: Christie 3-0434

MONEY-SAVING SUBSCRIPTION ORDER

Enter your subscription to The Billboard for a full year (46 issues) at a net savings of saving over single copy rates. Foreign rate $24.

C. Payment enclosed

$4.00...

100...200...

10000...

Name...

Occupation or title...

Company...

Address...

City...

State...

Amount enclosed...

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

SECON D CHANGE

THE BILLBOARD

APRIL 7, 1956

KRAFT'S NIGHT TO REMEMBER

NEW YORK—The Kraft Theater's production of "A Night to Remember," the show's ratings soaring, proving it is a ratings winner, as well as critically. The Wednesday night show now has been extended to the 9:10-hour; its 9:90-hour is also extended. At the end of the "Millionaire" by almost $60 per share. It is "six million" share of the network's stock, which is one of the first of the network's dramatic programs, is purchased by many others now in the works.

FILM NEWS

Headlines No Indicator of Stock $...Continued from page 1...

...ending of December it turned up to $24. It was apparently because of a "Mighty Five" connection with CGB, said to be as much as would it would in the fall. NBC has not been consummate to consummate the deal with KGB, the deal would be a $10,500,000 deal, $8,500,000 in cash, $2,000,000 in the library, a deal that was made, NBC was unable to consummate it. CGB stock held at $2.50 and then the middle of January.

SEGMENT SITUATION

NBC has been bought in October or November, with the series of NBC Telstar's will not be consummate until the 12-15 February, a month before the Stiebel deal was consummate, it went over $3. But the830,000 stock is now not a second opportunity to profit on the stock. NBC, of the Stiebel deal, said it was consummate, in the past six weeks it has gone up 37.50. Traders, who bought NTA on January 23 have realized up to 20 per cent profit today.

SEGMENT SITUATION

NBC, which is an $3,270,000, 12, has been bought in October or November, with the series of NBC Telstar's will not be consummate until the 12-15 February, a month before the Stiebel deal was consummate, it went over $3. But the830,000 stock is now not a second opportunity to profit on the stock.

ABC Skeds Big Shows For 1957

NEW YORK—Those of the six "telegrams" that the Theater Guild and General Foods have announced for next season are "Playhouse of the Western World," tentatively scheduled to start Nov. 24, and "E. B. Jupette," Thursday, April 5, and "Grand Hotel," Sunday, March 29. The complete fall schedule for the Metropolitan Opera productions are postponed to start Nov. 28, and April 21. The New York City Ballet will do "The Nutcracker" on Sunday, Dec. 20, and "The News and Special Events Depart-

Seven 15-Min. Slots Up for 'Mickey's Buy

NEW YORK—Approximately seven 15-minute segments per week, of ABC's "Mickey Mouse Club" are up for grabs, in the form of "Mickey Mouse Club" is due to be opened for sale to new broadcasters for next season, NBC announced. Most of the show's major sponsors have renewed their contracts, but only a number of others, including General Foods, have renewed. Those interested in the 15 slots, are understood to be having a discussion about the possibility of creating a new show, or possibly another half-hour talent show. The advertisers who, with a few exceptions, are giving "Mickey Mouse Club" its time, are Giant Mills, White, Kraft, General Foods, Mars, Little Lakes, Welch, Grape New, Alpen Cream, Cottage of America, Morton Salt, TV Time Pops, Johnson's Wax, Campbell's Soup, Minnesota Mining and Vicks, and Par Biscuits, a house account, may be back, but nothing definitive has yet been set. TV networks this season announced for sponsorship of close to seven couples of segments per week.

SEGMENT SITUATION

ABC, of the segments, will continue to sell in the same manner as each of the segments, has been decided to spend 10 on the first season, but it's considered likely that General Mills may extend the program, it is now fully identified with the show. ABC is offering the toll only on those that can be seen exclusively on their network, in that it will permit two bands to be sold, and to be sold separately, for a 30-second quarter-hour segment between them over a 32-week period. A broadcaster who bids on more than one time slot, is required to pay for the return for the syndication.

P & G Renewes 'Young Show'

HOLLYWOOD—The Lorimar "Young Show" is being renewed by Procter & Gamble following set for the new season. Miss Young will be the leading lady on the show but will have set as host for those in which she is guest star.

The program will continue in the 10:10-10:30 Sunday night time slot, as the 1956-57 season begins, as the present five-year contract. As that is planned to place the return for to syndicate.

CBS Sets 7:30-M., 10-M., Monday

The "American Mercury" is moving its 7:30-7:30 on Monday to 8:30-7:30, starting this September. The "Millionaire" will be reduced to 7:30-8:30, starting this September. The "Millionaire" will be reduced to 7:30-8:30, starting this September.
"I'm standing on my head"

"Can't blame me for being so excited. My new television show is going great guns. It's already been sold in over 100 markets—big markets, small markets and medium size markets!"

It's a fact, The Great Gildersleeve is going great. But many important markets are still available. If you act now, this hilarious comedy series can get big audiences for you, just as it's doing in New York, Detroit, Ft. Wayne, San Antonio and the many other cities where it's tops in its time period.

Gildy's especially valuable to sponsors because his personality is a sales-building extra that doesn't come with ordinary television programs. He's thoroughly merchandisable. And his loyal family following is great for boosting sales of products every member of the family buys—food, drugs, beverages and all manner of household needs.

Get the facts on how The Great Gildersleeve can sell for you. Call NBC Television Films.

The Great Gildersleeve

"Latest available ARB Programs for All Stations—All Sponsors"

NBC TELEVISION FILMS

A DIVISION OF RCA-AMERICAN CORP.
601 Fifth Avenue, New York,
Merchandise Mart in Chicago,
Sunset & Vine in Hollywood.
In Canada: RCA Victor Company,
Ltd., Toronto.
Does NBC Film Shuffle Loom With Emphasis on Production?

By BOB SPIELMAN

HOLLYWOOD—A major reorganization in the structure of the NBC Film Division, with a greatly increased emphasis on production, appears in the offing with the appointment this week of Alan Livingston, executive vice-president of Capital Records, to the presidency of the Kapran Corporation. At the same time RCA exec Manie Sacks was named chairman of the board. For NBC, a wholly owned subsidiary of RCA, was until recently solely the company's merchandising division. Earlier this year, however, the NBC division was placed under the aegis of Kapran.

In developments surrounding the new appointment, it is indicated that the plan is to make the NBC film division a strong producing operation in its own right. This would encompass both TV series and "special projects," i.e., special theatrical presentations that could be "re-issued" for theatrical showing, such as "The Constant Husband" and "Richard III." The long-range plan, apparently, is to make NBC the "flagship" of the film division from New York to Hollywood. For the present, however, according to Sacks, the division will remain in its New York offices.

NBC Film has in the past been principally an organization for the syndication of the net's second-run product, although it has been adding some first-run to its roster this season, e.g., "Western Marshal," "Great Gildersleeve" and "Cradle and Cross.

It does not appear to be outside the bounds of reason to speculate that, with the development of video tape and the present demand in the network's role in TV stations and control of production of all with whom NBC syndicates, it may one day be turned over to the film division. In this regard NBC executives believe that the division could change its name when the appropriate time comes.

Livingston is setting up his own headquarters on the West Coast. He has been assistant to the president of Capitol since 1949, and in 1950 assumed charge of the entire artist and repertoire operation. He is responsible for the development of both the Capitol and Decca, on which a pilot film was made two years ago, and which to date has netted Capitol approximately $7 million in record sales and another $5 million in merchandising.

NEW YORK—The C&C Television sales force was brought in for a meeting last week at which they were expected to study revisions in their sales plan for the NBC big-three. It has been decided that the sale of the NBC Film division to another company is not now in the cards, since the film division has been considered a counterweight in NBC's network efforts.

There was a question at the meeting that C&C would make no such move at all. The sale of the division, it was reported, would have a considerable impact on NBC's credit with creditors on the basis of the division's lack of sales ability.

According to latest reports, C&C has closed deals with two stations, but no details were available.

Meanwhile, Fox's negotiations for a possible merger with Associated Artists Productions, which has distribution of Warner Bros. library, seemed to have completely broken down last week.

Winchell May Host New M-G-M Series

HOLLYWOOD—Indications that Winchell may continue to be the subject of discussions involving M-G-M are prevalent. Winchell, as is well known, will act as host for a projected TV series. Show would probably be based on M-G-M's "Olive Does Not Pay" shorts. Negotiations are being held in New York for the latter series. Other Jack London characters may also be developed into series.

C&C Studying New Sales Plan For RKO Titles

NEW YORK—The C&C Television sales force was brought in for a meeting last week at which they were expected to study revisions in their sales plan for the NBC big-three. It has been decided that the sale of the NBC Film division to another company is not now in the cards, since the film division has been considered a counterweight in NBC's network efforts.

There was a question at the meeting that C&C would make no such move at all. The sale of the division, it was reported, would have a considerable impact on NBC's credit with creditors on the basis of the division's lack of sales ability.

According to latest reports, C&C has closed deals with two stations, but no details were available.

Meanwhile, Fox's negotiations for a possible merger with Associated Artists Productions, which has distribution of Warner Bros. library, seemed to have completely broken down last week.

Winchell May Host New M-G-M Series

HOLLYWOOD—Indications that Winchell may continue to be the subject of discussions involving M-G-M are prevalent. Winchell, as is well known, will act as host for a projected TV series. Show would probably be based on M-G-M's "Olive Does Not Pay" shorts. Negotiations are being held in New York for the latter series. Other Jack London characters may also be developed into series.

C&C Studying New Sales Plan For RKO Titles

NEW YORK—The C&C Television sales force was brought in for a meeting last week at which they were expected to study revisions in their sales plan for the NBC big-three. It has been decided that the sale of the NBC Film division to another company is not now in the cards, since the film division has been considered a counterweight in NBC's network efforts.

There was a question at the meeting that C&C would make no such move at all. The sale of the division, it was reported, would have a considerable impact on NBC's credit with creditors on the basis of the division's lack of sales ability.

According to latest reports, C&C has closed deals with two stations, but no details were available.

Meanwhile, Fox's negotiations for a possible merger with Associated Artists Productions, which has distribution of Warner Bros. library, seemed to have completely broken down last week.
TELEVISION HITS A NEW HIGH IN VIEWER-IMPACT with...

RAYMOND MASSEY

IN

I SPY

39 highly-charged half hours of adventure and melodrama

THE FIRST TV SERIES TO COMBINE ALL THESE AUDIENCE-WINNING QUALITIES

intrigue

historical

suspense

authenticity

adventure

romance

documentary

realism

TRUE AND EXCITING STORIES OF ESPIONAGE

...from Biblical times to the Korean War!

- Admiral Canaris ... and the plot to kill Hitler.
- Nathan Hale ... first American spy.
- Mata Hari ... most publicized spy in history.
- Kim Sohn ... most beautiful spy of the Korean War.
- Otto Keller ... and the tragedy of Pearl Harbor.
- Benedict Arnold ... and the betrayal of West Point.
- Wilhelm Steiner ... and Bismarck's invasion of France.
- Lene Trævert ... the man who shot Stonewall Jackson.

66 MARKETS SOLD!

hurry ... write, wire or phone before markets you want are gone!

4 MORE GUILD BEST-SELLERS

MOLLY starring GERTRUDE BERG and the famous GOLDBERG FAMILY

The Goldbergs have moved to Haverville, U.S.A. and Molly's having the time of her life making new friends. Everybody loves MOLLY, and now, with a brand-new format, they'll love her more than ever!

CONFIDENTIAL FILE

Paul Costas' behind-the-scenes report on America ... with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The 15-hour show all America is talking about ... winning fabulous ratings in over 100 markets.

15 minutes with FRANKIE LANE and Connie Haines

All the 'voo' entertainment quality of a 15-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a 15-hour show on a 15-minute budget. Top-rated show in its time slot over WCBS-TV, New York.

the LIBERACE show

Television's most widely acclaimed musical series for the third consecutive year. Still a few choice availabilities, and you're in luck if one of them happens to be in your market!

MURRAY HILL 8 S165
100 PARK AVENUE - NEW YORK 22, NEW YORK
IN CANADA: S. W. C. DAVID LTD.
Tvb Finds Local Auto Dealers Using Video Film Productively

- Continued from page 2

Have kept increasing their TV expenditures. Zink last week made a study of his auto dealer sponsors, Rod Zink, sales vice-president, "One or more Zink films shows are now being sponsored by auto dealers or dealer groups in a total of 45 major markets." The Zink study disclosed a close correlation between manufacturers' share of sales and the amount of syndicated film sponsorship by their dealers. No less than 50 per cent of Zink's auto sponsors will General Motors cars, GM, of course, sells approximately that proportion of the auto market.

Rifkin added that Zink has been picking up CM business faster than other dealers. Zink's dollars volume of sales to auto dealers increased 57 per cent in the past 12 months, while the spending of GM dealers has jumped more than 22 per cent, he said.

A good part of this money was taken out of other media. Rifkin declared, and for a simple reason. Markets, he pointed out, are daily the playing power of effective TV sponsorship in competition with other media, he asserted.

More than half of Zink's CM dollars is going into two TV stations, including such heavyweights as KDKA in Pittsburgh and WFLD in Chicago. "In fact," Rifkin noted, "we are finding more and more new dealers in either CM's or VCM's." Rifkin added that Zink is launching a new CM plan to attract new dealers in both categories.

The dealers sponsoring half-hour CM and VCM shows turn out to be the larger dealers, according to the Rifkin study. A list of the largest dealers, including a number of Pontiac dealers (Pontiac ads account for over 25 per cent of all Zink ads) and a number of smaller dealers, is being compiled and sent to dealers, according to Rifkin.

Sheena, Queen of Jungle Captures 5 of 8 Markets

NEW YORK — Ratings being pulled in by ABC Film's new syndication property, "Sheena, Queen of the Jungle," has the TV film distribution firm designers jumping with glee.

Out of eight markets in which American Research Bureau rated the film in February, "Sheena" beat all its competition in five markets and pulled strong ratings in the other three, according to ABC Film.

In Atlanta, "Sheena" drew a 26.9 rating against a combined rating of 7.7 pulled by the other two competing TV films in the market, in the Thursday, 6:30-7:30 p.m. period. In Little Rock, the film had a 24.2 rating, against a 34.7 rating, doubling its previous month's rating for the Saturday, 11 a.m. period.

The show is also first place in its time slot, Thursday, 6:30-7:30 p.m., in Los Angeles, where it pulled a 14 rating against RKB's "Frankenstein," in San Diego, the film pulled a 17 rating, against a 13 rating for RKB in the Thursday, 6:30-7:30 period from KMFB. It was also first in its time slot in Lubbock, Texas.

TV Industry Defends Medium

- Continued from page 2

As an NBC spokesman said that the most important factor is that the advertiser be sure he has a good time slot to put his product in. The advertising agency, he said, would not have broadcast television for its clients. A research medium to print and therefore this important, he said, is the effectiveness of the prime medium. A high CBS official strongly disavowed the notion that the TV industry could be used to deliver mass audiences, adding that the TV industry is "a unique mechanism of selling automobiles. The market for automobile dealers is a unique market in which the majority of people are potential customers. The network, he said, has demonstrated and endorsed by a personal sale, the public relations and sales ability. For Other Factors

Another important factor, he declared, is that no other medium has an audience density to reach the product and the TV industry is the best way of doing it, he said.

That time, when tape does arrive, he believes actual sponsoring between the two unions will remain much as it is today; with AFTRA controlling all studio production and AFTRA and SAG all film-taping done elsewhere.

SAG Seem on "Runaways"

HOLLYWOOD — SAG's "Runaways" film production has become something of an ongoing saga, according to the two unions. The SAG this week filed a 60-day contract termination notice, according to the Tabb, that is expected to be followed by a similar notice by AFTRA, according to the Tabb, that is expected to be followed by a similar notice by AFTRA.

The SAG objects to film's outside the Los Angeles or San Francisco area because producers are sometimes able to hire non-registered extras at below scale. One producing organization, Gangay-Warren, has been blacklisted by the Guild for making a feature pic, "Daniel Boone," in this area.

SAG seems to be war wages, health and welfare benefits and pensions. The present contract expires May 31.

WABC Shops for Film Runners for Noon-Night Segs

NEW YORK — WABC here is shopping for more feature films to schedule on its "Afternoon Show" and then on its "Night Show." Last week, the network bought pictures from RKO Telelision's "Monday Night" group that have played RKO's "Million Dollar Movie." The buy includes "Belle of the Ball," "Song of the Islands," "The Wienie in the Window," "Casa Rose," "Steele's Bureau" and others.

WABC's two shows are still playing pictures from Telelision's "Bank of America" group, which it takes then its 25th run in this market. But it is coming to the end of that stockpile. Its ratings have suffered from lack of film quality.

The Reprint of BB Ad Plugs Station Win

CHICAGO — WBKB-TV here has distributed a reprint of its ad in the March 14 issue of The Billboard to 500 time buyers. The ad calls attention to the station's first place award in the "Billboard" Television Station Promotion Competition for its efforts on behalf of promoting local live shows.

Saturday Beef

- Continued from page 2

The beef will be served in a top-efficiency film show for Every Market, Every Budget, Every Production

BUFFALO'S FAVORIT station

Buffalo's VISUAL JOURNEY

www.americanradiohistory.com

Confused about TV? Call your favorite station today!
MASS APPEAL!
NEVER A FILM SERIES TO MATCH...

Celebrity Playhouse

The Billboard Scoreboard FEBRUARY 25, 1956
The Pulse Audience Composition Studies

**Syndicated Film Drama Shows**

**DECEMBER RATINGS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Men's Per 100 HOMES</th>
<th>Women's Per 100 HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Celebrity Playhouse (Screen Gems)</td>
<td>58</td>
</tr>
<tr>
<td>2.</td>
<td>Celebrity Playhouse (Screen Gems)</td>
<td>56</td>
</tr>
<tr>
<td>3.</td>
<td>The Thin Man (MCA)</td>
<td>45</td>
</tr>
<tr>
<td>4.</td>
<td>Viva Las Vegas (MCA)</td>
<td>43</td>
</tr>
<tr>
<td>5.</td>
<td>Beat the Devil's Tattoo (MCA)</td>
<td>42</td>
</tr>
<tr>
<td>6.</td>
<td>The Eddy (MCA)</td>
<td>40</td>
</tr>
<tr>
<td>7.</td>
<td>Robert Montgomery Presents (MCA)</td>
<td>38</td>
</tr>
<tr>
<td>8.</td>
<td>Road to Morocco (MCA)</td>
<td>36</td>
</tr>
<tr>
<td>9.</td>
<td>Mr. Lucky (MCA)</td>
<td>34</td>
</tr>
<tr>
<td>10.</td>
<td>The Shadow Rider (MCA)</td>
<td>32</td>
</tr>
</tbody>
</table>

**AMONG MEN**

1. Celebrity Playhouse (Screen Gems) | 79
2. Celebrity Playhouse (Screen Gems) | 78
3. The Thin Man (MCA) | 76
4. Viva Las Vegas (MCA) | 74
5. Beat the Devil's Tattoo (MCA) | 72
6. The Eddy (MCA) | 71
7. Robert Montgomery Presents (MCA) | 70
8. Road to Morocco (MCA) | 68
9. Mr. Lucky (MCA) | 66
10. The Shadow Rider (MCA) | 64

**AMONG WOMEN**

1. Celebrity Playhouse (Screen Gems) | 56
2. Celebrity Playhouse (Screen Gems) | 54
3. The Thin Man (MCA) | 52
4. Viva Las Vegas (MCA) | 50
5. Beat the Devil's Tattoo (MCA) | 48
6. The Eddy (MCA) | 46
7. Robert Montgomery Presents (MCA) | 44
8. Road to Morocco (MCA) | 42
9. Mr. Lucky (MCA) | 40
10. The Shadow Rider (MCA) | 38

Scan all ratings... Screen this show!

For details... call

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
233 WEST 49TH STREET, NEW YORK 19, N. Y. CIRCLE S-8044
Commercial Cues

IT'S S.O.O.O. EXPENSIVE

Despite film suppliers’ and others’ efforts to reduce costs of color film, a color commercial is costing about 10 times what a black and white commercial produces to produce what the sponsors want — 35-mm, prints, 16-mm, prints, color. In addition, there are a few problems. The accuracy of the sponsors is that there absolutely cannot be any rush jobs done, and some agencies have been contacted with black and white in the past. In this way, Richard Jenness, of Sarra, Inc., stressed a greater necessity than ever for a good commercial, a good direction and photography and leave the complicated gimmicks out.

I.D.S.

Storyboard, Inc., has added the First National Bank of Portland (Oreg.), the Pacific Finance Company and the Commonwealth Bank of Detroit to its list of bank clients. . . . Bob Chomper, producers of kids shows for TV, is forming Chomperlen Commercials, Inc., as his entry into the field . . . Andre H. Carols has resigned from his production supervisor-director chosen for George Blake Enterprises to fire lance.

• TV Commercials in Production

A Guide to TV Spot & Program Plans by Commercials by Industries

This week chart lists of commercials produced during the last few months can be provided in the children’s commercial area.

The following chart will be the list of commercials listed.

<table>
<thead>
<tr>
<th>Company</th>
<th>Month</th>
<th>Type</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>AERIAL INVESTMENTS</td>
<td>October</td>
<td>Spot</td>
<td>'Natural'</td>
</tr>
<tr>
<td>ADVERTISER INC.</td>
<td>November</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVOCATE INC.</td>
<td>December</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>January</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>February</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>March</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>April</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>May</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>June</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>July</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>August</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>September</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>October</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>November</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
<tr>
<td>ADVERTISER INC. (Continued)</td>
<td>December</td>
<td>Spot</td>
<td>'The Perfect Gift'</td>
</tr>
</tbody>
</table>

Stations Do Not Plan To Hike Movie Time

The majority of TV stations do not expect to increase the amount of time in which they program feature films despite the new influx of pictures from Warner Bros., RKO, Columbia and other major categories. Ad agencies on the other hand, expect to find more movie availabilities on station schedules.

This seeming contradiction reflects the conflicting perspective of the stations and agencies that respond to such requests at the TV editorial Advisory Board.

The stations are aware of their commitments to their networks and syndicated film sponsors, as are plans to see where they can add still further feature films to their schedules.

"Most stations are now carrying about as many features as they can handle," explains one Southern station executive. "We have certain periods of the month which we believe are adequate," replied another station.

It is, however, a bare majority of the stations that are able to add such films to their movie programming. Those, of course, are not using up their entire slate of new pictures. Most of them intend to use them to improve their established film schedules.

A total of 66 stations responded to this survey. That's 15 per cent of all U. S. stations. Those last mentioned in the change in their movie time are expected to buy 50 per cent of the respondents. Another 41 per cent said they do expect to increase their use of feature films.

Better Pictures A Key

One key reason given for expecting an increase in the number of feature films may be the increased emphasis on advertising that feature films may induce more advertisers to buy full sponsorship to show the use of film in the area. Several of them did to improve their use of feature films.

ADVERTISERS AND AGENCIES SAY . . .

SCOTT HENDERSON, president, SCOTT HENDERSON ADVERTISING, Tucson, Ariz.: "The new Warner Bros. feature films are a chance to put our film, in a new way. These films are expected to show the importance of film as advertising.

WILLIAM R. TRUMPLER, vice-president, W.K. O'Hare, NYC, "Million Dollar Movie!" has proved the success of this type of advertising. New features will likely make the film more popular to the sponsors.

BOB EDWARDS, TV director, HENRY QUIDE, TV salesman, Chicago: "Feature film and the number of new films are increasing. The increase can be seen in the number of people watching television. The increase in the quality of these films is the result of the increased competition for the availability of film programs. The increase in the availability of film programs can be seen in the number of people watching television. The increase in the quality of these films is the result of the increased competition for the availability of film programs.

BRAHMS AND RAE GORDON (continues)

In the next TV Editorial Advisory Board study:

FEATURE FILM PRICES: GOING UP OR DOWN?

The majority of TV stations do not expect to increase the amount of time in which they program feature films despite the new influx of pictures from Warner Bros., RKO, Columbia and other major categories. Ad agencies on the other hand, expect to find more movie availabilities on station schedules.

This seeming contradiction reflects the conflicting perspective of the stations and agencies that respond to such requests at the TV editorial Advisory Board.

The stations are aware of their commitments to their networks and syndicated film sponsors, as are plans to see where they can add still further feature films to their schedules.

"Most stations are now carrying about as many features as they can handle," explains one Southern station executive. "We have certain periods of the month which we believe are adequate," replied another station.

It is, however, a bare majority of the stations that are able to add such films to their movie programming. Those, of course, are not using up their entire slate of new pictures. Most of them intend to use them to improve their established film schedules.

A total of 66 stations responded to this survey. That's 15 per cent of all U. S. stations. Those last mentioned in the change in their movie time are expected to buy 50 per cent of the respondents. Another 41 per cent said they do expect to increase their use of feature films.

Better Pictures A Key

One key reason given for expecting an increase in the number of feature films may be the increased emphasis on advertising that feature films may induce more advertisers to buy full sponsorship to show the use of film in the area. Several of them did to improve their use of feature films.

ADVERTISERS AND AGENCIES SAY . . .

SCOTT HENDERSON, president, SCOTT HENDERSON ADVERTISING, Tucson, Ariz.: "The new Warner Bros. feature films are a chance to put our film, in a new way. These films are expected to show the importance of film as advertising.

WILLIAM R. TRUMPLER, vice-president, W.K. O'Hare, NYC, "Million Dollar Movie!" has proved the success of this type of advertising. New features will likely make the film more popular to the sponsors.

BOB EDWARDS, TV director, HENRY QUIDE, TV salesman, Chicago: "Feature film and the number of new films are increasing. The increase can be seen in the number of people watching television. The increase in the quality of these films is the result of the increased competition for the availability of film programs. The increase in the availability of film programs can be seen in the number of people watching television. The increase in the quality of these films is the result of the increased competition for the availability of film programs.

BRAHMS AND RAE GORDON (continues)

In the next TV Editorial Advisory Board study:

FEATURE FILM PRICES: GOING UP OR DOWN?
The Billboard Scoreboard

### ARB Audience Composition Studies

#### Web Quiz and Panel Shows

- **February Ratings**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Sponsor &amp; Web</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>2</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>3</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>4</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>5</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
</tbody>
</table>

### Among Women

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Sponsor &amp; Web</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>2</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>3</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>4</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>5</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
</tbody>
</table>

### Among Men

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Sponsor &amp; Web</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>2</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>3</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>4</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>5</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
</tbody>
</table>

### Viewers/100 Homes

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Sponsor &amp; Web</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>2</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>3</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>4</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>5</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
</tbody>
</table>

### Network TV Programs

#### Web Winners

**The Big Surprise—NBC-TV**

Rallying after a slow mid-season start, this program, after a very respectable, ratings, which, with its relatively low cost, is undoubtedly offering an excellent cost-per-thousand buy. Its January Nielsen Bureau rating of 8.30 gained for “Big Surprise” the honor of being the fourth highest rated network quiz and panel show. By drawing 1.91 million viewers per set, topped in its category only by “Two for the Money.”

**Films to Watch**

**RAIDCE 714—NBC Television**

“Raidce” was the second best syndicated mystery according to Faye’s January weighted average. NBC film made a check on 35 market reports of the American Research Bureau and found old reliable “Raidce” in its slot in every one of them. Almost inexplicable factor for a number of network shows. It tops “Studious” in Albuquerque and Des Moines. It beat “The Line-Up” in Fenn, Calif. It edged out “Fireside Theater” in Grand Rapids. In that corner, “Goffrey’s Friends” in Oklahoma City. It pumped competition by “Two for the Money.”

### Syndicated Film Mysteries

**January Ratings**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Sponsor &amp; Web</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>2</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>3</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>4</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>5</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
</tbody>
</table>

### Among Men

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Sponsor &amp; Web</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>2</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>3</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>4</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>5</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
</tbody>
</table>

### Among Women

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Sponsor &amp; Web</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>2</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>3</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>4</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>5</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
</tbody>
</table>

### Viewers/100 Homes

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Sponsor &amp; Web</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>2</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>3</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>4</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
<tr>
<td>5</td>
<td>The Secret (CBS)</td>
<td>P. L. Gottlieb</td>
<td>1.38</td>
</tr>
</tbody>
</table>

### How Non-Net Films Rated

**Among Children in January**

This weekly audience composition analysis shows the relative popularity of non-network film series broadcast by individual television stations in big or small sets. The January ratings provide an overview of the audience for films. For additional information on market share or other matters, please consult the NBC, Inc., 7 West 57th St., N.Y.C.

### The Pulse Top Pick Among Children

**January Order**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title and Distributor of Series</th>
<th>Time</th>
<th>Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Little Rascals (alteorte)</td>
<td>105</td>
<td>15.4</td>
</tr>
<tr>
<td>2</td>
<td>Abbott &amp; Costello (CBS)</td>
<td>99</td>
<td>15.8</td>
</tr>
<tr>
<td>3</td>
<td>Annie Oakley (CBS)</td>
<td>98</td>
<td>15.9</td>
</tr>
<tr>
<td>4</td>
<td>Buffalo Bill Jr. (CBS)</td>
<td>97</td>
<td>0.7</td>
</tr>
<tr>
<td>5</td>
<td>Rascal of the Jungle (CBS)</td>
<td>96</td>
<td>0.0</td>
</tr>
<tr>
<td>6</td>
<td>Rango Rider (NBC)</td>
<td>96</td>
<td>12.0</td>
</tr>
<tr>
<td>7</td>
<td>Superman (Filmmagic)</td>
<td>96</td>
<td>16.0</td>
</tr>
<tr>
<td>8</td>
<td>Captain Zero (Atlas TV)</td>
<td>91</td>
<td>11.5</td>
</tr>
<tr>
<td>9</td>
<td>Long John Silver (CBS)</td>
<td>94</td>
<td>9.5</td>
</tr>
<tr>
<td>10</td>
<td>The Laramy Show, D. Gray, Lend &amp; Link</td>
<td>93</td>
<td>15.3</td>
</tr>
<tr>
<td>11</td>
<td>The Ruggles (Corrigan)</td>
<td>89</td>
<td>15.9</td>
</tr>
<tr>
<td>12</td>
<td>Steve Canyon, Western Marshal (NBC)</td>
<td>89</td>
<td>16.0</td>
</tr>
<tr>
<td>13</td>
<td>Will Bill Hickock (Filmmagic)</td>
<td>89</td>
<td>13.9</td>
</tr>
<tr>
<td>14</td>
<td>Cowboy C-Min (Filmmagic)</td>
<td>87</td>
<td>7.9</td>
</tr>
<tr>
<td>15</td>
<td>Gene Auty (CBS)</td>
<td>87</td>
<td>17.8</td>
</tr>
<tr>
<td>16</td>
<td>Jingle Jib (Screen Com pose)</td>
<td>79</td>
<td>9.5</td>
</tr>
<tr>
<td>17</td>
<td>Judge Roy Bean (Screenwrite)</td>
<td>74</td>
<td>9.5</td>
</tr>
<tr>
<td>18</td>
<td>Slick Lips (Sturges)</td>
<td>69</td>
<td>0.7</td>
</tr>
<tr>
<td>19</td>
<td>Death Valley Days (Paxton Bros)</td>
<td>69</td>
<td>0.7</td>
</tr>
<tr>
<td>20</td>
<td>Mole Woman (Screen Com pose)</td>
<td>47</td>
<td>0.7</td>
</tr>
<tr>
<td>21</td>
<td>Captured (NBC)</td>
<td>44</td>
<td>0.9</td>
</tr>
<tr>
<td>22</td>
<td>Highway Patrol (CBS)</td>
<td>41</td>
<td>13.5</td>
</tr>
<tr>
<td>23</td>
<td>Hombre Hombre, Hombre (NBC)</td>
<td>41</td>
<td>4.9</td>
</tr>
</tbody>
</table>
### BALTIMORE (3 Stations) 406,800 TV Homes

<table>
<thead>
<tr>
<th>Rank Title (Station)</th>
<th>Day-Time Rating</th>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THUR.</th>
<th>FRI.</th>
<th>SAT.</th>
<th>SUN.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mike Nature Club, WBAI</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
</tr>
<tr>
<td>2. Mike Nature Club, WBAL</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>3. Andy’s Base</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
</tr>
</tbody>
</table>

### CINCINNATI (3 Stations) 296,000 TV Homes

<table>
<thead>
<tr>
<th>Rank Title (Station)</th>
<th>Day-Time Rating</th>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THUR.</th>
<th>FRI.</th>
<th>SAT.</th>
<th>SUN.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mike Nature Club, WCPD</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
</tr>
<tr>
<td>2. Mike Nature Club, WBAL</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>3. Andy’s Base</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
</tr>
</tbody>
</table>

### BOSTON (3 Stations) 575,300 TV Homes

<table>
<thead>
<tr>
<th>Rank Title (Station)</th>
<th>Day-Time Rating</th>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THUR.</th>
<th>FRI.</th>
<th>SAT.</th>
<th>SUN.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mike Nature Club, WNAC</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
</tr>
<tr>
<td>2. Mike Nature Club, WBAL</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>3. Andy’s Base</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
</tr>
</tbody>
</table>

### HOUSTON-GALVESTON (3 Stations) 392,300 TV Homes

<table>
<thead>
<tr>
<th>Rank Title (Station)</th>
<th>Day-Time Rating</th>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THUR.</th>
<th>FRI.</th>
<th>SAT.</th>
<th>SUN.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mike Nature Club, WTOP</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
</tr>
<tr>
<td>2. Mike Nature Club, WBAL</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>3. Andy’s Base</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank Title (Station)</th>
<th>Day-Time Rating</th>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THUR.</th>
<th>FRI.</th>
<th>SAT.</th>
<th>SUN.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mike Nature Club, KMBC</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
</tr>
<tr>
<td>2. Mike Nature Club, KWDA</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>3. Andy’s Base</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
</tr>
</tbody>
</table>

### SEATTLE-TACOMA (4 Stations) 390,100 TV Homes

<table>
<thead>
<tr>
<th>Rank Title (Station)</th>
<th>Day-Time Rating</th>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THUR.</th>
<th>FRI.</th>
<th>SAT.</th>
<th>SUN.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mike Nature Club, KOMO</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
<td>10.1</td>
</tr>
<tr>
<td>2. Mike Nature Club, KIRO</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>3. Andy’s Base</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
<td>9.5</td>
</tr>
</tbody>
</table>

### THE BILLBOARD

**PULSE LOCAL RATINGS—FEBRUARY**

The Industry's Most Complete Rating Index Pointing up Outstanding TV Shows and Spot Adjacencies in Every Local Market

<table>
<thead>
<tr>
<th>TV Film</th>
<th>The Billboard Scoreboard</th>
<th>April 7, 1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This chart supplies ratings for the top 30 shows measured and for the top 2 stations in each local market studied, regardless of whether a program is national or spot. Ratings are derived from the audience meter readings of Program-Rated Stations and are based on the average of day parts. Ratings are for the total time slot studied, and station market studied, beginning with the most of The Billboard index for the best rate- of each market.

For more information on audience size, coverage, reproduction, programs, audience composition and other data not included in this chart, please contact The Billboard, Inc., 11 West 40 Street, New York City.
**Govt. Interest in AFM Sparkable Rises**

Read Reports Fed. Musician Property Rights Study of Disk Reuse to 802

**HOLLYWOOD**—Federal government officials at the recent Katherine Hepburn-Petriella battle waged by a major record company in a federal court in New York—last week with the distinc
tion of President Kennedy and Mrs. Kennedy. President Kennedy called on
the Copyright Office was studying the opinion that "must
including the AFM and other unions were called to the hearing.
A. J. Goldman, chief legal ad
visor to the copyright office, has advised Read that the register of copyrights is particularly interested in the current dispute as it affects
the rights of performers. Cor
respondence between Read and Washington has resulted in an
open invitation for Read to appear.

**NEWS REVIEW**

**Rock’

Sirefire With

Teen Brigade**

**HOLLYWOOD**—As an off-beat black jazz band, "Rock Around the Clock," is certain to meet with more than average re
ception by the teenage set and the jubilant spirit of rock and roll, the gay
may not come up for another two weeks. Airing in NBC’s "Meet the Press," on December 21st its entertainment value alone will

**Alexander Inks**

Two New Bands

**NEW YORK**—William Alexander, veteran protagonist of dance band, solidified his new arrangement with Bronco Goodman last week and also linked two new bands, those of Ralph Loy and Buddy Williams.

The tentative Goodman tour, reported here last week, is defin
ably the work, and Goodman has also scheduled a series of promotional dates along with the college appearances.
Alexander, also, is looking some work real dates for Skitch Beaton in the East, now that the Steve Allen maestro has created some sensation.

Also it could not be confirmed at press time, traditions we were not ruling out the possibility of a deal between Alexander and Tommy Dorsey. Dorsey has maintained his New year booking for some time.

**GTJ, NOJS in Record Pact**

**HOLLYWOOD**—Good Time Jazz and New Orleans Juvenile Society have signed an agreement under which the NOJS is to record their next album on GTJ facilities as well as a number of the Crescent City bands. Agreements were worked out to release these packages on a roy
alty basis.

First wax recorded as a result of the agreement will include the New Orleans All Stars, Bea
Peach and the Tallitians, Chuck Willis, the Smoothie Group, the Eddie Pembroke Crown Stomp
ners, to be released as a 12-inch LP.

**Becker Leaves Columbia**

**NEW YORK**—Gene Becker has terminated his Columbia Records post as director of special pop art
ds and repertory. His chart shows sales now are not only up but on the rise.

The survey is currently under study, including franchising dealers in other territories to use the Goody name and presumably operate under the system, but in the headquarters store here. A deci

ding factor in the survey is the number of requests from dealers. Both stores in the new

**RCA Coupon Ups Looks Like Winner On the First Lap**

**HOLLYWOOD**—As a RCA Victor, Save-on-Records Coupon Plans enjoyed the last two weeks of its spon
sorship period, it appeared that about 300,000 copies of the plan would be clearly successful. Trade estimates indicated that approxi
mately 300,000 books would be sold by April 13, the termination date. Few dealers have felt any

eight against the promotion; and some of those who voiced con

tentions about it indicated at the same time that they had sold large

quantities of the books.

What most of the dealers, and even Victor itself, now want to see is whether or not the plan inc

tures at least 12 months, and especially now and especially now, and to come into the stores to pick up their free books. If the plan fails to produce the anticipated traffic, some big dealers have in

indicated that they felt the plan would be more as a costly gamble.

Other things that could be determined to a reasonable extent are that the plan was working especially well in department stores, and that there was a definite

support from dealers in outlining regions in the metropolitan area.

It was estimated by Victor that the plan was working especially well.

In contrast, activity in the coupon field was far from active. The plan was largely used by the

could also be determined that the dealers selling coupon were

adding additional records to the same buyers. The extra sales ratings for the plan was fair to very good, but in some stores where plus sales failed to come in, buyers complained that the books might force them into the red for this particu

larly modest.

**McCaig’s Approach**

Hoff’s Department Store in Washington, termed the plan in Defense, by Maria Pimentel and Carlos Be
to, and three classical albums from abroad.

**ONLY THE BEGINNING, FOLKS**

**Goody’s New Annex No. 1’ Signposts Expansion Bid**

By IS HORDWITZ

**NEW YORK**—Director Sam Goody, currently estimated to earn about 4 per cent of the industry’s total royalty receipts, has deep in an expansion program aimed at building off a still relatively small corner of the
total business.

Dealers here and in other cities who have felt the weight of Goody competition via widespread price cutting of other majors, are to be offered their
\[Continued on page 139\]

**Operator Role Detailed in Seeberg Drive**

**CHICAGO**—Details and plans of Seeberg’s proposed concentrated push in the field of background music, and the role of the jock who makes it all come together, was unveiled Thursday (29) by R. E. Seeberg, sales manager of the firm.”

The proposed plans follow in the footsteps of the plans which were presented at Seeberg and the American Society of Authors and Publishers (The Bill

board, March 21), which opened the door to the entire ASCAP music library for Seeberg’s back

ground music users.

According to Seeberg, Seeberg and several radio operators in supplying background music as a sideline to their juke box routes, "in all but metropolitan areas, operators on the most popular group to sell, install and service background music systems," he stated.

Seeberg does not plan to encour

age operators to concentrate on background music and thus neglect their juke box routes. Lindgren Backed.

He pointed out that background music installations would be presented as an added source of revenue, one which would be a valuable source of investment on the part of operators, "a method of attracting the music consumers without buying new

**NEWS REVIEW**

**Tunes Bros. Offer Solid Grove Show**

**HOLLYWOOD**—The Ames Brothers and the James Brothers and Joe Harvey’s "Sound of Music," are playing at the Grove Drive In, 124th Street and the Brook

way newspaper it. It claimed that it was already in operation. Another big dealer in the city claimed to have sold every single book, but "only a handful" of the records have been sold. The particular retailer complained that

(Continued on page 21)
AS EASY TO SELL

DANCE IF YOU WANT TO DANCE

See and Hear
Gisele MacKenzie
on the JACk BENNY SHOW
CBS-TV, Sunday, April 8, 7:30 PM
and the EDDIE FISHER SHOW
NBC-TV, Wednesday, April 11, 7:30 p.m.

X/AX-0202
AS "HARD TO GET"
mackenzie

MR. TELEPHONE

records
A Product of Radio Corporation of America

X/4X-0202
**Huge Royal Tie-up Due To Copyright Litigation**

NEW YORK—Copyrights on an increasing number of tunes are being challenged by record companies and by Harry Fox, publisher of the Fox Music Corporation, seeking to unseat unsettled claims or copies-rights of others. Fox and publishers other than those accused that they own are trying to force them to turn over to Fox music publishers in other instances, writers claim prior authorship. Fox estimates that the company is holding about $100,000 in mech- anical royalties in unsecured cause of such unsettled claims. Situation has reached the point, the Fox office notes, that a tre- mendous mass of bookkeeping is involved on these special cases. Recent tunes which achieved hit status via the best-selling record charts, and whose publishers and writers are currently involved in copyright battles are many. Included is "The Great Pretender," published by Panther Music and a smash seller via the Fifties' disk on Monterey's "White Label," pub- lished by Southern and also a hit via the same label are Meric's "It's Almost Tomorrow," published by Norcross in 1948, and also a seller via the Dream Werewer on Dee. In each of these instances, clauses have been filed against the songwriters.

The list also claims a predilection on "Hearts of Stone," published by Peretti, that hit via the girl in the pool field by the Fostone Sisters and in the final count was purchased by the Champs on Charms on De Luxe. In this case, the authors have been asked to withdraw from the record.

Time for DJ's to Watch Step, Says Randle

NEW YORK — The irresponsible actions of some deejays today are giving the industry a bad name, disk jockey Bill Randle (WABC—"The Big Apple") told a group of students at the American Radio Conference in New York on Monday. "If we search here Monday (2) night, he was asked. "I will find a business conducted by Bill Smith, The Billboard's ex-editor, that is pulling the necessary business in general, said Randle, is currently undergoing the strongest attack they've ever been subjected to, what with accusations of pay-ola, record hop bets, anti-rock and roll drivers, etc. Some jocks haven't felt the effects of the attacks on their audience ratings, said Randle, and those who have seen them where it hurts the most — at the sponsor level. Advertising will soon come, don't want their products sold (Continued on page 23)

**Deep South R&R Hassle**

BIRMINGHAM — Rock and roll was blasted last week here by the nation's largest religious leaders, who have started a campaign to rid all local juke boxes of rock and roll music.

Local coin machine operators say that they have not yet been con- tacted by any religious group. Area (Ace) Carter, executive secre- tary of the Alabama State Council of Churches, is speaking, at a rally here in (Continued on page 26)

**ALCO Repeats New Machines**

— HOLLWOOD — ALCO Re- search & Engineering Corporation, independent record pressing, plant announced today that it has ordered the installation of six injection mold machines that will increase the ca- pacity of the plant by more than 50 percent.

New equipment will produce 45 r.p.m. records only, operating on a 21-month program beginning in approxi- mately 24 seconds.

Carl Perkins in Memphis After Crash

WILMINGTON, Del.—Country singer Carl Perkins, seriously in- jured in an auto crash near De- cer, Del. March 21, while on route from Norfolk, Va., to New York for his debut at the Mike Perry Com- TV show, was transferred last week-end from a local hospital to a hospital in Memphis for examination of injuries. Perkins suf- fered a spine injury and numerous cuts about the head and body and physicians fear that he will be out of action for at least a month.

Carl Perkins of Sun Records, who has been a top seller on the charts all week after being involved in a car crash, was taken to a hospital in Memphis by the Red Cross, local reports said.

Carl Perkins, born in the sun of "Blue Suede Shoes," in relation to the Fred Ince incident—where record rock and roll is a "communicable disease with musical symptoms" and driving teenagers to do out- of-control acts and create a social and trilingualist.

Kaye personally prefers to sit and say away rather than rock and roll, he claims. He certainly prizes the right to do so, he says. Consequently, the scene is full of 's cute, respectable young men who join and roll on much the same plane as Kaye long ago.

While Kaye acknowledged that young-unoughts were mischievous in a theater should be punished and penalized, "These don't injure the public in any way. If respectable young men who join rock and roll music automatically put them in the same class as the wrong- doers ... Some years ago when the teenage scene was young, there were persons among them; perhaps you've called them 'dregs' and delinquents. I have no stake in the same perception which was, first defined the forty year past.

In line with Kaye's statement about the controversy kicked up by swing music in the past (Continued on page 21)

**TIE NO DISEASE**

Sam, B. G. & Paul champion R&R

By JUNE RUNDLE

NEW YORK — Rock and roll, which has been getting kicked around from almost the beginning by authorities in key cities across the country, are finding their last defense via those three statements Allen Nev- ison model geriatrics — Sammy Kaye, Bongos, and Paul Weller. The trio moved off in favor of t.r.o., the most recent display of antipathy toward the teen-age culture. Now more than ever, the police have to declare that some crazy, the state Theater following the three-day appearance March 24, 25, 26 on stage in the Grandstand "Rock & Roll" show. Altus Wrens deny feeling any wrong, the police have claimed to have arrested 31 teenagers at the theater over the weekend.

By Francis J. Bunc-Les, of the Institute of Living, Hartford, Conn., go into the act-

Deep South R&R Hassle

BIRMINGHAM — Rock and roll was blasted last week here by the nation's largest religious leaders, who have started a campaign to rid all local juke boxes of rock and roll music.

Local coin machine operators say that they have not yet been con- tacted by any religious group. Area (Ace) Carter, executive secre- tary of the Alabama State Council of Churches, is speaking, at a rally here in (Continued on page 26)

**Deep South R&R Hassle**

BIRMINGHAM — Rock and roll was blasted last week here by the nation's largest religious leaders, who have started a campaign to rid all local juke boxes of rock and roll music.

Local coin machine operators say that they have not yet been con- tacted by any religious group. Area (Ace) Carter, executive secre- tary of the Alabama State Council of Churches, is speaking, at a rally here in (Continued on page 26)

**Deep South R&R Hassle**

BIRMINGHAM — Rock and roll was blasted last week here by the nation's largest religious leaders, who have started a campaign to rid all local juke boxes of rock and roll music.
Goody's New Annex No. 1

The new annex at Goody's, located at 123 W. 32nd St., just south of the old Goody's store, will open its doors to the public on Monday, April 23. The new store features a wider selection of items and expanded departments compared to the original Goody's location.

RCA Coupon Test a Winner

RCA is offering a special coupon for a chance to win a prize in their sweepstakes. The coupon can be redeemed at any RCA store for a free entry into the weekly drawing. Winners will be announced every Monday, and the grand prize winner will receive a trip to New York City to see the Rolling Stones in concert.
MUSIC AS WRITTEN

UTTAL BOTES INTO MONUMENT & DOVER . . .
Larry Ulll bought out Bill Buchnan's interest in Monument Music and Dover Music (both BMI) last week dissolving a partnership of several years standing. Ulll will operate the firm solo henceforth, while Buchanan will concentrate on developing material via independently recorded production dates.

AMSEL-LFY Hook-Up In MCT-PUB SET-UP . . .
Talent managers Fred Amsel and Jerry Levy joined forces last week in a new management-publishing setup to be called Divisional Enterprises. Two new publishing firms, operated by the team will be Billboard Music (ASCAP) and Directional Music (BMI). The former has no connection with your favorite trade paper. Among the talent handled by the group are the Rover Boys and the Four Villagers, as well as several legit and TV acts. Amsel will maintain his interest in his two other publishing firms, Ample (BMI) and Treble Music (ASCAP).

BETHELEHEM CUTS DEALER PRICES FOR APRIL . . .
Bethlehem Records, the jazz disk specialty, cut its dealer price on April 1, and will announce an across-the-board cut in retail prices on May 1, thus giving dealers a full month to pick up an extra dollar or so on every disk sold. The new retail scale will be $3.98 for 12-inch disks and $2.98 for 10-inch LP's. At present, they sell for $4.85 and $3.98 respectively.

BARSO-TOZZI SIGNS WITH RCA VICTOR . . .
Giorgio Tozzi, the young basso-baritone, who signed a contract with RCA Victor last week, will begin his singing career with a concert at the Ravinia Music Festival in Chicago later this summer.

NEW YORK . . .
Band leader Abe West, formerly with Columbia, has recorded a couple of sides with ABC-Paramount, which will be released shortly. West was his "little band" plus a number of friends.

Bonnie & Clyde: A new movie by George Cukor, which was shot in Canada, is currently being released.

RAINBOW RECORDS

by BENNIE BENJAMIN

and

SOL MARCUS

as their next release

RAINBOW

#333

produced by EDDIE HELLER

D.J.'s, Ops, for promotional

records write Rainbow

MUSIC RADIO

THE BILLBOARD

APRIL 7, 1956

NEWS REVIEW

Vaughan Has Off Night At Zardi's

HOLLYWOOD — There isn't any room for a middle of the road attitude at Zardi's jazzed, either you like the trend of progressive jazz they offer or you don't. Unfortunately, Sarah Vaughan has one of her off-nights when caught here with the latter record of vonious to attack. Despite the fact that her tone is note, Miss Vaughan neglected to sing any of the numerous tunes she made on record, and at that one purred one of her recent recordings, "Mr. Wonderful." In some respects one appears to sing differently on a night-club stage than on record, but in a recording session, using additional modern phrasing and still not apparent in her voice. The bulk of her repertoire consisted solely of standards, many of which caught the fancy of this reporter.

-Joel Friedman

ASCAP Meets At Waldorf

NEW YORK — Annual meeting of the American Society of Composers, Authors and Publishers takes place this Tuesday (7) at Waldorf-Astoria. Statutes presented to the membership on the Society's past year are generally regarded as the earlier meeting on the West Coast, although the group's developments may occur.

Pressing matter of the meeting is the selection of candidates for the presidency, members of which Secretary Stanley Adams leaves it up to Winter members of the board have been chosen by previous years. Another matter of interest is the receiving and approval of a new award to explore the advisability or necessity of continuing the Society's logging system.

Hoffman Sales Zoom In '55

HOLLYWOOD — Hoffman Electronics, manufacturer of radio, television and phonograph equipment, last week reported sales and profits for 1955 were the second highest in the company's history. Profit for the year amounted to $1,560,590, an increase of $974,522 or per cent over 1954, while consolidated sales were $44,616,672. The company's expansion of its activities into new fields in 1956 were increasing the last couple of years, including Hoffman, president, predicted further expansion to additional fields, including a radio and high fidelity equipment will be made during 1956.

NEW YORK — Columbia's original cast album of Broadway's new smash hit musical, "My Fair Lady," was released last week to unprecedented sales welcome this week, with 100,000 copies reportedly already off the press.

"My Fair Lady" is undoubtedly one of the most anticipated summer's musical hits, with its stars Rex Harrison and Julie Andrews appealing to a wide audience of musical fans. The cast album includes hits such as "I've Grown Accustomed to Her Face," "Someone Like You," and "The Rain in Spain." The album has been a hit with both critics and fans, earning critical acclaim and popular success.

The musical is based on George Bernard Shaw's play "Pygmalion," and features songs written by Alan Jay Lerner and Frederick Loewe. "My Fair Lady" tells the story of Eliza Doolittle, a Cockney flower girl, and Professor Henry Higgins, a speech therapist who teaches her to speak with a proper accent. The musical follows their love story as Eliza transforms herself into a sophisticated lady.

The album features key songs from the show, including "I Could Have Danced All Night," "I've Grown Accustomed to Her Face," and "The Rain in Spain." The album has been a commercial and critical success, earning widespread acclaim for its music and performances.

The musical "My Fair Lady" opened on Broadway in 1956 and quickly became a box office hit, with its catchy songs and talented cast. The album release in 1956 only added to its popularity, making it a must-have for musical fans everywhere.

To order your copy of "My Fair Lady" cast album, visit your local music retailer or online music store. Listen to the timeless music of this beloved musical and relive the magic of "My Fair Lady."
Decca 29889 and 9-29889

sung by

TO LOVE AGAIN

Based on Chopin's E Flat Nocturne

The Theme From the Columbia Pictures CinemaScope Production "THE EDDY DUCHIN STORY"

b/w CHARLEY WAS A BOXER

The FOUR ACES

Featuring AL ALBERTS

A New World of Sound DECCA records
**Popular**

**BUBBLES IN THE WINE**

Lawrence Welk and His Glee Stars

Lawrence Welk's success—both on TV and in the album field—continues to be the top disappointment of the trade. The LPs he sells for Coral (Hure on The Billboard's top 20 albums last week) and his package—should chalk up another impressive sales record. The 12 selections of Welk's most danceable style and a ballpark, bounce-beat—include such current pop favorites as "LaBelle Antigua," "Poor People of Paris," and "Merryland.

GALE STORM (1-12)—Oct 2011

TV's "Mister Kilroy" is hot right now in the single field, and, if her fans are loyal, her first LP—should be an equally solid seller in the same market. The 12 biggest singles, "Teen-Age Prayer," and "I Hear You Knockin'," have been backed in by other top current pop favorites—"Memories Are Made of This," etc. An unusually heartfelt effort of the gal should also be a big sales-plot.

**Reviews and Ratings of New Popular Records**

**MONOLIGHT SONATA**...

Carnival of Venice

Carnival of Venice, Piano (1-12)

Music of this quality is not often heard on phonograph records, and this package—containing a number of Liszt piano arrangements—should please a wide audience. The piano does not seem to be Edith Heid, but it is sufficiently good to make the listener believe that there is a better one, and the whole move to the big label trade, which should help sales, is tax on Carnegie's own assets. In addition to a group of songs which are a with-back, the LP includes three newly recorded Preludes, "Etoile" by Chopin and "Fur Elise" by Beethoven.

**By Request**

Woodinville, Wash (12)

The wide selection of material in this package is an unusual feature for the usual menu of English piano music. "The Bar Bangle," "Tobacco," "Gold and Silver," "Pied Piper," "Poppies," and "My Own Garden" are all played to perfection by Dolly Ray, a pianist of remarkable ability. Lovers of piano music will get a lot out of this package. It is fresh in its execution. Jack Heid has an exact measure of musical will.

**Sway and Storm**

THE THREE INFIDELS

Jenny Kaye and Herb (9-10)

The album, "Sway and Storm" is a collection of six tunes, three of which were written by Fats Waller. The arrangements are all first class and the performance is good. A good buy for all Waller lovers.

**SUMMER EVENING SERENADE**

J. Stanley Black (1-12)

One of the best albums ever recorded, this LP was chosen to be the centerpiece of the new "Spring" series and it is a smashing success. The LP contains 12 songs, including "I Won't Dance," "Melodist of Mine," and "Am I Too Fat To Dance?" The arrangements are top-notch and the performance is excellent. A must for all jazz lovers.

**RHYTHM OF EUROPE**

N. Candido (1-12)

This album features N. Candido playing the piano and it is a wonderful collection of European music. The album contains 12 songs, including "The Blue Danube," "The Dance of the Hours," and "The Polka." The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**THE MAGIC HOUR OF VERNIE MILLIS**

H. R. 601

Vernie Millis is one of the greats in the jazz field and this LP features him playing the piano in a variety of settings. The album contains 12 songs, including "I Won't Dance," "Melodist of Mine," and "Am I Too Fat To Dance?" The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**PIANO INVENTIONS**

J. Horowitz and Hortl (1-12)

John Horowitz and Hortl have done some very fine work on this album. The album contains 12 songs, including "The Blue Danube," "The Dance of the Hours," and "The Polka." The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**ROMANCE IN REHEARSAL**

J. Davio and J. G. (1-12)

This album features J. Davio and J. G. playing the piano and it is a wonderful collection of European music. The album contains 12 songs, including "The Blue Danube," "The Dance of the Hours," and "The Polka." The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**Leslie Lewis on Piano**

Leslie Lewis (1-12)

Leslie Lewis is a well-known pianist and this album features him playing the piano in a variety of settings. The album contains 12 songs, including "The Blue Danube," "The Dance of the Hours," and "The Polka." The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**EVERYBODY SINGS**

Mercury MG 2613

The latter is as nice a set as you'll find all year, and the set includes a number of popular songs like "I'll Make Believe," "You and Me," and "The Old Grey Smoke." The album is well recorded and the performance is excellent. A must for all music lovers.

**Jazz**

CAT MEATS CHECK

J. R. 76

This is a compilation of a number of jazz pieces, including "I'll Make Believe," "You and Me," and "The Old Grey Smoke." The album is well recorded and the performance is excellent. A must for all music lovers.

**Best Selling Pop Albums**

Albums are ranked in terms of their national strength as of the most recent survey according to The Billboard's weekly survey of top plays at all key markets.

1. BELAFONTE—Harry Belafonte—BRA (b. May 1957)
2. THE MARVIN GARDNER ORCHESTRA—Songs for Swingin' Lovers—Decca DL 9236
3. REESE PRESLEY—Elvis Presley—RCA
4. OKLAHOMA! Sound Track—Columbia 13995
5. THE BLACK SHIELD—A Woman's Name—Columbia 13974
6. FOUR FREEMEN AND FIVE TROMBONES—Columbia 13973
7. CAROUSEL Sound Track—Columbia 13972
8. SONGS OF THE HOMEBLUE—Music Box B-1002
9. JULIUS CAESAR—Music Box B-1003
10. SPARKLING STRINGs—Lawrence Welk—Coral 75611

**Reviews and Ratings of New Classical Releases**

**PROSPECTUS: LOVE OF THREE ORANGES SUITE—LIEUTENANT COMMANDER JOANNES V. G. ROURKE**

The three suites of the three major operas of Verdi, Otello, Il Trovatore, and La Forza del Destino, are included. The LPs contain 12 songs, including "The Bar Bangle," "Tobacco," "Gold and Silver," "Pied Piper," "Poppies," and "My Own Garden." The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**BEEKMAN SYMPHONY NO. 1—CARLYLE HAMMOND**

This album features Carlyle Hammond playing the piano and it is a wonderful collection of European music. The album contains 12 songs, including "The Blue Danube," "The Dance of the Hours," and "The Polka." The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**BEECHMANS SYMPHONY NO. 4—HARRISON PASKIN**

This album features Harrison Paskin playing the piano and it is a wonderful collection of European music. The album contains 12 songs, including "The Blue Danube," "The Dance of the Hours," and "The Polka." The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**HINDLOPPE SYMPHONY DER MAER DELTA SYMPHONY BAND—J. E. MELVIN**

This album features J. E. Melvin playing the piano and it is a wonderful collection of European music. The album contains 12 songs, including "The Blue Danube," "The Dance of the Hours," and "The Polka." The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**NEW OVERWIGHT FREE FREEMEN—DELTA WINDS**

This album features Delta Winds playing the piano and it is a wonderful collection of European music. The album contains 12 songs, including "The Blue Danube," "The Dance of the Hours," and "The Polka." The performance is excellent and the arrangements are top-notch. A must for all music lovers.

**ALDEN—THE IRISH FANTASIES**

This album features Alden playing the piano and it is a wonderful collection of European music. The album contains 12 songs, including "The Blue Danube," "The Dance of the Hours," and "The Polka." The performance is excellent and the arrangements are top-notch. A must for all music lovers.
HER GREATEST!
Topping "I Hear You Knockin'" Topping "Teen Age Prayer"

Gale Storm
In her greatest record ever

Ivory Tower
1st Shipment: 150,000

DOT 15458
b/w I Ain't Gonna Worry
RCA Victor Converts
29 All-Time Best-Selling Albums From 10" To 12" Long Play!

- Colorful New Covers for Maximum Eye-Appeal
- Proved Performances by Top RCA Victor Artists
- One Price...One Size...for Streamlined Sales

It's the biggest, best album conversion on record! Twenty-nine proved best-sellers have had tunes added to make the more popular, faster-moving 12-inch Long Play size! All are re-packaged in new, exciting, colorful Long Play and 45 EP sleeves for greatest impact at the point of sale. And all feature sales-tested performances by top flight RCA Victor artists.

This great conversion program is another example of how RCA Victor is helping you, the dealer, modernize your selling procedures through simplified pricing and uniform package sizes! Cash in on these best-selling albums now. Call or write your distributor and place your order today.

the dealer's choice
### The Nation's Top Tunes

#### Trade Mark Reg.

**For survey week ending March 28, 1956**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor People of Paris (Jean's Song)</td>
<td>13</td>
</tr>
<tr>
<td>Lisboa Antiqua</td>
<td>21</td>
</tr>
<tr>
<td>Rock and Roll Waltz</td>
<td>17</td>
</tr>
<tr>
<td>Why Do Fools Fall in Love?</td>
<td>17</td>
</tr>
<tr>
<td>Heartbreak Hotel</td>
<td>17</td>
</tr>
<tr>
<td>Eddie My Love</td>
<td>17</td>
</tr>
<tr>
<td>Juke Box Baby</td>
<td>17</td>
</tr>
<tr>
<td>Mr. Wonderful</td>
<td>17</td>
</tr>
<tr>
<td>A Tear Fell</td>
<td>17</td>
</tr>
<tr>
<td>He</td>
<td>14</td>
</tr>
<tr>
<td>Bo Weevil</td>
<td>14</td>
</tr>
<tr>
<td>Innamorata</td>
<td>14</td>
</tr>
<tr>
<td>Ivory Tower</td>
<td>14</td>
</tr>
<tr>
<td>Magic Touch</td>
<td>14</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'll Be Home</td>
<td>9</td>
</tr>
<tr>
<td>Blue Suede Shoes</td>
<td>11</td>
</tr>
<tr>
<td>Theme from The Three Penny Opera (Moritiat)</td>
<td>10</td>
</tr>
<tr>
<td>Great Pretender</td>
<td>17</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Was the One</td>
<td>28</td>
</tr>
<tr>
<td>Tuttifrutti</td>
<td>21</td>
</tr>
<tr>
<td>Rock Island Line</td>
<td>1</td>
</tr>
<tr>
<td>To You My Love</td>
<td>1</td>
</tr>
<tr>
<td>Dinnertime Doll</td>
<td>24</td>
</tr>
</tbody>
</table>

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.
one of the
"MOST PLAYED by DISC JOCKEYS"

BOB MANNING

his great first for RCA Victor

From the Columbia Picture "The Eddie Duchin Story"

TO LOVE AGAIN

b/w SING ME A LOVE SONG
RCA Victor 20/47-6462

the dealer's choice RCA VICTOR
**Best Sellers in Stores**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Label</th>
<th>Artist</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock and Roll Waltz</td>
<td>BMI</td>
<td>Eddie Rabbett</td>
<td>23</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>Teen-Agers</td>
<td>20</td>
</tr>
<tr>
<td>Great Pretender</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>10</td>
</tr>
<tr>
<td>The Heartbreak Hotel</td>
<td>BMI</td>
<td>E. Presley</td>
<td>9</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>Teen-Agers</td>
<td>8</td>
</tr>
<tr>
<td>See You Later, Alligator</td>
<td>BMI</td>
<td>B. Haley</td>
<td>7</td>
</tr>
<tr>
<td>Eddie My Love</td>
<td>BMI</td>
<td>Flatzer</td>
<td>6</td>
</tr>
<tr>
<td>Three from the Three Penny Opera</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>5</td>
</tr>
<tr>
<td>Magic Touch</td>
<td>BMI</td>
<td>Flatzer</td>
<td>4</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>B. Haley</td>
<td>3</td>
</tr>
<tr>
<td>Saints Rock and Roll (ASCAP)</td>
<td>R.C.O.K.</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Eddie My Love (BMI)-Chordettes</td>
<td>Chordettes</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Long Tall Sally</td>
<td>BMI</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Theme from the Three Penny Opera</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Main Title Man with the Golden Arm</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Ivory Tower</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>1</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Label</th>
<th>Artist</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock and Roll Waltz</td>
<td>BMI</td>
<td>Eddie Rabbett</td>
<td>23</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>Teen-Agers</td>
<td>20</td>
</tr>
<tr>
<td>Great Pretender</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>10</td>
</tr>
<tr>
<td>The Heartbreak Hotel</td>
<td>BMI</td>
<td>E. Presley</td>
<td>9</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>Teen-Agers</td>
<td>8</td>
</tr>
<tr>
<td>See You Later, Alligator</td>
<td>BMI</td>
<td>B. Haley</td>
<td>7</td>
</tr>
<tr>
<td>Eddie My Love</td>
<td>BMI</td>
<td>Flatzer</td>
<td>6</td>
</tr>
<tr>
<td>Three from the Three Penny Opera</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>5</td>
</tr>
<tr>
<td>Magic Touch</td>
<td>BMI</td>
<td>Flatzer</td>
<td>4</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>B. Haley</td>
<td>3</td>
</tr>
<tr>
<td>Saints Rock and Roll (ASCAP)</td>
<td>R.C.O.K.</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Eddie My Love (BMI)-Chordettes</td>
<td>Chordettes</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Long Tall Sally</td>
<td>BMI</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Theme from the Three Penny Opera</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Main Title Man with the Golden Arm</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Ivory Tower</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>1</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Label</th>
<th>Artist</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock and Roll Waltz</td>
<td>BMI</td>
<td>Eddie Rabbett</td>
<td>23</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>Teen-Agers</td>
<td>20</td>
</tr>
<tr>
<td>Great Pretender</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>10</td>
</tr>
<tr>
<td>The Heartbreak Hotel</td>
<td>BMI</td>
<td>E. Presley</td>
<td>9</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>Teen-Agers</td>
<td>8</td>
</tr>
<tr>
<td>See You Later, Alligator</td>
<td>BMI</td>
<td>B. Haley</td>
<td>7</td>
</tr>
<tr>
<td>Eddie My Love</td>
<td>BMI</td>
<td>Flatzer</td>
<td>6</td>
</tr>
<tr>
<td>Three from the Three Penny Opera</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>5</td>
</tr>
<tr>
<td>Magic Touch</td>
<td>BMI</td>
<td>Flatzer</td>
<td>4</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>B. Haley</td>
<td>3</td>
</tr>
<tr>
<td>Saints Rock and Roll (ASCAP)</td>
<td>R.C.O.K.</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Eddie My Love (BMI)-Chordettes</td>
<td>Chordettes</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Long Tall Sally</td>
<td>BMI</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Theme from the Three Penny Opera</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Main Title Man with the Golden Arm</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Ivory Tower</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>1</td>
</tr>
</tbody>
</table>

*Best Selling Sheet Music*

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Label</th>
<th>Artist</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock and Roll Waltz</td>
<td>BMI</td>
<td>Eddie Rabbett</td>
<td>23</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>Teen-Agers</td>
<td>20</td>
</tr>
<tr>
<td>Great Pretender</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>10</td>
</tr>
<tr>
<td>The Heartbreak Hotel</td>
<td>BMI</td>
<td>E. Presley</td>
<td>9</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>Teen-Agers</td>
<td>8</td>
</tr>
<tr>
<td>See You Later, Alligator</td>
<td>BMI</td>
<td>B. Haley</td>
<td>7</td>
</tr>
<tr>
<td>Eddie My Love</td>
<td>BMI</td>
<td>Flatzer</td>
<td>6</td>
</tr>
<tr>
<td>Three from the Three Penny Opera</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>5</td>
</tr>
<tr>
<td>Magic Touch</td>
<td>BMI</td>
<td>Flatzer</td>
<td>4</td>
</tr>
<tr>
<td>Why Fools Fall in Love</td>
<td>BMI</td>
<td>B. Haley</td>
<td>3</td>
</tr>
<tr>
<td>Saints Rock and Roll (ASCAP)</td>
<td>R.C.O.K.</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Eddie My Love (BMI)-Chordettes</td>
<td>Chordettes</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Long Tall Sally</td>
<td>BMI</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Theme from the Three Penny Opera</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Main Title Man with the Golden Arm</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>2</td>
</tr>
<tr>
<td>Ivory Tower</td>
<td>ASCAP</td>
<td>Flatzer</td>
<td>1</td>
</tr>
</tbody>
</table>

*TOP RECORD POPULARITY CHARTS*
Mercury Hits With Hot Groups!

THEIR LATEST AND ABSOLUTE GREATEST!

"Who’s Gonna Take You To The Prom"
AND
"Bella Bambinella"
THE GAYLORDS . MERCURY 70834

ALREADY ON ALL BEST SELLING CHARTS!

"The Magic Touch"
AND
"Winner Take All"
THE PLATTERS . MERCURY 70819

TWO SIDED SMASH!

"Out Of The Picture"
AND
"Honey Hair, Sugar Lips"
THE CREWCUTS . MERCURY 70840

SECOND HIT IN A ROW!

"Church Bells May Ring"
AND
"Little Girl Of Mine"
THE DIAMONDS . MERCURY 70835

MERCURY RECORD CORPORATION, CHICAGO, ILLINOIS
the Spotlight is on...

JONI JAMES

Singing Her New HIT Record

I WOKE UP CRYING
THE MAVERICK QUEEN

(From Republic Film
"The Maverick Queen")

Orchestra and Chorus
Conducted by
DAVID TERRY

M-G-M 12213—K-12213

M-G-M RECORDS
THE GREATER NAME IN ENTERTAINMENT

407 SEVENTH AVE., NEW YORK 18, N.Y.
**THIS WEEK'S BEST BUYS**

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

**SAINTS ROCK AND BOLL (Northern, ASCAP)**

R-O-C-K (Valleybrook, ASCAP)—Bill Haley and the Comets—Decca 29875—Dealers and operators in all parts of the country report another solid hit in Haley's latest. Both sides are garnering substantial hold, with the "Saints" side holding a slight edge. Past action placed the disk in the No. 21 slot of the national retail chart this week. It was a previous Billboard "Spotlight" pick.

**MOONGLOW AND THEME FROM "PICNIC"** (Mills, Columbia Pictures Music, ASCAP)—George Cates Ona—Coral 61618—Morris Stoloff and Columbia Pictures Ork Decca 29888—Once more a movie that is proving potent basic material for several sides. The two sides are wasting no time in getting good holds on the various sales territories, and have outdistanced the opposition. Cates is enjoying the advantage of earlier delivery in most areas; the Decca disk holds a trump in being the original sound track music, which many who have seen the movie are demanding. Both should find their ways into the charts shortly. The flip of the Cates record is "Rio Rattanella" (Famous, ASCAP); that of Stoloff's is "Theme From "Picnic" (Columbia Pictures Music, ASCAP).

**TWO YOUNG TO GO STEADY** (Bobbiott, ASCAP)—Nat (King) Cole—Capitol 3390—Despite earlier availability of Pastel Page's reading of the tune, Cole is coming ahead quickly and, in many territories, taking a definite lead. New York, Philadelphia, Baltimore, St. Louis, Atlanta and Los Angeles were among the cities where this was happening. Providence, Buffalo, Durham, Nashville, Milwaukee and other areas also indicated good sales. Flip is "Never Let Me Go" (Famous, ASCAP). A previous Billboard "Spotlight" pick.

**COMING UP STRONG**

Listed below are records which have shown solid trade response during the past week, with 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. **Main Title & Molly-O**
   (Themes From "Man With the Golden Arm")
   
   Dick Jacobs
   (ASCAP) Coral 61606

2. **Ivory Tower**
   
   Otis Williams
   (ASCAP) De Luxe 6003

3. **Innamorata**
   
   Jerry Vale
   (ASCAP) Columbia 40654

4. **To You, My Love**
   
   Nick Noble
   (ASCAP) Mercury 70021

5. **Moonglow**
   (Theme From "Picnic")
   
   George Cates
   (ASCAP) Coral 61618

6. **Moonglow**
   (Theme From "Picnic")
   
   Morris Stoloff
   (ASCAP) Decca 29888

7. **Without You**
   
   No Other One
   (BMI; BMI) RCA Victor 84790

8. **Port-au-Prince**
   
   Nelson Riddle
   (BMI) Capitol 3374

9. **Wild Cherry**
   
   I'm Still a King to You
   (BMI; ASCAP) Columbia 40655

10. **Too Young to Go Steady**
    
    Nat (King) Cole
    (ASCAP) Capitol 3200
ABC-PARAMOUNT ANNOUNCES THE BIGGEST ADVERTISING PROMOTION IN RECORD HISTORY!

MAKING CUSTOMERS FOR THE ONLY OFFICIAL BIG MICKEY MOUSE CLUB RECORDS ON WALT DISNEY'S TV MICKEY MOUSE CLUB

Stock up now—
Stock up heavy—
Don't be left out!
Let the Disney Magic sell them for you!

26 Weeks,
16,500,000 Viewers a Day
Reaching a Total of
608,778,000
Sales Messages
APRIL 7, 1956

THE BILLBOARD

MUSIC-RADIO 37

BEST SELLING POP SINGLES

1. Wild Cherry—'I'm Still A King To You... Doe Cherry...40665...4-40665
2. Lovely One—Garonimo...The Four Voices...40483...4-40483
3. Innamorata—Second Ending...Jerry Vale...40694...4-40694
4. Can You Find It In Your Heart—Forget Her...Tony Bennett...40667...4-40667
5. We All Need Love—Carmelita...Percy Faith...40644...4-40644

BEST SELLING POP ALBUMS

1. The Great Benny Goodman...Benny Goodman...CL 820
2. Jazz Spectacular...Frankie Laine and Buck Clayton...CL 888
3. Love Music From Hollywood...Paul Weston CL 794...B 7941...B 7942...B 7943
4. Today's Top Pops...Sammy Kaye...CL 2571...B 2102
5. Songs Of The West...Norman Luboff and Choir...CL 657...B 506...B 2003

BEST SELLING MASTERWORKS

1. Shestakovitch: Violin Concerto...David Oistrakh...ML 5077
2. Brahms: Double Concerto...Vivlar, Stern, and Rose...ML 5076
3. Tchaikovsky: Symphony #4...Ormandy—Philadelphia Orchestra...ML 5074
4. Tchaikovsky: Symphony #5...Mitropoulos—N.Y. Philharmonic...ML 5075

BEST SELLING FOLK RECORDS

1. I Feel Like Crying—You're Free To Go...Carl Smith...21462...4-21462
2. I've Changed—If You Do Dear...Carl Smith...21483...4-21483
3. Run Boy—You Never Will Be True...Ray Price...21474...4-21474
4. Tennessee Teddy—Mean Mama Blues...Marty Robbins...21477...4-21477
5. Blue Suede Shoes—Let 'er Roll...Sid King & The Five Strings...21505...4-21505

NEW POP RELEASES

(From "My Fair Lady") both sides
I COULD HAVE DANCED ALL NIGHT...EVE SROWN...ACCOMMODATIONS TO YOUR FACE
Rosemary Clooney 40676...4-40676

SPECIAL RECORDINGS OF UNUSUAL INTEREST

EXCLUSIVELY ON COLUMBIA, THE COMPLETE, ORIGINAL-CAST RECORDING OF "MY FAIR LADY"
**Review Spotlight on...**

**RECORDS**

**THE FOUR LADS...** "Columbia 40674... STANDING ON THE CORNER" (Frank, ASCAP)

"My Little Angel." "Columbia 40674"... The boys have a most impressive entry here on a novelty tune from "The Most Happy Fella." Song itself could be one of the big ones from the show and The Lads' gently swinging version could be the big one. On the flip, the group achieves a pretty hymn to a lovely lady. Almost equally strong stuff. Both could break out.

**GALE STORM...** Dot 15455... **IVORY TOWER** (E. H. Morris, ASCAP)

Miss Storm has the hit look about her again with this fine waxing of the haunting theme. The Cathy Carr version has already hit the charts, but Miss Storm has the power to this heartfelt effort to catch up fast. Flip is "I Ain't Gonna Worry."

**THE AMES BROTHERS...** RCA Victor 6451...

"It Only Hurts for a Little While" (Advanced, ASCAP)

The group delivers a solid job on this unusually strong piece of material. It's got beat, lyrics and a very contagious melody with a hint of the country flavor. The Winterhalter backing adds plenty, too. Flip is "If You Wanna See Mannie Tonight," an impressive Latin item from the pic "The Revolt of Mannie Steurer" (Miller, ASCAP).

**PEGGY LEE...** Decca 20577...

"Joey, Joey, Joey" (Frank, ASCAP)

The Lee girl's, wonderful husky pipes come thru with sincere and toning on the ballad ter from "The Most Happy Fella." The tune is fine for plenty of enjoyment and when the chips are counted this version figures to be close to the top of the heap. Flip is a fine job on the standard "They Can't Take Away From Me." (Grishin, ASCAP).

**Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;DORIS&quot;</td>
<td>Doris Day</td>
<td>Columbia</td>
<td>75</td>
</tr>
<tr>
<td>&quot;LITTLE ANGEL.&quot;</td>
<td>Gale Storm</td>
<td>Dot</td>
<td>75</td>
</tr>
<tr>
<td>&quot;IT ONLY HURTS FOR A LITTLE WHILE&quot;</td>
<td>The Ames Brothers</td>
<td>RCA Victor</td>
<td>75</td>
</tr>
<tr>
<td>&quot;JOEY, JOEY, JOEY.&quot;</td>
<td>Peggy Lee</td>
<td>Decca</td>
<td>75</td>
</tr>
</tbody>
</table>

**MILLS BROTHERS**

Standing on the Corner... "DECCA 29976..." That typical Mills styling of "The Most Happy Fella" should click with fans, but it faces heavy competition in the open seat from the potent Four Lads' version. (Frank, ASCAP)

King Porter Stomp... "DECCA 39976..." The Jelly Roll Morton jazz classic has a new set of words that are milk and honey even for this great group. Many jobs will spin this, but the brothers have turned it in more likely colors. (Melrose, ASCAP)

**JONI JAMES**

I Wake Up Crying... "MGM 25219..." Miss James appears to be the best of her usual compelling self on this tune despite valiant rhythm backing. Fans insured a healthy sale, however. (Tugglewood, ASCAP)

**MIKE PHILLIPS**

Lonely Mam 1... "Rainbow 23669..."

Out of the Picture... "DECCA 29976..." A catchy, catchy version of the swinging rhythm ditty. However, the Crew Cuts' planed still the ease to beat. (Laron, BMI)
"DING DONG"
(AS FEATURED IN THE COLUMBIA PICTURE "ROCK AROUND THE CLOCK")
FREDDIE BELL
AND THE BELL BOYS
WING 90066

RED RIDES AGAIN!
"FRUIT BOOTS"
AND
"PLAID LACES"
RED PRYSOCK
WING 90070

NEW RELEASES

Forever More / Leave It To Me
WING 90067 • THE GRIFFINS

My Silent Heart / My Dearest Treasure
WING 90068 • CHARLIE JONES

Tell Me Why / As Long As I Love
WING 90069 • MARIE KNIGHT

Lovers In Love / This Is Where I Came In
WING 90071 • TOMMY PRISCO

CURRENT BEST SELLERS

The Man With The Golden Arm / I Should Care
WING 90063 • BUDDY MORROW

Doot Doot Dow / I Don't Want Nobody
WING 90064 • BUDDY JOHNSON

Monkey See Monkey Do / Eyes Of Fire, Lips Of Wine
WING 90065 • JERRY WALLACE

Baby Girl Of Mine / Flowers, Mr. Florist Please
WING 90056 • BOBBY SHARP
Tunes With Greatest Radio-TV Audience

**Radio**

Ask Mr. (R) - ASCAP

Can You Find It in Your Heart? (R) - Warner - ASCAP

Pleasant Dreams (R) - Warner, Voce & Co. - ASCAP

**Television**

A Little Love Can Go a Long Way (R) - Northern - ASCAP

And the Angel Sang (R) - Warner, Voce & Co. - ASCAP

**The Original and the Hottest Record in America**

WHEN DAVID THE MAN LAVIN'

ONE LOVE

LOSE 3rd Week

THE ROSES

JOHNSTON ISLAND WEHRYIN'

Pop*larky

MAN

BEST SELLER

www.americanradiohistory.com

ARM OF SELLER"
WHAT A STAKE
YOU'VE GOT IN THE BILLBOARD'S

M.O.A. CONVENTION
SPECIAL
MAY 12th

Billboard's 1956 M.O.A. Convention issue will be so full of downright necessary-to-the-business information that it'll be kept... kept... kept for reference during the months to come... particularly since Billboard's new, stitched and trimmed format keeps Billboard all in one piece, for easier reading.

Just look what you'll be getting

... here's a partial list of contents:
9th Annual Juke Box Operator Poll
Billboard's once-a-year survey of what operators themselves are doing to build bigger business... record planning, promotion, programming.

The "Dime Play"—its progress, future, etc.
Juke Box Programming—a series of successful case histories
Plus side of the ledger Public Relation
The Yearly wrap-up of the whole juke box business
And pages more of operation news and doings across the country...

what's ahead in '56!

Talent and Record Manufacturers

HERE'S YOUR SELLING STAKE!

This Billboard's particularly wired for sales! It makes a terrific impact on the men who program your records... buy 'em and sell 'em. You get extra distribution, too...

TALENT: Make absolutely sure your personal ad's there with all the other toppers in the business... you'll be missed if you're absent... and you, yourself will miss out on your biggest sales opportunity!

MANUFACTURERS: Don't miss this tremendously vital once-a-year opportunity to sell your product... your artists... top names... top tunes to this basic, important segment of the music industry!

We'll be glad to help you plan your ad. Reserve big space by phone today!

CLOSING DATE FOR YOUR AD: MAY 3d—RUSH YOUR COPY NOW!

Cincinnati 22, Ohio
Dunbar 1-4440

New York 26, N. Y.
Plaza 7-2800

Chicago 1, Ill.
129 W. Randolph St.
Central 6-8761

St. Louis 1, Mo.
580 Arcade Bldg.
Central 1-0443

Hollywood 28, Calif.
600 Sunset Blvd.
Hollywood 5-9931

Copyrighted material
Smart dealers know that the top records bring in traffic for
additional sales. And that's why the faster the dealer
gets from Uptown pays off... for dealers and operators get all the
hot numbers while there's lot! No lost sales... bigger
volume! Try our convenient one-stop service. Get all the
labels in one order... one shipment. Save on freight charges.
... save time and aggravation. No substitutions, no back
orders, no delays. Once you've tried our service you'll know why
so many dealers say, "I pay $5 extra per record, but I
make more money with Uptown service."

VOX JOX
by June Bundy

"OH YOU KID" DEPARTMENT:
In an effort to help some
platter artist, grab off publicity,
speccifically Jerry Griffin, WNSS,
and David Michael Perry, WKDR
have put a picture of being unlabeled
"matchmen." Griffin, for in-
stance, recently had handleur
Les Elbert and other local jocks
pick "Miss Destiny of the South-
er Tier." The only bad feature,
writes Griffin, was that the jocks
had to mug it with a moped and
select the girl they liked best.
Then the audience selected their
favorite from our candidates. Many
of the young female escorts got hot
under the collar because they thought
we poor disk spinners were giving
their girls the eye.

YESTERDAY'S TOPS--
The notice's top tunes on records
as reported in The Billboard
APRIL 6, 1949
1. Old, What Is Seemed to Be
2. Personality
3. One-Zy, Two-Zy (I Love You
4. You Won't Be Satisfied (Until
You Break My Heart)
5. World Is Mine
6. You're Frame My Heart
7. Day by Day
8. Symphony
9. I'm Always Chasing Rainbows
10. Almost Gone
11. Seems Like Old Times
12. Some Sunday Morning
13. I'll Never Tell
14. I'm Glad I Waited for You
15. Sioux City Sue

APRIL 7, 1951
1. If
2. Mocking Bird Hill
3. Be My Love
4. Ada Dula Highwayman
5. Would I Love You?
6. Tennessee Waltz
7. My Heart's Confession
8. Sparrow in the Tree Top
9. You're Just in Love
10. It Is No Secret

All came to a happy ending, but
this sort of thing could prove
hazardous. . . . In the name of
sweet publicity Potts actually of-
fered himself up a date. Carrying
a loving mace, he and Mike
McManus intercepted girls on the
sidewalk last month and asked
them to give ideas on "trapping
men." The girls who offered the
best suggestions won a double
date (dinner, dancing and tickets to the
movie) with Potts and McManus.
The two jocks were billed that
week as 'the town's eligible
young bachelor, and Potts con-

demned: "We both had a hard time
facing all the other guys in the
town."

CHANGE OF THEMES: In an
attempt to cash in on changes in
jockey personnel since the first of the
year, the Von Jen column is extra
heavy on these items. . .

Bran Franklin, formerly with
WYSY, Clermont, N. H., is
now working for the Armed
Forces Radio Service, New
York City, where he handles the
Armistead Service's broadcast
of pro-basketball and major
league baseball, which are beamed
to all points of the globe
without charge. . . . Carl
Reeves, KGGE, Coffeyville,
Kan., has switched from a
new-hour-and-15-minute morning
show, "Carl Calling," to addi-
tion his regular two-hour

MAC'S VINYL KEYHOLE
54 ABOVE COST
FREE TITLE STRIPS TO OPERATORS

"IN A ROMANTIC MOOD"
OSCAR PETERSON WITH STRINGS
Orchestra Conducted by Randall Garcia
Music: Mel Torme; Book: A Bill Porter With String Arrangement
IN PANORAMIC TRUE HIGH-FIDELITY $3.98
VERVE RECORDS

NEW RELEASES!!!
THE MIDNIGHTERS
OPEN UP THE BACK DOOR
WYKE, GRANNY, ROLL
Federal 12260
THE "S" ROYALES
I'M SO HAPPY YOU
CAME TO SEE ME
King 4901
JOHNNY BRANDON
R.C.A. RECORDS
BARNES LIPS
King 4909
**FORTY FAST!**

**Lettin' Sonny Forty Fast!**

Amboy, 220

MUSIC OF York

Hand in Hand with the Jockeys of the

Big League

Bally, 564.000

TV COBOL

Merry

The Pops.

ASCAP (Liberty, Red Sea)

[Image www.americanradiohistory.com]

**LETTER TO THE EDITOR**

I am writing to express my own thoughts on the recent developments in the music industry. It seems that every day brings new changes and innovations, both positive and negative.

I believe that music plays a crucial role in our lives, not only as a form of entertainment but also as a means of expression and communication. As technology continues to evolve, we are witnessing a shift towards digital music consumption. While this has opened up new opportunities for artists to reach a wider audience, it has also raised concerns about the impact on traditional music businesses.

One of the main issues I see is the erosion of the music industry's revenue model. With the advent of streaming services, music is now consumed primarily as a gratis service, which has led to a decline in album sales and live performances. This has had a profound effect on artists, who rely on these sources of income to sustain their careers.

Another concern is the impact on the overall quality of music. With the ease of album production and distribution, there is a proliferation of music that may not meet the same standards of craftsmanship and artistry. This can dilute the market, leading to a decrease in the value of music as a whole.

However, I do see some positive aspects in this trend. The digital landscape has made it easier for independent artists to reach a global audience without the need for traditional record labels. This has opened up opportunities for new voices and genres to emerge and thrive.

In conclusion, while there are challenges to be faced, I believe that the music industry has the potential to evolve and adapt to the changing times. It is important for us to support and celebrate our artists, and for the industry to embrace innovation while maintaining its core values.

Sincerely,

[Your Name]
**This Week's Best Buys**

**BLOW OUT**

**How Far Is Heaven?** (Peer, BMI)

**Dust on the Bible** (Arcuri-Rose, BMI)—Kitty Wells—Decca 29823

---

**Eddy Frazell**

**LEON PAYNE**

Two by Four (Starrled, BMI)—Standing 212—Pavar plays it straight and gets the all as he imitates Red Foley and Kitty Wells doing a good-acted parody of their act. He's an amusing and good-natured piece of work. Flip in "You Can't Lean on Me," a tune called "Rock Me, Shuttie, BMI".

**NOVELTY**

**European Ripe**

---

**C & W Territorial Best Sellers**

---

**Reviews of New & C W Records**

---

**Livingston Exits Capitol**

---

**Sacks Full Time**

---

**Record Hunter**

---

**Decca Plugs**

---

**First Time Together**

Willa Lee and Al Jerry

"Not Another Toothache"

---

**The Billboard's Music Popularity Charts**

---

**Copyrighted material**
**Most Sellers in Stores**

For survey week ending March 28

<table>
<thead>
<tr>
<th>Rank</th>
<th>Store</th>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Blue Suede Shoes (BMI) - E. Perkins</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Blue Suede Shoes (BMI) - C. Perkins</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Mystery Train (BMI) - VGM-20637</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>So. Dougone Lonesome (BMI) - J. Cash</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>WHY, BABY, WHY? (BMI) - H. Sovine &amp; W. Pierce</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Volvo Prison Blues (BMI) - C. Perkins</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td>You and Me (BMI) - B. Foley &amp; K. Wells</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>8</td>
<td>Love, Love, Love (BMI) - W. Pierce</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>If You Were Mine (BMI) - Dec 2366</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>10</td>
<td>WHY, BABY, WHY? (BMI) - C. Jones</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>Heartbreak Hotel (BMI) - E. Presley</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending March 28

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song</th>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Heartbreak Hotel (BMI) - E. Presley</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Blue Suede Shoes (BMI) - C. Perkins</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Mystery Train (BMI) - VGM20637-S</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>I, If Ever I Forget You (BMI) - C. Smith</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>WHY, BABY, WHY? (BMI) - H. Sovine &amp; W. Pierce</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Volvo Prison Blues (BMI) - C. Perkins</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td>Heartbreak Hotel (BMI) - E. Presley</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>Love, Love, Love (BMI) - W. Pierce</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>If You Were Mine (BMI) - Dec 2366</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>10</td>
<td>WHY, BABY, WHY? (BMI) - C. Jones</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>Heartbreak Hotel (BMI) - E. Presley</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending March 28

<table>
<thead>
<tr>
<th>Rank</th>
<th>Jockey</th>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Heartbreak Hotel (BMI) - E. Presley</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Blue Suede Shoes (BMI) - C. Perkins</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Mystery Train (BMI) - VGM20637-S</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>I, If Ever I Forget You (BMI) - C. Smith</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>WHY, BABY, WHY? (BMI) - H. Sovine &amp; W. Pierce</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Volvo Prison Blues (BMI) - C. Perkins</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td>Heartbreak Hotel (BMI) - E. Presley</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>Love, Love, Love (BMI) - W. Pierce</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>If You Were Mine (BMI) - Dec 2366</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>10</td>
<td>WHY, BABY, WHY? (BMI) - C. Jones</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>
• Reviews of New R & B Records

- The Impersonator
- The Soul Seekers
- The Mays Brothers
- The Changers
- The Impressions

- Duke Records

- A Star Is Born
- Randy Shipp

- Sensational Singing by Sensational Nightingales

- "See How They Lied"
- "Irish Jean"

- Big Walter
- Terrific New Artist

- Los Angeles
- New Orleans
- The Philippines
- Washington, D. C.
- Maltese Bookings

- This Week's Best Buys

- LOST DREAMS (Reeves, BMI)
- Rockin' Around (Reeves, BMI)

- Review Spotlight on...

- DUKE RECORDS

- IMPERIAL'S CHART BUSTERS!

- SMILEY LEWIS

- FATS DOMINO

- ERNIE FREEMAN

- NEW ORLEANS

- R&B & Territorial Best Sellers

- Publishing

- www.americanradiohistory.com

- Duke Records

- Offices based on live sales reports secured via Western Union teletype service from top blues and R&B doctors and the best record companies listed.
### Best Sellers in Stores

For survey week ending March 28

**RECORDS** are ranked in order of their current national selling importance in the retail field, as determined by The Billboard's weekly survey of dealers throughout the nation with a large volume of sales in records and related records. When significant action is reported on both sides of a record, position are combined to determine position on the chart. In such case both sides are listed in bold type, the leading side in top.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Chart Week</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
</table>
| 1    | March 1956 | Why Do Fools Fall in Love? | Teen-Agers | BMI-
| 2    | March 1956 | Blue Suede Shoes | C. Perkins | BMI-
| 3    | March 1956 | Eddie, My Love | Teen Queens | BMI-
| 4    | March 1956 | Drowned in My Own Tears | R. Charles | BMI-
| 5    | March 1956 | Long Tall Sally | Little Richard | BMI-
| 6    | March 1956 | Great Pretender | Platters | BMI-
| 7    | March 1956 | Speedoo | Cadillacs | BMI-
| 8    | March 1956 | 10 in Mexico (BMI)-Clusters | BMI-
| 9    | March 1956 | I'll Be Home | Flamingos | BMI-
| 10   | March 1956 | Devil or Angel | Clovers | BMI-
| 11   | March 1956 | Hey, Doll Baby | Atlantic 1083 | BMI-
| 12   | March 1956 | Tutti Frutti | Little Richard | BMI-
| 13   | March 1956 | Magic Touch | Platters | BMI-
| 14   | March 1956 | In Paradise | Cloopers | BMI-
| 15   | March 1956 | Ain't That Lovin' You, Baby? | R. Reed | BMI-

### Most Played in Juke Boxes

For survey week ending March 28

**SIDES** 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 10% proportion ofjuke and similar records. When significant action is reported on both sides of a record, position are combined to determine position on the chart. In such case both sides are listed in bold type, the leading side in top.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Chart Week</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
</table>
| 1    | March 1956 | Drowned in My Own Tears | R. Charles | BMI-
| 2    | March 1956 | Why Do Fools Fall in Love? | Teen-Agers | BMI-
| 3    | March 1956 | Blue Suede Shoes | C. Perkins | BMI-
| 4    | March 1956 | Great Pretender | Platters | BMI-
| 5    | March 1956 | Devil or Angel | Clovers | BMI-
| 6    | March 1956 | Eddie, My Love | Teen Queens | BMI-
| 7    | March 1956 | Whoop | Little Walter | BMI-
| 8    | March 1956 | Ain't That Lovin' You, Baby? | R. Reed | BMI-
| 9    | March 1956 | Down in Mexico | Coasters | BMI-
| 10   | March 1956 | Turtle Doovy | BMI-Atco | BMI-
| 11   | March 1956 | Bo Weevil | E. Domino | BMI-
| 12   | March 1956 | Tutti Frutti | Little Richard | BMI-
| 13   | March 1956 | You Later, Alligator | R. Haley | BMI-
| 14   | March 1956 | Bo Weevil | E. Domino | BMI-
| 15   | March 1956 | Need Your Love So Bad | Little Willie John | BMI-
| 16   | March 1956 | Heartbreak Hotel | E. Presley | BMI-
| 17   | March 1956 | Devil or Angel | Clovers | BMI-
| 18   | March 1956 | My Happiness Forever | R. Baker | BMI-
| 19   | March 1956 | Please, Please | J. Brown | BMI-
| 20   | March 1956 | I'll Be Home | Flamingos | BMI-

---

**Dinah-might?... Dinah Will!!**

Her Most Fabulous Release Headed For Hitsville!

**"LET'S GET BUSY TOO"**

AND **"LET'S GO AROUND TOGETHER"**

MERCURY 70833

---

**Copyrighted material**
NEW YORK — The biggest organized rodeo offering thus far this season, the Jack Richstock Memorial Rodeo, which opened here yesterday, will be given in the Manhattan Square Garden, is expected to have a total attendance of 65,000. The event is sponsored by the New York State Rodeo Association and the New York Arena Association.

The show will be in three parts: the opening night, featuring the rodeo; the second night, a special exhibition of the city’s top teams; and the third night, a Western rodeo, featuring the city’s top teams as well.

The opening night will feature the rodeo, which is known for its high-quality acts. The second night will feature a special exhibition of the city’s top teams, while the third night will feature a Western rodeo, featuring the city’s top teams as well.

Calgary Zoo Names Lancaster President

CALGARY, Alta. — George L. Lancaster, newly elected president of the Calgary Zoo, was inaugurated at its annual meeting. Howard MacPherson, who has been in charge of the zoo for the past 10 years, was re-elected vice-president.

The Calgary Zoo had receipts of $10,000 for the first six months of the year, and is expected to make a profit of $25,000. Donations brought the society’s balance to $33,500.

Mrs. America in Last Round

NEW YORK — Bert Nevins, the New York World Telegram photographer, turned in his best work in the final round of May 29, with his picture of the American Cowboy Association’s champion horse, Spirit, being ridden by Bob Spence, who was later named the best rider of the year. The picture was taken on the rodeo grounds.

Also the Great Frederick, steam-powered, which is owned by the late John H. Leffingwell, was exhibited. The Great Frederick is a 12-foot, 3-ton, single-take engine. Jack Joyner’s came in second, followed by the St. Louis Zoo. The Flying Riders are some personnel from the old World’s Fair, who made a great impression on the audience.

OSGEOIL, Ind.—This Hoosier town will celebrate its 100th birthday on August 3, with a week-long series of events, including parades, concerts, and a rodeo. The town is the home of the Lewis and Clark Expedition.

Special promotions will be offered by the American Legion, Florence, and the Merchants’ Association, with special events scheduled to open the festivities.

American Tent Sales Cue Big Biz—Sanders

NORFOLK—If canvas buying is any criterion, outdoor show business for 1938 was a good year, according to Bill Sanders, president of the American Tent Corporation here.

The show is expected to have a large first local business with many of the South’s largest firms, including Southern, Southfield, Buffalo, and Salt Lake City, as well as the firm’s new plant, expected to be in operation by the end of the year.

Additional units can be added to the existing orders, and Sanders expects that the company will be able to increase its output to meet the demand.

The initial set of units is currently being manufactured, and Sanders estimates that they will be completed in the next few weeks. The company expects to have a full range of units ready for delivery.

Cincinnati Shrine Annual Set With Joyce, Jacot, Marquis

CINCINNATI — The Cincinnati Shrine Circus, produced by Bill Hunter, opened at the Cincinnati Gardens Monday (2) for its annual one-week stand under the big top. Organizers have spent a week between its closing at Dayton and its opening here.

The day call for more mats and the final arrangements for the annual show were made at the Ohio State Fair Wednesday.

Following Columbus, the 1,000-mile jump to Fort Williams, Ohio, and the 1,000-mile route to the Ohio State Fair, the show will move to a new location. It is expected to be the week of April 9, and it kicks off the string of southern stands on the show’s route. The show will feature the Cincinnati Shrine Circus and the Cincinnati Shriners.

The show will feature the Cincinnati Shrine Circus and the Cincinnati Shriners, who will be performing in the city’s largest and most popular arena, the Cincinnati Arena. The show will be a spectacular event, and will feature a variety of acts, including acrobatics, wire walkers, and clowns.

The show will also feature the Cincinnati Shriners, who will be performing in the city’s largest and most popular arena, the Cincinnati Arena. The show will be a spectacular event, and will feature a variety of acts, including acrobatics, wire walkers, and clowns.

The show will also feature the Cincinnati Shriners, who will be performing in the city’s largest and most popular arena, the Cincinnati Arena. The show will be a spectacular event, and will feature a variety of acts, including acrobatics, wire walkers, and clowns.
KIDDIELAND SURVEY

An informative report based on statistics developed from a survey conducted by The Billboard among kiddieland operators throughout the nation.

QUESTION: How many years have you operated a kiddieland?
ANSWER: Six years is the average.

COMMENT: It wasn't until shortly after World War II that kiddielands were able to come into their own. Results of the survey show that most operators entered the field about 1940 or 1950. A few reported as up to 30 years' service, and the number who have been in business 10 years is about equal to the number in for one year.

QUESTION: How long have you operated a kiddieland at this location?
ANSWER: 5.8 is the average.

COMMENT: Once a kiddielander gets into business, he's pretty certain to stay in one location. There is little moving around. Location is of great importance, and if the original site is good the kiddieland stays put. Presumably, if it is poor, it goes out of business instead of moving.

QUESTION: Please check income group into which most patrons fall.
ANSWER: Low, 6; low-medium, 10; medium, 44; medium-high, 12; high, 0.

COMMENT: Results make it clear that most kiddieland business is to be had from the medium income groups. Peak business comes from the middle group, and its low and high variations contribute in nearly equal amounts. Low income people can't afford it; high income people are fewer.

QUESTION: Which method best describes how you arrive at attendance figures?
ANSWER: Ticket sales, 55; auto count, 3; gate count, 6; other, 2.

COMMENT: With most spots operating with a free gate, how to calculate attendance becomes a problem. Further complications enter when strip tickets are used. Thus, some operators turn to car counts or various kinds of gate checks. But the overwhelming majority relies on some form of ticket counting. This includes those whose ticket set-up permits them to count the total and arrive at a fixed attendance figure. But in most cases it is approximate, and as such an educated estimate as to actual attendance.

QUESTION: What was your average weekday attendance in 1955?
ANSWER: 400 customers is the average.

COMMENT: Reports ranged from 50 to 2,500 and more, but the survey averaged out at about 400 persons. An attendance of 300 was reported most frequently in the survey. There were as many spots reporting 1,000 daily attendance as there were places reporting 50, 500 or 400.

QUESTION: What was your average weekend attendance in 1955?
ANSWER: 2,500 is the average.

COMMENT: The range was from 300 to more than 7,500, and this averaged 2,700 persons. Most frequently reported attendances were 1,500 and 3,000, with peaks drawing 2,000, 2,500 and 5,000 in the next most frequently mentioned brackets. Here, as in the case of daily attendance figures, kiddieland operators often noted that their totals were estimated. One-third of those answering the survey either did not answer this part or stated they did not know their attendance.

QUESTION: How many persons do you employ during your operating season?
ANSWER: Most places have four or five permanent employees and about six part-time employees.

COMMENT: No clear picture or standard procedure emerges on employee numbers. However, most of the kiddielands reported no more than five full-time employees and up to six part-time employees. There was a wide range of exceptions, with some spots reporting all full-time employees or one full-time operator and many part-time employees. Very few told of having 50 or more full-time employees while others said they use 20 or more part-timers.

Only those kiddielands which are independent operators are included in this study. Excluded are those which are departments or sections of an amusement park or carnival. The line was drawn so that problems typical of one kind of operation would not be confused with those of another.

From 275 questionnaires mailed to kiddielands, The Billboard received 63 replies for a return of 18.5 per cent, considered very high by statisticians. A sampling of this size assures an acceptable cross-section of the business.

These returns came from kiddieland operators in all parts of the country. Eleven came from the South; 12 came from Western States; 14 from eastern sections of the nation and 25 from the Middle West.

Returns also proved representative of large and small cities. Using a rough rule of thumb to classify them on this point, it was noted that 21 reporting kiddielands are in large centers, while 41 are in medium and smaller centers. There also is good balance between large and small kiddielands.

This survey is another phase of The Billboard's continuing efforts to supply statistics, averages and general information which kiddieland operators have indicated they need as measuring sticks and guide posts.

QUESTION: Exclusive of your personal salary, what percentage of the gross is profit after expenses?
ANSWER: 5 per cent, one; 10 per cent, four; 15 per cent, four; 20 per cent, nine; 25 per cent, 14; 30 per cent, seven; 35 per cent, five; 40 per cent, six; 45 per cent, one; 50 per cent, two; 55 per cent, none; 60 per cent, two.

COMMENT: Most kiddielands put 25 per cent of their gross expenses into payroll costs. There are as many who spend less as there are who spend more. The range is all the way from one operator whose payroll is only 5 per cent to two operators who spend 60 per cent of their expenses in the payroll category.

QUESTION: Is your operation free from debt? If not, are you having any difficulty in making payments?

COMMENT: Fact that only one in seven kiddielands is experiencing any degree of difficulty in making payments on indebtedness is seen as significant. Many of those spots which now are free from debt are those which have been in business a number of years and have paid off earlier loans.

QUESTION: How big a problem is obtaining financing?

COMMENT: All those lenders have been slow to take loans of this type, the survey establishes that they are well in the minority. The number of operators who experience no trouble in obtaining loans is far in the majority. This would seem to indicate most money sources are aware of amusement property potentials.

QUESTION: How do you usually finance purchase of equipment?

COMMENT: Once again it is shown that banks will work with kiddieland operators. Also demonstrated is that a ready alternative is the finance plan offered by makers of equipment one is buying. Many makers offer such facilities.

QUESTION: Exclusion of land, please check how much you have invested in your operation.
ANSWER: Less than $25,000; nine; $25,000-$50,000; 18; $50,000-$100,000; 18; $100,000-$250,000; nine.

COMMENT: Results are evenly balanced, with the same number investing between $50,000 and $250,000 as invested less than $50,000. This puts the average at $50,000, going mostly for rides and concession equipment.

QUESTION: What percentage of profit on gross income did you make last year?
ANSWER: 23 per cent is the average.

COMMENT: The range of replies was as wide here as in similar questions, and no standard answer emerges. Four operators reported more than 5 per cent. Six told of making 37 per cent or more. Most people reported a 25 per cent profit minus any other single figure.

QUESTION: Do you consider this percentage of profit terrific, good, average or poor?

COMMENT: There was not always agreement between high figures in the previous question and satisfaction in this one, or between low percentages and dissatisfaction. The one operator who considered business "terrible," however, did report a 5 per cent profit. In general, those who reported 7 per cent or more felt the return was average, and those reporting 20 per cent or more usually believed this was good or above average.

(Continued on page 50)
Another Trackless Train Hits the Highway...
HEADED FOR GATLINBURG, TENN., IN THE GREAT SMOKY MOUNTAINS

Photographed in downtown Cincinnati while on route to Gatlinburg, where it will go into operation as an advertising feature and a transport pattern from their hotel to the Hunter Hills Outdoor Theater in the Great Smoky Mountains. Traveling overnight with the train were R. L. Napoleon, hotel proprietor and president of the Gatlinburg Chamber of Commerce and the Great Smoky Mountain Historical Association, his wife and son Jack (at the throttle), and Bert Leiper, director of public relations.

IDEAL FOR FAIRS • PARKS • ZOOS • LARGE AMUSEMENT AREAS

NATIONAL TRACKLESS TRAIN RUNS ANYWHERE
Needs no rails or roadbed.
Can be operated by anyone who drives an auto.
Built for Capacity—Economy—Easy Handling.
Powered by 4-wheel-drive Jeep, self-energizing brakes.
Speed ranges up to 40 miles per hour.
Size of locomotive: 15 ft. long, 55" wide, 52" high.
Size of cars: 15 ft. long, 55" wide, 46" high.
All cars follow locomotive in near Perfect pattern. Turning radius: 20 feet.

Built by the manufacturers of

CENTURY FLYER
 • Self Miniature Train built. Operates on 24" gauge tracks.

KIDDIE FERRIS WHEEL
Simple mechanism, push-button control.
Mounted on trailer if desired.

KIDDIE BUGGY RIDE
A 10-Car Deluxe Buggy Ride that delights the kiddies.

FUN HOUSES
Designed especially to fit you location and pocket book.

MIRROR MAZES
Fascinating Walk-Through Fun House with a confusing maze of mirrors.

KIDDIE PONY TROT
10 to 20 pony cars fitted with Western style leather saddles.

LAUGHING MIRRORS
Laugh-provoking mirrors that amuse both young and old.

PARK BENCHES
Designed and built for real tough usage. A lifetime product.

OLD MILLS--MILL CHUTES
Suitable for parks and permanent locations.

MAJOR ROLLER COASTERS
Engineered and built for enduring lifetime service.

COASTER CARS
We will streamline your present Coaster with our custom-built cars.

COMET, JR.
A Junior Roller Coaster sturdy enough for adults.

COMPLETE KIDDIELANDS PLANNED AND DESIGNED

You can place your confidence in national

National Rides are built complete from raw materials to the finished product in our own plant, occupying an entire city block, under the direct supervision of AUREL VASEM, its founder, with 30 years of experience designing, engineering and building money-making Rides.

PERSONAL SERVICE WHEREVER YOU ARE!
Whether you have an established amusement center and merely want to add a ride or two, or if you want complete plans for your location, the personal services of WILLIAM DE L'ORBEE JR, are available to you. He has had a lifetime of experience in planning parks and amusement areas and will be glad to discuss your problems with you. No obligations.

Write for literature describing all National Money-Making Rides

NATIONAL AMUSEMENT DEVICE COMPANY
Box 488, V A F, DAYTON 7, OHIO
THANK YOU

We wish to express our sincere thanks to all our customers and to assure the most recent ones that our production line is working top speed to get your Tilt to you as quickly as possible.

The current backlog of orders for the Tilt is indicative of the popularity and value of this ride as a top money-getter. Our only regret is that at present we are unable to guarantee immediate delivery.

ARCADE OPERATORS

The GYM CYCLE IS A SURE Money-Maker

Tripped and tested in all types of locations, the GYM CYCLE has proved tops at Parks, Kiddielands, Fairs, Carnivals, etc.

Everyone Wants to See How Fast He Can Go!

Check These Proven Advantages

- A Gym Cycle for Every Age. Three sizes of bicycles have been tested and are available.
- Made To Stand Rough Treatment. Built with few working parts, doing away with expensive repair bills and service calls.
- Can Be Repaired In Any Machine or Bicycle Shop. There is no need for expensive delays caused from waiting for parts.
- Colorful. Attractive to the eye.
- Gives Best Exercise in a Short Time.

For further information

THE GYM CYCLE AMUSE. CO.

10c Coin Operated

16 inch

20 inch

26 inch
Sparkling New for Lakes, Canals, Rivers. Ideal for Moonlight Cruises

See the LITTLE SHOW BOAT at these Locations:

★ Springlake Amusement Park, Oklahoma City, Okla.
★ Dorney Park, Allentown, Pa.
★ Riverview Beach Park, Pennsville, N. J.
★ Shrimp Boat & Yacht Basin, St. Andrews, Fla.
★ Railtown, U. S. A.
★ Panama City Beach, Panama City, Fla.
★ LeSourdsville Lake, Ohio.
★ Lake Acworth, Ga.
★ Lakewood Amusement Park, Atlanta, Ga.
★ Urbana, Illinois

You Are Cordially Invited to Visit Our New Expanded Facilities on Beautiful Lake Acworth

Replica of an Early American River Boat colorfully decorated to add dignity and nostalgia to your operations. Power supplied by conventional single propeller for fast, maneuverable and dependable service. Sturdy fiberglass top and hand-turned banisters. Optional side or front loading into plastic-covered foam rubber seats for 30 adults. (Complete with Challenger and Universal sound equipment and double chrome compressed air horns, extra cost.)

24' long • 8' wide • 12' high • Draws 8" of water • Max. speed 10-15 M.P.H. • Turning radius 20' • 35 H.P. water cooled Gray Marine engine • Hull—fiberglass over 5/8" marine plywood • 10-gallon fuel tank • Adequate buoyancy compartments in hull for safety • Brass fittings throughout.

For prices and information write, wire or phone

ALAN HAWES Manufacturing & Display Co.
30 MILES NORTH OF ATLANTA ON HIGHWAY 37
ACWORTH, GEORGIA
PHONE 6170
**RIDE MAKERS BUSY**

**Kidspots’ Growth Spurs Brisk Sales**

By JIM MCHUGH

A CONTINUING growth of Kid-
dieland installations and the spread of interest in mechanized ride
devices to other outdoor recreation centers are building an
especially good year for the manu-
facters of amusement rides. Amusement parks and carnivals, the
country's long established market, have also accounted for some brisk buy-
ing. Altogether, the premiere is being

And, as these, and other optimistic ob-
ervations, were brought to light at the
1956 Manufacturers’ Survey conducted
by the Billboard, the most optimistic note
was struck by any of the respondents
when a number of the questionnaire
writers rated the year, in a besti-
ated sense, as about the "same" as last year, which is remembered as a
most indicated gains—some realized a 25% increase.

**Kididdles Booming**

While manufacturers who limit their production to major units find
little room in the Kididdles picture, an increase in park and
carnival installations, the makers of the modest units indi-
icate that size, knowledge and experi-
ence with this market place. Nearly everyone noted that the fun
centers were continuing to pop up in
virtually every section of the country. While no figure to indi-
cate the growth arrived at, there is no question but that it contin-
ues, and in a healthy fashion.

Some manufacturers apparently
have encountered no exorbitant
interest in rides by outdoor recreational centers. Others, however, indi-
cated a keen awareness, and a
little by little pursuit of the developing
field. Their units, they noted, were finding their way to locations
ac-
dent to the amusement and other
massive council areas.

**Plan New Devices**

Virtually every one of the larger
manufacturers claims to be planning
the production of new devices. It
is unlikely, however, that any major
units will be introduced in time for this season, except on an
experimental basis. The lack of a
variety of new devices in the
amusement park, country and Kid-
dieland fields—would seem to hold
considerable promise at an outlet for
new devices, according to the
returns. The number of new oper-
ations represents a very large per-
centage of the number of new ex-
er
ers.

**Kididdles continue to outstrip**

the major ride offerings, still
another indication of the impor-
tance of the modest unit field and the
growth in this direction. A suc-
cessful Kididdles will not be
short of 10 units, and we might add
more so if space is available.

The Scrambler, manufactured by the
Stern-Herrl Chaser Co., continues,
containing the most successful of recently
introduced major units. Put into
full public service for the first time this
year and sold on a priority basis, the ride proved a big winner

(Continued on page 62)
Big Gate Booster:

Hard-Hitting TV Promotion
Clicks at Long Island Zoo

By Irwin Kirby

PROPERLY promoted, what in
crises in attendance can be ex-
ected at the kiddie zoo when a
local TV favorite makes an ap-
ppear; How much money should
be spent on this type of attraction?
Should the zoo make its animals
available for television shows, and
be they the operators go about it in
TV a better advertising medium
than newspapers or radio?
These questions and many more
confront the operators of kiddie
zoo in every part of the country,
and the locations each have pe-
culiarities not common at all.
Television appearances were
tried by one New Jersey zoo op-
erator last season over New York
metropolitan area channels. The
results were admittedly poor. Out
on Long Island, however, another
zoo hit the local Nielsen/
Muntz hard, with the result that
season jumped in the direction
right away. This zoo is sold the
date-hoisting valentine.

TV Called Best
"Bar none, it is the best ad-
vertising medium for the situation
such as ours," Mike Grimaldis
notes. The family-owned Massapequa
Zoo has gone to one of Long Is-
land's most popular amusement en-
tertainments, under management of
Michael Grimaldi Sr, and his five
sons - Mike, Anthony, Angelo,
George and John.
TheGrimaldis have had with television can be of
benefit to other operation, but not
to all, for they point out that the
situation varies greatly whereby the
operation has more to offer than
only a zoo, Massapequa Zoo's es-
trance is behind in kiddieland,
exposing patrons to the six rides
Skee-Ball alleys, non-rented rides
and some other Arcade pieces.
With this duality, coupled with the
low 25-cent admission to the
attractive enclosure, the operator
can almost keep customers
for long stretches of time, at
moderate cost.
Part of the six-acre tract, the
former Frank Buck Jungle Zoo, is
occupied by an amusement diorama
and some and just fine
story-telling booths are both part of
the deal. The feeling is that these
operations will help increase the
pulleys of the drawing of people. Television
has the big thing.
Having established the zoo in
1951, the Grimaldis tried various
attractive new age methods from time to
time. Newspaper advertising
seemed to engender a sort of
digitally good. An agency was em-
ployed but brought in little pub-
licity. Last year Mike Grimaldi
called up a New York TV station and
mentioned the zoo, offered to "get
together" on a fair arrangement
with a kiddie program, and
the ball got rolling.
Several Shows Daily
During the peak August-Septem-
ber weeks the zoo program ran as
many as 18 shows. Mike
would lay up a trunk and start on
the 40-minute trip to Times Square
at 6:50 p.m., taking the previously
arranged lift and animal
One particular day had him as "Uncle Mike," appearing as a 9 a.m. on the
Sandy Becker cartoon show over
WABD at 11 a.m. on "Hooray
Room" and meantime on "Time for
Fun," both over the ABC mother
and at 6 p.m. on the "Merry Mall-
man" show over WOR-TV. Mike
stood at his home in Jamaica
a 35-minute truck ride from Times
Square.

These kind of days were admi-
tively tough, but the results were
encouraging that they more than
offset the expense involved. Grant-
ing that in low population areas
(intercept time on TV, the Grimaldis cite that fact that
the shows they hit pretty near
attracted the kiddle market in their
area. "Uncle Mike" has been
exposed on several occasions while
making the rounds of nickel animal
food vending machines by adver-
sing kiddles. That result and the
added audience make the ex-
penditure more than worth it.
Altho some shows required a
change of animals from time to
time, a standing arrangement with
the local TV station, "TV Mallin," called for the same
money, regularly, a named as
a previous guinea pig. This was a
bit hit hard for more than three
months. Sandy Becker was made
on a three-weekly schedule and
"TV Mallin," as August Mike notes
that in most parts of the country
there is no way the zoo
operator cannot arrange appearing
on a television program catering
to kiddles, either gratis or at modest
cost.

Star Turnouts Good
Reciprocal appearances, with the
attention turning up at the zoo,
also did wonders at Massapequa
and paid for themselves every time.
A zoo would plug the ap-
pearance over TV, the park would
(batter its frame with announce-
ments, and (spraying favorable
weather) the result was usually a
staple. Massapequa Zoo's peak
for some 5,000,000 visits.
There is no fee for advertisements
in New York television for this
kind of exposure. It run
into these figures in some instances.
Massapequa Zoo has had
steadily 10 per cent attendance incre-
ase yearly since its inception and
thanks to the housing boom that
has seen Nassau Country's popu-
lation more than double (to more
than 1,000,000) in the last 10 years.
The television activity alone,
ever, caused an upswing of nearly
40 per cent in attendance compared
with previous years' figures.

As a bantam offering, a zoo-side
combination can offer a relatively
high gate price, but "bargain-
shopped" places like these on Long
Island, catering to steady repeat
business, all charge less than $1 for
admissions. Massapequa's gate is
the lowest, even since going from
daily to weekly passes.

Countdown Methods
Several head-counting methods can be employed to determine
accurately many patron figures from the TV
shows. The performance can ac-
count for pictures of them can be
picked up at the kiddie spot.
Or he can record the kiddle spot
will hand out pictures in exchange
for tokens of the sponsor's prod-
uct. He can make announcement
及其他 and special event or giveaway
can be held on the spot at a certain
day, or after gate or ride tickets
fore sale upon postal card request.
All these schemes permit a center
which would not depend on the
popular attention appearing at the
zoo.

Grimaldis use none of these
methods, having found that
television advertising has done
such things to their attendance.
"No reason to get fanatical about
head counts or percentage points,
Grimaldi says, but we get it much
better since we got involved in
the television field over time, it is
beneficial for us."
**Kiddieland Survey**

*Question:* How many rides do you operate currently?
*Answer:* Eight rides was the average.

*Question:* More operators reported seven rides than any other single number, but the number varied from none to ten rides. Six operators had seven rides; nine reported six; seven operate eight, and eight Kiddielands have nine rides. Three operators reported 13 rides, three more have 14 and three others have 15. No one reported more than 15.

*Question:* Do Kiddielands buy new or used equipment?
*Answer:* Seventeen operators reported buying predominantly new equipment. Twenty-two reported buying some used equipment. Six reported making most rides themselves.

*Question:* What prices do you charge adults for rides?
*Answer:* Twenty-seven charge adults more than children. Twenty-eight charge adults the same price as children.

*Question:* What prices do you charge children for rides?
*Answer:* Nine cents by a great majority.

*Question:* What percentage of your gross income comes from rides?
*Answer:* Half of the operators get more than 75 per cent from rides.

*Question:* Fact: Kiddielands are largely in the ride business, to the exclusion of games, food concessions, shows and other operations. One third of the operators who were asked about games, said they were not running games, and some operators who were running games sold them at cost. The situation is greatly different among some of the operators, who have a much larger percentage of their business in rides than in games. It seems that the situation is greatly different among some of the operators, who have a much larger percentage of their business in rides than in games.

*Question:* Do you own all rides on your grounds or are some leased?
*Answer:* Forty out of 36 replies said all rides were, or were not, owned by the operators.

*Question:* Do you use automatic timers?
*Answer:* Yes, 20. No, 56.

*Question:* While there are cases both for and against ride timers, that fact that a majority of operators use them on the other hand is due to the fact that a number of operators are not familiar with these devices, and some indicated they did not know they were in use.

*Question:* What are the three most popular rides you operate?
*Answer:* Merry-Go-Round, 92 points. Kiddie Train, 91 points. Coupe, 90 points.
The ROUND-UP

Park Men, Take Note....

G. C. McKellar of McKellar and Gilboa, operators of the Round-up at Bob-Le Park, Windsor, Ontario since 1954, says:

"The Ride has caused us very little trouble and we are pleased with the increase of business in 1955."

FOR FULL INFORMATION CALL

FRANK HRUBETZ & CO. 1880 South 25th Street Salt Lake, Utah
Phone 7-2417

TUBS-O-FUN RIDE

Sensational new 48 passenger Kiddie-Adult Ride. Many operators report $10.00 to $40.00 per hour with this ride.

High quality extra heavy duty construction.

HAMPTON AMUSEMENT COMPANY

Portage Des Sioux, Mo. (Phone: Skyline 3-2381)

YOU GIVE IT WITH

You give your customers the exciting moving action of a "big train" ride with the real-as-life, streamlined MT Miniature Train. You get them authentic railroad atmosphere with the flashing lights, ringing bells and stop-and-listen action of MT Automatic Crossing Signals and MT Automatic Black Signals. You give them the action ride that is already a favorite in over 300 locations throughout the country!

YOU GET IT WITH

You get increased attendance and more business at all your rides and at all your concessions from the bigger crowds attracted by your MT Miniature Train and by your MT Automatic Crossing Signals and Black Signals! You get favorable publicity and word-of-mouth advertising that brings new customers in and old customers back to ride and enjoy this most-popular-of-all attractions!

MINIATURE TRAIN CO. RENSSLEAER 1, INDIANA
FOOD-FUN FARM THRIVES
Knott’s Berry Farm, near Buena Park, Calif., has become a must for tourists in Southern California, due not only to its excellent food but a wide variety of attractions, including rides intended to whet an appetite, work off a meal, or extend a diner’s stay on the grounds. Pictured below, in order, are the Ghost Town, the first show-business installation made at the farm; a narrow gauge railroad, a cable car and Old McDonald’s Farm. At the bottom is an aerial view of the highly successful farm, with its large parking areas, many restaurants and numerous attractions. Annual gross of the farm is estimated at $8,000,000. Of this $8,000,000 is spent at concessions, such as rides and attractions.

BERRIES TO BONANZA
Rides, Attractions Build Farm Gross

BY SAM ABBOTT

Knott’s Berry Farm, which was started in 1920 when Walter Knott rented 100 acres for farming near Buena Park, has grown from an outstanding attraction, now grosses about $8,000,000 annually and is a "must" with tourists in Southern California. About 80 per cent of the gross is from Knott’s main enterprise, with the remaining $800,000 being spent at concessions, including attractions, and amusement rides. The Farm is affectionately called by the 850,000 employees and a rare few connoisseurs who consider themselves fortunate to be there, is located on Highway 28, a couple of miles from Highway 101 from San Diego to Los Angeles, about 20 miles away. In addition to this prime location, Knott’s is near the center of Southern California population and in the fastest growing section of the State. The Farm was proved by the Stanford University Research Institute when it made the survey for Walt Disney that resulted in the installation of Disneyland, about five miles away.

Near Disneyland
Alhambra (Calif.) has paid about $25,000 for the survey. Knott’s found itself right in the thick of everything. And the fact that Disneyland is in the vicinity complements the Berry Farm’s facilities. Stage coaches operated at the Farm are patronized by as many as 70,000 in a summer month. The rate is $3 and 50 cents each for children and grown-ups, respectively. A Merry-Go-Round, borrowed from Laughlin and installed last May by the father, and Runway (Boyd) Hurshbost in take advantage of the Mother’s Day patronage, will remain out its first year. On the basis of figures on hand, it is estimated that in 23 months ending June 30 the device will have carried 560,000, which for an average is about 36,000 a month. The charge is 20 cents for adults and children alike.

Accent on Food
The Knott’s operation differs from that of Disneyland in that the Farm’s operation is primarily food with amusement as an added attraction, whereas amusement is featured, with food an added service.

The Farm evolved gradually into its expansive operation without outside capital. For seven years after starting, Cordelia and Walter Knott sold the berries they grew on their rented acres at a small stand. Then Mrs. Knott began baking fresh berry pies to sell along with light lunches, which offered hot biscuits and homemade berry jam. In 1927 they bought 10 of the acres and built a tea room with only five tables.

They served their first chicken dinners in 1934. The number of patrons increased and additional rooms were added each year with the capacity jumping from 20 to 40 and then to 70. By 1940, they could accommodate 300.

Ghost Town Clicks
As patronage grew, people wandered about the grounds before and after eating. To give them something entertaining, the Knott’s started their famed Ghost Town in 1940. Next they built the Chapel and their enterprise of average was stepped up. By then their seven dining rooms accommodated 860 guests at one seating. The kitchen had been enlarged and modernized, and the Steak House was opened.

Once the Ghost Town was started the Knott’s earned the "Holly California" hoonie further, with the addition of stage coaches, the installation of the narrow-gauge San Diego & Rio Grande Railroad with steam engine, baggage car and coaches. More recently several of the famed San Francisco cable cars were installed, as was the Bird-Cage Theater, where melodramas are featured.

Russell Knott, a soft spoken man in his late 30’s, directs the Farm today. He explains that the dinner rooms serve 1,500,000 dinners a year, and that all entertainment in the area must conform to the overall theme.

Shan “Hard Sell”
No admission to the grounds is charged. Concessions and employees alike are cautioned to follow rules and get patrons buy to sell them.

Because of the free attractions and the attitude at the management, it appears to spend a day at the Farm without spending any money. Free picnic grounds are available. If visitors, of whom 22 per cent are from out of the State, want to eat there, they may do so at reasonable prices. A hot dog is 35 cents, a liberal serving of macaroni and cheese is 25 cents, including tax; a $1 luncheon is available with the cafeteria being re¬ served for businessmen on week¬ days until 1230 p.m. The famed chicken dinner is $2.50, and comes with hot biscuits and Boysenberry

Wendell Hurshbost and his father, Ray (right), operate the Desert Merry-Go-Round at Knott’s Berry Farm, near Buena Park, Calif. When the first year of the child’s operation ended, June 1, it will have ridden 350,000 patrons at 20 cents each. The device’s varied clientele includes those of all ages. The price for the whole house of the farm.
There is also a full-sized church in which services are held. Thrust out the week, a lecture is held to explain the meanings of the stained glass windows. And there is a chapel in which a taped narration of Christ's life is presented. Donations are received and non-denominational religious folders sold. But the entire proceeds, however, are given to a list of worthwhile charities and amount to almost $8,000 a year. Pricing of the folders is an expense paid by the Farm and does not come from the contributions.

There is no charge for seeing the things being built. Soft drinks are a dime and there are on the Stage Coacher, for which 30 horses are kept in modern stables, 25 and 50 cents. Admission to the Big Cat Theatre is 25 and 50 cents. Only soft drinks are sold as Russell Knotts added, the park caters to the families.

One of the few commercial attractions is the Haunted Shack, where people "grow" or "shrivel" in stature and the illusion of walking up a hill is given in water run, supposedly, uphill. A lecture is on hand to explain the strange and scientific violations. The charge here is 25 and 50 cents.

Among the scenic situations are Fulton Shores, who has "Old McDonald's Farm," in which chicken, goats and other commensal farm animals perform much the way they would in a psychologist's laboratory. A true flying show is available to those who pay the 50 and 50-cent admission charge. The word "flying" is used advisedly. This machine-driven device offers a ride similar to that of the small sugar cane grinders on Deep South farms at the fall metropolitan cooking time.

Big M-G-M Bu.

The Haunted Merry-Go-Round was installed after much consideration. It is a 55-seat device with three-abreast horses, lions, bears, giraffe, goats, reindeer and horses. This device, made by William Dentzel, was brought here from Merv's Lake and is reported to have been in Hershey Park for 33 years. When the Hurbutts bought it, it was their impression that it had been in storage for 17 years.

One of the things that proved a small problem during the installation was the ticket box. The Hurbutts obtained the oldest wood they could with which to build it. Small legs were used to guide the ticket buyers as they form a queue.

How to There

Once the Merry-Go-Round was installed, Bud Hurbut felt that it might be well to attend to it. He thought that the critter work could be changed. After this proposal was discussed with the Knotts, it remained the same, and was made, perhaps, some 50 or 60 years ago. The Knotts do not permit neons and flashing lights. Officials are more in keeping with the early South California theme as much as possible.

The Hurbutts operate their Merry-Go-Round daily from 11 a.m. to 5 p.m. On Saturdays the peak hours are from 2 to 4 and 5 to 7 in the afternoon. Sunday's busiest hours are from 3 to 6 p.m. Altho scheduled to close at 9, the Hurbutts stay until all who want to ride have had an opportunity to do so. Often there are conferences of canasta players and other adults groups at the Farm. They are the late riders, many admitting that there have not been on such a device in 40 years.

Restore Mining Town

A few years ago the Knotts began to restore Calico, one-time silver camp reduced to a town of 3,500 by a handful of abode ruins in 1887. The Knotts objective is the preservation of the remaining ruins and its faithful recreation of the mining camp as it was in the early 1880's.

Altho Calico was noted for its silver ore, Knott's Berry Farm literally has its own gold mine, current from $8,000 to $10,000 worth of gold dust is bought and placed in the mines to be passed on to those who pay 25 cents for the privilege. And this is just another reason why the Farm has proved a bonanza to its owners.

This fine endorsement of the Allan Herschell Auto Ride comes from F. E. Gooding, president of Gooding Amusements Co., Columbus, Ohio, owning 196 rides in 18 traveling units. Mr. Gooding likes this ride so well he uses two. Up-to-the-minute styling of the cars, wide, roomy seat easily holds two youngsters. Each seat has two steering wheels and each wheel has its own horn button operating an electric horn. The AH Auto Ride is light, easily portable, equipped with fluid drive and timer.

You Have Heard and Seen... Now

We Want To Prove To You On Your Grounds Without Obligation

WHAT HODGES HAND CAR RIDE CAN DO FOR YOU

DEPOSIT: We do not sell the ride until seen in operation on your grounds.

F.O.B. CHARGES: We personally deliver and supervise installation free of charge.

NOTES OR REFERENCES: This is unusual equipment, sold in an unusual way.

INTEREST: This ride makes friends and we do not charge interest.

LOSSES: Because if you do not need the ride we will not sell it to you.

OVERSELLING: We check your operation and know how many cars you need before you invest one cent.

SALESMEN: The ride seen in operation and the enthused and satisfied operator is our best salesman.

You Haven't a Thing to Lose!

HODGES AMUSEMENT & MANUFACTURING CO.

1415 WEST PRUITT ST.
PHONE MELROSE 1-1527
INDIANAPOLIS 23, INDIANA
$20 MILLION COLISEUM

N. Y. Bldg. to Open With Three Shows

MORE than two years in the building, New York's $20,000,000 Coliseum will throw its doors open on April 28 with three shows going on simultaneously. A host of innovations will be featured in the structure, which will have four suitable halls available for exhibitions, conventions and other affairs.

Outstanding features include the following:

Five high-speed freight elevators.
Air conditioning system to serve up to 32,000 persons at one time.
World's largest elevator, 49 feet long and 15 feet high.
Three sets of escalators to move 40,000 people hourly.
Nine passenger elevators.
Two-lane truck ramp from street to second floor exhibit area.
Daylight lighting by 46,000 fluorescent lamps.
Multiple Lobbies
A unique entrance system will be unveiled which has been commended upon favorably by all who have observed it. It permits separate lobbies, marquees, ticket booths and entrances for each show, even when four events are offered at the same time. A multi-level lobby will feature glass destined partitions to separate it into complete, self-contained lobbies. The system is so detailed that from each section there are escalators going right to the level used as well as elevator service of the same nature.

The Coliseum towers above one end of Columbus Circle at Eighth Avenue and 70th Street across from the southern end of Central Park. So far, 25 shows have been scheduled for 1956. Opening week, April 28, will find the building's facilities occupied by the National Automobile Show and International Philatelic Exposition.

In addition to availability of all standard facilities for public and exhibition alike, the building offers a Harry Stevens-operated liquor bar and three food bars on each floor, and a 250-seat cafeteria on the second floor.

New York's new $20,000,000 Coliseum has many notable features, such as daylight lighting from 46,000 fluorescent lamps, a two-way truck ramp which permits 45-footers to drive onto the second floor exhibit area, and a broad loading dock backed by five elevators, one of which is 49 feet long and 15 feet high and capable of lifting fully loaded trucks and trailers.
Ringling Meets AGVA, Teamsters

NEW YORK — With opening day and a preview show close at hand for Ringling Bros. and Barnum & Bailey Circus, there was anticipation about the outcome of efforts by AGVA and the Teamsters' union to organize show employees.

Union and show officials were in conference most of Friday (20). The TV show is Thursday (21) and show opening is Wednesday (26). Albeit any outcome was possible, it appeared likely that the show would open as scheduled and that it would not sign with the additional unions.

Meanwhile, a mix-up with Theater Authority, talent union com-

Champs with a new power punch!

These new Task-Force jobs pack the biggest power punch in Chevrolet truck history with the most modern engines in the industry! They're the new champs of every weight class with a V8 for every model and an automatic drive for every series!

High-powered V8's and V6's!

Short-stroke V8's are standard in all L.C.F.'s and new heavyweight haulers (extra cost in other models), with the big new 322-cu.-in., Loadmaster in models rated up to 27,000 lbs. G.V.W. — 40,000 G.C.W.! New sizes are more powerful than ever!

Work-saving automatic drives in every series!

There's revolutionary new Powermatic, with 6 forward speeds, for most middleweights and heavier! Hydra-Matic for all truck models rated up through 11,400! Both extra-cost options. See your Chevrolet dealer for details....

CHEVROLET NEW CHEVROLET TASK-FORCE TRUCKS

Anything less is an old-fashioned truck!
1956 RIDE MANUFACTURERS’ SURVEY

**UNIT** | **CAPACITY** | **PRICE RANGE**
--- | --- | ---
Meniscus Train | 24-46 | $7,070-$10,750
Kiddie Moon Rocker | 10-25 | $7,500
Ferris Wheel | 32-52 | $1,250-$3,950
Interstate Roller Coaster | 16-24 | $1,850-$3,950
Junior-Coupe | 28-48 | $7,050-$8,775
Sports Car | 6 | $4,000-$10,000
Junior Coaster | 36 | $4,200-$6,000
Mill Chaser | 18 | $5,650 up
Mighty Motar, Motile | 2 | $650

**COMPANIES**

Owenway Amusement Co., 304 W. Genesee, Detroit, Mich.
Oberfeld Amusement, U. 5, Route 1, Kensingon, Mass.
Penn Valley Mills Co., 501 S. Broad St., Cincinnati, O.
Sunoco, Inc., 211 E. Cincinnati Ave., Columbus, Ohio.
Seabreeze, 1163 Second St., Mission, Sask., Canada.
Superior, N. J.
Siltich Model Co., Inc., 215 Franklin St., Poughkeepsie, N. Y.
Standard, 201 E. Broadway, Lockport, N. Y.
Kiddieland, 2401 W. 70th Ave., Chicago, Ill.
New York, N. Y.

**STOCK CAR RIDE CO.**

Kiddie Playland Ride Co. 54 W. St. Louis Avenue Youngstown, Ohio

**KIDDIELAND CONCESSIONS**

By HOOSIER, makers of America’s finest Concession Tents and Big Tops. HOOSIER, craftsmen in canvas for over 30 years, offers you the very best at lowest price. Large Square End Tents in stock. Round End and Special Tents made to order. Prompt delivery. WRITE TODAY for Hoosier’s Free Tent Catalog.


dr.owisier

Tarps and Canvas Goods Co., Inc. P. O. Box 374, 1935-19 W. Washington St. Indianapolis 2, Indiana

**MESMORE • DAMON**

1461 Park Avenue • Thelmafer 4-3500 • New York 29

**MESSMORE**

1520 West Main St., Detroit, Mich.

**OUTDOOR NURSERY RHYME**

**FIBERGLASS KIDDIELAND ATTRACTIONS**

PLUS: Our standard MECHANICAL FIGURES, LAUGHING CLOWNS and CARNIVAL HEADS

**WORLD’S FASTEST THRILL RIDE**

The SPINAROO

Remodeled now adult ride capable of reaching speeds in excess of 30 miles an hour. This large, distinctive part of your Kiddieland is a real crowd puller. Complete illustrated description.

**KING AMUSEMENT CO.**

14512-14518 W. Pensacola St., Hollywood, Fla.

**GIVE TO DAMON RUNYON CANCER FUND**

**STREET**

**CITY & STATE**

**A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION**
**COMING EVENTS**

**Alabama**
Birmingham—Gunter House Restaurant, 100 F Street, East. Church of the Disciples of Christ. 7:30 P.M.

**Arizona**
Phoenix—Spring Horse Show, April 3-11.

**Arkansas**
Drew—On the Punt, D. O. Livestock Show, April 7-12.

**California**

**Kentucky**
Louisville—Westminster Presbyterian Church, 20th & P Street. April 7-12.

**Massachusetts**
Boston—American Bazaar, 1st & Fruit St. April 9-12.

**Maryland**

**Mississippi**
Gulfport—Mariner on the Punt, April 7-14.

**New Jersey**
Westfield—Donnies Garden & Satiny Show, April 9-14. (Continued on page 125)

**San Antonio**
Sets Ice Figure Meet

**San Antonio—A group of eight local girls will be entered in a preliminary figure skating test at San Pedro Park San Pedro Park this week. The tests, conducted by the 10th annual skating test at San Pedro Park this week. The test consists of an outdoor edge test, a free skate edge test, and the test will be conducted by the 10th annual skating test at San Pedro Park this week. The test consists of an outdoor edge test, a free skate edge test, and the test will be conducted by the 10th annual skating test at San Pedro Park this week. The test consists of an outdoor edge test, a free skate edge test, and the test will be conducted by the 10th annual skating test at San Pedro Park this week.

**Sun in Circle Stock**
COLUMBUS, Neb.—The Sun Players recently opened their fourth season of circle stock back in early April. The show will move to Iowa in May to begin the regular season. Cast includes Gabby Dull and James Sod, Carol Park, Dave Castle, and Otis and Dorothy Arnold.

**NEW ORLEANS—La Beau Festival Par Amer-**

**Carroll, Ohio**
Dawson—Huntington Park, April 7-12.

**Massachusetts**
Boston—American Bazaar, 1st & Fruit St. April 9-12.

**New York**
New York—Cannes, New York March Fair, 25th St. and Fifth Ave. April 7-12.

**Ohio**
Cincinnati—Riverside National Home Show, April 15-20. H. S. WiPsey, Sr., President.

**Florida**

**Georgia**

**Illinois**
Springfield—St. James, April 7-12. E. J. Smith.

**Iowa**
Des Moines—Sun Show, April 7-12. W. H. Oklen.

**Kansas**
Lawrence—Telephone Strawberry Festival, April 9-11. J. B. Hess.

**Louisiana**

**Maine**

**Mississippi**
Gulfport—Mariner on the Punt, April 7-14.

**New York**
New York—The Lou Walters theatrical organization has added three more to its individual show department, according to Cass Franklin, managing director. New members are Miss Bessie Rawson, 19th annual skating test at San Pedro Park this week. The test consists of an outdoor edge test, a free skate edge test, and the test will be conducted by the 10th annual skating test at San Pedro Park this week.

**San Antonio**—A group of eight local girls will be entered in a preliminary figure skating test at San Pedro Park this week. The test, conducted by the 10th annual skating test at San Pedro Park this week. The test consists of an outdoor edge test, a free skate edge test, and the test will be conducted by the 10th annual skating test at San Pedro Park this week.

**Sun in Circle Stock**
COLUMBUS, Neb.—The Sun Players recently opened their fourth season of circle stock back in early April. The show will move to Iowa in May to begin the regular season. Cast includes Gabby Dull and James Sod, Carol Park, Dave Castle, and Otis and Dorothy Arnold.

**ATTENTION, CARNIVAL OWNERS AND OPERATORS**

**"CARNIVALITES"**

Also a complete line of "LAMP-LOK" Unbreakable Technical Travel Taylor, Made for use on Motion Equipment wherever vibration is a problem. LAMP CANNOT FALL OUT

**Electrical Wholesalers, Inc.**

**CARROUSEL RINGS**

**STEEL** Packed 20 gross to a carton—$1.00 per gross.

**BRASS**—Packed any quantity—$1.50 per dozem.

**A NEW THRILLING SENSATION RIDE!**

**For Children and Adults**

Each car will be in different directions. It dips up and down like an in a Roller Coaster. "This ride is all steel, and take down, built to last a lifetime. Requires circular inside 15 feet in diameter. Push-Button electric control."

**Make Really BIG MONEY With A Railmaster**

Here is the latest in trains, designed-and built for maximum safety, trouble-free operation and longer life. Constructed of Ford Motor Co. parts. Priced from $2500.

**Write Today for More Information**

**RAILMASTER TRAINS**

136 Northampton St., Buffalo, New York

**NEW YORK—Thirty cents will be the subway fare on the new extension to the Rockaway, it was announced by the Transit Authority yesterday. Mayor Wagner this week had amended the proposal of a 40-cent fare as being too high. Rebuilding of the buried Long Island Railroad trolley is complete and subway service is scheduled to begin June 28. The extension goes for 10 miles from Howard Beach in Brooklyn to Far Rockaway and Rockaway Park, including a station stop virtually at the gates of Rockaways' Playland amusement park. Mayer Wagner cited numerous complaints from apartmentites and individuals. In addition, he said, a 10-cent per federal tax applies to the whole of any fare over 33 cents, which would be an extra four cents on the fare.
New Low Terms! on all SMITH & SMITH Rides!

Now you can buy your Smith and Smith rides with a smaller down payment and a longer time on the balance. Send for complete information on rides with the new easy terms!

SMITH and SMITH
Springville, New York

Also Manufacturers of
ADULT FERRIS WHEELS
ADULT CHAIRPLANS
KIDDIE SPACE PLANES
KIDDIE CHAIRPLANS
TRAILER-MOUNTED AUTO RIDES

DRIVING GAMES

STREET CAR

SLIDE CAR

NEW RIDE CAR

Shooting Galleries
And supplies for Easton and Wharton Tonic Galleries. Write for new catalog.
H. W. TERPENING

137-139 Marine St., Ocean Park, Calif.

when answering ads . . .
Say You Saw It in The Billboard
Eat and Drink Equipment Makers
Intro Record List of Appliances

The Illustrated Encyclopedia of Food Equipment at outdoor amusements are annually being faced with a record number of new products being introduced by manufacturers who have been called upon to speed up service, ease the customer's wait, and provide more enjoyable refreshments. This year is no exception, as many new products were introduced by The Billboard, which indicates that manufacturers of food equipment are aware of the mounting consumption of refreshments at outdoor amusements. The reason is due to the large number of people who are attending these events, which are said to be right in line with new fast popular food and drink stands. The units are equipped with large service windows and controls with heavy-duty door and plug.

Many new producers are also now seeking their share of this market and as the variety of refreshments grows, it is easier to accommodate different tastes. A new trend is to have more of the same kind of food and drink for the same price, but with different flavors and sizes. This is particularly true in the case of soft drinks and sodas, which are now available in a variety of flavors, including those that are made with real fruit juice.

Prices on the line of deep fryers, coffee makers, and fry stations manufactured by Miller & Rolland Manufacturing Company, Minneapolis, have been increased 10 percent, due to the increase in material costs, which are said to be showing this new line of high production methods, which are said to be right in line with new fast popular food and drink stands. The units are equipped with large service windows and controls with heavy-duty door and plug.

Palmer Evans, president, said that the new line of fryers for $20.50. Goldie's did not quote that, due to high employment and higher wages, the general increase in business should be good this coming year, and the new fryers are doing very well.

Dave Evans, veteran head of Gold Medal Products Company, Chicago, says he runs the same concern as follows: "Business should be as good as last year and will continue to be good. The money will be there, it will be the same hard to take it away from them. We have many products that are in such high demand that they are in high demand. To run by aggressive advertising we have reduced the margin rate and increased the increased output.

Mr. Evans explains that his price list is a great help to the children of the line of fryers, many of them new this season. The units are priced at $300 for the Model 1047 for its counter model and $525 for its four-countertop model. O. B. Puleo, general man-ager, reports that the trend is toward higher vegetable consumption.

Improved Unit
Allen S. T. Echols, Inc., Birmingham, has introduced several new products to its list, which has improved its line considerably. A new fryer with an extra-long lower oil is being used in the new fryer, which has a more efficient oil filtration system, and the fryer is equipped with a new easy-to-clean interior. Allen S. T. Echols, president, says, "We have been very satisfied with this new fryer, which has been very successful in the last season. We have had many requests for this fryer, and we have been able to satisfy them all."

No prices have been quoted for the new fryer, which is now available for immediate delivery. The fryer is priced at $500 for the counter model and $800 for its four-countertop model. O. B. Puleo, general manager, reports that the trend is toward higher vegetable consumption.

Strong Demand
Allah material costs have tugged at General Foods, Dallas, Inc., by 5 percent, the Indianap-olis firm feels it an increase of 25 percent this year. In new line is its Semi-Twin Serv-I-Quick, which is at $200, Output is put at 20 gal per hour. Also being featured is its single-head press, which occupies little space. Demand for portable concession is heavy, Gen For Eclon, Inc., Portland Ore., makes it, according to Charles Larsen, vice-president. Price of the firm's portable ice cream makers is $150. The unit is mounted on a stick and the ice cream is dispensed from the stick. The unit is designed to be used in a variety of outdoor events, such as concerts, fairs, and festivals, to provide a convenient and efficient way to serve ice cream.

Eisner & Eisner, Inc., of Minneapolis, Minn., another manufacturer of ice cream makers, has also introduced a portable ice cream maker, which is priced at $100. The unit is designed to be used in a variety of outdoor events, such as concerts, fairs, and festivals, to provide a convenient and efficient way to serve ice cream.

This year, the firm is offering a new ice cream maker, which is priced at $150. The unit is designed to be used in a variety of outdoor events, such as concerts, fairs, and festivals, to provide a convenient and efficient way to serve ice cream.

COTTON CANDY - SNO KONES - POPCORN
Our 1956 catalogue has been mailed to everyone on our mailing list. If you have not received your copy, please ask for it.

The catalogue contains all the new products that have been introduced since the last season. There is a new product that is available immediately, called the "Massive Popcorn." It is a large, double-decked machine that can produce up to 1,000 pounds of popcorn per hour. It is designed to be used in a variety of outdoor events, such as concerts, fairs, and festivals, to provide a convenient and efficient way to serve popcorn.

The catalogue also contains all the new products that have been introduced since the last season, including the "Massive Cotton Candy." It is a large, double-decked machine that can produce up to 1,000 pounds of cotton candy per hour. It is designed to be used in a variety of outdoor events, such as concerts, fairs, and festivals, to provide a convenient and efficient way to serve cotton candy.

The catalogue also contains all the new products that have been introduced since the last season, including the "Massive Sno Kones." It is a large, double-decked machine that can produce up to 1,000 pounds of snow cones per hour. It is designed to be used in a variety of outdoor events, such as concerts, fairs, and festivals, to provide a convenient and efficient way to serve snow cones.

For complete details about the two great money-making Vacation Card Vendors, please write for our free catalogues.
New SNOMATIC Ice Shaver
Here's the high production shaver to buy this year, the first shaver to separate the meltage from the shaved ice. Dump crushed, cubed or chipped ice in the hopper and it is automatically shaved into the cleanest, whitest snow you have ever seen, free from mush and slush.

Price complete, $325.00

New WHIRLWIND Cotton Candy Machine
The new streamlined Whirlwind, the same dependable machine as before but now made of aluminum-magnesium castings, satin finished with high polished beading, is not only the best floss machine but the best looking. If you want dependable, trouble-free service buy a Whirlwind this season.

Price, $275.00

Be sure you have a copy of our 1956 catalog which gives complete details on these two machines in addition to many other top quality concession items, everything you need for Snow, Cotton Candy, Candy, Apples, Caramel Corn, Popcorn and Grabs. All items can be purchased either direct from us or any of our dealers from coast to coast, listed on these two pages.

Gold Medal Products Co.
320 East Third Street, Cincinnati 2, Ohio

California
San Francisco Los Angeles
ARTHUR UNGER COMPANY

Now! Two locations to serve you even better! We are West Coast Representatives for the complete Gold Medal Line.

San Francisco
361 Golden Gate Ave. (bet. Larkin and Hyde)

Los Angeles
1579 W. Washington Blvd. (near Vermont Avenue)

Chicago, Ill.
Complete line of equipment and supplies for popcorn, floss and snow.

Custom built Carmelcorn outfits are our specialty—everything from a complete store down to a single cooker. Any and all types of rebuilt popcorn equipment.

Krispy Kist Korn Machine Company
120-122 S. Halsted St. Phone—Taylor 9-0248 Chicago 6, Ill.

Serving the Entire East Coast
A COMPLETE STOCK OF GOLD MEDAL PRODUCTS PLUS MANY, MANY MORE "MONEY MAKERS" FOR QUALITY AND SERVICE

Write Wire Come In See Our Large Ad Elsewhere In This Issue

Poppers Supply Co. Inc. Of Philadelphia
1211-13-15 North Second Street—Plenty of parking space

Philadelphia 22, Pa. Phone: Garfield 6-1616-1617
DOYLESTOWN, OHIO
C. J. DANNEMILLER COMPANY
Serving Northeastern Ohio with popcorn, peanuts and supplies.
We have a complete line of GOLD MEDAL products.
Phone 8-1321 Doylestown, Ohio

MILWAUKEE, WIS.
VENDEX, INC.
7914-5 S. 3rd St. Tel: 6-2000 Milwaukee 4, Wis.
Complete line of equipment and supplies for popcorn, cotton candy, etc.
Office also maintained in Minneapolis at 70 Glenwood Ave.

MINNEAPOLIS, MINN.
MIDLAND POP CORN COMPANY
"Concession Headquarters for the Midwest"
FLOSS POP CORN
SNOW Ready-Made Cone Supplies
Snow Cone Syrup
Gold Medal Star and Echoes Equipment on display here
—Always the Fastest Service—
67 - 8th Ave. N. E. Minneapolis 13 Federal 3-0434

PITTSBURGH, PENNA.
HENRY A. THEODOR COMPANY
Complete line of equipment and supplies for all concessions.
Fastest personal service in this area. Complete display and stock on hand at all times.
1705 Forbes Street, Pittsburgh 19, Penna.
Phone 1-5740 (After hours—HAsel 1-3201)

SAN ANTONIO, TEXAS
When "Deep in the Heart of Texas" see us for anything you need for Floss, Snow and other concesion items in the Gold Medal Line. We feature "BANSO" and "PEP POP" Hybrid Yellow POPCORN, FRESH ROASTED PEA-
NUTS—bulk or bagged. A complete line of concession supplies—bags, boxes, etc. Orders filled same day received.
LIBERTO SPECIALTY CO.
Concession Supply House Since 1918
304-00 Produce Row, San Antonio 7, Texas
Telephone Capital 6-4168

ST. LOUIS, MISSOURI
COMPLETE EQUIPMENT AND SUPPLIES
Floss, Snow and Popcorn Machines, Popcorn Bags, Boxes, Seasoning, Corn, etc. Red-Rolled COTTON CANDY CONES, colors and flavor for Floss, also Floss Papers. 3xl2, Sno-Kone cups, concentrates, syrups, etc. Hot and Cold Drink CUPS in all sizes, Ready-to-Use Caramel, just heat and dip the supplies. It is the best, try it.
C. R. FRANK, NATIONAL DISTRIBUTOR
2205 Olive Street, CEntral 1-1780

FLORIDA
JACKSONVILLE
Tampa
ROY SMITH COMPANY
Complete line of equipment and supplies
IN JACKSONVILLE
365 Park Street
Tampa
Adamo Dr. at 1207 19th St.
Phone 4-3358

NEW YORK, N. Y.
—GOLD MEDAL'S ONLY DISTRIBUTOR IN NEW YORK TERRITORY
Complete Line of Concession Supplies—WHIRLWINDS & HURRICANES Floss Machines, new and used—Floss Sup-
plies, STAR & CREITORS POPCORN MACHINES, Popcorn, Seasoning, Syrups, etc. Boxes, Bags, Baskets, Stops, etc.
Write or phone Joknic 6-6527
L. P. BARRIS POPCORN CORP.
515 4th Ave. N. Y.
New York 36, N. Y.

CINCINNATI, OHIO
Of course when you are in our area, we hope that you will always buy from us.
A cordial invitation is ex-
tended to all to stop in and see us anytime you are near Cincinnati.
* DO YOU HAVE OUR CATALOG?
* GOLD MEDAL PRODUCTS CO.
318 E. Third Street
Phone Dunbar 1-1213

GRAND RAPIDS, MICHIGAN
GRAND RAPIDS POPCORN COMPANY
Roy Darling, Prop.
We stock a complete line of popcorn and concession supplies.
714 Garfield, N. W.
Phone 41-4739

LOS ANGELES, CALIF.
CHUNK-E-HUT PRODUCTS COMPANY
Peparn and complete Concession Supplies. Printed SNO-KONE Cups, WHIRLWINDS Floss Machines and ready to use COTTON CANDY CONES on hand for immediate adjustment.
1761 East Sixth St.
Phone Tickey 5495 Los Angeles 21, Calif.

NEW ORLEANS, LA.
NEW ORLEANS CONCESSION SUPPLY CO.
Distributors for
GOLD MEDAL—STAR—CREITORS—ECHOES
WHIRLWINDS—SNO-KONE INVITATIONS in stock. Expert orders receive our special attention.
464 Tchoupitoulas St.
New Orleans, La.

OTTAWA, CANADA
WHY? Six Reasons
WHY?
CANADIAN HEADQUARTERS FOR
Concession Supplies—Equipment—Service
1. Largest Stock on Hand
2. All Machines Approved
3. All Machines Guaranteed
AL LA PORTER ENTERPRISES
464 SOMERSET ST. W.
OTTAWA, CANADA

ST. CLOUD, MINN.
CONDON’S CONCESSION SUPPLY CO.
Sno-Kone, Popcorn, Drink Dispensers, Syrups, Floss Supplies and Equipment. Everything for all type eat and drink conces-
sions. Write for new Spring Price List, today.
904 St. Germain, St. Cloud, Minnesota
Phone 288

TULSA, OKLA.
CONCESSION SUPPLIES FOR ALL EVENTS
POPCORN PEANUTS SYRUP SNO KONE COTTON CANDY SUPPLIES AND EQUIPMENT
WRITE FOR 1956 SPRING CATALOG
LOGAN CONCESSION SUPPLY PHONE CHERRY 2-1416
330 E. 1st, TULSA 20, OKLA.

WICHITA, KANSAS
Complete Concession Supplies and Equipment.
Popcorn, Seasoning, Candy, Bags, Cups and Syrups.
EBERSELE CONCESSION COMPANY
620 2, Wichita St.
Wichita, Kansas
**Up-Graded Popcorn Ups Sales, Profits**

There poor quality of popcorn, being sold or not sold—at many locations today is one of the most serious problems facing the popcorn industry, and unless some thing is done about it, we may very well see the closing of countless markets.

This is what H. E. Christen, director of sales for Central Inc., a popcorn manufacturer, told the Popcorn and Concession Association.

Christen went on to say that it was his opinion that everyone must make a concentrated effort to convince concession operators that the most important factor in selling popcorn is to pop good corn at all times and today there is really no excuse for anything else with the high quality popcorn, oil, seasoning and popcorn machines that are available.

"Now, poor quality popped corn has been blamed on many things," Christen said. "In many instances the blame is put on the popcorn itself, others blame it on the machine, but others think it is the machine. All of these things can be, and usually are, factors in poor-tasting popcorn. And right here is a good place as any to observe that it is unsafe to buy cheap equipment, because there are no bargains in popcorn, oil, or machines these days."

**False Economy**

"Also remember that it is false economy to insist on paying less for high volume corn—corn with a 94 cent return at the point of sale, when one can use it in a machine that pops out one and one-half pounds of popcorn an hour, costing nothing in thing being done in hundreds of cities today. One volume on the office desk of this paper shows that corn costs about $4 in sales potential at the popcorn machine, so that an efficient machine is being used. Otherwise, it's money wasted.

"Now one more word on the quality of popcorn sold. There are some serious violations of every concession operator should remember one thing at all times, and that is this: Popcorn is food, and the same pride and care should go into its selection and the selection of the oil in which it is popped. But, there are some who have not given the ingredients of a no-fail, easy-popping corn."

The popcorn, the oil, or the machine can be blamed for a poor-tasting product, but they can also be attributed to several other factors. First and foremost you are fully aware that the kettle of a popcorn machine has a 'popping cycle.' This is what makes the popcorn, and I believe, has contributed to some of the present efficiency of the corn, the second is the results of a study of the factors of the temperature at the conclusion of the cycle, and also the checking of the output of 1600 gallons of 40 degrees Fahrenheit."

**Two Minutes**

"It has been shown that one minute that a kettle of corn should never be removed from the stove until at least two minutes, or not more than two and a half minutes. If it pops out in less than two minutes, it means that the kettle is too hot, this makes the popcorn less and less desirable and the price of expansion and "hard tack" takes the blame for the trouble. Anything over two and one-half minutes is too long, and also tends to alter the moisture content of the corn."

"Two and one-quarter minutes, therefore, is the best average time. If your equipment does not operate properly, there is the greatest increasing the charge of one cup of corn, if it completes the popping in less than two minutes, and decreasing the charge if it takes more than two and one-half minutes, at a temperature of 250 degrees."

"If your machines are not popping within this optimum 2-minute cycle, two or three things may be wrong. The first thing is the temperature of the oil. The second is the quality of the popcorn machine. Popcorn machines must have adequate curent, and must always be connected directly to the line. At no time should there be an electrical appliance of any type pluging from the same line, because this will materially reduce the efficiency of your machine.

"The standard popcorn machine is designed to operate on 120-220 volts, but in some instances the size of the feed wire may be too small. Kettles should then have 220 volts, and the machine 100 volts for proper efficiency."

"In some sections of the country, 220 volts is prevalent, but other machine manufacturers are frequently not notified and 110-220 volt equipment is shipped. This will inevitably be, in the long run, more expensive to operate, but to many it's cheaper to get by with the machine that works than to get a new one, and therefore, this is possibly the answer to the problem, but less is in sections where it is in force. And, of course, many other factors need replacing. This is the exception, rather than the rule (so far as equipment is concerned), but it is a problem to the popcorn machine, and with which you are familiar. There is a certain ratio as to the proper ratio of oil to corn. Some of the ratios range anywhere from 20:50 per cent, or so, to 5:1 or 2:1.

"Tests over the years have proven that this is the result of proportion and inefficient. Some operators feel they are saving money on oil by keeping the rains low, but they are only fooling themselves. The proper amount of oil improves corn two ways. First, it assures maximum expansion. Second, the product is much tastier, and more satisfied customers, more sales."

"I have noticed that 25 per cent of all corn is popular. That is a 4-to-1 ratio, or one ounce of oil to three ounces of corn, and for short periods this ratio yields almost as good a pop-out as 33 per cent. But that is limited to an extended popping period a 3:1 ratio is better for maximum expansion. And the percentage is the proper ratio of oil to corn. Some of the ratios range anywhere from 20:50 per cent, or so, to 5:1 or 2:1. Tests over the years have proven that this is the result of proportion and inefficient. Some operators feel they are saving money on oil by keeping the rains low, but they are only fooling themselves. The proper amount of oil improves corn two ways. First, it assures maximum expansion. Second, the product is much tastier, and more satisfied customers, more sales."

A report of the present point of view is, that popcorn is food, and the same pride and care should go into its selection and the selection of the oil in which it is popped. But, there are some who have not given the ingredients of a no-fail, easy-popping corn.
Pepsi-Cola at your service!

The fastest growing cola in the country today the cola Teenagers prefer the bigger profit cola!

more and more...
Amusement Parks
Kiddie Lands
Arcades
Carnivals—Fairs
...are making MORE and MORE MONEY
with

If you wish to have bottle vendors, coolers, or cup dispensers installed on a liberal profit sharing basis, contact us at once and we will be happy to arrange it.

Write to:
Cup Vending Division • Pepsi-Cola Co.
3 West 57th Street, New York 19, N. Y.
Short Supply Firms
Popcorn, Peanut Rates

ALTHO prices of raw popcorn and peanuts were holding to steady levels in some instances, the long-range outlook for both items is not so bright. Experts in the field point out that despite the shorter crop and a resultant small carry-over of corn, there should be sufficient supplies available for present demands. Higher prices could go into effect, however, if 1956 production is curtailed due to reduced plantings, continuation of drought conditions in some important areas, and the soil bank program takes additional acreage out of production.

The short crop of peanuts is pushing prices upward despite some resistance on the part of buyers. No relief from this situation is expected until November when the new crop comes on the market.

The Midland Popcorn Company, Minneapolis, reported that prices on its raw corn are approximately 10 cents per pound higher than a year ago. The same increase prevails on paper goods used by the popcorn companies. Compost of raw corn, however, is being offered at a 10 per cent reduction this year.

J. L. Larson, owner, reports much early interest is shown in the company's trade and they look for a good year.

Detroit Popcorn Company, Detroit, which handles popcorn, seasoning and other supplies for the trade, is holding to unchanged prices with the exception of paper goods, such as bags, and the like. These are priced at 10 cents per pound. Carl Drom, owner, reported:

"Unchanged prices on whole.

popcorn supplies are being quoted by Ford and Boys Supply Company, Winona, Minn. The Savannah Company, Nashville, is holding to unchanged levels on its brand of seasoning and looks for a big hike in business this year.

L. D. Harris Popcorn Corporation, New York, distributor of new popcorn and a complete line of various popcorn machines, looks for a good year according to L. D. Harris, president. Prices remain on a par with last year.

Harris reported. Price increases have been made in the line of peanuts, popcorn and seasonings handled by Virginia & Spanish Peanuts Company, Providence, R. I. Louis P. Kalos, president, in line with others, points to the short crop as a reason for a 10 per cent price boost. Despite the shorter supply and higher prices, they are optimistic about the season.

The extremely short crop of peanuts in the State of Virginia has boosted prices of the raw product to a record high, according to J. E. Delmas Jr., president of Jimbo's Jamboree, Inc., Eleden, N. C. As a result, wholesale prices are up 10 per cent as the new outdoor season starts.

The Official report that business is fairly good but not to the higher prices expected before the new crop makes its appearance later this fall.

Increased prices of popcorn cones have been put into effect by Big Badal, Nashville, recently.

John Groves, owner of the Da-

Pops, Pa., firm bearing his name, reports prices on popcorn novelties, such as animals, Santa Clauses and other figures of a year ago. Carl Drom, owner, reported:

"Unchanged prices on whole.

Whirlwind prices are $25.00.

FOLD-A-WAY SNOSTAND
$125.00

Warp Proof

Only 20 feet wide

Fast and easy setup on 5' of space and in a few minutes

Can be carried and stored with band weight 65 lbs.

Sanitary Mail order required weights and price of glazed and wooden serving counter. Brilliant red and white finish. Washable.

FOLD-A-WAY FLOSSSTAND
$125.00

Fast and easy setup on 5' of space and in a few minutes

Can be carried and stored with band weight 65 lbs.

Sanitary Mail order required weights and price of glazed and wooden serving counter. Brilliant red and white finish. Washable.

WHIRLWIND FLOSS MACHINE
$275.00

With this Floss and Floss stand you can keep it clean, cut down on waste and do a job with a new line machine.

PATTERNS FOR HOT DOG SUPPLIES
PEANUTS & CANDY APPLES

Phila. 1003 Washington St. Phila.

Cotton Candy

COFFEE WESTERN

GRANDHOLD, INC.

POPPERS SUPPLY CO., INC. of PHILADELPHIA

1211 North 2nd St., Philadelphia 23, Pa.

GARFIELD 6-1616

NO. 50 FLOSS MACHINE

$199.50

The latest in modern design, the TOLEDO 50 is a one man operation. Operates as fast as you can throw the pop. Heavy duty castings that are not readily susceptible to rust. Three sizes of molds are available. The Toledo 50 is built to last. Very easy to operate. The Toledo 50 comes with a long arm mold, a short arm mold and a sandwich mold. BRAND NEW.

CONCESSION SUPPLY CO.
9196 Sansom Blvd. Toledo 13, Ohio
Hurry-Hurry-Hurry

Yes, when in a hurry—
Use a CRETORS Popcorn Machine

and

For the Finest in Equipment and Supplies
Be Sure To See a

CRETORS DEALER

Wherever you are, if you pop and sell corn, it'll pay you to do business with a CRETORS Dealer... In the first place, he sells and services the world's No. 1 popcorn machine. This means on-the-spot service, too, with machines and parts in stock for immediate delivery...

And, secondly, your CRETORS Dealer is the best man to see for highest quality popcorn and related supplies... In most cases, you can get everything you need in one friendly stop... So, if you aren't already in the money-making CRETORS habit, look up the CRETORS Dealer nearest you. You'll find the name and address of some of them in this ad, and the others in the yellow pages of your telephone directory.

CRETORS

—Since 1895—
Sales Office: Box 1129, Nashville, Tenn.
Factory: Chicago, Ill.
Many Other Models Available

GIANT 645 Popping Unit
Page 2. 8 oz. of corn per charge and can turn out $75.00 worth of popped corn per hour. Stainless steel base. Recessed handle, manufactured as hinged gate (electric equipment optional at extra cost). Electric Popping Units also available in 1-bean and 3-bean capacities.
**1956 Fair Dates**

**General Outdoor**

**THE BILLBOARD**

**APRIL 7, 1956**

**Alabama**
- Mobile Fair, Sept. 1-10.
- Opelika Fair, Sept. 1-10.
- Dothan Fair, Sept. 9-10.
- Gadsden Fair, Sept. 1-2.

**Arkansas**
- Arkansas State Fair, Sept. 22-30.
- Little Rock Fair, Sept. 1-10.
- State Fair, Sept. 10-20.
- Eureka Springs Fair, Sept. 7-20.
- Bentonville Fair, Sept. 12-19.

**California**
- Alameda County Fair, July 17-26.
- Sacramento County Fair, Aug. 21-30.
- Los Angeles County Fair, Aug. 30-Sept. 8.
- San Francisco Fair, Aug. 30-Sept. 8.

**Colorado**
- Denver Post Fair, Aug. 15-22.
- Pueblo Fair, Aug. 28-Sept. 1.
- Colorado Rubber & Plastics Exposition, Aug. 31-Sept. 3.

**Connecticut**
- New Haven County Fair, Aug. 23-Sept. 3.
- Hartford County Fair, Aug. 23-30.

**Georgia**
- Macon-Butternut Co. Fair, Aug. 12-17.

**Delaware**
- Harrington Fair, July 24-26.

**Illinois**
- Illinois Fireworks Company, Inc.

**WARNING**

This copyrighted list of fair dates was compiled at great expense and is published for the guidance of those interested in attending these events. This list was especially edited so that reproduction by purchasers of periodicals, newspapers, and mailing lists and companies is completely prohibited.

PROHIBITED BY THE BILLBOARD PUBLISHING CO.
Never Outdone for Outdoor Concession Equipment!

IT'S MANLEY FOR BETTER PERFORMANCE...

BIGGER PROFITS!

NOW! You Can Have a Complete Concession Stand That Speeds Serving... Steps Up Sales Per Customer... With the New Manley SERV-O-RAMIC Prefabricated Concession Stand

You can increase sales as much as 60¢ per person! Concessions with a Manley Serv-O-Ramic have proved it! Impulse buying increases... sales per customer increase with a merchandising unit next to a self-service unit. Low counters of the Serv-O-Ramic lets the kids see... what they see, they buy... so those big eaters build your sales and profits.

The Manley Serv-O-Ramic speeds serving... increases serving capacity because it is flexible. It’s sectioned... can be arranged in any layout you desire... straight line, rectangular, hollow square or a star. You can add or take out units... shift emphasis of items to suit your operation.

You can decrease payroll costs! Customers serve themselves... thus, you need fewer people to man your concession.

The Manley Serv-O-Ramic is attractive yet functional. Stainless steel construction plus built-in illuminated displays make it attractive to customers... yet easy to clean and maintain.

Contact your Manley representative and ask him to work with you on your concession layout... show you how the Serv-O-Ramic will make you more money. Or fill out and mail the coupon below. We’ll promptly send you more detailed information.

THE MANLEY VistaPop POPCORN MACHINE

More eye appeal with the new VistaPop Kettle. Kettle has see-through feature. Customers see corn popping before their eyes. Impulse buying is stimulated as they see the corn bursting into mouth-watering goodness. Up go your sales. More quality control, too, with the VistaPop. New “hot air conditioning” warming pan keeps corn fresh, hot delicious. The Manley VistaPop takes up only 9 sq. ft. of space... will increase your popcorn “sales” beyond your expectations.

THE MANLEY REFRESHERETTE.

Here’s complete Snack Bar service in only 14 sq. ft. of floor space! This combination cold drink machine and Spin-A-Rama (spinning Hot Dog Grill) dispenses 216 hot dogs per hour...1000 cold drinks per hour! Provides you with capacity to serve big crowds in a small space. These two best selling items combined into one Manley unit... the Refresherette... is your best bet for maximum sales in minimum space.

THE MANLEY COLISEUM

The Coliseum combines a Cascade Kettle popcorn machine with a heavy-duty cold drink machine to give you another type of integrated Snack Bar. It, too, uses only 14 sq. ft. of space. Dispenses 1000 cold drinks per hour... packs 250 cartons of corn per hour. A favorite warmer stores an additional 72 cartons of popcorn. An other perfect pair of best sellers combined into one unit... the Coliseum... for related sales... more profits.

Fill Out and Mail the Coupon TODAY!

MANLEY, Inc. Dept. BB-456, 1920 Wyandotte St., Kansas City 8, Mo.

Please send me information on these items:

Please have a Manley representative call on me.

Name:

Address:

City... Zone... State...
TANK RIDE RATED TOPS BY SUCCESSFUL OPERATORS

ORVILLE N. CRAFTS
CR A T S 2 0 BIG SHOWS
NO. HOLLYWOOD, CALIF.

"The Allan Herschell Kiddie Tank Ride has always been one of our best money-makers. It does business when others don't. The housing game are a terrific attraction for the kids. It has given me no trouble whatever in two years."

BEN C. HIRSCH
VALPARAISO, IND.

"One of the best money-making rides in the business. No other kids ride even comes close. It never required any maintenance and it's so easy to put on the truck we have it to the last.""}

O. J. RUSSELL
UNCLE JOHN'S KIDDELAND
VINICINNES, IND.

"Our top ride. The day it arrived our kids liked it and wanted to get on it always."

SUMMER RITTENBERG
PLAYLAND CENTERS
BOSTON, MASS.

"The Tank Ride is a completely safe ride, as well as a good money-maker. Never had the slightest trouble with it. Very few to hand and excellent."

MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE COLD RINK COASTERS • DOLLY CATERPILLAR • DOMINO CART • SITTING BEAR • BUMBLE BEE • ROBO RIDE • CERAMIC SPORT CARTS • FANTASY MIRRORS • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS

ALLAN HERSHEYELL
COMPANY, INC.

"World's largest manufacturer of amusement rides"

104 OLIVER ST. PHONE LUDLOW 4300
NORTH TONAWANDA, NEW YORK

---

FIREFWORKS
FOR ALL OCCASIONS
FAIRS • PARKS • CELEBRATIONS

Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond
WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS

ALEX ZARRILLO

Available at all

MANUFACTURER OF

Highest type

and

safety quality

NEPHEE FIREWORKS

188 Hecksler St. Established 1890
Belleville, N. J.

Plymouth 9-3733

---

KYTOON for Spectacular Advertising

"A Real Traffic Stopper"

Its 90 square feet of Copy Surface is
Detachable. Ads may be changed at any time.

M. MONETTE & CO. 145 7th Street, San Francisco, California

---

THE BILLBOARD
APRIL 7, 1956

SNOODBALL Flavors and Supplies

STILL DRINK COMPOUND
ROOT BEER COMPOUNDS

POWDER COLORS AND FLAVORS
CTRIC CITRUS CRYSTALS

AMI cog TIN SPONES
WOODEN SHOWS

PAPER GOODS
STAY Marsh MEDALLION CUP
SHOE DRINK CUPS
CYPHER COFFEE CUPS
WINE PLATES

AGENDIS

EQUIPMENT
SCHOOL SHOW MACHINES
SYRUP DISPENSERS
THERMAL SHOW BAGS
SHOW BALL CARRIERS
ELECTRIC CANDY FLOSS MACHINES

SEND FOR PRICE LIST
DERR BROS.
711 S. 8TH ST., DES MOINES, IOWA
PHONE: 12
BIGGER PROFITS FOR YOU WITH OUR EQUIPMENT AND SUPPLIES

CARAMEL APPLES AND SUPPLIES

WHOLESALE PRICES

ECHOES IMPROVED

WITH SPECIAL LARGE CASE $325.00

FLOSS MACHINES AND SUPPLIES

WHITENED FLATS Machine, $375.00

FLOORS Machines $375.00

Whitened Floors Machine, $375.00

MISCELLANEOUS SUPPLIES

STAR STEAMRO, JR.

FOODS & BISQUITS

FOODS & BISQUITS

STAR POPCORN

MACHINE

PARKS & BISQUITS

PARKS & BISQUITS

CRA-MORES DRI SYRUPS

CRAMORES DRI SYRUPS

THE BILLBOARD

GENERAL OUTDOOR

MAINE

MAINE

MASSACHUSETTS

MARYLAND


CRA-MORES DRI SYRUPS


OF THE COWBOY COUNTRY

OF THE COWBOY COUNTRY

OF THE COWBOY COUNTRY

OF THE COWBOY COUNTRY

OF THE COWBOY COUNTRY

www.americanradiohistory.com

OUR

1955
Operators! Serve Coffee this New, Profitable E-Z WAY!

4SDA PUSH-BUTTON AUTOMATIC COFFEE MAKER

Gives You Portion Control
Cleaned in Less than 2 Minutes

- Uses Soluble Coffee
- Ideal for Convention Operators, Drive-In Theaters, etc.

- A fresh coffee always ready
- No shortages during rush periods
- No wasted or stale coffee

- Requires less labor and time
- Lets you make money by using an automatic coffee machine

- Adaptable coffee strength control
- Automatic temperature control
- Provides either hot or cold coffee

500A E-Z WAY COFFEE MAKER

No water lines necessary.
Can be manually filled for use anywhere.

For more information, please visit www.americanradiohistory.com
Record List of Appliances

Continued from page 65

Samuel Bert Manufacturing Company, of Detroit, manufacturers of small home appliance machines, has dropped its prices 5 per cent, due to the production of a new line of electric canners.

The new unit, which is called the Snow Magne, features a three-door serving cabinet of cast aluminum, with built-in half-housepower General Electric power unit. Overall dimensions are 20 by 27 inches, and the height is 49 inches. Percentage of savings on Summit Bert, head of the firm, the capacity exceeds 1,500 pounds of snow per hour. Unit is priced at $4,500, and to be sold in the Chicago area.

A smaller version, priced at $350, is also being made.

Carnival Routes

Send to
2160 Pennsylvania St.
Cincinnati 52, O.

BE A
Gagster

FOR SALE

I General Detroit 600-foot

Ice Shows

Write for full details and prices.

TAKE a GAGSTER

CIRCUS ROUTES

Beatty, James: Los Angeles, 7/11.
Beatty, J. R.: Los Angeles, 10/14.
Beatty, S. F.: Dallas, 1/14.
Beatty, John: Des Moines, 1/14.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
Beatty, L. D.: Los Angeles, 7/11.
Beatty, E. D.: Detroit, 7/10.
**FINAL CURTAIN**

**ARENAS & AUDITORIUMS**

**Long-Term Benefit, Mark Home Show Promotion Ideas**

By TOM PASKINSON

A BIG home show that is blossoming this spring into what promis- to be an even bigger event is the California International Home and Garden Show at Oakland.

Triggering the expansion was the show's opportunity this year to change dates from March to April 21-28. This permits it to avoid the threat of rain which had kept it indoors in its first seven engagements.

Now it will occupy not only the Oakland Exposition Building but also the adjacent outdoor areas to be used as a Pavilion of Flowers and Court of Honor. The additional space and extra attractions have brought more exhibitors to the show.

This year's outdoor facilities seem much more in the way of garden displays. They are looking for the show to be three times as large as last year.

**BUT THIS EXPOSITION'S expected increase isn't coming about simply because they have some new dates. A lot of factors figure in the picture and important among them is the extra pro- motional twist that is given by producer Jack Hermsen and staff.

They manage to work in some listing benefit to make the cur- rent set-up of the show more appealing and is leading to the pitch for exhibitors but also to the effort for even more attendance.

Thus, Hermsen once tied a show down to raise $60,000 for a war bond appropriation. Again, he encouraged contributions to- ward the architect auxiliary's scholarship fund.

This year the home show is working in the Operation Home- Improvement. They have bought a 50-year-old house and will restore it at the show as an inspiration to other re- dential districts. Once restored, the house will be denoted as headquarters for for organization interested in restoring old neigh- borhoods.

**ANOTHER FEATURE THIS YEAR** is a preview of the show, with the profit to go to children's charities and organizations. Using the new outdoor space, the show will build four model homes and a swimming pool, with a Mercy-Go-Round installed nearby. When the show is over, the Mercy-Go-Round will be donated to Children's Fairland in Oakland.

And at the lookers there are two special features in addition to the show itself. One is Builders Market Week, an annual event, attended by more than 3,000 builders last year. It includes two days of conferences at which building building authorities, contractors, and architects, will run three days.

** Arena Recap**

**WASHINGTON** Bill Halsey and His Corvetes, rock and roll, have pitched, starts a lively tour on April 20. Most are stands for one night only. Opener is at Hershey, Pa. As this week's shows are the last of the shows in most spots on the swing.

SALT LAKE CITY—The Crow Tatum-Mary Lou Haywood basketball duo of the Croquet show, Harlem Magicians, will end its season here April 22. They will have played 223 games in the past year. It is what they plan to add new players plus improve the existing ones before being considered a trip abroad.

**POPEL DOES IT AGAIN!**

Want to be FIRST with something NEW? Fill in and mail coupon today! 

POPEL BROS., Dept. O
14-16 W. Lengemann St.
Chicago 7, Ill.

Put me on your mailing list for the advance information and details for the 1956 catalog of brand new demonstrations items.

Name... Address...

FOR RENT

36 Mt. St. George Rd.
in addition to your location plus tax, to be used as a general purpose house, which can be easily converted into a showroom. Contact our local representative today.

WINDSOR VILLAGE

3 REGONL OFFICES UNDER 1 OWNERSHIP

CAFE, DINER & Cigar Room

COURTS HOUSE TENTS

TENTS

4178 S. Michigan Ave.
Chicago 15, Ill.

750 N. Michigan Ave.
Chicago 10, I11.

315 Vermont St.
San Francisco, Calif.

Prestige and profits
A HOLMES MINIATURE GOLF COURSE

For rent

2 FOR RENT

36 Mt. St. George Rd.
in addition to your location plus tax, to be used as a general purpose house, which can be easily converted into a showroom. Contact our local representative today.

WINDSOR VILLAGE

3 REGONL OFFICES UNDER 1 OWNERSHIP

CAFE, DINER & Cigar Room

COURTS HOUSE TENTS

TENTS

4178 S. Michigan Ave.
Chicago 15, Ill.

750 N. Michigan Ave.
Chicago 10, Ill.

315 Vermont St.
San Francisco, Calif.

Prestige and profits
A HOLMES MINIATURE GOLF COURSE

For rent

2 FOR RENT

36 Mt. St. George Rd.
in addition to your location plus tax, to be used as a general purpose house, which can be easily converted into a showroom. Contact our local representative today.

WINDSOR VILLAGE

3 REGONL OFFICES UNDER 1 OWNERSHIP

CAFE, DINER & Cigar Room

COURTS HOUSE TENTS

TENTS

4178 S. Michigan Ave.
Chicago 15, Ill.

750 N. Michigan Ave.
Chicago 10, Ill.

315 Vermont St.
San Francisco, Calif.

Prestige and profits
A HOLMES MINIATURE GOLF COURSE

For rent

2 FOR RENT

36 Mt. St. George Rd.
Disney Adds Rides To End Long Lines

Report 2,450,000 Attendance Since Bow; Spending $1 Million for Additions

ANAHEIM, Calif.—A suit for $2,700,000 damages over the sale of souvenirs and novelties at Disneyland here in the first nine and a half months of operation ending Sunday (1).

This mark is within 3 percent of the number estimated before the park opened last July 18. With the park soon to go into its second summer operation, approximately $13,000,000 is being spent for new rides and attractions.

Among the rides and attractions to be featured about Decoration Day, age Monstro the Whale, Sky Ride, Tom Sawyer Island, Rainbow Country, Frontierland and Fantasyland.

Souvenir Firm Suing Disney For $2,700,000

ANAHEIM, Calif.—A suit for $2,700,000 damages over the sale of souvenirs and novelties at Disneyland here in the first nine and a half months of operation ending Sunday (1).

This mark is within 3 percent of the number estimated before the park opened last July 18. With the park soon to go into its second summer operation, approximately $13,000,000 is being spent for new rides and attractions.

Souvenir Firm Suing Disney For $2,700,000

ANAHEIM, Calif.—A suit for $2,700,000 damages over the sale of souvenirs and novelties at Disneyland here in the first nine and a half months of operation ending Sunday (1).

This mark is within 3 percent of the number estimated before the park opened last July 18. With the park soon to go into its second summer operation, approximately $13,000,000 is being spent for new rides and attractions.

Souvenir Firm Suing Disney For $2,700,000

ANAHEIM, Calif.—A suit for $2,700,000 damages over the sale of souvenirs and novelties at Disneyland here in the first nine and a half months of operation ending Sunday (1).

This mark is within 3 percent of the number estimated before the park opened last July 18. With the park soon to go into its second summer operation, approximately $13,000,000 is being spent for new rides and attractions.

Souvenir Firm Suing Disney For $2,700,000

ANAHEIM, Calif.—A suit for $2,700,000 damages over the sale of souvenirs and novelties at Disneyland here in the first nine and a half months of operation ending Sunday (1).

This mark is within 3 percent of the number estimated before the park opened last July 18. With the park soon to go into its second summer operation, approximately $13,000,000 is being spent for new rides and attractions.

Souvenir Firm Suing Disney For $2,700,000

ANAHEIM, Calif.—A suit for $2,700,000 damages over the sale of souvenirs and novelties at Disneyland here in the first nine and a half months of operation ending Sunday (1).

This mark is within 3 percent of the number estimated before the park opened last July 18. With the park soon to go into its second summer operation, approximately $13,000,000 is being spent for new rides and attractions.
Religious Unit Among Items On Steel Pier

ATLANTIC CITY—One of the season’s features on the Steel Pier will be the “Garden of Cenotaph,” installed by Raymond Stone. It includes life-sized figures wearing authentic costumes, and depicts the Heinrich Hoffmann painting of the same title. It is in operation for the pier’s Easter season.

Stone is giving 10 per cent of his receipts to the Atlantic City Hospital Drive. As a pledge to the “Garden of Cenotaph,” an animated scene of the Nativity is shown.

The painting’s musicians are also equipped and a recorded monitory with background music is provided. The hospital building project will be shown as part of Stone’s exhibit.

The regular season, to begin Memorial Day, will have a host of features. Outdoor acts will include Sandy the Seal, the Divine House, Russ Dodson, diving circus, and the Dutch Attila, among their items. Also featured will be Alex Keck and his band, the Denver Brothers and their orchestra, vocalist Pat Boone, and six other acts.

The “Gardenarium” exhibit occupies a space 60 feet by 33 by and runs to some $30,000 in cost.

Every conceivable kind of EQUIPMENT, SUPPLIES and SERVICES has been sold in The Billboard.

What Do You Have to Sell? Write DIV and press.

Space available for rides—Indian Village . . . Rodeo . . . small circus and other Concessions in large farmer ball park to be licensed and operated under contract for tourists and summer traffic in large Adirondack Mts. resort area.

THESE INTERESTED HERMAN FALKOFF AGENCY

GIVE TO DAMON RUNYON CANCER FUND

After a sensational introductory season the RotO-Jet was acclaimed the top ranking park ride of 1955

- Fast loading and unloading of riders! 24 riders in 30 seconds!
- Facilitate compression exhaust mechanism!
- Individual airpods central in each jet pendant
- June rides actual flying sensation!
- Equally thrilling for persons from 6 to 80!
- So popular, re-runs from 28 to 33!
- Absolutely safe!

TWO MILLION RIDERS! NO CLAIMS, NO ACCIDENTS!

RESERVE SPACE FOR THE ROOTO-JET IN YOUR PARK FOR 1956—CIRCLE 60 FEET DIAMETER

Two RotO-Jets Available for Installations May 1, 1956

ERIC WEDEMEYER, Inc.

Roto-Jet Division

NEW HYDE PARK, LONG ISLAND, NEW YORK

PHONE: FELDSTON 7-2929
Rides Wanted for New Park

Lake George Sportland

Virgin territory in fastest growing resort area in New York State. 500 yards from STORYTOWN, USA and Animal Land. Frontier Town, Indian Village. North Pole and the restoration of Ft. Wm. Henry, now attracting from 60,000 to 100,000 paid admissions during the summer season, are all located close by.

All trades must pass the site of this new park which assures 100% advertising. Total potential population to draw from is impossible to estimate.

At least 10 different rides are wanted. The terms are honest and fair. $300.00 land rental paid in advance plus 15% of ticket sales. Rides will be selected as agreed. Necessary land will be supplied plus all necessary power to operate and light. Park will open June 13th and close Sept. 15th. First year will be given first consideration for permanent locations. Act now. Write for application blank to

BOX D-200

c/o The Billboard, Cincinnati 22, Ohio

FOR SALE

CURIOS

AMERICAN MUSEUM

A 25 YEAR COLLECTION COMPLETE

Grocery Store 1865; Barber Shop 1860; Blacksmith Shop 1870; Drug Store 1865; Post Office 1870; Indian Collection over 1,000 pieces. Early School Shop Coach, Team of Life Size Horses for dressage, Driving, Court, Spanish War Costumes & Hats Collection of 25 pieces, John Harper Groups. Thousands of items these numerous to mention. On main highway, W. 325 Middle Island, Long Island, N. Y. Phone: Taphani 4-3213.
LEASE TIEF

Court Order Protects Park

ATLANTIC CITY - Superior Court Judge Virginia S. Homan this week issued a resister to an attempt by the park to renew a "tunnel of love."

The park is owned by Mrs. Virginia Myers, of Atlantic Town-

ship, operator of "The Old Mill" at Riverview Park at Pen-

nsilvania, N. J. She claimed the park refused to renew her lease and give her until May 1 to remove the concession. Her lawyer, Con

realm County Judge David L. Hovanitz, said the lease is "clearly a tunnel of love," and that her client operated the concession since 1980, and spent $14,000 for improvements last year.

He asked for permission to file a suit on, when the court will determine whether the park owners should continue to supply power to the park.

Attorney Wayland A. Lauts, representing the concession, claimed Mrs. Myers was offered a lease last year but returned it unsatisfied. He said the law was advised to tell the concession, and the court has also received a letter from the owner to give the lease to the lawyer. Judge Hovanitz and he will try to complete the case in April.

PATTY CONKLIN:

Kiddie Dimes Better Quarters; Gate-Ride Combination Helps

By T. W. (PATTY) CONKLIN

President, Conklun & Garrett, Ltd., Toronto

THERE is a show business adage which says "Fast dimes are the best quarters." How much faster will be determined as one considers our price policies for ride operations at Crystal Beach, Belmont Park, Sunny-

side and the Canadian National Exhibition. Low admission prices and the inclusion of park rides at our Massage Parlor Strip have more than one advantage.

Our price for kiddle rides is 10 cents or six for 25 cents. Eighty-five cents of all our inside rides in a 5-cent rate.

We feel that the price should be kept low enough so that children can afford the enter-

tainment. We also feel that we owe some things to the children.

One thing is that each child is entitled to the same length of ride as another. Thus all

rides are equipped with automatic timers. No one gets an extra long ride one time

and feels cheated by a standard ride the next time.

All rides are the same price. Regardless of its capacity or its popularity, each ride is good

for a 10-cent ticket. A Kiddie Train, for example, takes

more time than a circular ride might, because it is capacity is greater and there is no reason to charge more.

At our ride operations, we do not allow adults on most of our kiddle rides. This is in line with the plan "Kiddieland." In some cases, however, possibly with a Kiddie Coaster, it is necessary to allow one adult per more than two children, because we do not want the child because he is taking up more room than would a child.

ADULTS HAVE TOLD US that Kiddieland was monotonous for them, also that the children were enthralled. It is only for that reason that we have put any major rides in the park. New riders have been added, but the exception is a Merry-Go-Round, since both adults and children ride this one and it is big. However otherwise we say "Why, it doesn't even have a Merry-Go-Round or Prance Wheel."

Periodically we have 5-cent day. This is weekly in some places, twice a month in others, but we go further than some and say it is always good business.

Even when business already is good, even if capacity at the regular rate, we hold the bargain days on full schedule.

THERE ARE MORE THINGS we owe our customers. One is that our closing time coincides with any local curfew regulation. Children getting home late can't ride. They were still on the ride.

And the other we owe them is to stay open as scheduled despite other ride. There may be no customers, but we are open.

A feature of our ticket policy is a paid gate. Since 1940 we have advocated a paid gate. For Kiddieland, the admission is 10 cents. This is enough to give us control over who enters but it is not enough to deter any legitimate kiddle customers.

That is particularly true since we have seen this one further and honor that gate ticket for one ride on any device in the park. It also may be "good" for concession items.

TWISTER AT OLYMPIC, SCHEDULE MORE AD $25

HIVINGTON, N. J. — The new Twister arrived from the Allan

Howsell Company on Tuesday (27), it is reported, and foundation work for the ride is under way at the turn of the loamy bands.

The ride will occupy the space filled for two seasons by a Rotor, which had been moved to Kennywood Park in Pittsburgh. Prior to that the space was occupied by a Tilt.

Olympic will open for weekend operations on Saturday, May 5, and full-time operations will begin May 10. The swimming pool will be open daily.

Snow delayed refurbishing work somewhat, and palm trees were put in place to work with a view this week to catch up with the schedule.

Wides Area

It has been decided to increase the advertising budget this year, and to extend the area of coverage. The park has typically gone heav-

ily in Union and other counties while at the same time the advertising will go to the north, which is the recipient of many of the Palisades Amuse-

ment Park advertising.

A couple of charter bus outfits have brought some Long island excursion business and it is hoped that this practice can be expanded this year, asserted Albert Fox reporter.

Snow Delays Opening Day At Riverside

AGAWAM, Mass. — The third straight weekend has snowed out the opening of the stadium. Originally planned for the Easter pe-

riod, the inaugural has now been postponed until the following Sat-

day and Sunday.

The opening was delayed while operator and annual Easter parade and egg hunt was postponed.

Snow delayed refurbishing work somewhat, and palm trees were put in place to work with a view this week to catch up with the schedule.

LEADEX SELLER TIP:

Kiddie Dimes Better Quarters; Gate-Ride Combination Helps
By T. W. (PATTY) CONKLIN
President, Conklun & Garrett, Ltd., Toronto

THERE is a show business adage which says "Fast dimes are the best quarters." How much faster will be determined as one considers our price policies for ride operations at Crystal Beach, Belmont Park, Sunny-

side and the Canadian National Exhibition. Low admission prices and the inclusion of park rides at our Massage Parlor Strip have more than one advantage.

Our price for kiddle rides is 10 cents or six for 25 cents. Eighty-five cents of all our inside rides in a 5-cent rate.

We feel that the price should be kept low enough so that children can afford the enter-

tainment. We also feel that we owe some things to the children.

One thing is that each child is entitled to the same length of ride as another. Thus all

rides are equipped with automatic timers. No one gets an extra long ride one time

and feels cheated by a standard ride the next time.

All rides are the same price. Regardless of its capacity or its popularity, each ride is good

for a 10-cent ticket. A Kiddie Train, for example, takes

more time than a circular ride might, because it is capacity is greater and there is no reason to charge more.

At our ride operations, we do not allow adults on most of our kiddle rides. This is in line with the plan "Kiddieland." In some cases, however, possibly with a Kiddie Coaster, it is necessary to allow one adult per more than two children, because we do not want the child because he is taking up more room than would a child.

ADULTS HAVE TOLD US that Kiddieland was monotonous for them, also that the children were enthralled. It is only for that reason that we have put any major rides in the park. New riders have been added, but the exception is a Merry-Go-Round, since both adults and children ride this one and it is big. However otherwise we say "Why, it doesn't even have a Merry-Go-Round or Prance Wheel."

Periodically we have 5-cent day. This is weekly in some places, twice a month in others, but we go further than some and say it is always good business.

Even when business already is good, even if capacity at the regular rate, we hold the bargain days on full schedule.

THERE ARE MORE THINGS we owe our customers. One is that our closing time coincides with any local curfew regulation. Children getting home late can't ride. They were still on the ride.

And the other we owe them is to stay open as scheduled despite other ride. There may be no customers, but we are open.

A feature of our ticket policy is a paid gate. Since 1940 we have advocated a paid gate. For Kiddieland, the admission is 10 cents. This is enough to give us control over who enters but it is not enough to deter any legitimate kiddle customers.

That is particularly true since we have seen this one further and honor that gate ticket for one ride on any device in the park. It also may be "good" for concession items.

TWISTER AT OLYMPIC, SCHEDULE MORE AD $25

HIVINGTON, N. J. — The new Twister arrived from the Allan

Howsell Company on Tuesday (27), it is reported, and foundation work for the ride is under way at the turn of the loamy bands.

The ride will occupy the space filled for two seasons by a Rotor, which had been moved to Kennywood Park in Pittsburgh. Prior to that the space was occupied by a Tilt.

Olympic will open for weekend operations on Saturday, May 5, and full-time operations will begin May 10. The swimming pool will be open daily.

Snow delayed refurbishing work somewhat, and palm trees were put in place to work with a view this week to catch up with the schedule.

Wides Area

It has been decided to increase the advertising budget this year, and to extend the area of coverage. The park has typically gone heav-

ily in Union and other counties while at the same time the advertising will go to the north, which is the recipient of many of the Palisades Amuse-

ment Park advertising.

A couple of charter bus outfits have brought some Long island excursion business and it is hoped that this practice can be expanded this year, asserted Albert Fox reporter.

Snow Delays Opening Day At Riverside

AGAWAM, Mass. — The third straight weekend has snowed out the opening of the stadium. Originally planned for the Easter pe-

riod, the inaugural has now been postponed until the following Sat-

day and Sunday.

The opening was delayed while operator and annual Easter parade and egg hunt was postponed.
GAC-H Notes Booking Score; in Production

NEW YORK—Outlook for the next season of GAC-H Notes was viewed as very good for the coming fair season this week by C. W. (Bill) Hamid, who said that with booking activity virtually over, efforts are now being directed toward producing the recrees and running the package units on one-

day dates.

Cee Foster and Fia Kelly, who have managed the recrees, believe their show will have a normal run this season.

New Jersey

Sponsors a Teen-Age Auto Exhibit

For Top Attraction

ANDY HANSON

Teen-Age Auto Exhibit

Proves Top Attraction

By ANDY HANSON

Manager, Exposition Fair

Cedar Rapids

TEEN-AGE HOT RODDERS—a not too popular breed in some communities—provided the 1955 All-Iowa Fair with one of its biggest hits, an exhibit of 23 automobiles and models that had been rebuilt by teen-age boys, and girls, with the help of other hot rodders. The exhibit was housed in a tent and the "knights" aided by similar groups from Eastern States, provided 1000 members daily to man the display and receive the hundreds of questions posed by fair-goers.

The Iowa State Fair Board is planning to have this exhibit at the 1956 fair. A meeting of the organization—safety and courtesy on the road—and shows pictures of the 25 Indianapolis 500-mile race.

In addition to bringing people to the fair, the exhibit has proved an intensive interest in the new cars.

Arizona State Mulls

New Mgr., Midway Bids

PENDY FAIRS FORESEE

TRIPLED STATE $$ AID

HAIRSBURG, Pa. — Favorable action is expected by the State Legislature on a bill to raise the state's recreation fund with the proceeds of increased admission fees. The measure would increase the state's admission fund by about $1,000 annually, with the added funds to be used for state maintenance of the parks. A recent study by the Penn State Department of Recreation Development showed that the average attendance at the state parks in 1955 was about 1,000,000 people, and the state should expect to make a profit of about $1,000 annually, with the added funds to be used for state maintenance of the parks.

Mccormick Out

At Trenton

NEW YORK—A change in the independent ownership for the New Jersey State Fair at Trenton, was announced this week by G. C. (Kelly) Quick, who has been for the past year, superintendent of the Midway and midway manager for the State Fair. Mr. Quick took up duties in the spring, and it is expected that he will continue in his present position.

Quick announced to the management of the State Fair, that he will make a thorough investigation of the present year's operation and will make recommendations for future years. He also stated that he expects to make a thorough investigation of the present year's operation and will make recommendations for future years.

Quick also announced that he will make a thorough investigation of the present year's operation and will make recommendations for future years.

Quick also announced that he will make a thorough investigation of the present year's operation and will make recommendations for future years.

Quick also announced that he will make a thorough investigation of the present year's operation and will make recommendations for future years.

Quick also announced that he will make a thorough investigation of the present year's operation and will make recommendations for future years.
PRIDE OF WORKMANSHIP

Just another reason why you know that if the show is Barnes-Carruthers produced, it will be perfect.

That’s why you’ll hear the words “A Barnes-Carruthers Production” at more top outdoor events than any other.

Coast to Coast, Border to Border, Serving The Entire North American Continent.

BARNES-CARRUTHERS
Theatrical Enterprises, Inc.

159 N. DEARBORN STREET
CHICAGO, ILLINOIS
"SOMETHING NEW"
Buried Coins
Seen Lure on
Kiddie Days

ROCKY MOUNT, N. C.—Nora
man Chambles is thinking of
really going off the deep end this
year in his efforts to offer some-
thing new to fairgoers at his event in
Rocky Mount. The veteran man-
ger says he is thinking seriously
of setting aside an acre, planting
$100 in nickels and turning kiddie-
lane to find them, on the three
kiddie days.

"A survey of my fairs in 1955
shows that 73 per cent of the
patrons in exhibit buildings said 'I
saw that before.' They will never
say that about this buried treasure
idea," he claimed.

Chambles, who also manages
the Pitt County Fair in Greenville
and is associated with the Bradford
County Fair in Washington, N. C.,
said new activities are sorely in need
at fairs and he plans to make changes
in all his departments. In-
dicated will be a change in grand-
stand attractions, for which he said
he had no information at this time.

New Stand Hunted.

Chambles said he is looking for
a new location for his fairgrounds
here, where he intends to erect a

MIAMI NAMES OLD HAND AT CONCESSIONS

MIAMI—When and if the
world's Fair in Miami XS
a reality, exhibit and conces-
sion people will look to
President M. M. Woodard as
an old hand at trade recreation. He
was named general manager
and assistant managing director
of the Fair by Commissioner M. M.
Mazmanian, named an as-
isting managing director of the
Inter-American Fair last summer by
Commissioner M. M. Woodard.

John Minnema, former
salesman, will be
an exhibit of the Museum of
Science and Industry, Chi-
icago.

Estevan, Sask.,
Gets Support
For New Arena

ESTEVAN, Sask.—With finan-
cial support from local service
clubs assured, the Estevan Agricultural
Society's decision to scrap its plans
for a proposed new building and
revise plans for a new arena is
under way, said the group at its
annual meeting.

Estevan, Sask.—With finan-
cial support from local service
clubs assured, the Estevan Agricultural
Society's decision to scrap its plans
for a proposed new building and
revise plans for a new arena is
under way, said the group at its
annual meeting.

 attentions
SO

MICH. ASSN. SHORT COURSE APRIL 27-28
TRAVERSE CITY, Mich.—The Michigan Association of Fairs and Exhibitions will hold its annual short course for fair managers, April 27-28, in the Porter Hotel, Lanning, John Monsma, president, an-
ounced.

Monsma has asked that delegates bring their premium lists, advertising material and
any problems that could be discussed. Program will get

under way at 2 p.m. on Friday
with a dinner at 6:30 p.m. fol-
lowed by an evening meeting.
On Saturday the only ses-

sion will begin at 9 a.m. and
end at noon.

CELEBRATIONS
"THE GREAT WINNIPEG EXHIBITION"
JUNE 18-23—SIX DAYS
Home Show—Big Show—Circus and Poultry Exhibits.
For complete exhibit status details, rents, etc., write
MRS. M. YOUNG, Secy.,
THE 13TH YEAR OF THE
WORLD'S LARGEST:
OPERATORS SECRETARIES CONCESSIONERS
AND ANYONE INTERESTED IN THE FAIR BUSINESS—NEEDS THE BILLBOARD EVERY WEEK!

Miss Boba Says . . .

MISS BOBA SAYS . . .
NEEDS THE BILLBOARD EVERY WEEK!

4041

PO. BOX 2092, SPRINGFIELD, MISSOURI

Copyrighled mateial
Saskatoon Ex Plans Budget For 836 Net

SASKATOON, Sask.—Director of the Saskatoon Industrial Exhibition have approved a $366 budget based on revenues and expenditures less than in the peak years of 1934 and 1935 but providing for a surplus of $63,275. Revenue is estimated at $324,700, compared with $218,708 in 1935 and $236,941 in 1934. Expenditures are estimated at $241,925 as against 1935 expenditures of $251,562, and 1934 expenditures of $216,000.

This year’s estimated surplus of $63,275 compares with the record $117,210 carried last year and $100,000 realized in 1934.

Puyallup, Wash., Names Ann Faber Press Director

Puyallup, Wash. — Ann Shepard Faber was named press director of the Western Washington Fair here to succeed Robert Scouer, who resigned, John Murray, fair manager, said.

Mrs. Faber worked for the last five years as Scouer’s assistant. She was also associated with the United Press in Seattle, the Associated Press during the legislative sessions in Olympia, and more recently with AP in Seattle.

Scouer resigned after 25 years with the fair, 19 of them as publicity director, to become advertising manager for Western Pacific, Inc., Tacoma. He will continue to handle press for the College of Puget Sound, his alma mater, and the Puyallup Valley Daffodil Festival.

Scouer, 43, started at the fair as an usher in the grandstand and served in this capacity for six years before taking over as public relations director in 1929; respect the late W. A. Linklater, then manager. Other members whom he served include the late W. H. Bartel and McMurtry.

Lloyminster, Alta., Drops $3,018 in ‘55

LLOYDMINSTER, Alta. — A deficit of $3,018 was reported on the year’s operations of the LloyDMINSTER Exhibition Association. An adverse weather during the fair and Golden Jubilee expenses of $25,000 and other factors. Entries were up 23 per cent and prize money totaled $3,500.

Swift Current Ex Looks for Hiked ’56 Income, Profit

SWIFT CURRENT, Sask. — The Swift Current Agricultural and Exhibition Association, sponsors of the annual Frontier Days celebration, is budgeting for a surplus of $8,821.50 this year.

Revenue of $97,682 is forecast, which is $8,000 higher than last year’s estimate and $2,000 greater than the actual revenue in 1955. Expenditures are estimated at $90,061, up $2,090.76 over last year’s actual.

The four greatest sources of revenue—concessions, programs, rides and special events—are expected to bring in $75,011. Concessions are estimated at $24,000, programs at $12,120, rodeos at $13,000 and special events, $25,000.

Largest items in the list of expenditures are Administration, $18,117.50; concessions, $12,500; grounds and buildings, $15,575; rodeos, $11,153; and special events, $9,773. A capital expenditure covering construction of more barn space is budgeted at $10,000.

New Pavilion Sparks Aussie Easter Show

SYDNEY.—The Royal Agricultural Society has taken out rain insurance to the tune of $225,000 for the 10-day Royal Easter Show, which comes to a close Tuesday (3). Feature of the big annual event is the $500,000 French Pavilion containing 17,000 square feet for that nation’s display.

The pavilion is a two-story affair, and smaller buildings are in the planning stage since there is no available space for new construction on the 17-acre grounds.

Improvements for the million-dollar event done since last season include special feed racks for stock, concrete feed mangers for cattle, sunshades over cattle-pens windows, inside taps for efficient watering of horse-pavilions, and others.

Events in the area include judging, hunting and trotting contests, Army tattoo, borzoi-hunting, bullfighting, Mountie Police dog plays, model aeroplane flying, and grand parades of stock prize winners. Last year’s show attendance was 1,200,004, and $158,573 was spent for rain insurance. Gate prices were $5 shillings (50 cents) for adults and 1 shilling (3 cents) for children.

Okay 89G Aid

JACKSON, Miss.—The Mississippi State Fair, county and district livestock shows, and the Dairy Show will again split $80,500 in state aid, as the result of recent legislative action. The amount matches that appropriated two years ago.

Snow Cancels Reading Races

READING, Pa. — The snowstorm which blanketed much of the Midwest and East recently also had an adverse effect on operations at the Reading Fair. Beginning of the spring season was called off Sunday (5) and was re-scheduled for next Sunday (6).

THE GREATEST THRILL ACT OF ALL TIMES

THE ONE AND ONLY

EDMUNDO ZACCHINI’S

REPEATING CANNON SENSATION

FEATURING

THE WORLD FAMOUS ZACCHINI SISTERS

SHOT OVER 150 FEET INTO THE AIR

THE BILLBOARD

FAIRS-EXPOSITIONS

99

APRIL 7, 1956

Some Open Time in 1956

Contact Us Direct

EDMUNDO ZACCHINI

2603 Fountain Blvd.

Tampa, Florida

Ph. 743-863

Through your agent
BRUNO'S BREAKAWAY SWAYPOLE

The only 100 ft. Swaying Pole Act that is deliberately broken at half every show—no fake or misrepresentation, performers actually fall 100 ft. to the ground below.

For open time contact

GEORGE T. BROMAUGH
Box 813, Postman 's Station
Kansas City, Kansas
Phone: Mayfield 1-1991

TROPHIES and AWARDs
FOR ALL SHOWS

- State and County Fairs
- Horse Shows
- Specialty Shows

We carry a complete line of Trophies, Plaques, Medals, Ribbon Banners, Stereos and Show-Plated Helmet Pins,
- Large stock on hand at all times for immediate delivery,
- Complete engraving service available at 60 per letter,
- Use over 30 years of experience for complete satisfaction.

Send for FREE Literature and Quantity Prices.

EDWIN W. LAKE CO., Dept. BB, 32 W. Randolph Street, Chicago 1, Illinois

The Three Milos
AMERICA'S
MOST OUTSTANDING
AERIAL ACT

- COMMITTEES -
If you haven't used this High Act you have missed a really great one.

AVAILABLE FOR:
- FAIRS • PARKS
- CIRCUSES • CELEBRATIONS
- CARNIVALS

Southern & Midwest Committees
Contact
Charles Zemahaer Agency
22 W. Randolph St., Chicago, Ill.

New England Committees
Contact
Al Martin Agency
Hotel Bradford Boston, Mass.

1956 Fair Dates

CANADA
Alberta

British Columbia

Swaying Pole

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.

--- Continued from page 79 ---

Trenton—Trenton Col., Polk Aea., Aug. 2.

Trenton—Trenton Col., Polk Aea., Sept. 2.
Antalek Signs Syrcause Acts for April 12-18

SYRACUSE—Make-up of the Syracuse Shrine Circus, scheduled for April 12-18, has been announced by Producer Joe Antalek. Shows will be at the Fair, and it will include the Jules Jacobi Lion stock from Clyde Beere. Circus, the Zazchnia, and Elly Ar- dem.

Staffers in addition to Antalek are Jack Maynard, equestrian di- rector; Al Verone, musical director, and O. M. Wilbur, superintendent.

Performance will include:

Entry; Jules Jacobi’s Lions, the Eddies, trapeze, clown, with Jack Harrison producing; Clyde Beere’s, Ponies, Lena’s Pets and the Darnell & Doolin’s, Helen Arley, trapoe; Howard Sorex’s Liberty’s, and a special act with Conchita, iron jaw.

The Royal Bakers, skating; NataIe, monkey man, Joannes, wire and juggling; Five Eerrks, acrob- ats; Great Triumph Tramp, high wire; intermission.

Acting Directors: Joe Antalek; White Kids, unclai- ce; Cole Bros. Elephants, clown; and Zazchnia’s double elephant set.

MAGICAL CHEER

Program Set

For Telecast

From Garden

• Continued from page 1

Houdini, the favorite of the vaudeville, will be featured in the show.

Houdini will be featured in the show of the Garden Circus, which is scheduled to open on Tuesday, March 18.

The Houdini show will be the first of a series of vaudeville shows to be presented at the Garden Circus. The Houdini show will be sponsored by the Garden Circus management and will be featured in the Garden Circus on Tuesday, March 18.

The Houdini show will feature a variety of acts, including a circus act, a magic act, and a variety of other acts that will be featured in the Garden Circus.

The Garden Circus management has been working on the Houdini show for several weeks, and they have been preparing for the show for several weeks. They have been working on the Houdini show for several weeks, and they have been preparing for the show for several weeks.

The Garden Circus management has been working on the Houdini show for several weeks, and they have been preparing for the show for several weeks.
Rink Wright... some musicians rung for Ringling-Barnum and Bailey. In the days of these great circuses, Miller, Mills and Beauty shows were far more original and exciting. But on the Evans on the Davenport show and other events. Rink Wright spoke about his work under Ezra Corson, new B-B, and his memories of the traveling circus.

From Polk, Eastern, Paul Kaye writes that Arden KLixens, Audrey East and his mother have taken up the line. Paul Kaye, Alfred, has joined Dick Davenport on the show. The show is a big hit. Wilbur Hansford, L. A., and Earl Earle, Vaughn Hammond and John Bandy of ACL, who practice regularly are the North Bros., Keene, and the Symphonyettes. The group is a Davenport production, making a short vacation at their Sarasota home.

Barbara Fairchild, wife of the great Francis Davenport, has weather has been pretty cold, and that warm will not make matters stand so for. Show visitors at the beautiful Ringling Museum Repsetz, Yarmouth, Conn., Ares. Those who have joined the Jim Mitchell of Texas Jim, Legile-Film, L. D. (Doc) Hall, with the Miss Mitchell of Texas Jim, Legile-Film, and Frank Terrance and many converses, some of who have been with the group, are joining us.

Paul Hall's family arrived and so did the top-rated player Bernie Lepage's, adding nine children of the 14 who already were on hand, and making a lot of material to feed for birthday parties. Minor fire in the museum has burned some of the records, and has not been able to go on. Barbara Williams, performing with the show, has found it very hot and is taking care of the show's equipment. CIRCUS NEWS.

RINGLING LOSES 2 TRAIN BOSSES: NAMES AUDITOR

SARASOTA, Fla. — As Ringling-Barnum & Bailey official Ray Barnett telephoned in New York and the show train departed. He told me that the New York stand, more changes were made in the staff.

Gerald Mitchell was named ases auditor for the show. The show's travel agent, Ted Sato, recently named head travel agent, and Don Kalfus, train electrician, left the show and planned to open a restaurant.

By late last week, George W. Seltzer, head of the show's office, has several assistants. He and the assistants, and the New York stand, have been under the management of Sunna.

For several W. C. open under strong reception. Phone: Superior, N. C., 4606

RUBIDOUY IN PORTLAND—Rudy Bie's Circus, Portland, Ore., 600,000 in Circus. Was the third annual show for the troupe.

Merle and Nina Evans were guests of the Orrin Davenport last week, in his suite at the Arno United Press, and also at the Chicago Telephones. After a recent tour with Los Jacobs and with several others, Frankie Sabo and Nick McDonald, How soon leaves Columbus for Santa Barbara and San Francisco. Allen's Performing Bears will make the Omaha Shiner an immediate hit.

NEW & CALLOBOE MUSIC

ATTENTION CATCHING!! EXCITING!!! MELORIOUS

A perfect reproduction of a true circus calliope. Selections include such typical and nostrums as: "Over There" over There, over There." Phone for prices. Phone: Superior, N. C., 4606

RINGLING LOSES 2 TRAIN BOSSES: NAMES AUDITOR

SARASOTA, Fla.: As Ringling-Barnum & Bailey official Ray Barnett telephoned in New York and the show train departed. He told me that the New York stand, more changes were made in the staff.

Gerald Mitchell was named as auditor for the show. The show's travel agent, Ted Sato, recently named head travel agent, and Don Kalfus, train electrician, left the show and planned to open a restaurant.

By late last week, George W. Seltzer, head of the show's office, has several assistants. He and the assistants, and the New York stand, have been under the management of Sunna.

For several W. C. open under strong reception. Phone: Superior, N. C., 4606

RUBIDOUY IN PORTLAND—Rudy Bie's Circus, Portland, Ore., 600,000 in Circus. Was the third annual show for the troupe.
1956 Rodeo Dates

**Alabama**
- Ponce de Leon, May 11-15
- W. R. Harris, April 28-30

**Arkansas**
- Newport, April 16-18
- Ela C. House, May 10-12

**California**
- Arroyo Grande, April 25-26
- Manzana, May 20-21

**Illinois**
- Chicago-Chicago, July 25-26
- Chicago, July 25-26

**Kentucky**
- Pineville, April 19-20
- Rodeo, July 3-5

**Louisiana**
- Baton Rouge, April 24-26

**Missouri**
- Springfield, May 17-18

**Nebraska**
- Grand Island, July 4-5

**New Mexico**
- Albuquerque, May 28-29

**Oklahoma**
- Ada—Ada Rodeo, May 6-7, C. R. Blevins, May 6-7
- Ardmore—Ardmore Fair, May 17-18
- Caddo—Caddo Rodeo, May 7-8

**Oregon**
- Bend—Bend Fair, May 27-28
- Pendleton—Pendleton Round-Up, May 27-28

**South Dakota**
- Rapid City—Rapid City Rodeo, June 27-28

**Texas**
- Galveston—Galveston Rodeo, May 21-22
- Houston—Houston Livestock Show and Rodeo, April 21-22

**Virginia**
- Richmond, Sept. 17-18

**Washington**
- Seattle—Seattle Rodeo, July 20-21

**Wisconsin**
- Green Bay—Green Bay Fair, June 24-25

**Wyoming**
- Laramie—Laramie Rodeo, June 23-24

**Other Locations**
- York, Maine—York Rodeo, June 3-5
- South Carolina—South Carolina State Fair, Sept. 17-18

**Attention**
- If you have a rodeo coming up or want to find one, I can check my sources.

**Promoters—Phonemen**

- Bill Cullen, N.C. Rodeo, May 20-21
- Bob Okerend, C. E. Rodeo, May 27-28
- Paul Watson, May 14-15

**Wanted Banner Painter**
- Wanted: Professional painter to paint one 4-color banner for the July 4th parade in O'Fallon, Missouri. Must have experience painting large banners. Contact: Main Street Painters, 555 Main St., O'Fallon, MO 63366.

**Wanted Contract Agent**

- Looking for a contract agent to represent our company at the upcoming rodeo in Wyoming. Must have experience with rodeo contracting. Contact: Rodeo Management Services, 123 Main St., Cheyenne, WY 82001.

**Phonemen**

- Wanted: Call Ripley Rodeo, 555 Main St., Cheyenne, WY 82001 for more information.

**Police**

- Contact your local police department for information on rodeos in your area.

**National Rodeo Circuses**

- Contact the National Rodeo Circuses at 800-555-1212 for more information.

**Majorettes**

- Majorette Squad—Contact Majorette Squad, 333 Main St., Cheyenne, WY 82001 for more information.

**Octoberfest**

- Octoberfest—Contact Octoberfest, 444 Main St., Cheyenne, WY 82001 for more information.

**Circus Acts of All Descriptions**

- Contact Circus Acts of All Descriptions, 555 Main St., Cheyenne, WY 82001 for more information.

**Wanted Banners**

- Wanted: Banners for the upcoming rodeo in Texas. Contact your local banner company for more information.

**Rodeo Shows**

- Contact Rodeo Shows, 555 Main St., Cheyenne, WY 82001 for more information.

**Rodeo Rides**

- Contact Rodeo Rides, 555 Main St., Cheyenne, WY 82001 for more information.

**Rodeo Meals**

- Contact Rodeo Meals, 555 Main St., Cheyenne, WY 82001 for more information.

**Rodeo Shows**

- Contact Rodeo Shows, 555 Main St., Cheyenne, WY 82001 for more information.

**Rodeo Rides**

- Contact Rodeo Rides, 555 Main St., Cheyenne, WY 82001 for more information.

**Rodeo Meals**

- Contact Rodeo Meals, 555 Main St., Cheyenne, WY 82001 for more information.
CARNIVALS

Royal American Set
To Play St. Louis

FACES ONLY THREE PRE-CANADIAN DATES;
Switches to Red River Fair, Winnipeg

ST. LOUIS—After a one-year interval, the Royal American Shows this year will return to this city for a 10-day engagement. Recently completed negotiations call for a 13-day run this date, beginning May 2, on the Grand and Laclede show lot.

The Grand and Laclede site was not available last year and this caused the Carl Schmiedley-owned shows to move to Chicago. To ob-
tain the use of the lot this year, the show had to find another one which was occupied by a baseball field which had been used by the Grand and Laclede club.
Completion of negotiations for the site still due here fills in the ses-
sion’s route for the Royal American. The show will play only three stops, the Memphis Cotton Carnival, May 12-19, the date here, to May 26-3, and Davenport, June 6-17, before it rolls to Win-
ipeg for the first of its many fa-3 shows.

At Winnipeg this year the show will supply the midway attractions at the Red River Fair within the city, rather than at the Greater Winnipeg Exhibition at the outskirts of the city as in the past cen-
turies.

The Vital Fair will proceed the one in Winnipeg’s dates being June 18-23, while those at Davenport are June 24-30.

Jimmie Sullivan’s World’s Finest Fair will make its 23rd appearance at the St. Vital Fair, thus pre-dating the Royal American into the Win-
gipeg area.

Site of the Red River Fair is Winnipeg Park, where the Royal American will set up on a gravelled parking lot.

PRELL PREEMS APRIL 28
Predicts Good Season

NEW YORK—Prell’s Broadway Showways will open the season April 24 in Columbus, Ohio. The date, which will include two Sat-
urs, will conclude a pay day at adjacent Fort Jackson, major Army installation.

This week overlookers Sam E. Prell and Ted Glassman are looking forward to the coming season. He is as certain of good results as he can be, however, he knows that there is good, work, plentiful and wages high. A study of the bills this week showed that the public was spend-
ing a lot of money on entertainment.

Pains last year were particularly evident up north. Fort Jackson added to equal earnings at the annals, could result in piling up the best seasonal earnings in the past several years. Prell, who waded in Florida, spent several days last year in his New Jersey Home before leaving for the show winter quarters at Greenwood, S. C. About 22 men are on the payroll and the show-starring equipment under the direction of Mr. Prell.

For the early dates Prell intends to have 15 major rides, 6 kids and 350 fair rides, and with a line-up of concessions. Units will be dressed in soft colors and full strength achieved in time for the opening.

Prell will spend about three weeks in the South. The remainder of the still date rollout will follow the pattern of the past and again include some time on Long Island.

The Brit-Amusement Carnival which opens the season May 21, will oper-
ate with eight rides and 20 con-
cessions. Other concessions and several shows will be added for the fair. The unit has plans to host 12 fair in Kentucky and Indiana, which will include the annuals at Carlisle, Ind., and Cen-
tergrove, Enterpise, Indiana. D. W. God-\nson, superintendent, will be in charge.

The Briscoe carnival which opens the season May 21, will oper-
ate with eight rides and 20 con-
cessions. Other concessions and several shows will be added for the fair. The unit has plans to host 12 fair in Kentucky and Indiana, which will include the annuals at Carlisle, Ind., and Cen-
tergrove, Enterpise, Indiana. D. W. God-\nson, superintendent, will be in charge.

The face of the Breeze exhibition business is being seen with the coming in of two new shows.

The second of the new shows to slide into the scene is the New Home Search.

The American is a well-known firm and will be in town May 2, on the Grand and Laclede.

The Company is a full-fledged outfit, employing a staff of approximately 100.

The American is a full-fledged outfit, employing a staff of approximately 100.

The face of the Breeze exhibition business is being seen with the coming in of two new shows.

The second of the new shows to slide into the scene is the New Home Search.

The American is a well-known firm and will be in town May 2, on the Grand and Laclede.

The Company is a full-fledged outfit, employing a staff of approximately 100.

The face of the Breeze exhibition business is being seen with the coming in of two new shows.

The second of the new shows to slide into the scene is the New Home Search.

The American is a well-known firm and will be in town May 2, on the Grand and Laclede.

The Company is a full-fledged outfit, employing a staff of approximately 100.

The face of the Breeze exhibition business is being seen with the coming in of two new shows.

The second of the new shows to slide into the scene is the New Home Search.

The American is a well-known firm and will be in town May 2, on the Grand and Laclede.

The Company is a full-fledged outfit, employing a staff of approximately 100.

The face of the Breeze exhibition business is being seen with the coming in of two new shows.

The second of the new shows to slide into the scene is the New Home Search.

The American is a well-known firm and will be in town May 2, on the Grand and Laclede.

The Company is a full-fledged outfit, employing a staff of approximately 100.

The face of the Breeze exhibition business is being seen with the coming in of two new shows.

The second of the new shows to slide into the scene is the New Home Search.

The American is a well-known firm and will be in town May 2, on the Grand and Laclede.

The Company is a full-fledged outfit, employing a staff of approximately 100.
Tex Connolly, who left the business several years ago to join the staff of a Philadelphia department store, is now selling house trailers in Woodside, N.Y., with his wife, handling the business details. He represents Connolly’s House Trailer Co., friends this season when the shows head up that way. . . .

George H. Flug in the Virginia of the tion (S. C., with the Announcements of America this year. They will be the "Studs of Times," "Parisian Nights" and "Maconies," a Latin American show, the Vivonas report. The entire show will be studio-shot alive and in color, and will feature a former Miss Daisy’s dancer, a former Miss Dinah’s dancer, and a 13-piece orchestra consisting of a collection of various artists. The show will be Bermuda, off the Dave Cohen circuit. Diana Ray, fire dancer; Chevrolet, Betty Ebersole and BYU, working with John H., the Big Boys, will be the hand of tickets, and Tom Berry. The show will be the only one of its kind in the world. The show will feature Chalupka, and Jeanna Cole, Clear Maynard as talley and Johnny Howell, tickets and cinema. For the three Masses units will range from 60 feet for the Latin unit to 100 for therevue.

Tex, following a second stroke, is in the hospital, standing by at the Long Star Trailer Park, 1915 Shoreline Drive, Corpus Christi, Texas. Danie Balchen, secretary of the Maritime Shipping Co.’s Club of Car-

Babcock Inks July 4 Cele

LOUIS ANGLES—The Frank W. Babcock United Shows, man- aged by J. E. Babcock, has acquired the property in Los Angeles, and the show will be featured by the Ocean- side Junior Chamber of Commerce at its annual Fourth of July celebra- tion in that city, owner Bob- by A. Hatch, a member of the Long Star Trailer Park, 1915 Shoreline Drive, Corpus Christi, Texas. Babcock, is standing by at the Long Star Trailer Park, 1915 Shoreline Drive, Corpus Christi, Texas. Danie Balchen, secretary of the Maritime Shipping Co.’s Club of Car-

Babcock Inks July 4 Cele

LOUIS ANGLES—The Frank W. Babcock United Shows, man- aged by J. E. Babcock, has acquired the property in Los Angeles, and the show will be featured by the Ocean- side Junior Chamber of Commerce at its annual Fourth of July celebra- tion in that city, owner Bob- by A. Hatch, a member of the Long Star Trailer Park, 1915 Shoreline Drive, Corpus Christi, Texas. Babcock, is standing by at the Long Star Trailer Park, 1915 Shoreline Drive, Corpus Christi, Texas. Danie Balchen, secretary of the Maritime Shipping Co.’s Club of Car-
Byers Bros. Shows
OPENING TRUMANN, ARK., APRIL 20
20 FAIRS AND CELEBRATIONS THRU KANSAS, IOWA, ILLINOIS, MINNESOTA, MONTANA, WYOMING, MEXICO, ETC.
WANT BEANO FOR SEASON—YOU WORK EVERY WEEK UP HERE
CONCESSIONS: West Cashoax, Bob's Dusk and Fish Fund, Costume Novelties, Ball Games, Pabst Blue Ribbon, American or English only. Can place some P.C. if you have Handy Parks.
SHOWS: Will book Mechanical, Mutoscope, Wild Bill, Monkey or any show of merit not conflict. FOR SALE—Putting Machine. * All shows will buy two Evan Sales.

Reply to CARL W. BYERS or JOE SHARP P. O. Box 177, Trumann, Ark.

PLAYLAND ON PARADE

New booking for one of the best Routes in the Middle West. Celebrations start April 23.

E. L. WINROD, Box 177, Pacific, Mo.

Phone: Clearwater 7-2228

D. S. DUDLEY SHOWS
Opening Plainview Dairy Show, Plainview, Texas, April 13
20 FAIRS AND CELEBRATIONS IN Texas, Oklahoma, Kansas, New Mexico, Colorado and Nebraska

CAN PLACE—Handy Punks of all kinds. Only exclusive rights on Photos, Novelties and Jewelry
CAN PLACE Monkey Show (Maggie, contact), Motor Drive, Mechanical Show and any show not conflicting. Can place live Pony Ride and any non-conflicting Kid Rides.
HELP WANTED—Can place few Foremen and need Second Men for 15 rides. Must be able to drive trucks with semi trailers. Need Electrician who can handle Diesel light plants, must be sober and reliable; good job for right man. Need few Handy Park Agents (Coke Rings, Blackie, contact). Due to disappointment, want Man to take office-owned Big Snake Show; 22 ft. Python. Good proposition for good man.

Notice to Fair & Celebration Managers: Have few open dates in June and July. Also answers to D. S. DUDLEY, Box 2857

Phone: 2857
Mankins, Texas

PRUDENT'S AMUSEMENT SHOWS
OPENING MAY 25
CAN PLACE Buffet Diners, Coke Bottles, Heap-Up, Cork Gallery, Pancake, small Fups and Novelties. WANT RIDE HELP—Farrar and Second Man for Harry Guinn, Maris Wheel, Chiptoplane, and Electrician who understands Diesel Electric Drive, FOR SALE—Large crowd of kids, 18 rides, $1,000 in trade, 5 leading tubes, 3 equipment cars, all for $1,000; will book on the show, $1,000 cash, All replies to M. PRUDENT, 19 Brook St., Patchogue, L. I., N. Y.

SAMUEL POCKAR
Veteran Slum Dealer Looks Back 50 Years

INCREASING quantities of slum jewelry are needed and being produced in various ways from the trash and dross of the industry, and are being sold for a profit. The medium of outdoor show business is one of the most profitable and with the greatest return on investment. In some large cities, the vast quantities of jewelry that are produced by this industry are sold for a profit of as much as 50% on the cost, of all kinds of jewelry generation.
OUTDOOR show operators, execut- ing much of their equipment, are finding that many of the ESTIMATES of articles have increased over last year. A survey, conducted by The Billboard, indicates that prices — a result of higher costs — continue to increase. This trend has increased anywhere from 3 to 10 per cent on a good number of articles.

Manufacturers express similar sentiments about the early season, although this will be as good or better. In some cases, early season buyers have been curtailed somewhat; in others, manufacturers report those of this year at this time.

If W. T. Creamer, Ocean Park, Cali., manufacturer of long range shooting galleries and supplies for the same, reports early activity as rather slow. Prices for hit products are substantially unchanged.

General Comments

Prices, too, have remained about the same, as manufactured by Lewis-Dean Engine Company, Minneapolis, as priced 5 per cent to 10 per cent over last year. The in- crease put into effect is due to the increased costs of materials, according to Samuel P. Finson, firm's vice-

D. H. Finke, president of Colos- emeter Corporation, Chicago, has introduced a new method of changing machine with full 100 key-yards that have been operated by remote control. Prices increase of approximately $1.50 has been put into effect on the firm's line, the result of increased labor and material costs, which are optimism about the season and looks for a good year.

The outlook for plaster figures is not too promising, according to Nilo Pflieger, partner in the Old Forge, Pa. stationary firm bearing his name. Despite this apparent lack of interest, material costs and labor are expected to hold.

Neon Signs

A new type of rechargeable neon sign is being offered the out- door trade by Janco Products Compa- nies, Inc., of Piqua, Ohio. The signs are not manufactured, but assembled and are picked in individual cells within strong cardboard to insure against breakage. The firm points out that in addition to cutting down on breakage, the letters can be easily and accurately to feature spec- ial acts, concession items or other articles. Price increases for this year due to higher costs on trans- formers and wiring.

Now coming in Western Canada is expected to match that of last year, according to William C. King, of Xop Show, Everett, Wash., King reports that there has been some tightening of money in the area but thinks this will be changed in the next 30 days. Prices on their line of paper, ribbons and other articles are unchanged from '55.

Fog Dispenser

An appliance to disperse ground fog, humidity and mosquitoes has been introduced by Dow Fog & Associates of New York City. Called the "Foggenerator," it consists of a motor-driven horizontal pro- peller on a 30-foot tower. Selling at $10,000 each, one is said to cover five to seven acres and is used for theaters and other outdoor establishments. Firm is also carrying its line of voll- eys, popcorn machines and candy equipment.

Dow Fog's outlook for the new season has been unchanged this year and Fair Duke fog for a big season. Electrical Wholesalers, Inc., Chi- cago dealer in electric light bulbs, motor controls for all purposes, fuses, and other electrical supplies, is holding to unchanged prices. Field has introduced a new type filament reel strip lighting that is said to be shatterproof. His "Security" and "Shrockproof" lamp can not fall out of the strip and is provided with better weather protection.

Prices on coconut tables, rings and other soft drinks in- creased the same amount, according to L. B. & B. Products Corporation, Brooklyn, N. Y., are up 40 per cent due to material and labor costs. Lou Seiler, president, an- nounced this year the firm is finishing the equipment in an annealed aluminum instead of chrome.

Joseph Liedowsky & Sons, printers to many firms, are holding to unchanged prices on screens, writing and pay charts in Hich- el's. Bill Fanning, Inc., is holding to unchanged prices. The outlook, as far as Fanning is concerned, is that 1956 will come up to last year, gen- erally a good season.

Equipment Costs Over 1955 Levels

OPENING DOWNTOWN EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 26
EXCLUSIVE SHOWS Photographs: Age and Weight, Large Range, Pot, Rot, Jewelry, Glass Pitch, Custard or Ice Cream, CONCESSIONS: Pops, Club Cola Bites, Cola Bites, Sunset Range, Milk Bottles, Fun and Horkey Pucks, Horkey Pucks.
SHOWS: Horse shows for Xop Show, Horse Show, Horse Show, Horse Show. RIDE HELP: Foreman for Wheel, Merry-Go-Round, Rock-A-Plane, Kids Ride. Riders must be able to drive, steam and join now for bonus.
WINTERQUARTERS NOW OPEN.
701 N. MAIN STREET.

OPENING DOWNTOWN EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 26
EXCLUSIVE SHOWS Photographs: Age and Weight, Large Range, Pot, Rot, Jewelry, Glass Pitch, Custard or Ice Cream, CONCESSIONS: Pops, Club Cola Bites, Cola Bites, Sunset Range, Milk Bottles, Fun and Horkey Pucks, Horkey Pucks.
SHOWS: Horse shows for Xop Show, Horse Show, Horse Show, Horse Show. RIDE HELP: Foreman for Wheel, Merry-Go-Round, Rock-A-Plane, Kids Ride. Riders must be able to drive, steam and join now for bonus.
WINTERQUARTERS NOW OPEN.
701 N. MAIN STREET.
**CONCESSIONS**

**SHOWS**

**HELP**

**WINTERQUARTERS OPEN AT TIVOLI, JOPLIN, MO.**

**WRITE OR WIRE: H. V. PETERSEN, Mgr., P. O. Box 712, Joplin, Mo.**

(Phone: Mayfair 3-1946 or Mayfair 4-1323)

---

**PRELL'S BROADWAY SHOWS INC.**

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

**OPENING 1956 SEASON COLUMBIA, S. C. APRIL 28-MAY 5—SATURDAYS—SOLDIERS' PAY DAY**

Six Days, Four Celebrations, 16 Weeks bona fide Fairs, starting Newberry, Del., July 23

**OPENING CELEBRATION**

**CONCESSIONS**

**SHOWS**

**HELP**

Agents.

HOUSE EXPOSITION

**CONCESSIONS**

**SHOWS**

**HELP**

WINTERQUARTERS OPEN AT TIVOLI, JOPLIN, MO.**

**WRITE OR WIRE: H. V. PETERSEN, Mgr., P. O. Box 712, Joplin, Mo.**

(Phone: Mayfair 3-1946 or Mayfair 4-1323)

---

**ATTENTION • CALL • NOTICE • ATTENTION • CALL • NOTICE**

**FAMOUS AMERICAN SHOWS OPEN MAY 1st**

**America's newest midway**

**WANTED**

**WANTED**

**SIDE SUPERSTITION**

**TRUCK MECHANIC**

FOREMAN for Fair's Wheel, Caterpillar, Rolling Stock, Rocket, F-11 Flyer, Plane, Whip and Molly-Car-Round. Also Second Man who drive JOHN BURNS, call or wire. HELP—Weiler, Builder, Carpenter, Printer, Artist, Electrician who can handle lights; let me know, Secretary, Special Agent with promotional ideas, Biographer, Sportswriter.

**WINTERQUARTERS OPEN**—Want useful Help in all departments. CONCESSIONS open, including COOK-HOUSE & BINGO. Reasonable Prices. Want staff, Men for office Concessions. SHOWS—With or without your own outfit. If you don't have outfit we do. Special deal to Girl Show Operator with own outfit. Want MARRY-WAY SHOW Operator: we have complete outfit and messey, Want Good Side Show Operator. RAY CRASIER, PLEASE CONTACT. Moredale, for Sale.

**ATTENTION, FAIR SECRETARIES & CELEBRATION COMMITTEES**

If you want a new, clean, modern midway—write, telephone or wire, O. P. Box 214

NEIL BERK

Telephone 39714

DOTHAN, ALABAMA

**WANTED—AGENTS—WANTED FOR EARLY OPENING WITH TIVOLI EXPO SHOWS**

Will give head of stables to those who are capable. Want Agents for Park Shows and Court Shows. Agents for Sid Cats, Bulls and Siegels, Also Hankey Park. Agents. Can use a few men to set up and down Concessions. Joe Plante, care of miss. FRANK SPINA, Business Manager

P. O. Box 142

JOPLIN, Mo.

For Sale to Settle Estate

**HOME Todd and Frank, Two Drop Towers, Side Show and Rides,**

**For Sale to Settle Estate**

Frank Todd and Frank, Two Drop Towers, Side Show and Rides.**

**SPECIAL**

FRANK SPINA, Business Manager

P. O. Box 142

(Phone: Mayfair 4-1272)

GIVE TO JAPAN BURON CANCER FUND

**FEM INFLUENCE:**

Up-Date Interiors

Mark New Mobile Homes

**By ED WILSON**

Marketing Director, Mobile Home Manufacturers' Association

"In the last 10 months, we have been in a housing boom that has been unprecedented in our industry," says Bob Mansfield, President, Mobile Home Manufacturers' Association. "This trend has been so strong that it's the woman of the family who has the final say in the selection of a house on wheels."

And what the lady wants is the latest in space-and-color schemes, the newest in home furnishings which she has seen pictured in her favorite women's magazines and newspapers.

"The manufacturers of mobile homes have followed the trend in layout and design. Without question, a mobile home is a new home," says Mansfield. "The new models reflect the change in atmosphere and space design. Without question, a mobile home is a new home."

Under this trend is an apparent interest in new and different types of furnishing. There is no short list of plans or standard set of materials that apply. "There are a lot of new projects that are different and varied in style and appear to be an em"...
EVEN 1956, 76,899 mobile homes had been produced, totaling 101,000 mobile home units, a record in the 25-yr history of the industry. This was a 34-per cent increase over 1954 sales, which totaled 58,064 units, carrying a sales value of $324,000,000.

During 1955, MSHA representatives say:

One out of every 11 single family housing starts was a mobile home.

The mobile home industry produced 9 per cent of the approximately 1,001,000 single family housing units built in the country.

The industry sold an estimated 101,000 mobile home units, where- as there were only an estimated 86,000 prefabricated housing units built.

Three per cent of all refrigerators, 8 per cent of all space heat- ers and 20 per cent of all apartment-size gas ranges built during 1955 were consumed by the mobile home industry.

Another continuing factor in the sales growth expected the recent provision for FHA insurance on mobile home parks.

This provision was included in the housing bill passed by Con- gress last August 2.

Pack Loans

It permitted maximum loans of 60 per cent on a maximum of $300, 000 per trailer park with a 1,800 minimum per mobile home site.

"This will mean that more and better parks will be built for these people who have a considerable investment in mobile homes costing up to $7,500, and purchased on privately financed short term loans," officials say.

They pointed out that improvement of mobile home parks has been a critical problem in the industry.

We believe FHA aid to park loans will prove to be a solution. In the past, inadequate financing has been a major problem to prospective park operators.

Private financing was not available to them in enough amounts to permit them to build acceptable parks without substantially more costly series of home mortgage payments than it is necessary to start more business ventures, they report.

Association officials forecast that capital invested in trailer parks, now approximately $500,000,000, is likely to be doubled in the next few years as a result of this new FHA provision. This is expected to attract many potential customers to mobile living.

WILD BIRD CAGES

309 each in lots of 200 cages, 72 Washington St. Yanchep. Indianas. Phone 1006 FLETCHER AVE, INDIANAPOLIS, IND.

CARNIVAL WANTED

WANT - WANT - WIND RIDE HELP - CONCESSIONS - SHOWS

MEEKER'S SHOWS

MEEKER'S SHOWS

WANT - WANT - WIND RIDE HELP - CONCESSIONS - SHOWS

Can use capable Ride Help in all departments. Those presently with the show, contact our office. SHOWS - Need attractions with own equipment. CONCESSIONS - Stand Parks. Anytime - any length. Opening April 30, Washington, State Apple Blossom Festival, Werneke.

Contact RALPH MEEKER, Owner-Manager, 1520 EAST 8 STREET, TACOMA, WASHINGTON.

"THE BILLBOARD" 99 CARNIVALS

"AMERICA'S MOST SPECTACULAR MIDWAY"

FIRST CALL 1956 SEASON - FIRST CALL OPENING MEMPHIS COTTON CARNIVAL (BEALA AVE.)

9 DAYS - MAY 11, 1956 - 9 DAYS FOLLOWED BY THE MOST OUTSTANDING ROUTE OF FAIRS AND CELEBRATIONS IN THE FIELD.

BIBBON,總, J.W.V.M. CELEBRATION

NOVEMBER, WIS. HOUSEHOLD, WIS. FRIENDS CELEBRATION

JACKSONVILLE, FL., JEFFERSON, WIS. FISHING, WIS.

FAIR CELEBRATION (On the Streets)

JAMESVILLE, WIS., FAIR

MADISON, WIS., FAIR

MASSILLON, WIS., FAIR

MONTICELLO, ARK., FAIR

WINONA, ILL., FAIR

PINE BLUFF, ARK., FAIR

REDMOND, OR., FAIR

ROCKICA, MISS., FAIR

ROCKICA, MISS., FAIR

TACOMA, WASHINGTON

SPRING SPECIAL—WHILE THEY LAST!

60" Searchlights

SEARCHLIGHT GENERATORS

$375.00 EACH

500-000 LUMINOUS TIPS, Ltd.

$100 TROTTER, Inc.

All space units in stock. Complete lamp mechanisms, $75.00 each.

SEARCHLIGHT CARBONS—$30.00 per case

PUBLICITY SEARCHLIGHT CO.

38 West 53rd Street

Phone 5-6993

New York 19, N. Y.

GOLD MEDAL SHOWS

CONCESSION DEPARTMENT CAN PLACE

Long Range and Short Range Shooting Galleries, Duck Pond, Pitch-Till-You-Can Units and whole teams. Send Blue Ticket, and you will receive Cash Prize. Send for information.

BINGO: Can place Assistant Caller and good Croupier. Rent of treat- ment and stay paid. AGENT: One capable Carnival Agent, also own- ing capable Park Show Agents. Want two good, sober and reliable Bucket Store Agents. (One New Englander)

WRITE OR WIRE: WILLIAM COWAN, WILLIAMSON, W. VA.

P.S.—NEAL CARLIM, waiting to hear from you.

FOR SALE—1954 COLUMET COACH

POPCORN AND CAMELCORN TRAILER

$300 Cash to purchase, some equipment available.

PRICE $2,200 Cash

DAN PETRALS

72 Washington St. Yanceh, Indiana.

OF WILD BIRD CAGES

WILD BIRD CAGES

309 each in lots of 200 cages, 72 Washington St. Yanceh, Indiana. Less than one lot lots, 500 each, shipped from Oklahoma City, General Line for Carnival Supplies, Novelties, Balloons, etc. 2955 deposit on all C.O.D. orders. New Catalog out.

M-G NOVELTY COMPANY

175 S. WALKER STREET

OKLAHOMA CITY, OKLAHOMA

Copyrighted material
CLUB ACTIVITIES

National Showmen's Association

NEW YORK — A report by the Chairman Development Committee revealed that the recent Barn Dance was a success financially, new as well as being one of the best affairs ever staged in recent years. The club closed $145, and Davenport expressed thanks to Joe Dwaller, Jean Clevenger, Jean Shelton, Fred (Shemp) Lumpe, Hark Tracy and Norman Schenck. New members are Pasquale Fari, Herman Sirm and Earnest Kruger. The house committee announced their next regular meeting for April 7. First President Kressmann is finalizing plans for a reunion of 1955 and 1956.

Secretary Brinit asked members to serve in a permanent address.

Michigan Showmen's Association

Ladies Auxiliary
President Laura Baker was in the house at the morning meeting (10) meeting. Officers present were: Joe Werny, Helen Cook, Betty Greely and Carole Quist.

Michigan Showmen's Association

CHICAGO—Upwards of 60 members and guests, including the complete staff of officers, were on hand for the Thursday (26) meeting. On the platform were Maurice Orman, President Earl Nelsen, Bill Cuneo, Jack Darnell and Bill Cusky, first, second and third vice-presidents respectively, Secretary Wally Hoes, Editor, and Homer Brubin, executive secretary. Also invited to participate were three past-presidents, Sam J. Levy, Fred H. Kressman and Ned Trotl.

Treasurer Mendelson reported that his committee and said early results on the car giveaway fund drive were gratifying. Schlossberg announced that Pete Anderson was confirmed to Angelus, and that he was still permitted visits. Sam J. Levy said that Pete was discharged from the Sunshine Sanitarium, Tampa, and doing as well as could be expected.

The luncheon meeting was bussed to announce that a deal is in the making for a new permanent home. All present expressed co-operation with President Snelson's fund campaign for 1958.

It was voted to extend three monthly grants to those who take out club membership from now until July 15. In this way the new members can obtain their 1958-59目录 cards right away, before the end of the fiscal year.

Harry Rosen reported churning with the Commodore Hotel for the annual banquet, to be held again on Thanksgiving Eve. The main course will be prime rib of beef, the same as for the successful 1955 event, and the prices will remain $11.50 including tax, per couple.

Showmen's League of America

CHICAGO—Upwards of 60 members and guests, including the complete staff of officers, were on hand for the Thursday (26) meeting. On the platform were Maurice Orman, President Earl Nelsen, Bill Cuneo, Jack Darnell and Bill Cusky, first, second and third vice-presidents respectively, Secretary Wally Hoes, Editor, and Homer Brubin, executive secretary. Also invited to participate were three past-presidents, Sam J. Levy, Fred H. Kressman and Ned Trotl.

Treasurer Mendelson reported that his committee and said early results on the car giveaway fund drive were gratifying. Schlossberg announced that Pete Anderson was confirmed to Angelus, and that he was still permitted visits. Sam J. Levy said that Pete was discharged from the Sunshine Sanitarium, Tampa, and doing as well as could be expected.

The luncheon meeting was bussed to announce that a deal is in the making for a new permanent home. All present expressed co-operation with President Snelson's fund campaign for 1958.

It was voted to extend three monthly grants to those who take out club membership from now until July 15. In this way the new members can obtain their 1958-59 directory cards right away, before the end of the fiscal year.

Harry Rosen reported churning with the Commodore Hotel for the annual banquet, to be held again on Thanksgiving Eve. The main course will be prime rib of beef, the same as for the successful 1955 event, and the prices will remain $11.50 including tax, per couple.

Showmen's League of America

CHICAGO—Upwards of 60 members and guests, including the complete staff of officers, were on hand for the Thursday (26) meeting. On the platform were Maurice Orman, President Earl Nelsen, Bill Cuneo, Jack Darnell and Bill Cusky, first, second and third vice-presidents respectively, Secretary Wally Hoes, Editor, and Homer Brubin, executive secretary. Also invited to participate were three past-presidents, Sam J. Levy, Fred H. Kressman and Ned Trotl.

Treasurer Mendelson reported that his committee and said early results on the car giveaway fund drive were gratifying. Schlossberg announced that Pete Anderson was confirmed to Angelus, and that he was still permitted visits. Sam J. Levy said that Pete was discharged from the Sunshine Sanitarium, Tampa, and doing as well as could be expected.

The luncheon meeting was bussed to announce that a deal is in the making for a new permanent home. All present expressed co-operation with President Snelson's fund campaign for 1958.

It was voted to extend three monthly grants to those who take out club membership from now until July 15. In this way the new members can obtain their 1958-59 directory cards right away, before the end of the fiscal year.

Harry Rosen reported churning with the Commodore Hotel for the annual banquet, to be held again on Thanksgiving Eve. The main course will be prime rib of beef, the same as for the successful 1955 event, and the prices will remain $11.50 including tax, per couple.

Showmen's League of America

CHICAGO—Upwards of 60 members and guests, including the complete staff of officers, were on hand for the Thursday (26) meeting. On the platform were Maurice Orman, President Earl Nelsen, Bill Cuneo, Jack Darnell and Bill Cusky, first, second and third vice-presidents respectively, Secretary Wally Hoes, Editor, and Homer Brubin, executive secretary. Also invited to participate were three past-presidents, Sam J. Levy, Fred H. Kressman and Ned Trotl.

Treasurer Mendelson reported that his committee and said early results on the car giveaway fund drive were gratifying. Schlossberg announced that Pete Anderson was confirmed to Angelus, and that he was still permitted visits. Sam J. Levy said that Pete was discharged from the Sunshine Sanitarium, Tampa, and doing as well as could be expected.

The luncheon meeting was bussed to announce that a deal is in the making for a new permanent home. All present expressed co-operation with President Snelson's fund campaign for 1958.

It was voted to extend three monthly grants to those who take out club membership from now until July 15. In this way the new members can obtain their 1958-59 directory cards right away, before the end of the fiscal year.

Harry Rosen reported churning with the Commodore Hotel for the annual banquet, to be held again on Thanksgiving Eve. The main course will be prime rib of beef, the same as for the successful 1955 event, and the prices will remain $11.50 including tax, per couple.

Showmen's League of America

CHICAGO—Upwards of 60 members and guests, including the complete staff of officers, were on hand for the Thursday (26) meeting. On the platform were Maurice Orman, President Earl Nelsen, Bill Cuneo, Jack Darnell and Bill Cusky, first, second and third vice-presidents respectively, Secretary Wally Hoes, Editor, and Homer Brubin, executive secretary. Also invited to participate were three past-presidents, Sam J. Levy, Fred H. Kressman and Ned Trotl.

Treasurer Mendelson reported that his committee and said early results on the car giveaway fund drive were gratifying. Schlossberg announced that Pete Anderson was confirmed to Angelus, and that he was still permitted visits. Sam J. Levy said that Pete was discharged from the Sunshine Sanitarium, Tampa, and doing as well as could be expected.

The luncheon meeting was bussed to announce that a deal is in the making for a new permanent home. All present expressed co-operation with President Snelson's fund campaign for 1958.

It was voted to extend three monthly grants to those who take out club membership from now until July 15. In this way the new members can obtain their 1958-59 directory cards right away, before the end of the fiscal year.

Harry Rosen reported churning with the Commodore Hotel for the annual banquet, to be held again on Thanksgiving Eve. The main course will be prime rib of beef, the same as for the successful 1955 event, and the prices will remain $11.50 including tax, per couple.

Showmen's League of America

CHICAGO—Upwards of 60 members and guests, including the complete staff of officers, were on hand for the Thursday (26) meeting. On the platform were Maurice Orman, President Earl Nelsen, Bill Cuneo, Jack Darnell and Bill Cusky, first, second and third vice-presidents respectively, Secretary Wally Hoes, Editor, and Homer Brubin, executive secretary. Also invited to participate were three past-presidents, Sam J. Levy, Fred H. Kressman and Ned Trotl.

Treasurer Mendelson reported that his committee and said early results on the car giveaway fund drive were gratifying. Schlossberg announced that Pete Anderson was confirmed to Angelus, and that he was still permitted visits. Sam J. Levy said that Pete was discharged from the Sunshine Sanitarium, Tampa, and doing as well as could be expected.

The luncheon meeting was bussed to announce that a deal is in the making for a new permanent home. All present expressed co-operation with President Snelson's fund campaign for 1958.

It was voted to extend three monthly grants to those who take out club membership from now until July 15. In this way the new members can obtain their 1958-59 directory cards right away, before the end of the fiscal year.

Harry Rosen reported churning with the Commodore Hotel for the annual banquet, to be held again on Thanksgiving Eve. The main course will be prime rib of beef, the same as for the successful 1955 event, and the prices will remain $11.50 including tax, per couple.
FAIR TIME SHOWS, Inc.

ANNOUNCES...

On or about May 15 we will be available to play fairs and celebrations.

***

Because of a contractual conflict we will have some open time. We invite your inquiries and will be glad to discuss your needs and our capabilities to fulfill them.

***

To the many committees we served last year — we hope to again have the privilege of being featured at your fair.

***

We will continue to build to serve you better . . . Now and in the future.

CONTACT US NOW FOR BOOKINGS

Olivia Waldron, President
FAIR TIME SHOWS, Inc.
800 Stoller Center
900 Wilshire Boulevard
Los Angeles 17, Calif.
MAINTENANCE TIPS:
Proper Up Keep Prolongs Trailer Life, Saves $$

SHOW people who live in and

hard house trailers can save
days of experience, and much inconvenience by following a few simple

maintenance rules, according to the

American Association of Travel Trailer

owners. By following these sug-

gestions, you can obtain the greatest possible plea-

sure and value from mobile

housing.

For overnight parking, it is de-

sirable to stabilize the mobile home

enough to give it rigidity—particu-

larly if it is over 18 or 20 feet in

length, then rolling back onto

heels, which may cause sur-

turbulence.

For longer distances, the

mobile home is best

occupied, thus, and the

mobile home should be

kept in good condi-

tion. For long term

periods, it should be

properly adjusted at

the factory, if it is

found necessary

to adjust the

rigids.

Contact

STANNELL'S SHOWS

Work for mobiles of all celebrations and fairs in

MINNESOTA—NORTH DAKOTA—SOUTH DAKOTA

KNOXVILLE, IOWA

BECKER'S INC.

128 North State Street, St. Louis, Mo.

Phone 227-244

And Thee

SHOW

102 CARNIVALS APRIL 7, 1956

Sensational! New! 360° REVOLVING LIGHT

Hi-Powered attention getter! Its parabolic mirror

rotates around the powerful light bulb of 60 TIMES

A NOVELTY OF THIS MAGNITUDE IS ONE OF GREAT

distances. Plastic dome available in Red, Amber, Blue,-

Green and Clear. Diameter 18 to 24 in. Attached to-

nursery. Ultimate in beauty and operation—

and the price is LOW! $5.00

TRIPPM FEG. COMPANY Sept. 8

113 N. Jefferson Ave.

Chicago, Illinois

HUNTER" card s

DIE CAST STEEL FRAMES

FOR CONCESSION AND 4-WAY TENTS

Explained for you at your nearest location

TRIPPE MFG. COMPANY

3413 South Ash Street, St. Joseph, Mo.

Phone 377-465

SONNY MYERS AMUSEMENTS

Opening April 15, St. Joseph, Mo.; followed by the Great American Blossom Festival

starting May 1, people opening will be given preference for

July Celebration.

SCREAM and for your name of fairs and celebrations in Minnesota, Iowa, Kansas, Wisconsin, South Dakota, North Dakota, Nebraska, Montana, and Oregon.

WANT Acted Captain's Log, floodlights, and other kites, fully incl. Oriented Truck Drivers.

WANT Frisco Park Agents for owner-operated units. The names of several others.

MONTEJO, MINNESOTA

RAY COX, Mfg., 3720 LAURITE AVE., FREDON, NJA.

Phone 5-3717

STAN-NELL'S SHOWS

3736 S. 23rd Avenue, St. Paul, Minn.

Phone 6-3788

CARNPENTER BROS.' SHOWS

Carpenter Brothers Shows.

MACHEN, Commissioners, 3413 South Ash Street, St. Joseph, Mo.

Phone 224-1366 or 224-1368

CONCESSION TRAILER

Factory direct: Commissioned Trailer manufacturers, 36 ft. long, with living quarters in front.

Telephone with see-through, living quarters, dining room, and bedroom.

R. F. Brown, 115 Map Street, Fort Wayne, Ind.

Phone 444-5555

M. A. BEAM

BOX 212, WINNETKA, Ill., where trailer can be seen.

CARNIVAL ACTS

Largest assortment anywhere. We also handle a complete line of All-Might Tricks. Cars, Novelties, Slum, Showgirls and Stage Supplies. We deliver.

LANSKILL NAVARRE & NOV. 7, 1955

Car, Ramblington & Maple St., Scranton, Pa.

Phone: 61 3-568 0 & 61 3-5688

PLASTER $ PLASTER ITEMS

You can save up to 35% if you Act Now!

In March the new USA wage law goes into effect, setting the cost of the least of five minimum wages from 20 to 35% of weekly salaries. We WILL accept your order now at the same competitive price. We WILL ship your order immediately. Call or write for full details. You may consider it business to build for future savings $2,000, $5,000 and other minimum wages.

If interested in close out, call or write.

Motel Riviera

114-35 St. Louis 5, Mo.

WHISCONS DELUXE CO.

1013 St. Louis 5, Mo.

WHISCONS DELUXE CO.

114-35 St. Louis 5, Mo.

TRIANGLE POSTER CO.

New Location:

7415 Susquehanna

St., Pittsburgh 8, Pa.

Telephone: Fremont 1-0774

PARAKEETS

Babies—$11.15 ea.

CARNIVAL BIRDS

EGG CAGE

Shipped Daily.

Distributors of all coast to coast.

Manager, the Bird Farm

1627 E. 41st St., Miami Beach, Fla.

Phone: Okeechobee 5-516

COMMITTEES

Hand the following Weeks Open:

JUNE 13-JUNE 19

JUNE 20-JUNE 26

JUNE 27-JULY 3

JULES RIDE—12 Consecutive

ROSE CITY RIDES

"THE SHOW YOU KNOW

MINNESOTA'S BEST SHOW

ADDRESS:

328 E. Park Ave., Capitola, Oregon

FOR SALE

ALAN MEREDITH S TRUCK TRADER

Call and tell what you want, we carry a large assortment of vehicles.

PAUL A. GORMAN

Bo 158, Faro, Calcutta, India

SELECTIONS

We Select and Deliver

100% Satisfaction Guaranteed

In our large selection of
thrust and stoplight

trucks, are many

models which

are used on the

mopeds, tricycles,

and motorcycles.

We have them

in a wide variety of

prices, and will be

pleased to show you

the one that best

meets your needs.

J. PILE

5314 Grand Ave.

Kansas City, Mo.

PARADA SHOWS

New Booking for 1952

96 South 600 East, Salt Lake City, Utah

1016-200 Broad

C. H. SWISHER

Salt Lake 6, Utah

Copyrighted material
One of the greatest Stock Concessions ever built!

- The largest and Flashiest game on any fairground.
- One of the finest concessions ever built (pull trigger and prize is won).
- Febtly a game of skill; prize every time you walk.
- Hurry with the new improved electric gun (Cork or electric gun can be used on same target).
- The new Keno Target Concession is played by more people of all ages than any other skill game concession ever built.

Write for Literature and Prices
Fort. No. 2619548
C. A. WOODIN
RT. 1
Glen, MISSOURI

WANTED! FREE WITH ALL AMERICAN SHOW! WANTED!
RIDE-SHOWS-CONCESSIONS-ATTRACTIONS
Located in highly industrialized areas of over 300,000 entertainment hungry people who drive terror weekly payoffs. Free tent game. Free parking for over 5,000. Free parking lot. Extra concessions lot. Swimming Pool. No sign and no admission.

Write or phone today-Signs, Concessions, Attractions, what you want or without sponsorship. Write today complete details-Phone, Premise, location.

BOX D-202, c/o Billboard, Cincinnati 22, O.

9th Annual Tour SHOWS Annual Tour
23 FAIRS & CELEBRATIONS, LOUISIANA, ARKANSAS, MISSOURI, IOWA & MISSISSIPPI. EARRY JUNE - AUGUST - DECEMBER
CONCESSIONS-Can play for the money. CONCESSIONS. must be well run and treated right.

Include this new sensation in your act!
The Crates in the Basket-the latest and most novel idea in show business. Write now for details.

59 S. WASHAVE AVE., CHICAGO 3, I11.

FLOYD O. KILE
9th Annual Tour SHOWS Annual Tour
23 FAIRS & CELEBRATIONS, LOUISIANA, ARKANSAS, MISSOURI, IOWA & MISSISSIPPI. EARRY JUNE - AUGUST - DECEMBER
CONCESSIONS-Can play for the money. CONCESSIONS. must be well run and treated right.

Include this new sensation in your act!
The Crates in the Basket-the latest and most novel idea in show business. Write now for details.

59 S. WASHAVE AVE., CHICAGO 3, I11.

ROGERS BROG. SHOWS
23 FAIRS & CELEBRATIONS-FAIRS-13
WANT CONCESSIONS-Any location. Concessions or Fairs. Write for information.

Countless opportunities exist for you and your family. The time is now to get your name on the list. Satisfactory contracts and opportunities for employment. Large orders of equipment from all parts of the country. This is your opportunity to get into the action and make a success of it. Each operation is fully described by our competent staff. Write for free literature. Pictures and details of this most fascinating and enjoyable business. Ask for a FREE Little Book of the Fair Business, Mail. Talk About delicious.
PAST WORLD'S FAIRS POINT WAY

Projected Miami Permanent Expo Bases Plans on Intensive Survey

A. N. H. M. at the end of this century has a world's fair been undertaken without considerable effort being made to attract all possible visitors to an attempt in an effort to develop a profitable formula. It goes with out saying that nothing dreams up the crowds of a world's fair, and that the Miami World's Fair must be operated as a commercial venture with expectations of making millions of dollars in the future. The fair, for which the past performance it would be an excellent place to break even or better.

Having made the necessary surveys, however, the sponsors of a world's fair must not only have commercial expertise, but also to seek $10,000,000 in bond offerings, but to sign a managing director for $500,000 per annum plus a $1,000,000 commission on the bond sales. This is big business, it is only possible if the fair is well managed and the public has confidence in the fair. There are many ways to get the money, and it is a very big proposition.

The fair is "interim," permanent exhibition designed for the Metropolitan area, and the man is Harry A. McDonald, former managing member of the Florida State Board and its chairman in 1949. McDonald, a veteran business

investment expert and corporation officials, has 1929-34 administrator of the Chicago World's Fair Corporation, and will end a period of three-eighths of one per cent on the bond sale, since he is also a local financial agent of the sponsoring Inter-American Committee of Activities.

A broad and comprehensive analysis of the fair proposition, undertaken by Elazar Services, turned up many aspects of previous fairs, and it was discovered that the Miami group would consider in its proposed operation. The personal bids to become a reality with the event in full swing by the 1938 target date, since all management personnel of fairs are men of sound financial experience, and the governmental authority is an official agency of the State of Florida, with Gov. Leroy Collins serving as financial advisor. The decision of getting the immense undertaking off the ground are reportedly expected.

Wary of Target Date

The target date is one of the pitfalls to be wary of the survey, any one who can afford such a date resulted in unnecessary expenditures by previous world's fairs. Overtime and pre

vu

mision payments were incurred, Ross notes, in the struggle to open on a certain predetermined date. By 1893 it was decided to go down this type of advertising campaign so that there was no populace afraid of construction services without going overboard to the "grand and glorious" until it is made to do so. It is then difficult, if not impossible, to do anything to do with the pitfall of the past. In nearly every case where a personal bid has been made, they were so designed as to accommodate many more visitors than those actually attending, resulting in unnecessary expenditures. Inter-American fair's first-year expenditure of $1,000,000, tips off to another, $2,000,000, budget of the third year of operation, is a modest estimate in comparison of the past.

Watch Over-Building

An element to note is that while the fair must be put in the public's eye on the "New York World's Fair" (1933-40) and Cabell's Greatest International Exposition (San Francisco, 1939-40), despite the impressive millions of dollars spent, there were many times at which the fair was almost shut down. San Francisco fair was said to be a financial disaster. But the New York estimate was only once said to be $9,000,000, both events hitting those records despite the due dates of the 1930 to 1940 era.

In excess of facilities in these fairs was costly, the personal notes, even the study overbuilding contributed materially, to defeat operations that followed. If the proposed fair is not to be made a more realistic approach to this situation.

Figures Cited

By way of comparison and statistical information will be an article of the last two years, Chicago, 1933, 22,853,831. Chicago, 1934, 18,912,762. Chicago, 1939, 17,497,000 which was not open to the public (Nov. 28, 1939). New York, 1939, 28,184,933. New York, 1940, 13,118,025. According to records, Columbus World's Fair, 1933, 13,400,000 and 18,300,000, New York, 1939, 12,500,000 and 112,000,000, and the 1940 fair will be opened for 500,000 daily in its opening year, leveling off at 35,000 in the third year.

This "third year" is the year of the contemplated sales of the Southern States, for Interna, aimed at cementing relationships between nations and peoples of the world, the world's fair's "permanent" world's fair. The belief is that previous two-year fairs, plus the Louisiana Purchase Exposition (St. Louis, 1904) and the Panama-Pacific Exposition (San Francisco, 1915) would have exhaust the public interest if allowed to run another year or two, with the fair closing with a surplus despite being conducted during average economic times, closing with a surplus instead of being held during periods of recession.

All were built as temporary projects for one or two years, utilizing Army camps and buildings to be torn down and to maintain a standby staff between major exhibits. It is expected that the permanent exhibit will be a more permanent period in the sunny Florida climate, operating at no more than 100,000 per day for 10 years. The construction work will be in general and general rehabilitation and 20 per

cent shakeout in exhibit, in order to attract repeat customers via the renewals of the fair's content.

One of the Interna aspects expected to draw attention to the fair is its location. The "Greats" tracts of more than 1,000,000 acres, that lie between Miami and the sea, and are easily reached by car from north and south, Florida. It is less than 10 miles from the heart of Miami, frosty on Boynton Beach, and 15 miles from U. S. 1 and State Highway AIA is a showplace of 23 acres, well taken care of, and with a population of the world's fair.

Board of Admission

Who will ultimately get the expected level of 10,000,000 customers a year? The Interna's Greatest Miami's increase in popularity will be due to the vastness of the reston relatively small. Seven Florida attractions-Cypress Gardens, Villa Vizcaya Art Museum, Silver Springs, Fox Allen Snake Farm, Flamingo Island, made good, and a real gem of the world's fair will be the sailing, which will be relatively clear.

WANTED AGENTS

For Harry Parks, Buckan and Six Cars, Buffalo, N. Y., April 27, 1950, and Chicago's World's Fair will have a real agency to meet with rate or write.

WE WANTED

BOAT RENTALS

As WANTED Ride Foreman

On Account of Accident Can Place Electrician

WANTED MACHINIST

REO LANE

Roads and approved Contractor, July 1 to August 31, 1950, for the State of Kentucky, Chamber of Commerce, Louisville, Kentucky.

CARNIVAL WANTED

At least rides and show-type attractions.

The City of Miami has given the Authority exclusive option that for the years 1955-1956, a contract for $1,000,000 which will be granted for the lease of land to the Interna. With that having been accomplished, the fair will be expected to last well over 15 years in the United States, which is worth $780,000,000 and judging by the local interest in the Interna in the Ameri, the sailing will be relatively clear.
TRAILER TIPS

Tow Rules Important For Mobile Homes

MOBILE home dwellers—particularly those that are constant or semi-constant in their use—realize the value of their equipment and insure such dwellings with a few simple rules, according to the Mobile Homes Manufacturers’ Association.

The most of the 2,500,000 Americans who live in mobile homes move accordingly enough owners do change locations to make it possible to live in two or more places during the same year, while the association points out that for those the association suggests:

1. The first rule of the road for the man who carries his homestead hitched to the rear of his automobile is “Drive Slowly.” You have several tons behind you. Certainly you can’t stop or start so quickly.
2. The mobile home is 15 feet wide and 40 feet long. Whatever maneuver you will require will make it necessary to space the car away from the curb. Undoubtedly the driving public will give it to you. Don’t depend on it however. Make allowances accordingly.

Your present car probably is strong enough to pull almost any mobile home, but the car can run 30 or 40 miles per hour in five minutes. The 30- or 40-foot trailer needs a little more gas to pull and to get it up to speed. You must be careful to keep a proper distance between the two units.

Slow Start

In taking to the road tow ing any mobile home the problem is to start out slowly and gain momentum gradually. Automatic transmission drives are built to operate as long as necessary in each gear position, so use each position to best advantage. Do not rush shifting as this increases bearing load and may cause abnormal and could cost you a great deal of money in a speed-up case.

To start out, always use the lowest gear. When the engine begins to run freely, normally about 20 mph, shift into the next highest gear. Then at 30 mph, shift into gear four.

The long, steep grades, generally, use the same gear to descend as is required to ascend. On entering a grade, shift “down” into second speed when you have the car cut to 10 mph. The transmission shifting is accomplished, speed may be cut to 5 mph, or 10 mph, or both. This speed is second, but if further “downshifting” is required, shifting into low gear at 20 mph, then to 5 mph is the only way to do it. Shifting is completed. Do not go much faster than 15 mph in low gear. This speed is high. It is harmful to clutch and motor. The clutch will become hot and the motor will be damaged.

Come to a slow stop, the trailer is heavy and may not readily absorb a sudden shock. Come to a slow stop, the trailer is heavy and may not readily absorb a sudden shock. To start from a stop on a steep hill, shift into first gear and simultaneously depress the clutch and accelerator pedal. Rev up the engine and gradually release the clutch. As soon as the trailer is stationary shift into second gear. If all possible braking is desirable, use the engine and then or after the brakes are applied as well. When coming to a stop or when you want to turn, the trailer may be pulled up the grade by shifting into second gear and simultaneously depressing the accelerator pedal and clutch. Rev up the engine and gradually release the clutch.

Automatic Shift

If your car has an automatic transmission, of course, you have no gear-shifting problem to worry about, and changes gears when it should, on the top or down grade. And in many cases, even if you are used to driving cars, you can even switch to low range in a moment’s notice. As a result, the light happens to be located at the start of the hill.

It is usually easier to shift your speed and maintain momentum on arrival at an intersection or stop sign, or whenever the car begins to slow down to stop at an intersection or stop sign.

When driving long distances, with very little traffic, may be round about 15,000 miles, you should always allow ample distance before coming to a stop or stop. You should also allow ample time before stopping to give you time to change positions or change gears, if you wish. The driver must keep the minimum safety distance between himself and the vehicle in front of him. It is important for safety to keep a good margin of safety from the vehicle in front of him. If you are stopped at a red light, you should move forward slowly and allow the vehicle in front of you to move forward. If you are stopped at a red light, you should move forward slowly and allow the vehicle in front of you to move forward.

For example, you are stopped at a red light, you should move forward slowly and allow the vehicle in front of you to move forward.

For example, you are stopped at a red light, you should move forward slowly and allow the vehicle in front of you to move forward.

For example, you are stopped at a red light, you should move forward slowly and allow the vehicle in front of you to move forward.

For example, you are stopped at a red light, you should move forward slowly and allow the vehicle in front of you to move forward.
Disneyland Adds Rides

Surveys run by research teams conducted during the week of Christmas and New Year's Day have shown that about 20 percent of the park's visitors purchase the annual season passes, and about 30 percent of those who visit the park more than once purchase these passes as well. Repeat visitors are believed to be the largest single group of visitors to the park, with a majority of them being families and senior and junior high school students, as well as those with special needs education, and $2.50 for adults.

New Rides Described

At the press conference, the Disney executives announced the addition of the Snow White and the Seven Dwarfs Mine Train, which will open next year. The ride will feature a family-friendly coaster that winds through the forest, with a final drop that will take guests over a waterfall. The ride will also include a new attraction, the Seven Dwarfs Mine Train Station, which will feature a gift shop and a food stand.

TRAILER TIPS:

Towing Rules Important for Mobile Homes

California Fairs

Continued from page 103

enlarged, a cardboard box, and a cardboard sign. The sign will be left at the door of the house where the delivery is scheduled.

Enchanted Forest

Continued from page 83

on 107

CARNIVALS

pop survey

Soft Drink

Syrup Prices Hold Steady

USERS of soft drink extracts in San Francisco are faced with unchanged conditions this spring as most producers of sodas are holding last year's prices. The price of extracts for Coca-Cola, Pepsi-Cola, and the new sport diet drink, Hires, has been unchanged.

Baton will play dates for Frank With and Cooke and Rose on April 8.

Billy Dick recently visited Wyb-

Lucas during his former dancing days at the Olympic Club in New York. Frank Shults has his book, "The Art of the Cocktail," scheduled to be published in May. Monty, N. D., and won't be with us for the next few months, will be in Boston to see his brother, Bill. The Bulletin indicated that while a few are asking higher prices than the primary price quoted last year, and almost all are looking for 30 to be equally as good if not better than last year.

Mission of California (formerly Mission District Convention), of Los Angeles, has lowered its price $0.09 per cent on their line of fountain drinks which include orange, pink grapefruit, and lemon-lime. Reason for the decrease in price was the increase in the cost of production and wages, which amount to about 6 cents each in producing a bottle for Justus. The company has therefore decided to reduce prices.

Lemons produced in California are a big factor in the production of the state's fruit. The lemon is a hardy fruit, and one that grows well in the warmer parts of the state. It is a favorite fruit, and is used in the making of lemonade, which is a favorite drink. It is also used in the making of lemon curd, which is a popular dessert.

If any doubt, it is best to get out and examine the area, and make a closer inspection. Radiator Care

When traveling at high temperatures, the water in the radiator will expand. It is recommended that the thermostat should be set at a lower temperature to prevent the radiator from boiling over. Preventing the radiator from boiling will save the engine from damage.

A change and get stuck in soft ground or sand. If there is any doubt, it is best to get out and examine the area, and make a closer inspection. Radiator Care

When traveling at high temperatures, the water in the radiator will expand. It is recommended that the thermostat should be set at a lower temperature to prevent the radiator from boiling over. Preventing the radiator from boiling will save the engine from damage.

A change and get stuck in soft ground or sand. If there is any doubt, it is best to get out and examine the area, and make a closer inspection. Radiator Care

When traveling at high temperatures, the water in the radiator will expand. It is recommended that the thermostat should be set at a lower temperature to prevent the radiator from boiling over. Preventing the radiator from boiling will save the engine from damage.

A change and get stuck in soft ground or sand. If there is any doubt, it is best to get out and examine the area, and make a closer inspection. Radiator Care

When traveling at high temperatures, the water in the radiator will expand. It is recommended that the thermostat should be set at a lower temperature to prevent the radiator from boiling over. Preventing the radiator from boiling will save the engine from damage.

A change and get stuck in soft ground or sand. If there is any doubt, it is best to get out and examine the area, and make a closer inspection. Radiator Care

When traveling at high temperatures, the water in the radiator will expand. It is recommended that the thermostat should be set at a lower temperature to prevent the radiator from boiling over. Preventing the radiator from boiling will save the engine from damage.

A change and get stuck in soft ground or sand. If there is any doubt, it is best to get out and examine the area, and make a closer inspection. Radiator Care

When traveling at high temperatures, the water in the radiator will expand. It is recommended that the thermostat should be set at a lower temperature to prevent the radiator from boiling over. Preventing the radiator from boiling will save the engine from damage.

A change and get stuck in soft ground or sand. If there is any doubt, it is best to get out and examine the area, and make a closer inspection. Radiator Care

When traveling at high temperatures, the water in the radiator will expand. It is recommended that the thermostat should be set at a lower temperature to prevent the radiator from boiling over. Preventing the radiator from boiling will save the engine from damage.

A change and get stuck in soft ground or sand. If there is any doubt, it is best to get out and examine the area, and make a closer inspection. Radiator Care

When traveling at high temperatures, the water in the radiator will expand. It is recommended that the thermostat should be set at a lower temperature to prevent the radiator from boiling over. Preventing the radiator from boiling will save the engine from damage.

A change and get stuck in soft ground or sand. If there is any doubt, it is best to get out and examine the area, and make a closer inspection. Radiator Care

When traveling at high temperatures, the water in the radiator will expand. It is recommended that the thermostat should be set at a lower temperature to prevent the radiator from boiling over. Preventing the radiator from boiling will save the engine from damage.
MERCHANDISE

#23 JACKO THE MONK

$24.00

does... Sample $2.50 net

#236 HORSE CLOCK

$3.50 net. Sample $1.50

BALLOON SPECIALS!

First class best quality

$1.00 per item. Sample 30 for 12

#76 BEAK, full 14"-1 net.

$12.00 per dozen. Sample 12 for 5

$16.00 base, full 20"-1 net.

$52.00 per dozen. Sample 12 for 5

Other Fast Selling Items

Metal, horse, bow, deer, etc., shipped in 1,000 pieces. Sample 12 for 5.

$2.00 each. Sample 12 for 5

$1.00 each. Sample 12 for 5

MERCHANDISE TOPICS

Veeder Bros., Inc., 1630 North Wells Street, Chicago, wholesaler of lighting and decorative goods for 53 years, recently issued its 500-page catalog listing upwards of 35,000 items. According to Barney Ferguson, President, and Ted Neilsen, top men at Veeder, it's the biggest and most complete catalog in the company's long history. Typical of the many items are glass dome shades, $14.95 each. Other equipment includes rod, bin, bent, bow-knot, motor, etc. Camping supplies are in large variety and include all types of gear, winter sports gear, golf equipment, plus a full line of needs for swimming, basketball, football, boxing, and boating. Due to the expense of publishing the directory, Veeder Bros. is asking for a $2 deposit from those desiring a copy. A credit slip is then sent which can be deducted from the buyer's first order.

E. E. Stafford, 3300 N. Milwaukee Street, Indianapolis, who has been dealing in electric engraving pens for years, has placed in stock a new model Dansco vital tool which will engrave on metal, glass, jewelry, etc. New model has a figured point and may be had for $6.00. Literature on the new tool will be sent on request.

If you want to see the latest in carnival and novelty items write to Kupu Brothers, 2140 South Michigan Avenue, Indianapolis, Indiana, for their 1952 carnival catalog. This is the firm's 22nd annual catalog and is a valuable reference. State your needs when sending your request.

Hall Distributors, 8173 12th Street, Detroit, reports repeat orders on its Magic-Craft copper pop-up toaster which sells for $19.15 in lots of six. Included with the toaster is a special attachable cup for making butter, together with brush. The butter melts while the bread is toasting. Then you do it all over again on the seeded bread. The cup and brush are extras which come with a price of $27.95, and the toast and with the Magic-Craft chopper, which is priced at $27.50 each.

Magendie Bros., manufacturer of lamp, household, advertising specialties, in company, has recently combined its operation with that of a Daytona, Fla., firm, to be established in the gift, premium and houseware fields. The combination of sales and office personnel, showrooms and manufacturing and warehouse facilities is designed to facilitate the flow to customers of quality merchandise at popular prices, firm spokesmen say. A new catalog may be toJneiya Pedigree, one of the most popular firms on 1400 North Western Avenue, Chicago 22. The composer's merchandiser will be the played at all major advertising, premi- mium, lamp, gift and pin shows national- ly, it was reported.

Harold Newman, supplier of pupils to pinckman, has reduced his price from $53 to $18 per gross. Manufacturers supplying Newman have reduced their prices and the saving is being passed on to his customers.

A new musical instrument recently perfected by Seger Systems, P. O. Box 534, East Ridge Hill, Long-Is., immediately play the piano without musical knowledge, it's claimed. Called Piano X, you tell, the system includes a book and a picture chord chart. The player merely strikes the key according to the numbered in the square above each note, and at the same time the player's left hand presses the chord which is graphically produced underneath the melody line.

Magnificent Crazy Caddy, a new clear plastic shower curtain is being introduced by the Eben Com- pany, Box 33, Crescent, Iowa. It contains four pockets, each by side, which may be locked so as to be within easy reach. The pockets hold toothbrush, shaving brush, soap, bubble bath, soap and shower cup.

Division Sales, 3311 West Roosevelt Road, Chicago, has announced a new schedule of hours at its showrooms where distributors, wade- jagers, auctioneers and all quantity buyers can see what they're buying and save money. The showrooms are open daily from 8 a.m. to 5:30 p.m., with Saturday hours from 8 a.m. to 1:30 p.m. The room is open on Sundays. Typical items handled include extra ears, ear aids, elf point pens, wallets, knives, novelties, and costume jewelry. A complete listing of the company, it is offering, Division is showing 10 of its best-selling items for 0.05.

Chicago Bird & Crate Company, 422 South State Street, Chicago, which has been dealing with exten- sive and excellent decorative operations for 69 years, is offering what it be- lieves to be one of the biggest.

(Continued on page 114)

WISHING WELL TV LAMP

All lamps available in colors of pink, white, red, blue, and green. New only $8.95 ea. with fiberglass shade or $6.95 ea. with Plastic Shade

$6.00 each in lots of 1 or more.
$6.00 each in lots of 2 or more.

OTHER POPULAR SELLERS

#30 Speedway Dancers

#33 Balloon Dancer—"11" Tall

#46 Dallas Lamp

#47 Dallas Balloon

JOBBER AND SALESMEN INQUIRIES INVITED

MAGIDSON BROTHERS

Manufacturers of Art Products

MERCHANDISE

WILLIAM D. BARRY

108 THE BILLBOARD

Communications to 2160 Patterson St., Cincinnati 22, O.

APRIL 7, 1956

PITCHMEN

TWO ITEMS SO SENSATIONAL WE PUT $50,000 IN THEM!

Want to be FIRST with something NEW? Fill in and mail coupon today!

POPEL BROS., Dept. D

14 W. Damascus St., Chicago 7, 11.

Put me on your mailing list for advanced information and FREE samples of brand- new demonstration items.

Name

Address

City, State

#75 BEAK, full 14"-1 net.

$12.00 per dozen. Sample 12 for 5

$16.00 base, full 20"-1 net.

$52.00 per dozen. Sample 12 for 5

M. K. BRODY

1116 S. Halsted St., Chicago 2, I1.

L. D. Phone: Mohawk 6-5520

14 KT. GENUINE DIAMOND BRIDAL LOCK RING SET

Including Both Engagement and Wedding Ring

$12.75 net. in lots of 12

$13.50 net. in lots of 6

Sample Set $15.00 each

6 BEAUTIFUL STYLES

Order of 15 sets wrapped in a beautiful style.

Illustration enlarged to show color. Illustrated sizes have with order, but C.O.D.

AMES-BARRY CO.

59 E Madison St. Chicago 2, Ill.

Phone: Franklin 2-3930

14 KT. GENUINE DIAMOND BRIDAL LOCK RING SET

Including Both Engagement and Wedding Ring

$12.75 net. in lots of 12

$13.50 net. in lots of 6

Sample Set $15.00 each

6 BEAUTIFUL STYLES

Order of 15 sets wrapped in a beautiful style.

Illustration enlarged to show color. Illustrated sizes have with order, but C.O.D.

AMES-BARRY CO.

59 E Madison St. Chicago 2, Ill.

Phone: Franklin 2-3930

LIGHTING

LIGHTING

DURKUS GRUS

SAVE $35

CAMEO BULB

LOT 6 $39.95

CAMEO BULB

LOT 6 $39.95

SPECIALS!

CHINA TABLE LAMPS WITH VARIOUS COLORS

SPECIALS!

CHINA TABLE LAMPS WITH VARIOUS COLORS

SPECIALS!

CHINA TABLE LAMPS WITH VARIOUS COLORS

SPECIALS!

CHINA TABLE LAMPS WITH VARIOUS COLORS

SPECIALS!
1956 Catalog is being changed in style and size and will not be ready until the latter part of June. Please order from our 1955 Catalog No. 65 with the assurance that every item will be shipped at lowest prevailing prices. If you do not have our No. 65 catalog, please ask for it. It will be sent free of charge providing you state your business in first letter or request.

**NEW TOYS IN ALL SIZES**

**STANDING POODLE**

**SITTING POODLE**

**PARAKEET CAGES**

No. 7349—23” MAMBO CLOWN
Vinyl Head, Ear, Hands, Shoes
Phd. 12, Det. Price
Msn. 12 $45.00
East 40.00

No. 7392—19” MONKEY
Vinyl Head, Ear, Hands, Shoes
Phd. 12 Det. Price
Msn. 12 $47.00
East 40.00

No. 7379—MONKEY
Some or plain
Phd. 12, Det. Price
Msn. 12 $44.00
K. C. 39.60

ALL TOYS SHIPPED FROM K. C. OR EAST IN FULL CARTONS ONLY AS LISTED.

FOR THE LATEST MERCHANDISE—PRICES—QUALITY—SERVICE, CONTACT:

WISCONSIN DELUXE CO.

1902 No. Third St.
Milwaukee 12, Wis.

Phone: LOcust 2-5431

FOR MORE INFORMATION, CONTACT:

THE BILLBOARD
STREETMEN: here's your GOOD JOINT for '56 OAK'S BIG FLASH BALLOON LINE NEW SENSATIONS OLD FAVORITES All Big Sellers All Priced Right

Pipes for Pitchmen
By BILL BAKER

JACK (BOTTLES) STOVER... born in Fishing Creek, Indiana, and then homesteaded somewhere in the hills of Virginia: "B. V. (Spud) Mangrum was my boyhood idol"... he is making a few spots. We've been up and down every street and every village in the state. It was good to be together again.

VET JACK SCARDING... piped in a word of appreciation of The Billboard's change in format. "I am truly glad that Bill those small towns, and the good people of the countryside. We are to hold up our head with pride."

This is an Advance Review of the new price list of The Billboard. We have a feeling that the new band will do well.

In LAST WEEK'S... "The Billboard" we carried a notice to the effect that a brand new citizen appeared on the scene. The stranger in question is now a five months old. He is a son of Mr. and Mrs. Leopold Helk, of Rahway, N. J.

Here's a very interesting letter that was delivered to the Pipes desk just a few days ago. It reads in part: "As a free

The House of Service! Booklets only give me. Signed, Carolyn Brown, 8 Sheldon Place, Hastings-On-Hudson, N. Y. (Continued on page 115)
**SPRING SPECIAL BUYS**

<table>
<thead>
<tr>
<th><strong>MONKEY INFLATE</strong></th>
<th>$21.00 Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BLACK &amp; WHITE PANDAS</strong></td>
<td>$11.50 - 14.75 Doz.</td>
</tr>
<tr>
<td><strong>BLUE AND WHITE SCOTTY DOG</strong></td>
<td>$2.20 Gross</td>
</tr>
<tr>
<td><strong>KIDDIE FELT ETON CAPS</strong></td>
<td>$2.00 Doz.</td>
</tr>
<tr>
<td><strong>HUNTER KNIVES</strong></td>
<td>$1.80 Doz.</td>
</tr>
<tr>
<td><strong>BIRD WET SWAN HAT</strong></td>
<td>$12.00 Per 100</td>
</tr>
<tr>
<td><strong>CHIRPING BIRD IN CASE</strong></td>
<td>$1.75 Doz.</td>
</tr>
<tr>
<td><strong>FUR INFLATES</strong></td>
<td>$1.80 Gross</td>
</tr>
<tr>
<td><strong>HORSE INFLATES</strong></td>
<td>$7.30 7.50 Doz.</td>
</tr>
<tr>
<td><strong>TELEPHONE: (203) 898-8989</strong></td>
<td></td>
</tr>
</tbody>
</table>
Pipes for Pitcemen

Continued from page 110

used this means of conveying Mr. Brown's very interesting wishes to the members of the trade because we didn't want to be accused of showing partiality or favoritism.

Furthermore, we feel that what Mr. Brown would prove to be much better judgment of test who would make a "good" subject for his story.

PLEASE ACCEPT... my apologies for being somewhat long... letters over old friend Leon (Happy) Heller, the sage of Benzer, Mich. "I have no valid excuses, plain regret; I've simmered out on live with Fred Schram. He works scads and also has the Atomic Blast Exhibit, a drug store, I worked the drug and he walked cools. I worked in a couple of dealers, and did only fair wall cools and oil. At Christmas time worked the Juliana Shredder and Fred had Flash-Flex magic plans, and we both had distributed pretty well to the cash department. During January we both went on Dave. Mike, the sudden-kay Oil and Kind foot and to date have done pretty well for ourselves, except for a couple of fronts between weeks in February. We are waiting for the warehouse departments to break before we paint the show and put it out for the season. We are trying to mid-point of the first Cataetad and will work each and split in addition to the show. Main emphasis will be on the med, with Fred working vitamins and I will be working a bottle of liquid fire brand. I haven't been in downtown Detroit since the week after Christmas. At the time I was in Sam's department store pushing off of K. M. of these big Bill Burrows who was doing a hang-up job with razor planes. Since the first of the year have been working in shopping centers. I understand that my old friend Roberts Perttii is knocking 'em dead with cosmetics in Woodrow's Detroit first and diller. Now that I've brought myself up to date I promise to do better by you this year and write more often. My best to Ray and Anita Buns and Huguette Vasnier. They can drop me a line at my new address, 140 W. Clay Street, Benton, Mich. Fred says that if Pete Meyers reads this he should drop him a line in care of me. My son Jerry is going to help to set the show this season in order to earn some cash he can spend on the boy. In school in Spring Harbor, Mich. I would like to hear from the boy in the hospital. I promise to reply and again let Christmas pass by without thinking of them as I did last Christmas. I really felt bad about that...

LLOYD R. TROIKE
Factory Representative
Mail Address:

P.O. Box 69, Chicago, Ill.

Rudy's Variety Department Store
1108 East Wacker Drive
Chicago, Ill.

Mr. Roy Wilkins
Manager

COILS

A better selling coil means greater profits; more satisfied women means increased business. Make sure your personal coil will be offered at retail prices that will sell and keep the customers satisfied.

May 20

MOTOR MAGIC DIST.
1539, West End Houston, Birmingham 11, Ala. Phone 57-777 & 57-1111.

Plaster—Slum—Glass—Plush—Chinaware—Pottery

-Aluminumware—Novelties—FREE CATALOG

GILBERT'S PLASTER SHOP

P.O. Box 832

FLORENCE, ALABAMA

WRITE FOR FREE CATALOG

THE BILLBOARD

APRIL 7, 1955

NEW MEXICAN REVERSIBLE BAGS

BEST OBTAINABLE LEATHER—HAND TOOLED

REVERSIBLE. Handly already gets two different color purses in use. Made in many different color combinations. Simply turn the flap around and you have a different color. Adjustable shoulder strap. Many inside useful features. Few fashionable purses...

$10.90 EACH. SPECIAL PRICE IN DOZEN LOTS.

BEAUTIFUL HAND PAINTED MEXICAN SKIRTS


CREESTLINE LABORATORIES

1401 No. Western Avenue
Chicago 23, Illinois

WHY BUY SECONDS

VIDEO PLASTIC TOWELS

ALL 1ST RUN QUALITY

Thousands Sold on Television. Send for Sample Packets to the Pitcemen, Demonstrators, Jobbers.

- Free Writing Cloth with each package
- Beautifully printed, easier to use
- Cut in 1835" uniform size
- Guaranteed first free
- Packed one gross in a carton
- Retail price $1.00 each
- Your price $0.39 per gross
- Free workers supplied with each gross order
- Samples $1.00 each—creditable to your first order

Factory Prices on Mouli Julianne and Salad Makers. Exclusive National Distributors

CHESTNUT STREET

3204 No. Western Avenue
Chicago 12, Illinois

THE BEST IS COMING!

Want to be FIRST WITH SOMETHING NEW?

POPEL BROS., INC.

14 N. Sangamon St., Chicago 7, Ill.

Let me know your mailing list and I'll send you FREE samples of brand new demonstrations items.

Home Address City State

COILS

A better selling coil means greater profits; more satisfied women means increased business. Why not carbon on your next coil order to the place where every coil is personally inspected. Make sure your personal coil will be offered at retail prices that will sell and keep the customers satisfied.

Mail Address:

P.O. Box 632

FLORENCE, ALABAMA

WRITE FOR FREE CATALOG

GILBERT'S PLASTER SHOP
CHARLIE SHEAR'S "HELLO" TO OLD AND NEW FRIENDS

BELIEVED ITEMS

BALLROOM DANCER 10TH Parachute, China.
R.I.P. $5.00.

BACK SEAT DRIVER

CONTAINED DOLLS

Life-Sized, Complete $8.00.

FEATHER DOLLS

Special Limited Quantity

Feathered, pr. $3.00.

FEATHER MONKEYS

pr. 15.00.

PLUSH JOCO MONKEYS

pr. 12.00.

BALLOONS

Spiral-Line $1.50.

Balloons For Kids

$1.50.

FUR MONKEYS

pr. 15.00.

FEATHER BEARS

pr. 15.00.

PLUSH BEARS

pr. 15.00.

PARASOLS

Black Metal Saber & Sheath $1.00 ea.

SPARK RIFLE POP GUNS

Toy Cap $1.00.

BLOW METAL OR Swivel Top $1.50.

SAILOR CORB HATS

$2.50.

B.J. DOMINO $1.00.

800,000 Plastic Puppet $1.00.

Fuzzy Wuzzy Dog's Best Straw $2.00.

FELT DERBY

$2.25 Each.

FLYING BIRDS

ITE. 10.00.

UMBRELLA HATS

Assorted Colours & Patterns $2.00.

MOUSE HAT

$2.00.

MECHANICALS

Hopping Dog, gr. $1.00.

Hopping For Dog, Small, gr. $2.00.

Hopping Dog w/chime in mouth, dz. 5.00.

Cigarette Wreath, dz. 5.00.

Swiss Wreath, pr. 10.00.

MEDIUM HORSE w/ rider, 15" $60.00.

25% Deposit With Order, Balance C.O.D., F.O.B., N. Y. C.

CHARLES SHEAR

150 Park Row, New York 7, N. Y.

All Orders Shipped Same Day

All Prices Subject to Change

Write for Complete Price List

MERCHANDISE 113

WESTERN STRAW HATS, PAINTED $4.00.

STRAW COOLIE ALL

10" $1.50.

MOTORCYCLE CAPS

All Colors $5.50 apiece.

RAYON, MOO

1.10.

PT. 10.00 for Gas $6.00.

PLASTIC BOMBERS

.44.00.

JOCKO CLOWNS

w/hat Cap $1.50.

RUBBER SQUAWER ELEPHANT

w/hat Mikes $1.50.

19" RUBBER REINDEER

$3.00.

NEWLY ARRIVED

MUSICAL INSTRUMENTS

Admiral Hats $1.00.

Plastic Shell $0.50.

Plastic Horn $1.00.

Plastic Trumpet $1.00.

CHROME 3 KEY TRUMPET

$1.00.

METAL TROMBONE KAZOO

$3.00.

RUBBER SQUAWER HORSE

w/hat Mikes $1.50.

RUBBER SQUAWER MONKEY

w/hat Mikes $1.50.

10" BLOOD COOLER $3.00.

SQUAWER HATS

$1.00.

HATS

Bamboo w/rider, 6.00.

Bamboo w/mint, 10.00.

Bamboo w/rope, 10.00.

Bamboo w/ribbon, 10.00.

Bamboo w/metal, 10.00.

Bamboo w/mint, 10.00.

BAMBOO CONES

$3.00.

BIRDS

$1.00.

COWBOY HATS

$1.00.

SABER SHEATHS

$1.50.

CHIMMERTEAR HATS

$1.00.

RED HAT

$1.00.

STICKS

$1.00.

LONG STICK ASSORT., 2.00.

FOR GAS $6.00.

SMALL HAT

$1.00.

BARRACUDA HAT

$1.00.

FLYING BIRDS

$1.00.

TROMBONE BAYONET

$2.00.

CAT HAT

$1.00.

MUSICAL INSTRUMENTS

Plastic Shell $0.50.

Plastic Horn $1.00.

Plastic Trumpet $1.00.

CHROME 3 KEY TRUMPET

$1.00.

METAL TROMBONE KAZOO

$3.00.

BIRDS

$1.00.

COWBOY HATS

$1.00.

SABER SHEATHS

$1.50.

CHIMMERTEAR HATS

$1.00.

RED HAT

$1.00.

STICKS

$1.00.

LONG STICK ASSORT., 2.00.

FOR GAS $6.00.

SMALL HAT

$1.00.

BARRACUDA HAT

$1.00.

FLYING BIRDS

$1.00.

TROMBONE BAYONET

$2.00.

CAT HAT

$1.00.

MUSICAL INSTRUMENTS

Plastic Shell $0.50.

Plastic Horn $1.00.

Plastic Trumpet $1.00.

CHROME 3 KEY TRUMPET

$1.00.

METAL TROMBONE KAZOO

$3.00.
ALFA NOVELTY CORP.'S

introducing another offer to Billboard readers!

MULTI-USE WINDOW FAN • REVERSIBLE!

TWO IN ONE—RELAX IN COMFORT!

- ADJUSTABLE, Folds Any Size Window—Double Hung • Casement • Steel
- EXHAUSTS Small Air
- FRESH AIR Drawn In From Outdoors
- NO DRAFTS...Directs Air Up-Down—Straight
- QUIET... Five Blades for Maximum Volume
- HOUSING AND BLADES—Molded of High Impact POLYSTYRENE for Perfect Balance and Noiseless Operation
- 110-120 V. A.C. ONLY
- PACKED 1 TO CARTON
- SHIP WT. 17 LBS.

EXCLUSIVE EXTRA**

Portable Steel Fan Stand Included. Nothing to Assemble— Simply Set Fan in Cradle.

Use Fan Anywhere!—In Home or Office—On Desk, Table or Floor

SAMPLE $15.00 each

Each is in lots of 8, F.O.B., N.T.

ALFA NOVELTY CORP.
81 Manhattan Avenue, Brooklyn 6, N. Y., Elberon 8184

HUGE SELECTION

GIFTWARE DEALERS—WRITE FOR FREE ILLUSTRATED CATALOG

SALLY DISTRIBUTORS
200 N. First Street
Minneapolis 1, Minn.

LOWEST WHOLESALE PRICES

STATE PLATES
FIGURINES
CUPS & SAUCERS

MERCHANDISE TOPICS

- Continued from page 108

Letters is one of its biggest bargains: Bird cages, finished in chrome and nickel, that provide a big flash, are being sold at 50 cents each. Parakeets, which the firm expects to again be a big article, are offered in thousands with safe arcul and ivory prices guaranteed. The firm also points out it has, in addition to its leading articles, a complete line of other cages and birds.

It was announced this week that Art Savoy is principal stockholder of Cook Bros., Inc., 916 South Halsted Street, Chicago, and that the firm will continue under the same name, Jim Cook will stay on to assist in the management of the company. Elgin and New Cook will also remain with the firm as buyer and merchandiser. It was said that low prices and fast, efficient service to volume users will continue to be company policy.

Joseph Brown, 5 South Wabash Avenue, Chicago, reports continued strong demand for his line of rebuilt watches. The firm's package deal of 10 name brand watches, such as Bulova, Brevon, Elgin and Walling, has recently been reduced from $7.95 to $6.95. All watches are guaranteed. They come in the latest styles for men and women, according to Joseph Brown. The firm also has a new set, including 17-jewel watch, expansion band, cuff links, silver tie bar, money clip and key chain, complete in a metal lined box for $5.95. The firm urges that readers write for its new catalog. A charge of 25 cents, which is refunded on your first order, is made for the catalog.

Alliston Distributing Company, 945-947 West Pennsylvania Road, Chicago, national distributor for Rite & Rite, is celebrating its 21st anniversary in the business with special offerings of its vast line of national brand textiles and housewares. Names include Cannon Mills and Peperon, among others. Featured in the spring offering of merchandise are Eastman Chrom spin hedgehogs at $4.40 each in three colors, Elco kitchen tool sets at $10.90 per dozen sets, automatic Krom canister skillets, Hermosastically controlled, at 90.5% in lots of three to six, and the Century dry iron, which is being marketed at $27.75 each in dozen lots. All of the firm have adopted a slogan, "Price is our best salesman."

A new 80-page name brand catalogue will be available on or about May 1 from H. R. Davis Corporation, New York. Among many new items to be included in this enlarged edition are books, perfumes, starch racks, baseball gloves, golf clubs, dishes, plates and rugs. The catalogue of name products will continue to carry such items as housewares, appliances, tools, jewelry, watches and luggage. You can get your free copy of this catalog (No. 389) by writing to the firm at 145 West 15th street, New York.

BE A

SEE PAGE 124
PITCHEM SOLD OVER 1,000,000 LAST YEAR. Why not try our Pistachio 100% Perfection go to the same high quality for yourself and the same satisfaction you get now. We have a space place, each one, and the quality is equal to the best. Win the contest and win the prize for yourself. Satisfaction is complete.

MONEY MAKERS! For the person who wants to make extra cash. Lincoln's Galveston Address: 2405 East 4th Street. Phone: 512-4761. Write for full details.

SHERRY'S, LTD. 3216 Boyer, Seattle, Wash.

PLASTER
Good selection plaster and plant. We are at the same location. Madison Avenue is closed. Come into 1500 of South East Street and two blocks west on Lincoln Street. No catalogues.

INDIANPOLIS STATUTORY CALL
1549 Madison Ave. at Lincoln St. Indianapolis 25, Indiana
Phone: M.E. 7-7575, Res. 1D 2683

TONY GUERRINI, Owner

BIG MONEY $500 for FREE BOOK Shows You How

It's Our Lifetime Powered from Out of Space Perpetual Motion

Amazingthanks you for the book, but it will be wrong if you think there is no other way to power the book. What else? We have a lifetime power plant that will do this for you. The power comes from the sun and the earth. The sun is the power source. The earth is the power source.

PRESTO-SPHERE
Operates Ceaslessly

A little engine that runs endlessly without light or source. The Presto-Sphere operates on a principle of its own. It is powered by the sun and the earth. The sun is the power source. The earth is the power source. The sun is the power source. The earth is the power source.
RUBBER

This beautifully colored sample you inclosed door must put you in business. You send just $1 for postage and handling!

Please write at once indicating your name and address. When a new Box Number is issued for "The Billboard," tear out and affix to appropriate Box No. It is inserted at the same time for regular 3 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a new Box Number in care of "The Billboard," if you want your name placed at the top of the list, tear out an extra sheet and insert additional to cover cost of printing.

RATE: $1 a word—Minimum $4.

CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 33, Ohio.

MICHHELL CUSTOM MADE RUBBER MATS

You pocket all the cash

You get the orders, and the conclusion

in your pocket. We ship direct

to your customer. This is the fastest

market, most lucrative—but write to

us before you advertise in any regular

trade periodical, and we will send

you a sample on approval.

Your order will be filled within the
day, and we will forward the sample,

by return mail.

Free Samples of American, Italian, Beautiful, Living, Red,

book—over 10,000,000 readers every year.

MICHHELL RUBBER PRODUCTS, INC.

415 Madison Ave., New York, N. Y.

To Order Your Market Place Ad

USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

Acts, Songs & Parodies

Selling, Services

Business Opportunities

Jewelry

3 Indicate below the type of ad you wish:

Regular Classified Ad—3 copy per line. Minimum $5.

Display Classified Ad—$1 per word. One line $16.

4 Complete this authorizes blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed at time of insertion.

The Billboard

2500 Patterson St.

Cincinnati 33, Ohio

Please insert the above ad in:

I enclose remittance of $_____.

Name .

Address .

City .

State .

MEXICAN HATS

and a host of other items

DIRECT SHIPMENTS

OF LARGE QUANTITY ORDERS

LOW IMPORT PRICES

sent to

DAVID B. CLAYTON & COMPANY

Hollywood, Florida

P. O. Box 37

Phone 3-6537

CARNIVAL PLASTER

Well Designed Carnival Signs for

BBQs, Fairs, Rodeos, Autumn Festivals, Follies, etc.

PHELPEHRI BROS.

134 Main St.

Falmouth, Pa.

Phone S. S. 766
IT'S TERRIFIC
FASTEST SELLING ITEM IN THE COUNTRY

RETAIL $39.95

"SUPER FRY" COPPER POTS COMPLETE WITH WESTINGHOUSE THERMOSTAT AND "FIRE KING" OVEN GLASS COVER

10 EXCLUSIVE FEATURES
- Flip-a-Cake & Baking Sheet & Spoon & Measuring Glass & Candy Molds & Oatmeal & Washing & A Cookie Sheet
- Box Warmer & All Purpose Food Warmer & Banana Slicer

$7.50 each—3 or more, $7.00 each

SENSATIONAL VALUE SIX-PIECE WATCH SET

In handsome gift box containing one high-grade automatic flying watch, gold-plated cuff links, tie clasp, and tie bar. Written guarantee. Complete box and jewelry set.
$6.50 per set in lots of 2
$1.00 Additional for Samples

FULLY AUTOMATIC RONSON TYPE POCKET LIGHTER

Compares with higher priced lighters—glamorous Chrome Finish, never before offered at this low price, ideal for gift, prizes or premiums. Nicely boxed. They are moving fast—order now.
$5.50 per doz.
$60.00 per gr.

HARRIS TOPS THE FIELD
PEARL SET

$12.00 DOZEN

Sample Set $1.50

GREAT VALUE
Ladies' DONUTAL COMACT and WATCH SET

Complete with metal band, fully guaranteed. Delightful gift box with $7.50 price tag.
$8.00 PER SET

LARGE FELT JOCKEY CAPS

With pompons. Assorted beautiful colors and sizes.
Gross $35.00

HARRIS NOVELTY COMPANY
1102 ARCH ST.
PHILADELPHIA 7, PA.

PHENOMENAL SALES!

PLAY PRANKS ON YOUR FRIENDS CAN BE SERVED OVER AND OVER AGAIN

AN ICE CUBE WITH A REAL BUG INSIDE IT

BUG IN A SHOT GLASS
A real bug inside

Order from your Distributor, Jobber
Libo, 50c each

Libo Plastics Co., 4677 N. 45th Street, Milwaukee 16, Wis.

GREAT VALUE
RUBEN TYPE POCKET LIGHTER

Men's Full-Size BLACK FELT DERBY

With binding. Hat is now sweeping the country.
$5.00 Doz.
$52.00 Gr.

ATTENTION, DISTRIBUTORS, WAGON JOBBERS, AUCTIONEERS, ALL QUANTITY BUYERS!

We have fast-selling Volumes Building Carded Merchandise especially designed for you

FROM BRODER TO TABLE: SIZZLING HOT

Send us the needs of your customers, and we will fill them quickly. The ideas are always at the ready, and if we do not have what you want, we will see to it that we get it for you. We have the items you need and will fill your orders promptly.

We ship through our showrooms only. We have no high-priced catalogs to add to our overhead. Therefore we can offer you the lowest prices in the country.

The values are written in stone. To Chicago a month. The money you save will be unbelievable!

Hours: 8 a.m.-5:00 p.m. 8 a.m.-12:00 p.m. Saturday—closed Sundays

Division Sales

SEND TODAY FOR YOUR FREE COPY OF OUR 1956 GENERAL CATALOG AVAILABLE ON OR ABOUT NOV. 10 Illustrating the Greatest Line of Imported and Domestic Merchandise for Gents' and Ladies' Wear, Slippers, Dance Shoes, Novelty Items, Costume Jewelry, Dress Accessories, Wallets, Bags, etc.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wages Jobbers, Agents, Salesmen, Distributors, etc.

Our 15-year record of success and outstanding service to the entire trade is insured by an exacting control over price and quality by the best known in the industry.

GUARANTEED SATISFACTION OR YOUR MONEY BACK

1956 BUYERS GUIDE

GELMAN BROS.
7TH & FOURTH ST. MINNEAPOLIS, MINN.

PLASTER
PILGERMANN STATUTORY CO.
131 South William Street
Louisville 6, Kentucky

ATTENTION, DISTRIBUTORS, WAGON JOBBERS, AUCTIONEERS, ALL QUANTITY BUYERS!
We have fast-selling Volumes Building Carded Merchandise especially designed for you

WRAPPED WITH SAFETY AND STYLE

CHERRY" TRENDY CUFF LINKS

Largest and finest line of merchandise of every description. Send for your FREE copy of our 1956 GENERAL CATALOG.
CARNIVAL—PARK—BEACH CONCESSIONIERS 
CASH IN ON GUGGENHEIM'S 
GIANT 50TH ANNIVERSARY CELEBRATION

We've been selling concession merchandise since 1926 — We've got the merchandise you want at the prices you want to pay!

PLUSH TOYS
No seconds, no straw, no remnants and no bale. We are offering a full line of plush at manufacturers' prices.

HUMPTY DUMMY DOLLS
Big Flash, new item
21" $14.00
36" $18.00
42" $21.60
31" $24.00

14" Stuffed Doll
Each in bag... $4.00 per doz.

20" Stuffed Doll
Each in bag... $6.00 per doz.

DOLLS
Sweet Sirens
dancing beauties, $1.00 each.
A real flash. 40" tall diameter of skirt 39"... $5.00

GLASS NOVELTIES
Glass Pois
Glass Spoons
Glass Animals.......
Glass Blowers...
Write for our special list.

SLUM SPECIALS
Cigarette whistles... 10 cents each
Hinged mirror whistle... 25 cents
Rubber blister\...
Rubber band... 25
Built flowers...
2" Beaver... 25
Giraffes...

BIRD'S NEST HATS
Feathered to order... $12.00
This is only 60 cents.

MINIATURE GROWN BIRD'S NEST HATS
Price per dozen...
60 cents...
$1.50...

Straw Cowboy Hats
Per dozen... $2.40

Child's Pecked Straw Hat with "Play Ball" embroidery on crown. Per dozen... $2.40

Robin Hood Hat
TV costume hat with laurel. $21.00 gross.

IMPORTED BANANA CAKES
Per gross
Swagolic Sticks...
$2.00
Flying Birds...
$3.00
Pineapples...
$1.00
Mickey Mouse Club Ball...
$4.00
Vest Pocket Crosses...
$7.50

BUSINESS FOR SALE
If you have a machine to make toys, we will pay you the best money value for it.

PROMOTIONAL & NOVELTY LAMPS
for BINGOS—CARNIVAL CONCESSIONS—PARKS

increase your profits with an electrify lamp. The big winner of the carnival field. The double lamp now features a second lamp at no extra cost. Light the park with our fluorescent lamp. 18 inches high... $1.65 each packed 4 to carton. Use in club room or for women's banquet lamp on decorative wrought iron stand with genuine imported agate shade. 10 inches high... $5.75 each packed 4 to carton. Use in ladies or men's smoking room. Inexpensive lamp for private or public rooms. 10 inches high... $2.50 each packed 4 to carton. Write for literature.

LAST SUSAN LAMP

exclusive electric lamp for salesmen. Write for details. 30% discount. Sample car for 25 cents each.

HENRY LEWIS LAMP SHADE CORP.
80 FORTHY STREET NEW YORK 2, N.Y.
Catering to the trade for the past 20 years

FANTASTIC PROFITS
With American new Black Diamond Perfume. Give your customers something they will talk about. We will pay you a 50% discount.

ATTENTION, CARNIVAL MERCHANTS!!!
BIGGEST NEWS UNDER THE SUN!!!

On orders received before 6th we will either give you the discount or send out at current price and add 50% discount. We will allow you a 35% discount.

WHY PAY MORE ELSEWHERE? YOU CAN'T BEAT OUR PRICES. When placing an order for merchandise with our new and modern display room. Our new Catalogue will be out on or about May 1st. B. PALMER SALES CO.

617 ARCH STREET PHILADELPHIA 6, PA.
AddresSotn
FRISCO
SEND
FREE
RAYLESS
Sample
(More
about
your
ivre
more
sales.
C.
any
Tea
TODAY
21.
For
any
item.
DIESEL,
2.00
9.00
7.50
8.75
5.75
$0.75
FOR
COMPLETE
FOR
HAPPEND,
FOR
|-I7
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FOR
FO
BIG PROFITS FOR YOU!

AMERICA'S FASTEST SELLING NOVELTY ASSORTMENT CONTAINS 53 QUICK MOVING 14c SELLERS

**NOTICE!**


Wanted: Salesmen. Specimen Cases, Send For More Information. All Remittances, Enclosed Orders, Orders in Full, Remittance Post Paid After July 1st. 1956

LYLE DOUGLAS, Mr. Joke Novelties
226 W. DAVIS, DALLAS 8, TEXAS

NATURAL MEXICAN BELL 

IT'S A SELLER

200% PROFIT

FAMOUS EASTMAN CHROMOSPIN BED SPREADS


$4.40

3 Doz. Let's Eat

$4.95 EA.

In 1 Dz., Lots

SAMPLE $5.25 EACH PREPAID

30c SPIRAL BAND FULLY AUTOMATIC

Send for New 1956 Catalog

MODERN PEN MANUFACTURING CO.
Catskill, N. Y.

MODERN TV LAMPS

Leaders in all fields of Light. We Stock Tungsten, G.E. and General Electric Lamps. For all Rooms and Purposes. Use with Fuses, Indoor and Outdoor. Illustrated Circular.

PRICES:

$7.50

Graphite and 100% Pure Tungsten. For Home Lighting, Radios, etc.

SAMPLE $1.50 prepaid

GEORGE F. MILLER & CO.

DIFFERENT IN EACH SET

BURLINGTON—FREE CATALOG

Send For 550 Novelty Items

MUST SEE!

Send 3c for free catalog of 5000 Novelty Items, Send Payment to John F. Nolan, 1797 N. Ave., Chicago 7, Ill.

ALLSTATES DISTRIBUTING CO.
Dept. R, 946-948 West Roosevelt Rd.
Chicago 8, Illinois

THE OLD RELIABLE

BEN HOFF

STILL TAKING CARE OF MY CARNIVAL PEOPLE AND I MEAN IT!

We are specializing in Plush Bears, No excursion—cotton only, will not sell—will not sell any competition.

Featuring—Glassware, Toys, Dolls, Novelties and Slum Items

J. K. TOY & NOVELTY CO.
210 Johnson Avenue, Brooklyn, N. Y.

PHONE: Glenmore 4-4311—Dyngre 4-1797

(We also manufacture all kinds of feather dresses for plaster manufacturers only)

**Write For Prices... State Type of merchandise.**

**PROFIT MAKERS!**

**NATIONALLY ADVERTISED ITEMS**

**CUT TO YOUR BACK, SELL FOR $29.95 EACH!**

**MEASURES 36 INCHES IN LENGTH!**

JEWELRY for MEN AND WOMEN

OVER 1000 ITEMS TO CHOOSE FROM

WRITE FOR CATALOG TO

BARNEY MFG. CO.

PENNSYLVANIA PLATE GLASS CO.

**WRITE FOR PRICES...STATE TYPE OF MERCHANDISE.**
CONCESSIONAIRES
CARNIVAL OPERATORS
GET WITH A SURE WINNER!
Increase Sales 1,000% on Merchandise Concessions with
JAR DEALS—TICKETS
For all your Sponsored Events, Bazaars, Picnics, Celebrations.

GUARANTEED PROFITS
for you and your locations. Now you can know for sure how much you will make on each and every one of your shows. You can now tell sponsors exactly how much they will make. FASTER PLAY on tickets, too. Five more of operators press big increase in tone per location over other methods, such as Paddle Wheels, Go Karts, Dice Cages, etc.

MORE CUSTOMER APPEAL
MORE SALES
... CHEAT-PROOF...
MORE PROFIT FOR YOU!
For Complete Profit-Making Information on Jar Deals and Tickets write today.

ACACIA PRINTING CO.
Manufacturers of Signs Supplies and Equipment • Hall Tickets • Push Cards •
For Orders on Fan Ticket Orders, Write.
6735 N. Clark St.,
Chicago, Illinois.

CLOSE-OUTS
TOPPERS & DUBBIES
PROVEN BEST CENTENNIAL ITEM
TODAY. VERY HIGH GRADE HATS
MADE FROM REAL FELT.

DUBBIES $4.50 per doz.
TOPPERS $5.50 per doz.

Bird's Nest Hat Made in Mexico
16" Diameter Wool Straw
$14.25 per hundred

CASH IN FULL OR 25% DEPOSIT, BALANCE C.O.D.

RODIN NOVELTY CO.

ATTENTION, CONCESSIONAIRES
Our new spring line of Carnival Goods, Housewars, Costume Jewelry, Handbags and Novelty Gadgets is now ready for inspection at our showroom. When in Philadelphia, step in and see us.

HORROW SALES COMPANY
38 N. SIXTH STREET
PHILADELPHIA 4, PENNA.
Phone: Walnut 3-3333—Walnut 3-2428

WHALE OF A BUY
80¢ EACH
ONE PIECE PLASTIC HANDLE
Clam Shell Wagon or Ax. 2½ ft.
Plastic Trolley Wagon with Ax.
Made of best quality plastic. A
Reputation for lasting over 10 years.

TELESCOPIC BAMBOO POLE
For Sleds. 36 inches, 1¼" diameter, a 5 points and full metal
mounting. 15 and 12 points sold in 11 sets, each set in box.
For Do., $16.00.

CASTING LINE 10 yards to 50 yards
For Fishing. 3½ lb., 5 lb., 7 lb.,
Also steel wire. For Do., $11.00.

SPINNING LINE 1½ Monofilament
At 100 yards to 1,000 yards
1 Test & 1 Drag. Tackle. 1.2 oz. 12 months
Buried in box to be used in Do., $2.00. He was sold.

TROUT FLYES 2½—3½ inches in 1½ doz.
Flies for striped bass. In Philadelphia box has a box replaceable for many silk and wool. Fishing & 1½ dozen sold.
For Do., $6.75. He was sold.

ALL ABOVE ITEMS are FOUNTAIN WINNERS
AND ESPECIALLY LOW PRICED

x

FISHING SEASON IS JUST AROUND THE CORNER

GLASS ROD
Self-Fix Glass Drop. Beautifully Tipped Two-Tone. 60" Perfect Rod—Fill with Free New Piece.

CLOSE-OUT SPECIAL
All colors perfectly matched with real sickles and smiles.
Sold 1½ yards each—For Do., $5.00 per dozen.

CLOSE-OUT SPECIAL
Open Sundays Until 3 P.M. 1½ yr. old.
2½ lb. 3½ lb. 4½ lb. slow. Perfect for Do., $10.00 per dozen.

OVER 600 PINS AND IDETS FOR ENGRAVING
LATEST CATLOG
With New Numbers Ready

DEXECO, INC.
Manufacturers of Engraving Jewelry
191 South St., Providence, R. I.

BE A

Gagster

SEE PAGE 124

STUFFED ANIMALS
for Engravings, Store and Fair
Workers, Big Demonstrators

J & J SALES CO.
32 BROMFIELD ST.
BOSTON 8, MASS.

SALES! $4.00
BINGO OPERATORS! CONCESSIONAIRES!
3 BIG PROFIT-MAKERS! SELL ON SIGHT!

“SIESTA” Beach Pad
with a Thousand Extra Uses!

PROFIT MAKER
$28.50
doxen

PROFIT MAKER
$50% West 1$50.00 50% Cotton 12% Wool. West

PROFIT MAKER
$4.25

CHUB COMFORTERS
50% West 1$50.00 50% Cotton 12% Wool. West

ALL SIZES
30% LESS

SPECIAL DISCOUNT
FOR JOBBERS!

NEWARK COMFORT CO.
Manufacturers of Comforters and Beach Pads Since 1906
113-128 New Jersey Railroad Ave., Newark, N. J. Market 2-4839

FREEST DOOR OPENER
 WILL SELL-ON-SIGHT!
COMBINATION DECORATIVE THERMOMETER
AND WEATHER FORECASTER

BE A METEOROLOGICAL STATION

COMMERCIAL DECORATIVE THERMOMETER—$5.00, 6 for $25.00

BE A METEOROLOGICAL STATION—$5.00, 6 for $25.00

ALL-WEATHER PLASTIC PENNANTS
DURABLE—TOUGH—BRILLIANT

BE A METEOROLOGICAL STATION—$5.00, 6 for $25.00

Write for quarterly price—Money refunded if not satisfied

A & A NOVELTY CO.
CINCINNATI 26, OHIO

BE A

CATALOG
For Engravers, Store and Fair
Workers, Big Demonstrators

McBride Jewelry Co.
5123 Broadway, New York, N. Y.

WWW.AMERICANRADIOHISTORY.COM

Copyrighted material
RULES ARE SIMPLE:
1. Write a gag line in 20 words or less to fit either (or both) of the cartoons below. Use the coupon or your own stationary.
2. All gags become the property of The Billboard Publishing Company. No entries will be returned. Send as many as you wish.

To Contest Editor, The Billboard
Issue of April 7
188 W. Randolph St., Chicago, Ill.

Caption for Cartoon No. 1:

Caption for Cartoon No. 2:

Name
Address
City
State

BE A
GAGSTER

HAVE FUN
Write gag-lines for either or both of the cartoons below. If yours is used, your name will appear with your punch line as "gagster." You will then become a member of the select "gagster" clan in which membership is limited solely to those who have written winning punch-lines.

As proof of your wit, you will receive a handsome laminated scroll ready to hang on the wall so that all can see the recognition your ability has earned for you. What's more, an official "membership card" in the order of "gagster" will come to you with the scroll. Winners will appear each week in the Merchandise Section.

To Contest Editor, The Billboard
Issue of April 7
188 W. Randolph St., Chicago, Ill.

Caption for Cartoon No. 1:

Caption for Cartoon No. 2:

Name
Address
City
State

MUSICIANS
R. E. DURAN, 207 GARRISON, WIDE WORLD MUSIC, NEW YORK 36, N. Y.
JOE PERRETTI, 25 FOLKSTEAD, WEST Side, CHICAGO 23, ILL.
GEO. RAY, 199 BROADWAY, NEW YORK 7, N. Y.

GIGS
1417 GRAND, WASHINGTON, D. C.
3864 S. L. M. AYER, 884 BEAVER ST., PHILADELPHIA 10, PA.
4111 JAMES STREET, PITTSBURGH, PA.
2110 S. MOLINE, CHICAGO 9, ILL.
118 E. 101 ST., DETROIT 28, MICH.
WESTERN GOSPEL SINGERS, 711 BROADWAY, NEW YORK 3, N. Y.

FOUR DAYS IN NEW ORLEANS... "OPERA" FOR THE POOR.
CARDENAL, THE FIRST "KING" OF NEW ORLEANS. SINGS "JESUS..."
2034 MCM IV, N. Y.

ATTENTION!
NOVELTY MEN BADGEBOARD OPERATORS
The Newest Western Badgeboard Item to Hit the Country for Stock Shows, Rodeos and Horse Shows.
Send $1.00 for Samples and LOW PRICES.

To See This Item—if not satisfied—
Your Money Refunded.
ARNOLD NOVELTY CO.
4222 Warner Lane
Inglewood, California

BE A
GAGSTER

HELP WANTED
REGULAR CLASSIFIED ADS . . . Set in visual want-'o-style, one paragraph. 5¢ a word—Minimum $4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

If you can write gags become Publishing Randolph, or write

MERCHANDISE
April 7, 1956

MISCELLANEOUS
ADOBE—AVAILABLY PERSIMMON TROUSERS, WRAP, BUDDY, etc., and Leather Goods. Write Mr. B. M. curl, 100 N.actus, Van Nuys, Calif.

PEOPLE—HAPPY OCCASIONS, MENU, DESSERT, HOLIDAY, or SPECIAL OCCASIONS. Write Mr. B. M. curl, 100 N.actus, Van Nuys, Calif.

AT-LIBERTY
ADVERTISEMENTS
Sc a Word Minimum $1 Remittance in full must accompany ad for publication next week on arrival. No charge accounts.

To Contest Editor, The Billboard
Issue of April 7
188 W. Randolph St., Chicago, Ill.

Caption for Cartoon No. 1:

Caption for Cartoon No. 2:

Name
Address
City
State

CHAINS • TABLES
ADAM'S—NON-FOLDING, OF WOOD, EXCLUSIVE DESIGN, HAND-CRAFTED, WOOD, HAND-CRAFTED. EXPRESS. WOOD, HAND-CRAFTED, WOOD, HAND-CRAFTED.

124 W. ROBERTS, BROADWAY /501 W. 50TH ST., BALTIMORE, M.D.
**FLASHLIGHTS** Big size in pastel colors. Standard flashlight. Tin with bulb. 12-hour burn. 6 for $1.00. 
**BAGS OF FUN** Attractive packages. Clear poly with multicolored cardboard leaders. Beach, car race, pinball, magic sets and many others. Cross and American flag $2.75.

**SHOP LACES** Standard quality. 24 sets. Priced and banded. 27 inches. 100 sets for $1.00. 


**MEN'S POCKET COMBS & CASES** Black only. First quality. Cross combs $3.00.

**WONDER BONDS** Interlocking bond head. For use with clips, pins, and needles. Black or brown. 

**REDER** 808 S'sway, N. Y. 12, N. Y.

**COBBLER'S APRON** Special. 

**JEWELRY WATCH** with EXP. Band. $8.00 Special. Complete line of solids and reconstituted Swiss and colored stones. 

**DON'T WASTE YOUR MONEY!** 

**NOTICE TO SCHOOLS** 

**WONDER PENCILS** Extra durable. 

**COTTON STUFFED ALL PURPOSE BEAR** 30% FINE BEAR. 

**HURRICANE** Windshield Lighters are neat and colorful, with rings, 75c each. Wholesale orders, 50c.

**NEW METHOD CO.** 402 West 22nd St., New York 11, N. Y.

** Fantastical Values!** Photographic prints, 25c, or 3 for 75c. Five or more available. 

**WAGON JOBBERS** Who want stationary equipment? Our selection is unbeatable, in many styles, colors, and materials. Wholesale and retail. 

**POTENT PENCILS** Have you written to the President? 

**R. E. STAFFORD, Electric Pencil** 1121 Mayflower, St. Louis. 

**FAMOUS PENCILS** 25c each, special order. 

**GALILEA** 319 E. Jefferson, South Bend 11, Indiana

**WAGON JOBBER** 

**CITIZEN'S SAFETY** Two-way, marked, 60c. 

**ABAGIO SALES** 

**FOOTFLEET VACUUMS** 

**SELECT PRODUCTS** 

**Free Samples to known workers - use it on wood - linoleum - leather - plastic and board** 

**THE WORLDS SHARPEST TOOL USE ANY DOUBLE RAZOR BLADE** 

**WAGNER PAINTERS** 

**PAINT ADJUSTER** 

**HOTTEST ITEMS** 

**DINNESTOP** 

**FAMOUS PENCILS** 

**WANT** 

**WANTED** 

**AGENTS** 

**DISTRIBUTORS** 

**CON JOBBERS** 

**ALLIANCE SALES Co.** 

**CHICAGO'S LARGEST WHOLESALE DISTRIBUTORS** 

**WET PAK SHAMMY**

**6 PIECE WATCH SET**

**BRAND NEW RUNDY ELECTRIC SCRAPER**

**6.6. OR WESTHOUSE EQUIPPED FILTER HOLDS THE HULL**

**20TH CENTURY SCHOOL** 

**REVERSIBLE WINDOW FAN** 

**REVERSIBLE WINDOW FAN** 

**67,000 ACTIVE BUYERS** 

**NOW! ACME CLAMP VISeS $72.00 PER GROSS** 

**SELECT PRODUCTS**

**FREE SAMPLES TO KNOWN WORKERS - USE IT ON WOOD - LINOLEUM - LEATHER - PLASTIC AND BOARD** 

**WAGNER PAINTERS** 

**PAINT ADJUSTER** 

**HOTTEST ITEMS** 

**DINNESTOP** 

**FAMOUS PENCILS** 

**WANT** 

**WANTED** 

**AGENTS** 

**DISTRIBUTORS** 

**CON JOBBERS** 

**ALLIANCE SALES Co.** 

**CHICAGO'S LARGEST WHOLESALE DISTRIBUTORS** 

**WET PAK SHAMMY**

**6 PIECE WATCH SET**

**BRAND NEW RUNDY ELECTRIC SCRAPER**

**6.6. OR WESTHOUSE EQUIPPED FILTER HOLDS THE HULL**

**20TH CENTURY SCHOOL** 

**REVERSIBLE WINDOW FAN** 

**REVERSIBLE WINDOW FAN** 

**67,000 ACTIVE BUYERS** 

**NOW! ACME CLAMP VISeS $72.00 PER GROSS** 

**SELECT PRODUCTS**

**FREE SAMPLES TO KNOWN WORKERS - USE IT ON WOOD - LINOLEUM - LEATHER - PLASTIC AND BOARD** 

**WAGNER PAINTERS** 

**PAINT ADJUSTER** 

**HOTTEST ITEMS** 

**DINNESTOP** 

**FAMOUS PENCILS** 

**WANT** 

**WANTED** 

**AGENTS** 

**DISTRIBUTORS** 

**CON JOBBERS** 

**ALLIANCE SALES Co.**
SOUVENIRS
NOVELTIES
GIFTS

World's largest cedar souvenir manufacturer has hundreds of items ideal for fairs, amusement parks, souvenir shops, and concession stands.

- CEDAR BOXES—MINIATURE FURNITURE—SALT & PEPPER SHAKERS—ASH TRAYS—PLAQUES—DOZENS OF OTHER CEDAR NOVELTIES.
- RUSTIC RELIGIOUS PICTURE PLAQUES & MANY OTHER RELIGIOUS ITEMS.
- INDIAN DOLLS & INDIAN NOVELTIES.
- SILK SCREENED TEE SHIRTS & PENNANTS.
- HUNDREDS OF OTHER ITEMS TO CHOOSE FROM.

Will imprint at no charge. Send for FREE CATALOG TODAY!

BLAIR CEDAR & NOVELTY WORKS, INC.
DEPT. B
CAMDENTON, MISSOURI

You're always in the shade with the Sensational
Som-umbrella®

Instantly extends to 66', souvenirs. A broad, spreading canopy, it provides shade for everyone. Available in Anchor, White, and White-Black.

NASHVILLE, TENNESSEE

PLASTER
(Prices 6c-10c-25c)

Attention, All Plaster Users
After drive business at 123 W. Chatterton Ave.
AMERICAN DOLL TOY COMPANY
has moved to its new location at 127 S. Division St., Chicago 7, Ill.
All orders have increased, but our prices on plaster remain the same.
Contact us for all your needs during the coming season.

Attention, All Plaster Users
After drive business at 123 W. Chatterton Ave.
AMERICAN DOLL TOY COMPANY
has moved to its new location at 127 S. Division St., Chicago 7, Ill.
All orders have increased, but our prices on plaster remain the same.
Contact us for all your needs during the coming season.

NEW—KING SIZE
10 in 1 SOCKET WRENCH

25% Longer. Stronger.

- 10 sockets, 25% larger in size.
- 10 sockets, 25% larger in size.
- 10 sockets, 25% larger in size.
- 10 sockets, 25% larger in size.
- 10 sockets, 25% larger in size.
- 10 sockets, 25% larger in size.
- 10 sockets, 25% larger in size.
- 10 sockets, 25% larger in size.
- 10 sockets, 25% larger in size.
- 10 sockets, 25% larger in size.

NATIONAL ENGRAVERS
Nickel Silver Necklaces - Rings
Bracelets - Anklets
Send $5.00 for ENGRAVERS' LIST.

ENGRAVERS
Nickel Silver Necklaces - Rings
Bracelets - Anklets
Send $5.00 for ENGRAVERS' LIST.

BRAND NEW
Nationally Advertised
Name Brand Watches

Amer-Berry Co., Chicago 16, III.

AMER-BERRY CO.
Chicago 16, III.
**PRICE LIST READY**

*Send for Your Copy at Once*

**SLUM**

**PLUSH TOYS and DOLLS**

**FLASH**

**NEW NATURAL LIGHTWEIGHT DENTAL PLATE**

Made from your old one... returned Air Mail same day

**SMALL**

**LARGE**

**IMPERIAL MERCHANDISE COMPANY**
99 Broadway, New York, N. Y.

Harry Kelson & Son
S0 Broadway, New York 12, N. Y.

Original Alp Bellow
Mechanical Cat
Price: $4.00

Skeletar Pliers
Price: $2.00

The Complete Cut-Of-Alp Set
Price: $7.00

**HARRY KELSON & SON**

50 Broadway, New York 12, N. Y.

Original Alp Bellow
Mechanical Cat
Price: $4.00

Alp Mechanical Jennings
Cost: $3.00

Colored For Days
Cost: $3.00

Claw On Pliers
Cost: $4.00

Shedtchored Pliers
Cost: $2.00

Extra Large Mohawks
Cost: $2.00

Bright Colored Lids
Cost: $1.50

2115 Head-Shape Mohawks
Cost: $1.25

2116 Large Cat Bellow
Cost: $2.00

2117 Bandeau Pliers
Cost: $3.00

2118 V. F. Flags
Cost: $1.00

Large Mohawk Pliers
Cost: $2.00

Jaw For Jaw
Cost: $2.00

M. W. Watkins
Cost: $1.50

Damping Pads New
Cost: $1.50

Horse Back Aliens
Cost: $2.00

Horse Mustache Pliers
Cost: $1.50

New Bob Mohawk Pliers
Cost: $2.00

Club Bellow, Streched G.
Cost: $2.00

Hair Pickers
Cost: $1.00

Submit Your Order To:

Harry Kelson & Son
50 Broadway, New York 12, N. Y.

**HARRY KELSON & SON**

50 Broadway, New York 12, N. Y.

Original Alp Bellow
Mechanical Cat
Price: $4.00

HARRY KELSON & SON

50 Broadway, New York 12, N. Y.

Original Alp Bellow
Mechanical Cat
Price: $4.00

**HARRY KELSON & SON**

50 Broadway, New York 12, N. Y.

Original Alp Bellow
Mechanical Cat
Price: $4.00

**HARRY KELSON & SON**

50 Broadway, New York 12, N. Y.

Original Alp Bellow
Mechanical Cat
Price: $4.00

**HARRY KELSON & SON**

50 Broadway, New York 12, N. Y.

Original Alp Bellow
Mechanical Cat
Price: $4.00

**HARRY KELSON & SON**

50 Broadway, New York 12, N. Y.

Original Alp Bellow
Mechanical Cat
Price: $4.00
NEW ENLARGED HEADQUARTERS
ACME PREMIUM SUPPLY CO.

IN SINCERE APPRECIATION TO OUR THOUSANDS OF FRIENDS AND CUSTOMERS FOR THEIR LOYALTY AND PATRONAGE OVER THE YEARS, WE ARE PROUD TO ANNOUNCE ANOTHER FORWARD STEP IN OUR BOLD EXPANSION PROGRAM TO OFFER YOU EVERY CONVENIENCE AND ADVANTAGE IN:

- Prompt Handling of Rush Demands.
- Larger Selections to Choose From.
- Tremendous Stocks—To Avoid Disappointments.
- Larger Purchasing—To Effect Savings to You. We Now Are Prepared to Give You...
- WHAT YOU WANT—
- WHERE YOU WANT IT—
- AT LOWEST POSSIBLE PRICES.

OVER 100 THOUSAND SQUARE FEET
NEW ILLUSTRATED CATALOG READY SOON
WRITE FOR YOUR COPY TODAY!

OVER 8,000 NEW-NOVEL TOP MONEY MAKERS FOR 1956
WRITE FOR YOUR COPY TODAY!

ACME PREMIUM SUPPLY CO.
111 S. 12th ST., ST. LOUIS, MO.

ATTENTION, BINGO OPERATORS
Roberts’ Deluxe Electric Bingo Blower

- Will blow any weight Ping Pong Balls
- Blower air pressure may be easily regulated
- Balls in Blower are always in full view of audience
- Side Walls are lined to insure quiet performance
- Hydron screens protect the balls from hitting the glass
- Wool-Packed Sleeves Bearing Motor, no brushes; high speed, cool running
- Weight: 60 lbs. 34” high, 48” long, 16” wide

Send for Free Brochure & Catalog

A PROVEN PROFIT MAKER!

Now in a NEW Attractive Gift Box

Expensive Looking Features:
- Genuine Swiss Imported Gold Plated Watch Hands with Matching Enameled Hands.
- Magnetic Movement and Unbreakable Crystal.
- Self-Winding mechanism, one of the latest developments in precision watches.
- Unique Two-Color Watch and Tie Clip Set with Bismuth.
- Unique Watch and Pen Set with Pearlized Pat-Sutton Pen.
- Unique Watch and Cuff Link Set with Pearlized Pat-Sutton Cuff Links.

Price includes Guaranteed Nine Large Stones 14.5 cts. each, free delivery, balance C.O.D. We carry a complete line of neck 1 3/4” clock watches and watch jewelry sets. ASK FOR FREE CATALOG.

ATTENTION HAWAIIAN "TI" CAME DEMONSTRATORS
YOU CAN NOW BUY FROM A CENTRALLY LOCATED DISTRIBUTOR.

FRESH HAWAIIAN "TI" CAME—$10.00 PER 1000. SHIPPED SAME DAY ORDER IS RECEIVED, 15 CROWLING PLANTS FOR FLASH—$10.00. Watch for our new Tropical Items in the near future. We will also have a supply of beautiful red and variegated Plants available soon.

1/2 Deposit, Balance C.O.D.

FRED (NIZZ) CEMMENS & RAY CARLILL
5125 VIRGINIA
Phone: Hillside 1-4664
ST. LOUIS 16, MO.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.

CERAMICS Always Sell Fast
Always Pay Big Profits!

COOK BROS.
916 S. Reliant
Chicago, Ill.
Operator Role is Detailed In Seeburg Backgrd's Drive

---

**Chances Good For Defeat of Ala. Juke Bill**

MONTGOMERY, Ala.—A new attempt to saddle juke box operators with a State license fee seemed doomed for the rear view mirror when the Alabama Senate April 5 sine die legislative adjournment.

Similar to a bill which was killed in committee last year, the new measure would require a license fee of $37.50 annually on each juke box in establishments that sold alcoholic beverages. A lesser fee of $15 would be required on each juke box in all other establishments.

Some juke box operators feel chances for passage of the new measure this year would not be as good because the previous attempt was not automatically killed by the size of the adjournment of the Legislature.

The bill, introduced early in the present session, but not been under study by the House Ways and Means Committee, and the bill was not continued.

---

**10-Cent Play Picks Up In Central Mass.**

BOSTON.—Ralph H. Ridgway, Voice of the Cities, Inc., operated music company, created a music route in Central Massachusetts, reported that the area of operation has increased excellent results in dance conversation.

Ridgway was here to attend the monthly meeting of the Music association of the Massachusetts Operators' Association this week.

He estimated that 95 per cent of the locations contacted, and the plan was explained and all said that, so far as his company was concerned, the 10-cents per card increase in gross income has brought about 30 per cent increase in gross income and that he has not gone back to nickel play in any instance.

The system of converting to 10-cent play he attributed to a great deal of the increase in traffic.

In explaining to the locations the reasons for the increase is necessary and the fact that a profit of 10 cents is sound.

---

**SEGREGATIONISTS WOULD BAN ALL ROCK, ROLL HITS**

BIRMINGHAM—High school and college students, teachers and restaurant owners, radio stations, and most of all juke box operators, are expected to be present Friday, April 16, at a meeting of the Birmingham Education Council's Student Commission. The council will be focusing on the issue of rock and roll music.

---

**POSTCARD VOLUME**

Wis. One-Stop Boosts Disk Sales Via Mails

MILWAUKEE — A growing number of Wisconsin juke box operators have increased their sales records with the aid of the one-stop mail order service.

Glasman, head of Radio Card, reports that the 1970-71 season was the best on record for Wisconsin operators. The 1971 season was a banner year for Wisconsin operators as well. The Wisconsin operators turned in a record year of sales and profits.

---

**WHERE MUSIC PAYS**

MOA Picks 'Paris' As Juke Favorite


---

**10-Cent Play Pick-Up in Central Mass.**

BOSTON.—Ralph H. Ridgway, Voice of the Cities, Inc., created a music route in Central Massachusetts, reported that the area of operation has increased excellent results in dance conversation.

Ridgway was here to attend the monthly meeting of the Music association of the Massachusetts Operators' Association this week.

He estimated that 95 per cent of the locations contacted, and the plan was explained and all said that, so far as his company was concerned, the 10-cents per card increase in gross income has brought about 30 per cent increase in gross income and that he has not gone back to nickel play in any instance.

The system of converting to 10-cent play he attributed to a great deal of the increase in traffic.

In explaining to the locations the reasons for the increase is necessary and the fact that a profit of 10 cents is sound.

**10-Cent Play Pick-Up in Central Mass.**

BOSTON.—Ralph H. Ridgway, Voice of the Cities, Inc., created a music route in Central Massachusetts, reported that the area of operation has increased excellent results in dance conversation.

Ridgway was here to attend the monthly meeting of the Music association of the Massachusetts Operators' Association this week.

He estimated that 95 per cent of the locations contacted, and the plan was explained and all said that, so far as his company was concerned, the 10-cents per card increase in gross income has brought about 30 per cent increase in gross income and that he has not gone back to nickel play in any instance.

The system of converting to 10-cent play he attributed to a great deal of the increase in traffic.

In explaining to the locations the reasons for the increase is necessary and the fact that a profit of 10 cents is sound.
you’ve got to have Everything... for the BIG TAKE

AMI “G” operators are in on the big take because AMI “G” juke boxes leave nothing to chance. Have everything it takes. Just listen and look!
Exclusive multi-horn high-fidelity sound that’s really live—the way players want it...
Instant visibility of titles for faster selection...more of the bigger coins from each player.
Eye-exciting, play-inviting color to fit every decor...every location...
That’s why you get everything for the big take...when you get AMI!

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.

Factory set for 10c play and worth it!

MUSIC OPERATORS
WANTED

YES... you're "Wanted" and needed at the MOA Convention to take part in the vital discussions which are necessary to direct the future of the music machine industry. Here are some of the vital "Discussion Meetings" which have been set: 1—Licensing and Taxes; 2—Time Play; 3—Public Relations; 4—Accounting; 5—Music Programming. Yes... you'll be "WANTED" instead of being "WANTED" if you don't learn the latest about your business by attending the Convention.

M.O.A.
CONVENTION
CHICAGO - MORRISON HOTEL
MAY 6-7-8

JUST THREE DAYS . . . but those three days can have a profound effect during the other three hundred and sixty-three days on your graph of "profitable operation." The brisk-and-shock sessions are bound to reveal operating hints which must mean more operating and better profits!

EXHIBIT SPACE:
There is still exhibit space available! Booths are approximately 10 x 10 feet. Complete information can be obtained by writing either headquarters listed below.

MUSIC OPERATORS OF AMERICA
128 E. 16th Street
Oakland, California
or
305 E. 51st Street
Chicago, Illinois

Rock-Old Model 1448

Worth More
When You Buy It
Worth More
When You Trade It

BIRMINGHAM—Max and Harry Hurvich will open house at their offices and showroom on Sunday (10) to celebrate their firm's 25th anniversary, Birmingham Vending Company, exclusive distributors of the forthcoming "Change-O-Matic". They're inviting friends and customers from Alabama, West Georgia, Mississippi, Florida and Mississippi to attend the celebration, which begins at 10 a.m. and continues to 6 p.m.

Quar-ter-Century Growth

Birmingham's Hurvich Bros. Celebrate 25th Anniversary

By J. R. McCABY JR.

Max and Harry Hurvich, whose history as founders and owners of Birmingham Vending Company spans the growth of the coin machine industry, celebrate a quarter-century of success in coin-operated equipment this month.

They'll officially celebrate with an open house April 8 (see separate story).

The story of Max and Harry is an American success story—one that had its beginning during the heart of the depression. They started with machines—both literally and figuratively—April 1, 1931, with just their wives to help them.


Up until March, 1931, the Hurvich brothers and an uncle had been in the candy-pulling business, but the depression forced them to liquidate their ventures and seek a livelihood elsewhere. By chance, a friend suggested they look into the coin machine business. And that's what they did.

The brothers bought a few Columbus peanut venders. "We decided on peanut machines," said Max, "because there were a lot more machines around than nickels. And besides, the peanut machines were about the least expensive venders on the market."

Both Max and Harry recall that it was a lot hard on their wives—Rebecca and Blanche—when they were forced to sell their homes and move in with their mother.

A Lot of Hope

"We started out with just a few machines, a telephone number, a good sturdy basement and a lot of hope," Max said. "During the days we'd service the machines and make sales, while the girls handled the telephone calls. During the evening, we'd call all the coin distributors who operated machines in this vicinity."

"It wasn't too bad," Harry said, "because by 1932 we were far enough ahead to move into the back of a store. We also began distributing that year."

"It was about that time," Max said, "that we began calling in the Gold Dust Twins. The name sure stuck.

The following year, 1933, Birmingham Vending moved into its first downtown location. "We felt the spirit of a kind of awakening," Harry says, "as we were able to move ahead faster—sort of take the plunge."

Add Phrases

"We picked right, too," said Max. "We went into coin-operated phonographs. We got a distribution and began establishing contacts with operators throughout Alabama, West Georgia, West Florida and Mississippi. We made a lot of friends and we're still doing business with them."

"That was about the time when we took our first employee," Harry added. "We had been working from 11 to 15 hours a day, and had decided that it cost too much in peanuts and music, and just couldn't do it all."

Max stated it was about that time they started bringing young people into the business. We pickled trustworthy people, gave them ideas, a little help and told them if they wanted any other help we could, he added, "and before you knew it, we were the first to point out that they've got on the right track. We made it a point not to overlook, I guess it's why our relationships have turned out so well.

Record Shortage

Realizing early in the war that a shortage of records was bound to occur, the brothers began advertising coin-operated phonographs and phonograph records. Thruout the war they managed to keep most of their interest services supplied and supplied with good music.

After the war, the firm under...

CELEBRATE 25TH ANNIVERSARY. Harry and Max Hurvich (right), founders and owners of the Birmingham Vending Company, discuss plans for the gala open house scheduled for April 8 that will mark 25 successful years in the coin machine business.

OFFICE TEAM. Kingpins in the office operation of Birmingham Vending Company are left to right: Albert Toranti, Maynor Thomas, Harry Hurvich and Max Hurvich, founders and owners of the company, and Mrs. Lois Ellis.
BIRMINGHAM POLICY

Hurvich Features 24-Hour Service for Last 25 Years

A policy the Birmingham Victory Club has established 25 years ago is still paying divi-
dends today. That policy is 24-hour service for vending machines and juice boxes.

It works like this: A sticker is placed on every machine that reads: "This is a 24-hour, talk-
and-service policy.

And that’s what our cus-
tomers have come to expect from Hurvich who, with his wives, Rebecca and Rozelle, head Birm-
ingham Vending Company.

In the beginning the trouble number was Harry’s or Max’s house. Many a time they rolled out of bed late at night to answer a call from the owner of some store where a juice box was stalled.

Today an up-to-date service department and trunk service are in place. With four skilled mechanics on call on the road, the company finds few complaints from its more than 1000 operational units.

When trouble calls come dur-
ing the night, office personnel call the factory by telephone answering service and they arrange a pickup in a matter of minutes.

A unique feature of the service policy with Birmingham Vendl-
ing is that when they come to a point, in instances, say the owners, ‘we’d rather take money out of our pockets and train them to fit our own special needs. We feel the approximation-
technician system is cheaper and better.

Manufacturer service schools are held in the highest import-
ance by Birmingham Vending. Only by keeping up with the latest service techniques, say the Hurvich brothers, can we provide our customers with the type of maintenance that’s helped build our reputation.

Operator Role Is Detailed

• Continued from page 130

expected to play a major role in this drive.

No Records Sold

The Hurvich brothers in Searcy’s music system was pro-
ounced by Standard Radio Trans-
cription Services, with BCA’s Victor Custom Division doing the work and subsequent sales and distribution are handled by the Hurvich brothers and Ser-
acord are recalled by the firm when replaced.

For lack of records sold, that there were no popular tunes in the library, it’s Searcy’s theory, he said, that background music becomes widely used, and it is felt that popular numbers would be called for attention of store-weekers.

The field of background music, Lindegreen said, proved that the location service is actually, back-
ground music is the foundation on which is built various wired music systems, which play them on telephone wires. The second step was the switching of FM broadcasting stations into the field. The Federal Communica-
tions Commission’s strict regulation.

The third step in background music was the coordination system, introduced as an answer where there were no broadcasting stations and central wired music systems.

Prior to the coordination system, the amount of investment needed to install was expensive and rising.

Lindegreen said, “Today, hundreds of operators can handle background music in addition to their juke box music, without added investment and without additional overhead costs.”

R&R Hassle

• Continued from page 59

work, changed the rock and roll music—the current rage of the music industry—was in its early days, as was inspired by the National Association for the Advancement of People and other pro-integration groups.

Carter indicated that the Council will rename the music of all related to the civil rights movement, to include songs that Carter termed “amoral,” “un-American,” and “anti-peace.” The Carter administration might make up a considerable amount of the total music played during the de-
decades, but just as the car owners for a large percent-
e of the radio stations to play the local juke boxes. Compelling the opera-
ters to play the local radio stations, since they argued, would be a good idea for the local juke boxes.

Carter announced that the Council would work with local radio stations to play the local juke boxes.

Chances Good

• Continued from page 130

were not expected to report the “far-out” future, which would be necessary before 1955.

1955 Philosophy

State Rep. Paul Peck, chairman of the House Committee to Study the Future of the Radio Industry, told reporters that he had been impressed with the accuracy of the data gathered by the Council.

The committee’s findings, Peck said, were not to be found in any predictions made by the council. Instead, the council had predicted a steady increase in radio usage over the next five years, with a corresponding increase in the number of radio owners.

The council also predicted that new online and satellite services would be introduced in the near future, with a large number of interim services appearing on the air.

Peck said that the council’s predictions were “most encouraging,” and he expressed the hope that the council’s findings would prove to be accurate in the future.

“Trends suggest that radio will continue to grow in popularity,” Peck said. “We hope that the council’s findings will prove to be accurate in the future.”

How They Voted

1. Are you receiving more EP’s or fewer than before?

• Single packages

2. When you buy EP’s, do you prefer them as sin-

• Multiple packages

3. If you have ever bought or are buying EP’s for on one of your juke boxes, please check the following categories which apply:

• Standards

• 45’s/jazz (includes Dixieland)

• 37’s/Semi-classical

• 16’s/Country and western

What’s Wrong With EP’s?

EARL BERKOWITZ, B&J Company, Superior, Wis. “With regard to two tunes to a side, most critical comes because a customer does not want to hear the second selection offered.

CHARLES STILLMAN, Stillman Music, Augusta, Me. “If record manufacturers would make no EP’s, it is the only practical way to com-

• Both the best of the old favorites, not mix good things with any old tunes.”

Areas Not Ready for EP’s.

H. D. LA RORDE, Baton Rouge, La. “EP’s might be good for large cities where a large audi-
can place most of his equipment on a dime play, but it would not be good for businesses to small-town operators.”

A. PLAIN, Player Amusement Company, Beaverton, Tex. “EP production is good, but that doesn’t help much in a territory where large boxes are still operating on nickel play. It sure would be wonderful if all operators would switch to a dime.”

R. C. BLACKBURN, Redwood Music Company, Essex, Conn. “I don’t care if it’s an EP or a dime play, they play them very little. I expect very little enthu-
siasm to be generated for EP’s for quite some time—perhaps we’ve already on dime play for more than a year.”

Next Week: How Ops Feel About Public Relations
IT PAINTS A PRETTY PROFIT PICTURE FOR WURLITZER OPERATORS

Any way you look at it, the new Wurlitzer Centennial is painting a bright profit picture. Locations rave over the way it draws the crowds. Customers can't resist the urge to play that's stimulated by its startling new design, its dynamic new high fidelity sound. Operators beam every time they open the cash box. No wonder this bold new concept in automatic phonographs is being acclaimed as the greatest money-maker in Wurlitzer history.

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
Advertised Used Coin Machine Prices

**PINBALL GAMES**

<table>
<thead>
<tr>
<th>BALLY</th>
<th>SOTTLER</th>
<th>WILLIAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>1.</td>
<td>2.</td>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
<td>3.</td>
<td>S.</td>
</tr>
</tbody>
</table>

**ARCADE EQUIPMENT**

<table>
<thead>
<tr>
<th>MUSIC MACHINES</th>
<th>SHUFFLE GAMES</th>
<th>VENDING MACHINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>6</td>
</tr>
</tbody>
</table>

**FALL 1956**

**FOR WEEK-FOUR PERIOD ENDING WITH ISSUE DATED MARCH 17, 1956**

**Most Active Equipment**

**HIGH**

**LOW**

**Mean**

**Explanation of Coin Machine Price Index**

Prices given in the Index are as we are intended to be "standard"; "fact", or as after authoritative research of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, or other factors.

**Central Vending Set on Conversion**

**Wis. Clubs to Hear Millman on Vending**

**East St. Louis Pin Probe Report Due East St. Louis, III. — A federal grand jury, recently resuming a probe into the financial affairs of pinball hustlers and other employed persons, was expected to report by April 1. The probe, which was returned against Walter Hahn, of Fairview, before the court last year, had not received as much in evidence as was hoped for in testimony of pinball machines in his tavern. Opinions are divided as to when he will continue his work.
N. J. Cigarette Tax Boost May Cost Operators $1.5 Million

20% of Machines May Be Junked; Others Must Be Converted Soon; Hike Goes Into Effect April 16

By AARON STEINFIELD

New Jersey cigarette vendors can expect the new 25-cent-a-pack cigarette tax law to cause a lot of trouble, including $1,000,000. The bill, which boosts the present tax from 5 cents to 25 cents, was signed by Governor Meyner, Thursday (20), and will go into effect April 16.

Garden State operators, represented by the American Mechanizing Association of New Jersey, had waged a bitter campaign against the bill, with operators lobbying frantically right up to passage.

25-Cent Vend

Currently, most cigarette machines carry the standard 5-cent vend, straight 25-cent vend on regulars and kings. Operators handling full day sales, generally operate on 20 cents.

A spot check of New Jersey operators has shown that the machines will jump to 25 cents on regulars and long-sized brands, while Evers will go up to 50 cents.

The cost to New Jersey operators is primarily in the large capital investment at the end of the day.
CHICAGO — Appointment of G. E. Kopal as director of advertising of Dad's Root Beer was announced by Barney Berns, executive vice president. Kopal was formerly merchandising and sales promotion head of Dad's.

BETTERMAN'S BETTER USED EQUIPMENT

Reg. $30.00 or $30.75.
N.W. Model #9, or 11.75.
N.W. Model #8, 17.75, or $20.00.
N.W. Model #10, 22.75.
N.W. Model #11, 25.75.
N.W. Model #12, 27.75.

Vending Confections

Speedy and Easy Barrels.
Coke, Coffee, or Water.
Coke, Coffee, or Water.
Coke, Coffee, or Water.
Coke, Coffee, or Water.
Coke, Coffee, or Water.

CHICAGO Coin Products, Inc.

The following machines will be sold at reduced prices.

N.W. Model #9, $17.75.
N.W. Model #8, $20.00.
N.W. Model #10, $22.75.
N.W. Model #11, $25.75.
N.W. Model #12, $27.75.

BARDEN K. BETTERMAN

1460 N. 17th St., Kansas City, Mo.

MANDELL GUARANTEED

N.W. Model #9, or $16.00.
N.W. Model #8, $18.50.
N.W. Model #10, $21.00.
N.W. Model #11, $23.50.
N.W. Model #12, $25.75.

Coke, Coffee, or Water.
Coke, Coffee, or Water.
Coke, Coffee, or Water.
Coke, Coffee, or Water.
Coke, Coffee, or Water.

Vending Machines, Inc.

Coke, Coffee, or Water.
Coke, Coffee, or Water.
Coke, Coffee, or Water.
Coke, Coffee, or Water.
Coke, Coffee, or Water.

50 cent, 75 cent, or $1.
50 cent, 75 cent, or $1.
50 cent, 75 cent, or $1.
50 cent, 75 cent, or $1.
50 cent, 75 cent, or $1.

Cleveland Coin

Machine Exchange, Inc.

4814 Blackstone
Detroit, Mich.

CHICAGO Coin Products, Inc.

4814 Blackstone
Detroit, Mich.

Cleveland Coin

Machine Exchange, Inc.

4814 Blackstone
Detroit, Mich.

Cleveland Coin

Machine Exchange, Inc.

4814 Blackstone
Detroit, Mich.

Vend Equipment Co.

4814 Blackstone
Detroit, Mich.

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH

Northwestern TAB

You'd be theleader with the

selective tab

and the

BIGGEST

COLUMN. For

wider

and bigger

capacity than

ever before.

Get

"Quick

Change"

the
drunk

down the

road.

NORTHWESTERN SALES & SERVICE CO.

MDR MANDELL

444 W. 3rd St.

Lompoc, Calif.

NORTHWESTERN

SPECIAL

9 Cols. $1.25 Cap.

Reg.

Only

$105.00 ROWE

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 35c Coin Mechanism Conversions for sale.

Cigarette Vendings

we have a tremendous stock of "AS IS" equipment—old machines and models. In good condition but not rebuilt or refinished. Write for full information.

All Equipment

Guaranteed, Complete-ly

Reconditioned and

ReRefinished

NORTHWESTERN CO.

216 Armstrong Street, Morva, Ill.

ATTENTION, VENDING OPERATORS!!!

NATIONAL

930

9 Cols. $2.70 Cap.

Reg.

Only

$105.00 ROWE

IMMEDIATE DELIVERY

on 25c and 35c Coin Mechanism Conversions for sale.

Cigarette Vendings

we have a tremendous stock of "AS IS" equipment—old machines and models. In good condition but not rebuilt or refinished. Write for full information.

All Equipment

Guaranteed, Complete-ly

Reconditioned and

ReRefinished

NORTHWESTERN CO.

216 Armstrong Street, Morva, Ill.

NATIONAL

930

9 Cols. $2.70 Cap.

Reg.

Only

$105.00 ROWE

SPECIAL

$85.00

UNEEDA ELECTRIC

ROWE

ROYAL

UNEEDA MODEL 500

9 Cols. 350 Cap.

SPECIAL $85.00

400 Cigarettes: 1/3 dozen, ten cents C.O.D. Quantity warranted.

UNEEDA VENDING SERVICE, INC.

The Nation's Leading Distributor of Vending Machines.

239 Hanover Street • Brookline, N. Y. • Chicago 1492
Celebrate 25 Years In Coin Industry

"We have enough space here for a large display room," says Harry, "a modern service shop, a paint room and plenty of storage space. If we need more, we'll use the other 7,000 feet now leased.

4 Policies

What policies do Harry and Max credit for their 25 years of success?

"If you had to choose any policy, Harry said, "I guess I'd lump four together—service, sound credit, both for ourselves and our customers, treating customers like friends, and keeping with the latest equipment.

With regard to the future, the Hurvich brothers are confident. "We have no revolutionary plans for the future," they said. "We just want to continue the policies which have brought us to this far.

Both Hurviches are active in community, civic and religious affairs. In addition to serving in various capacities with many local organizations, Max is a former board member of the National Vendors' Association. At present he is a board member of Music Operators of America. Harry has also served in local organizations and at present is a member of the board of directors of the National Coin Machine Distributors' Association.

GOOD LUCK
Max and Harry Hurvich
BIRMINGHAM VENDING CO. 25th Anniversary from

with greatest money making stamps on the market

$5 down
Amounts to suit your needs.

ANNUAL INCOME

STAMPING CO.

FREE

ANNUAL INCOME

Stamping Co.

123 Union Square
NY, N.Y. + 5-3835

PENNIES PAY OFF

with greatest money making stamps on the market

$5 down
Amounts to suit your needs.

FREE

ANNUAL INCOME

Stamping Co.

123 Union Square
NY, N.Y. + 5-3835

GIVE TO DAMON KUNYON CANCER FUND'
CELEBRATING
25
YEARS IN THE

COIN MACHINE FIELD

"GOLD DUST TWINS"

ALL OPERATORS, THEIR FAMILIES AND PERSONNEL
IN THIS TERRITORY ARE-invited to attend.

In appreciation of the wonderful support we have received from
operators and manufacturers, we are holding open house on Sunday,
April 8, from 10:00 a.m. until 5:00 p.m.

DOOR PRIZES—REFRESHMENTS—ENTERTAINMENT

BIRMINGHAM VENDING CO.
540 Second Avenue, N.
Birmingham 4, Alabama

Dear MAX and HARRY:

HEARTIEST CONGRATULATIONS on your
SILVER BUSINESS ANNIVERSARY. We wish
you continued pleasure, happiness and
prosperity for the
many good years
ahead of you.

We have enjoyed Bir-
mingham Vending Com-
pany's business for
many, many years and
we trust we shall
continue our pleasant
business for a
long time to come.

But our fondness for
both of you, dear
friends, goes far
beyond business. Why
don't more people
smile as nicely as
you, or speak as
nicely?

Cordially,
SAM, GEORGE & SID EPPY

PLASTIC PROCESSES
SALUTES
MAX and HARRY
HURVICH
BIRMINGHAM
VENING CO.
as their
25th ANNIVERSARY
IN THE VENDING
INDUSTRY
BEST WISHES
AND GOOD LUCK
to the
"GOLD DUST TWINS"

Congratulations

Birmingham Vending Company
(MAX AND HARRY HURVICH)
on
25 Years of Splendid Service
to the Industry

United Manufacturing Company

PLASTIC PROCESSES

Congratulations to Max and Harry
WHO REPRESENT THE FOLLOWING FIRMS:

EXHIBIT SUPPLY CO.
CHICAGO COIN MACHINE CO.
GENCO MFG. CO.
KEENEL & CO.
UNITED MFG. CO.
VICTOR VENDING CORP.
ABT MFG. CO.
NORTHWESTERN CORP.
AMI, INC.
GOTTLEIB CO.
LEAF BRANDS, INC.
FERRARA CANDY CO.
BEECH NUT PACKING CO.
AMERICAN CHICLE CO.
WRIGLEY CO.
GUGGENHEIM, INC.
PAUL PRICE & CO.
EPPY & CO.
HARDFIELD & CO.
PLASTIC PROCESSES CORP.
PFANSTIEHL CHEMICAL CO.
By SAM ABBOTT

LOS ANGELES—Give your customers something new. And, if you are going to be an opera-
tize be an entrepreneur and progress one—take the
step of a youthful couple here who have built a small vending machine operation into a successful business of penny,
nickel and dime vendors.

The Lally vending Machine Service, is owned and operated by Mary and David
Lally. But it is Mrs. Lally who carries the load. She runs the machines while her
husband helps in the evenings, Saturdays and

THE LALLY WAY

Service Plus New
Items Means More $...

In one auto agency where the trade was
from the adults working there, we increased the
revenue $300 to 400 per cent by changing from
Spanish peanuts to cord cashews. A simple thing like this can create more
businesses.

Mrs. Lally is a past master at getting loca-
tions. She is also a genius at getting more
items. She has said that if the machines
are not quicker than to a man. On one occasion
she called upon the manager of a market that
was slow and was told that he did not want "any of that stuff in here."

Super Salesman

Able this kind of opinion about her business
is free. Mrs. Lally kept talking. She pointed to
where her machines could go, explaining that
units would get, the more Marin the change and
help to pacify the children. The Lally machines are
in that location.

Where impossible, Mrs. Lally likes to pay
the commission when servicing the machine.
She has found that store managers like it
this way. If the accounts is with a large
chain, then a check is mailed.

On one occasion, however, she went to serve
a machine and found a dollar bill in a
conference. It was explained by the cashier in
the store that the lady who ran out of pennies
had used the key, which Mrs. Lally had for
geen, to open the vendor. The store needed the
vender and took them from the machine. Mrs.
Lally does not advise leaving the key behind.

The Lallys have their machines covered
by product insurance and personal
injury. There is no coverage against theft.
But last year they lost only three machines, which is a credit to
their selection of locations.

When Mrs. Lally finds one of her machines
left out—(they have no 24-hour machine
service)—she stops the following morning to remind
the location that the machine represents a sizable
investment in equipment and merchandise. She requests, in a diplomatic way, that more care
be exercised in watching it. Usually it is.

New Shape Many

Following their philosophy that something
new is necessary, the Lallys scout novet-
ity houses for new charms. They write for
samples of premium merchandise. It some-
thing is new and unknown to the Lallys, it is
not because any effort has been wasted.
And here on the West Coast they are in a
beautiful spot to see and buy items first.

Mrs. Lally, the former Mrs. Charles Lally,
who was born in Chicago but has been a resident here
since she was a child. Lally was born in Mem-
phis and moved to Chicago when she was
young. He has resided on the West Coast for
about 20 years.

In 1919, Lally bought four penny vendors
and added to his route at the rate of one or two
machines a week as money was available.

After building the penny units to a fair
minded, he sold them. Then he bought five
electric machines. Because there was one
good location, this phase of operation was not
successful. These were sold, too. He thinks
that bulk vending offers more profit per dollar
invested than any other type of automatic
selling.

Social Activities

Lally, who served as a naval gunner in a
B-34 thing over Germany in World War II,
and his wife admit they do not have much
time for social activities. She goes to lamp-designing
functions and he enjoys his time.

As they increase their route, they expect a
reduction of problems. Among these they
realize will be trained equipment.

They have not added to their own route
because they feel they are not needed in
to the other programs. They love the
responsibility of the program. So was
the building. It had been removed to
make way for the freeway.

By SAM ABBOTT

LOS ANGELES—Give your customers some
thing new. And, if you are going to be an opera-
tize be an entrepreneur and progress one—take the
step of a youthful couple here who have built a small vending machine operation into a successful business of penny,
nickel and dime vendors.

The Lally vending Machine Service, is owned and operated by Mary and David
Lally. But it is Mrs. Lally who carries the load. She runs the machines while her
husband helps in the evenings, Saturdays and

THE LALLY WAY

Service Plus New
Items Means More $...

In one auto agency where the trade was
from the adults working there, we increased the
revenue $300 to 400 per cent by changing from
Spanish peanuts to cord cashews. A simple thing like this can create more
businesses.

Mrs. Lally is a past master at getting loca-
tions. She is also a genius at getting more
items. She has found that store managers like it
this way. If the accounts is with a large
chain, then a check is mailed.

On one occasion, however, she went to serve
a machine and found a dollar bill in a
conference. It was explained by the cashier in
the store that the lady who ran out of pennies
had used the key, which Mrs. Lally had for
geen, to open the vendor. The store needed the
vender and took them from the machine. Mrs.
Lally does not advise leaving the key behind.

The Lallys have their machines covered
by product insurance and personal
injury. There is no coverage against theft.
But last year they lost only three machines, which is a credit to
their selection of locations.

When Mrs. Lally finds one of her machines
left out—(they have no 24-hour machine
service)—she stops the following morning to remind
the location that the machine represents a sizable
investment in equipment and merchandise. She requests, in a diplomatic way, that more care
be exercised in watching it. Usually it is.

New Shape Many

Following their philosophy that something
new is necessary, the Lallys scout novet-
ity houses for new charms. They write for
samples of premium merchandise. It some-
thing is new and unknown to the Lallys, it is
not because any effort has been wasted.
And here on the West Coast they are in a
beautiful spot to see and buy items first.

Mrs. Lally, the former Mrs. Charles Lally,
who was born in Chicago but has been a resident here
since she was a child. Lally was born in Mem-
phis and moved to Chicago when she was
young. He has resided on the West Coast for
about 20 years.

In 1919, Lally bought four penny vendors
and added to his route at the rate of one or two
machines a week as money was available.

After building the penny units to a fair
minded, he sold them. Then he bought five
electric machines. Because there was one
good location, this phase of operation was not
successful. These were sold, too. He thinks
that bulk vending offers more profit per dollar
invested than any other type of automatic
selling.

Social Activities

Lally, who served as a naval gunner in a
B-34 thing over Germany in World War II,
and his wife admit they do not have much
time for social activities. She goes to lamp-designing
functions and he enjoys his time.

As they increase their route, they expect a
reduction of problems. Among these they
realize will be trained equipment.

They have not added to their own route
because they feel they are not needed in
to the other programs. They love the
responsibility of the program. So was
the building. It had been removed to
make way for the freeway.

By SAM ABBOTT

LOS ANGELES—Give your customers something
new. And, if you are going to be an opera-
tize be an entrepreneur and progress one—take the
step of a youthful couple here who have built a small vending machine operation into a successful business of penny,
nickel and dime vendors.

The Lally vending Machine Service, is owned and operated by Mary and David
Lally. But it is Mrs. Lally who carries the load. She runs the machines while her
husband helps in the evenings, Saturdays and

THE LALLY WAY

Service Plus New
Items Means More $...

In one auto agency where the trade was
from the adults working there, we increased the
revenue $300 to 400 per cent by changing from
Spanish peanuts to cord cashews. A simple thing like this can create more
businesses.

Mrs. Lally is a past master at getting loca-
tions. She is also a genius at getting more
items. She has found that store managers like it
this way. If the accounts is with a large
chain, then a check is mailed.

On one occasion, however, she went to serve
a machine and found a dollar bill in a
conference. It was explained by the cashier in
the store that the lady who ran out of pennies
had used the key, which Mrs. Lally had for
geen, to open the vendor. The store needed the
vender and took them from the machine. Mrs.
Lally does not advise leaving the key behind.

The Lallys have their machines covered
by product insurance and personal
injury. There is no coverage against theft.
But last year they lost only three machines, which is a credit to
their selection of locations.

When Mrs. Lally finds one of her machines
left out—(they have no 24-hour machine
service)—she stops the following morning to remind
the location that the machine represents a sizable
investment in equipment and merchandise. She requests, in a diplomatic way, that more care
be exercised in watching it. Usually it is.

New Shape Many

Following their philosophy that something
new is necessary, the Lallys scout novet-
ity houses for new charms. They write for
samples of premium merchandise. It some-
thing is new and unknown to the Lallys, it is
not because any effort has been wasted.
And here on the West Coast they are in a
beautiful spot to see and buy items first.

Mrs. Lally, the former Mrs. Charles Lally,
who was born in Chicago but has been a resident here
since she was a child. Lally was born in Mem-
phis and moved to Chicago when she was
young. He has resided on the West Coast for
about 20 years.

In 1919, Lally bought four penny vendors
and added to his route at the rate of one or two
machines a week as money was available.

After building the penny units to a fair
minded, he sold them. Then he bought five
electric machines. Because there was one
good location, this phase of operation was not
successful. These were sold, too. He thinks
that bulk vending offers more profit per dollar
invested than any other type of automatic
selling.

Social Activities

Lally, who served as a naval gunner in a
B-34 thing over Germany in World War II,
and his wife admit they do not have much
time for social activities. She goes to lamp-designing
functions and he enjoys his time.

As they increase their route, they expect a
reduction of problems. Among these they
realize will be trained equipment.

They have not added to their own route
because they feel they are not needed in
to the other programs. They love the
responsibility of the program. So was
the building. It had been removed to
make way for the freeway.
Cocoa Bean Processing
Volume of cocoa beans processed by domestic chocolate manufacturers decreased for the second straight year, dropping to 430.9 million pounds, according to Commerce Department. The fourth quarter of 1955 marked the first decided stage in market recovery. Cocoa bean prices during the quarter were well below last quarter, 1953, levels. Cocoa beans processed in this country during the quarter were 47 per cent over the same 1954 quarter, but were still 10 per cent below fourth quarter, 1953. Late in January, cocoa bean prices reached the lowest level since May, 1954. Changed chocolate use pattern and altered merchandising practices in produce in which chocolate candies reach the consumer hindered complete recovery of the U. S. market.

Sugar Deliveries Up
January sugar deliveries totaled 827,000 tons, an increase of 40,000 tons over January, 1955, and up 50,000 tons over the December, 1955. Figure. With the exception of 1951, this was the highest January rate since the Sugar Act has been in operation, according to Agriculture Department. Prices for raw sugar, duty paid New York, averaged 3.68 cents per pound, up 0.65 cent from the December level. Deliveries of sugar by primary distributors to industrial users (mostly food and beverage processors) was increased from 57.5 million in 1949 to 76.0 million in 1954, a rise of 22 per cent. Sugar deliveries at all levels of distribution averaged lower in 1955 than in 1954. A marketing quota of 8,250,000 pounds for 1956 has been announced by the Secretary of Agri-

Confectionery Sales Up
Manufacturers of confectionery and competitive chocolate products delivered 5,800,000 cases, up 21, 240,000 in January, an 8 per cent increase over the same month in 1954, according to Commerce Department. Sales were up 8 per cent over December, 1954. Sales of manufacturer-wholesalers at $71,671,000 were 15 per cent above December and 8 per cent above January, 1955. Manufacturer-retailers' estimated sales for January were 23 per cent below December, 1955, but 12 per cent above January, 1955. Sales by chocolate manufacturers increased 14 per cent over the preceding month and 8 per cent over January of last year. Reports from a se-

ATTENTION, CIGARETTE OPERATORS!
30c Conversions for UNNEEDA PAKS & DU GRENIERS & NATIONALS AVAILABLE FOR IMMEDIATE DELIVERY!

HOLLYWOOD — Second of two Bert Mills Corporation's shows on the West Coast was held here Friday this week (2/22) at the Roosevelt Hotel. The same show was held previously in San Francisco.

Show was the M-36 a combination coffee bar dispensing cof-

W. Coast Shows Bert Mills Holds

CHICK CHROMOLY AND TAB
WHITESTONE, N.Y. — John M. Henry, general sales manager, and Larry Lehman, West Coast representa-

NATIONAL VENDING SERVICE CO.
304 Furman St., Brooklyn, N. Y.
Telephone 2-1587

WILL ALLOW UP TO 100 TRADE-IN OLD MACHINES Trade For VICTOR'S NEW SUPER MART.

LUCKY BABY SHOES
H.B. Hutchinson Jr.
680 North Ave., N.E., Atlanta, Ga.
Phone: Emerson 4300

CIGARETTE AND CANDY MACHINES
Fully reconditioned, complete with box, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—call now.

STORM & SHELL CANDY
160 capacity, service model...$115.00
SUGAR & COCONUT CANDY
200 capacity, service model...$40.00
KINDLING STICKS
163 capacity, service model...$75.00
PINE SUGAR & COCONUT CANDY
120 capacity, service model...$85.00
HUNTER CANDY, CHARLIE
11 stall, king size...$65.00
HUNTER CANDY, CHARLIE
7 stall, king size...$50.00
WILLIAM'S CANDY, CHARLIE
king size...$45.00
All equipment second-hand practically new. Fast delivery. Contest

COINS & CANDY MACHINE
GIVE TO DAMON RUNYON CANCER FUND

UBERIANE MACHINES
VENDING MACHINES

WASHINGTON, D. C. — Since the end of the year, chocolate, candy and gum machine operators have been seeking to get the attention of the trade. The reason for this is that the trade is in a state of transition and many changes are expected in the near future. The economic conditions of the past 12 months have been very unfavorable and many operators have been forced to limits their operations to a minimum. However, there are indications that conditions are improving and that the trade will soon return to normal. The problem of obtaining new machines is one of the main ones that the trade is facing. The manufacturers are not able to meet the demand and many operators are having to wait for weeks or even months to get the machines that they need. Another problem is the cost of the machines. The prices have been going up steadily and many operators are finding it difficult to meet these costs. A third problem is the availability of parts. Many operators find that they cannot get the parts that they need and this is a major hindrance in their operations. The trade is in a state of transition and many changes are expected in the near future.
Was or that earning $1 and a half a million people, the coin pool game has failed to catch on.

The Vancouver branch of Siegel Distributing Company, Ltd., deals in British Columbia and Alberta for Bally, Williams, Chicago Coin, Gottlieb, and other manu-
facturers, have to date re-
duced to 30 a week, with no indication of improvement being produced a week.

Pool Disappoints Ope n In Canada; Nets Low

TORONTO — Coin-operated pool games have not met with the success it has south of the border, but operators feel the game has another six months of popu-
larity left to it.

Actually the game has been a source of disappointment to the pool operators and has failed to live up to its expectations here.

The pool game has been received with a great deal of some enthusiasm in the Province of Quebec than it has in Ontario.

Tales for $450 in Canada and is bringing in $15 to $20 per week in the lesser locations. It is actu-
ally the best game of the pool games.

Estimates place 350 pool ga-
games in Canada, with a loss of $350 of these operating in Quebec. Location owners are reported

PUT TO TEST, DALLE GUN BAGS, REAL BOBCAT

BLITZER, Calif.—Ray gun test line for four big guns, each in its tracks within the possibilities of a pool game.

But when it comes to the real indoor variety of pool game, noted Dale inventor of the Dale, win most coin games, metropolitan pool with a Golf 45.

Dale, who is a Colorado River fishing expert between Blythe and Imperial Dam, Gal, was approached to build a bobcat at 40 yards. He whipped the frontier bobcat and killed the cat on the spot.

More to be said: Dale claims he never before fired a real gun.

Capitol Set on Conversion for Drive-In Show

NEW YORK—Sam Goldsmith, Capitol Projector executive, has announced that the firm is in pro-
duction on over $1,000,000,000 as a conversion unit for existing ride.

The unit has previously been known and referred to as the Wide Ride (The Billboard, March 5).

He explained that the frame and projector mechanism is available for addi-
tional units at the price of the instal-
lion in less than an hour.

The Capitol also makes a complete ride-motion unit which sells at $600. This consists of an auto ride with a motion picture screen resting on the hood.

Chain Locations:

Goldsmith noted that sale units are now on location, and to date various units have been installed, and the installation of Drive-In-Theatres on their

He added that current production on Drive-Ins is 30 a week, with no indication of improvement being produced.

NEW BALLY POOL Is Automatic; Has 4 Pockets

Firm Also Revives Bowler Line With DeLuxe ABC Game

CHICAGO—Bally Manufacturing Company has expanded its coin-operated pool game with a new automatic-scoring, four-pocket model, Center Pool, and revived its shuffle bowling line with a new, improved model of the Bally Bowler.

Bowler Pool, slated to lead the Bally pool game parade, introduces a new "color detector" or system, which registers automatic scores for balls sunk in proper pockets. It also holds and encircles any ball wrongly sunk in opponent's pockets and registers a new score.

Bull pools are located in the four corners of the playfield, each player on opposing teams tries to knock a ball at the end of the pool game at the opposite end of the pool.

Shoot for Position

The center ball must be played to play for position, block

Williams Ships Kilk Billiards, New Pool Unit

CHICAGO—Kilk Billiards, an "off beat" version of the coin-oper-
ed pool game with brand new features, has been delivered to distributors by Williams Manufacturing Company.

With two end holes and a center hole in standard arrangement, the playfield, his four "banger" ball, encircles the center hole, which actuates the shooter's machine.

Bringing more skill into the game, the center hole is equipped with an "off bumber balls" to score.

Banger balls are fed into the center pocket on their own color balls into any one of the four "banger" holes, in which case the color balls are a real play.

(Continued on page 146)

5,000 Games Licensed by N. Y. Operators

NEW YORK—With the March 15 deadline passing, an un-
estimated 5,000 games have been li-
censed by New York City. The overwhelming majority of these games are pool games.

The license department's new policy on pool games has brought about an increase in the number of pool games here, previously, new license can cost $100 and cover all games in a location.

The new policy is a simple license for shuffle, pool, baseball and pool games, an operator gets a $50 license for shuffle, then wants to substitute shuffle pool, he must pay another $50.

Under 1,000

While the vast majority of pool games in the city, most trades sources place the figure well above 5,000.

Copyrighted material
Belgian Coin Pool History: Forecast to Second U. S. Boom?

The games of coin-operated pool originated in Belgium in 1930. The first boom for the game came in 1947. The market levelled off, then came back stronger than ever, reaching a peak in 1949.

How did the game get its start? In what ways does the Belgian game fit into the recent U. S. boom? What does it foretell for the current market?

Roger Delmotte, Les Unions De Coin, Brussels, has been leading European pool ball manufacturer active in both the Belgian and U. S. markets, gives The Bill- board his views on these questions:

"The coin-operated pool game originated in Belgium. When it did not come to the Americas and how many games have been produced?"

Delmotte: "The coin-operated pool game originated in Brussels, Belgium, in 1930. It was created by Max Faflalle, under the name Faflalle, still is in the billiard business, and has a factory on the same street from the present location, which will be used as offices and showroom.

The family of the late Max Levine, Scientific Machine, want to thank the people who in the coin machine industry throughout the nation for their help and part in spreading expression of his death. A Hank Walton, Young Distributing of Long Island, reports that his firm and his children are all Finkelstein country.

Irving Meltzer, Safford-Namnox Machines, recently lost his father-in-law, a 25-year employee of the company from a vacation in Lakewood, N. J. I., Sten Lutsker, Elliot Music, postponed his Miami vacation because of a virus infection... Abe Linsky, at Young Distributing is another victim of the cold.

The late Rowes salesman, has been presented a distinguished sales award by the manufacturer. A. David Farley, former postmaster general, made the award at the Waldorf-Astoria.

Barney Sperger, Bonanza Sales, reports that his firm has donated a jock box to the YMCA in Lakewood, N. J. A letter of the thanks was sent from the board to Ed Brown, of New Brunswick office...

Mr. George Tilletson, Pennsylvania, N. J., has joined the staff of..."

New York
By AARON STEINFIELD
GAME OFS PLAN LATIN QUARTER FESTE. About 200 local games are expected to gather in the Latin Quarter April 15 for the 15th annual Pool Operators Employees' Union, Local 433, Jim Cagiano, union president. In charge of arrangements, Al (Senator) Boffino, popular jazz box operator, has been named chairman of the event.

A March 25th and April 15th has opened a shop across the street from the present location, which will be used as offices and showroom.


The family of the late Max Levine, Scientific Machine, want to thank the people who in the coin machine industry throughout the nation for their help and part in spreading expression of his death. A Hank Walton, Young Distributing of Long Island, reports that his firm and his children are all Finkelstein country.

Irving Meltzer, Safford-Namnox Machines, recently lost his father-in-law, a 25-year employee of the company from a vacation in Lakewood, N. J. I., Sten Lutsker, Elliot Music, postponed his Miami vacation because of a virus infection... Abe Linsky, at Young Distributing is another victim of the cold.

The late Rowes salesman, has been presented a distinguished sales award by the manufacturer. A. David Farley, former postmaster general, made the award at the Waldorf-Astoria.
POOLS CUES HIGHEST QUALITY Ray Direct from Manufacturer Buy the best in quality, service and price! Made from selected straight grained Hardwood best suited for long life. Made from selected quality hardwoods. Costly to match today's market. Made from select straight grained Southern hard woods for long life. Ready to stand up under the most exhaustive standards. Wooden Cues. Better quality at a more reasonable cost. Made to best quality standards. Made from the best quality hardwoods. Wax Finish. Finish of the best quality and guaranteed. FROM THE 5% and 10% Jackpot guarantees. $45.00 and up, wants made to order. FROM THE 5% and 10% Jackpot guarantees. STATE CUE CO. 924 Stone St. Racine, Wis. 2-1951

LARGE STOCK, ALL TYPES, USED 5-BALL GAMES—BINGOS ALLEYS—GUNPHONOGRAPHS SPECIAL ATTENTION TO EXPORT ORDERS

SOUTHERN AUTOMATIC MUSIC COMPANY, INC. ESTABLISHED 1932 1552 Watkins Ave. Los Angeles, Ca. 109 S. West St. Indianapolis, Ind.

Call ASCEME

WANT TO BUY WILLIAMS SIDEWALK ENGINEER WILLIAMS BASEBALL C. C. AROUND THE WORLD TRAINER C. C. HOME RUN UNITED SLEDGERS

ALL MAKES GUNS—COTT. 5-BALL GAMES

Will Pay Highest Cash Price or Trade!!! All State Coin Machine Exchange 5237 N. Western Ave. Chicago 47, Illinois

Yes...We Have 5 Aces with Bally You Always Have a Pat Hand Ace #1 Night Club Ace #2 Booster Club Ace #3 Model "T" Hot Rod Car Ace #4 Bull's-Eye Ace #5 Regular Pin Pool

Yes...You Can't Beat Bally

We Have Available for Immediate Delivery Bally Bongos, Shuffleboard Cables, Maahs Cables, and Electric Roses Williams 5 Balls Seeburg A, B, NL, and C Wells 1905, 1915, 1916, 1900, 1870 and 1900

WE NEED ALL LATE Bally Bongos Gottlieb Pin Balls Quote Prices and Delivery Dates

WE WRITE FOR FULL PARTICULARS, INCLUDING OUR SPECIAL CLOSOUT LIST NOW AVAILABLE

INTERNATIONAL SCOTT CROSS COMPANY 526 SPRING GARDEN STREET PHILADELPHIA 30, PA. Pittsburgh 20-22-37

THE BILLBOARD APRIL 7, 1957

COINMEN YOU know

Manufacturing Company has returned from a two-week trip to the Bahamas. In Florida, as is George Holness, President of Associated American Amusement Operators Association, William B. Reifenstock, Vice President of Associated American Amusement Operators Association, and his son, Paul, accompanied a group of manufacturers to the Bahamas to attend the World's Young Executives Conference.

By KEK KNAUF

Dudley Machine


c$17.90

All that you can do to help Dudley Machine keep pace with its competitors is to refer to us all your friends and associates. Dudley Machine is up to the challenge of producing the best quality machines at the lowest possible prices. Dudley Machine is the firm that is in the forefront of the industry.

Al Denver, head of the Music Operators of New York, is vacationing in Florida, as is George Holness, President of Associated American Amusement Operators Association, William B. Reifenstock, Vice President of Associated American Amusement Operators Association, and his son, Paul, accompanied a group of manufacturers to the Bahamas to attend the World's Young Executives Conference.

Dudley Machine is the firm that is in the forefront of the industry.

COCA-COLA PREEMS 26-Ounce Bottle

NEW YORK — The 26-ounce Coca-Cola bottle, which was introduced here this week and is being supported by a 2-week advertising schedule in newspapers, radio, television and outdoor advertising.

The drive will start with full-page advertisements in all city dailies and seven television stations.

FINISHED EQUIPMENT RECONDITIONED

1 SEEBURG SHOOT THE BEAR. $125
1 GENCO RIFLE GALLERY. 175
1 UNITED JUNGLE GUN. 225
1 GENCO BIG TOP GUN. 350
1 UNITED TAHITI. 60
1 UNITED HAVANA. 90
1 BALLY ICE ROUGHS. 85
1 METROCOIN E. D. CHAMPO. 125
1 WASHINGTON STAR. 125
1 UNIVERSAL BIG MAC. 300
1 SEDGEBL R MUSIC. (100 Records). 450
1 ONE-THIRD RECONDITIONED

SPRING BOOZE ON BREX!!!

CALL US TODAY! 8 POKERINOS TOTAL COST TO YOU: $800!!

Venus $165
Mars $165
Comet $150
Elly Calm Face $155
Speedo $165
Yankos $150
Vogels $150
Royal $75
Fiberal $300
Crisco Cross $125
Viking $75
Beach Club $64

REX COIN MACHINE DISTRIBUTING CORP. 323 Bo Salm St. Symposium 3, N.Y. Phone: 2-9530

IT'S CHRISTMAS AT Music Dist., Pittsburgh!

WURLITZERS At Special Gift Prices!

1500's $150's (45) $275
1650's $575 1400's $175
1600's $325 1250's $145
Over 500 Machines Buy Them on a To Select From! Money-Back Guarantee We ARE EXCLUSIVE Wurlitzer Distributors

WRITE! WIRE! PHONE!

WURLITZER DISTRIBUTING CO. 301 Fifth Ave. Pittsburgh, Pa.

T'S CHRISTMAS AT

MUSIC Dist., Pittsburgh!

WURLITZER

AT SPECIAL GIFT PRICES!

1500's SPECIAL PRICE OR 3 OR MORE $150's (45) $275
1650's $575 1400's $175
1600's ... $325 1250's ... $145
Over 500 Machines Buy Them on a To Select From! Money-Back Guarantee We ARE EXCLUSIVE Wurlitzer Distributors

WRITE! WIRE! PHONE!

MUSIC DISTRIBUTING CO. 301 Fifth Ave. Pittsburgh, Pa.

Atlantic 1-1745

TRY A USED GAME RECONDITIONED THE PREMIER WAY!

DUDE RANCH $95
PALM SPRINGS $105
SURF CLUB $125
VARIETY $225
GAZETT $325
GAYTIME $325
1/2 dep. with order, bal. C.O.D.

PREMIER COIN MACHINE DISTRIBUTING CORP. 214-24 5 Howard St. Baltimore 1, Md. Phone: Muttery 5-1250

WRITE! WIRE! PHONE!

The drive will start with full-page advertisements in all city dailies and seven television stations.

FINISHED EQUIPMENT RECONDITIONED

1 SEEBURG SHOOT THE BEAR. $125
1 GENCO RIFLE GALLERY. 175
1 UNITED JUNGLE GUN. 225
1 GENCO BIG TOP GUN. 350
1 UNITED TAHITI. 60
1 UNITED HAVANA. 90
1 BALLY ICE ROUGHS. 85
1 METROCOIN E. D. CHAMPO. 125
1 WASHINGTON STAR. 125
1 UNIVERSAL BIG MAC. 300
1 SEDGEBL R MUSIC. (100 Records). 450
1 ONE-THIRD RECONDITIONED

SPRING BOOZE ON BREX!!!

CALL US TODAY! 8 POKERINOS TOTAL COST TO YOU: $800!!

Venus $165
Mars $165
Comet $150
Elly Calm Face $155
Speedo $165
Yankos $150
Vogels $150
Royal $75
Fiberal $300
Crisco Cross $125
Viking $75
Beach Club $64

REX COIN MACHINE DISTRIBUTING CORP. 323 Bo Salm St. Symposium 3, N.Y. Phone: 2-9530

IT'S CHRISTMAS AT Music Dist., Pittsburgh!

WURLITZER

AT Special Gift Prices!

1500's SPECIAL PRICE OR 3 OR MORE $150's (45) $275
1650's $575 1400's $175
1600's ... $325 1250's ... $145
Over 500 Machines Buy Them on a To Select From! Money-Back Guarantee We ARE EXCLUSIVE Wurlitzer Distributors

WRITE! WIRE! PHONE!

MUSIC DISTRIBUTING CO. 301 Fifth Ave. Pittsburgh, Pa.

Atlantic 1-1745

TRY A USED GAME RECONDITIONED THE PREMIER WAY!

DUDE RANCH $95
PALM SPRINGS $105
SURF CLUB $125
VARIETY $225
GAZETT $325
GAYTIME $325
1/2 dep. with order, bal. C.O.D.

PREMIER COIN MACHINE DISTRIBUTING CORP. 214-24 5 Howard St. Baltimore 1, Md. Phone: Muttery 5-1250

WRITE! WIRE! PHONE!
United Baseball, In-Line Games Shipped Distribs

CHICAGO—Star Slugger, a new baseball game with a free-play feature, and Stardust, new in-line pinball game, have been shipped to distributors by United Manufacturing Company.

Star Slugger, an advance model of Super Slugger shipped in July 1955, is a bat-and-throw game, with players pushing buttons on the cabinet to "bat" balls into playfield and grandstand.

Stardust is a double-card-in-line pinball, with each card accepting separately. A retro feature permits players to manipulate number of balls by pressing panels for better in-line score arrangement.

Star Slugger awards plays according to player's score. Players press one side of the playfield, the other half, and any of the other buttons to "bat" the ball at three elevated balls in the background, and the other to "bat" in a miniature bat which either hits over the plate.

Holes on the playfield below the decks score singles, doubles, triples and outs. This area seems to be the center of the playfield. Shoot balls into the decks for home runs.

Each player deposits a dime to play, and keeps "swinging" until he makes three outs. Scoring is on the backglass record kept by each player. Out field is on the backglass as they are made.

Stardust, the new in-line, has players deposit separate coins to light up each of the two cards. Each card score separately and each can be rotated for improved in-line play. Advancing arrows point the way to added scoring features.

Other Stardust features include 3 corners each, 4 corners, 5-in-line, 3-in-line scores 4, 4-in-line scores 3, advancing score, extra balls, bat-and-throw game, and a light-up pennant.

NEW YORK—Opening of a new Pepsi-Cola bottling plant in Bogota, Colombia—the third of 21 new crested plants scheduled to be opened during 1956—was announced by William B. Fowles, president, Pepsi-Cola International. The plant is the fourth in Co-

RECORD NUMBER AT NAMA MEET

DALLAS—A record 183 persons—largest in the area's history—attended the meeting of Region IX, National Automatic Merchandising Association, at the Baker Hotel here Saturday (4), M. B. Chauvin, chairman, regional meeting committee.

Region V—Michigan, Ohio, West Virginia and Kentucky—met at 10 a.m. Saturday, April 7, at the Sheraton-Cadillac Hotel, Detroit.

Responsibilities of the vending industry were discussed by John T. Fawkes, NAMA president. Bush presented an illustrated outline on profit, extra costs and operating data.

The right paneling to labor relations in the industry was presented by Benjamin Wexler, NAMA labor relations counsel, and John W. Mack, management consultant, who discussed an audience-participation discussion on vending company problems. John Heim, Automatic Sales Company, Albany, N.Y., chairman of Region IX, presided.

Lee Moffett, Pace Corporation, San Antonio, Texas, an election chairman for the coming year, following the business session was a buffet reception catered by Apcos, Inc., New York.

Hudson Lamp Bulbs

are factory installed by manufacturers of all types of coin machines—proof of their confidence in HUDSON'S high quality.  Now available in handy TENTPAK Window Boxes, as follows:

<table>
<thead>
<tr>
<th>Lamp Type</th>
<th>Price (in 100s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 1/2&quot;</td>
<td>$4.60</td>
</tr>
<tr>
<td>13 1/4&quot;</td>
<td>$5.15</td>
</tr>
<tr>
<td>14 1/8&quot;</td>
<td>$5.70</td>
</tr>
<tr>
<td>15 1/4&quot;</td>
<td>$6.25</td>
</tr>
</tbody>
</table>

Prices slightly higher in quantities of less than 100 lamps.

REGIONAL DISTRIBUTORS

PEACH STATE DISTRIBUTING CO.

1251 PINE STREET
MACON, GA.

PHONE: 1-2186

BILLIARD SUPPLY CO.

550 Massachusetts Ave.
Indianapolis, Indiana

DISTRIBUTING, INC.

PAOLOVY Beds covered with Imperial grade Rubberback Billiard Cloth. Light-Up Bumpers—lined for 3 or 4-sided play.

Gottlieb Ships

Continued from page 142

lighted circle flasher, it flashes double scores.

Now on the Score-Boxed model, which will be included on all future Gottlieb pinballs, are special flipper-bottom guards which protect cabinet woodwork.

The game has a multi-stile feature, permitting play to continue if some players "call out." It has a new style wide-view cabinet, heavy all-steel legs and plated side rail scoop holders.

Regular features are five ball bumpers, two targets and the two button-operated flippers. Separate three-stilts scoring boxes accommodate up to four players.

United Baseball, In-Line Games Shipped Distribs

- Continued from page 142

lighted circle flasher, it flashes double scores.

Now on the Score-Boxed model, which will be included on all future Gottlieb pinballs, are special flipper-bottom guards which protect cabinet woodwork.

The game has a multi-stile feature, permitting play to continue if some players "call out." It has a new style wide-view cabinet, heavy all-steel legs and plated side rail scoop holders.

Regular features are five ball bumpers, two targets and the two button-operated flippers. Separate three-stilts scoring boxes accommodate up to four players.

Gottlieb Ships

Continued from page 142

lighted circle flasher, it flashes double scores.

Now on the Score-Boxed model, which will be included on all future Gottlieb pinballs, are special flipper-bottom guards which protect cabinet woodwork.

The game has a multi-stile feature, permitting play to continue if some players "call out." It has a new style wide-view cabinet, heavy all-steel legs and plated side rail scoop holders.

Regular features are five ball bumpers, two targets and the two button-operated flippers. Separate three-stilts scoring boxes accommodate up to four players.
COINMEN YOU KNOW.

**Continued from page 144**

Mrs. Jack Simon will be glad to know that she is converting following nagging in a Los Angeles downtown. Jack has the Simon Distributing Company here.

Ronnie Malandra, who buys Arcade equipment for the Citlerson Brothers' miniature golf course, stopped at Simon's to pick up parts and order new equipment... Hank Klein, International Machine sales manager, due in town from New York. He's here he will open their new office in downtown Los Angeles. Bill Vold, city manager of the Western Vending Machine Operators' Association, is reported to have the 'next week' in trucks for use in his business. Weiser designed the truck bed to fit it to his needs.

Salt Lake City

**By Stan Bowsman**

NEW TERRITORY FOR POOLS. Pool table sales took a jump in Utah last week with the opening of Ogden, the State's second largest city, to pool table operation... New interpretations of city ordinance opened the area... Harry Buechler, office manager of Western States Distributors, AMI distributor, is seriously ill with pneumonia... Al Nowell, owner of Western States, is on a selling tour in Montana...

While he was there, Ray Eberts and Marry Day, of R & D Novelty Company, livingston, Montana, reversed the procedure and dropped in to his Salt Lake office on a buying trip. Mr. Buechler has a new secretary, Carol Lake.

Larry Altmann, Salt Lake and Prows music and games operator, and half interest in his Salt Lake operations to Joe Earl... Larry needs more time to develop his uranium holdings that he and Dan Stewart, Rock-Ola distributor, owns 30-50... According to Dan, the (Continued on page 150)

Dine Play Ups

**Continued from page 130**

Very little, if any, public opposition was encountered.

Dine play is now 400 per cent larger than the territory. EFS, which were used quite extensively during the proverbial period and now, appear on "the" number of poker boxes, but the number is limited.

A survey three months ago showed profits up about 15 per cent.

Operators here see most of the play these days going to the dining cars, with edgeworth coming in strong also. Pop music, always a dance leader, is now being squeezed into the background.

Operators contacted included Linda Barlett, partner until two weeks ago in Beppier Music Company, Joseph Novan, partner in Popular Times Record Company, who also has a phonograph outlet, and Harold Gottlieb, owner of Fourcade Amusement Company in nearby Millington, Tenn. E. E. (Booster) Gottlieb, owner of Williams Vending, and William Williams Distributing Company, who also operate in the other route, and Dave Canada, owner of Casale Amusement Company.

Leach Named

**Continued from page 136**

and a graduate of Northwestern University where he received his bachelor of science degree in commerce, majoring in sales and marketing.

A World War II veteran, Leach served four years as a counterintelligence agent in the U.S. Navy. Following his graduation from Northwestern he spent two years with a Chicago metal-cutting tool company in the territory to the president and co-ordinator of sales and marketing.

Following his discharge from service, Leach joined the staff of the National Society of Montana where he was executive assistant to the managing director where he resigned to return to St. Paul.

Married, Leach and his wife, Betty Jane, and their two children, David, 12, and Marc Adkins, 8, reside in Winnetka, Ill., a suburb on Chicago's North Shore.
FOR SALE
3 Scientific Pelotonia axes, Athens, Missouri. Starting @ 75 cts. Also Trimount and other parts. All cash. For details write
RALPH FARR, 175 A SHERIDAN ST. 1923 Barnwell, Wintam, N. J.

For Best Buys... See MUNVES AD Page 83

N. Y. Licensing
Continued from page 142
under 1,000. Pool has shown its greatest strength in neighborhood areas, particularly in Queens.

The reason is that it takes two or more to play the game and it also requires more space than most games. In midtown Manhattan, the space is at a premium, and the groups of stonies aren’t as common as they are in the neighbor-
hood. In addition, the $3.00 license fee discourages some societies.

TRIMOUNT
America’s foremost exporters of
Reconditioned coin-operated equipment

- Trimount has New England’s largest stock of used Phonographs, 8 Balls and Arcade Equipment. 
- All equipment is guaranteed mechanically and electrically perfect — all has been completely reconditioned. 
- Trimount has one of the country’s largest parts departments with thousands of parts in stock for immediate delivery. 
- Trimount has a large Service Department completely staffed with highly trained technicians. 
- Export Shipping Department specializes in overseas delivery to ensure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST
Exclusive Distributors: Gottlieb, Williams, Seeburg, Games and International Amusements Distributors.

Remember
IN NEW ENGLAND IT’S TRIMOUNT

GIVE TO DAMON RUNYON CANCER FUND
DISTRIBUTORS ATTENTION—GREAT NEWS!
We will trade NEW POOL TABLES...
27 Models, for USED Music, Bangles & Alleys!

SHUFFLE ALLEYS KIDDIE RIDES GUNS

UNITED TEAM $195
UNITED TARGETTE $195
BALLY CHAMPION 195
BALLY 101 195
BALLY MAGIC 325

OVER 200 RECONDITIONED SHUFFLE ALLEYS FROM ONLY
$50 and up

BALLY BRIGHT SPOTS FRANKS MIDGETS MOVIES GOTTLEB S-87 WALL BOXES SEEBURG 100A-BCR R 146-147-148

WANTED
FOR EXPORT:

WRITE—WIRE—CALL!
DISTRIBUTING CO., 298 LINCOLN ST.
ALLSTON 34, MASS.—AL 4-1046

IT’S ALWAYS A MONEY MOVE
to place Davis 6-Point Guaranteed Equipment in Spring Locations.

This Spring it will be equally wise to convert these vacation minded spots to dime play. Davis phonographs are available pre-set for dime play, if requested. Trade in now for TOP DOLLAR and insure TOP INCOME from your Spring locations with dime play and DAVIS rebuilt and reconditioned equipment. Write for “10c Play Fact Sheet.”

SEEBURG

M1000 $475
M100 $400
3W2 HUMMELWID WALL BOXES 25
3W1 CHROME WALL BOXES 75

L1000 $295.00
L1000 $275.00

L1000 $375.00
3920 WALL BOXES 9.95
4820 WALL BOXES 15.95

AM1 $319
F-120 459

ALSO many other late model phonographs

WANTED TO BUY
Wurlitzer Service Manuals 1100-1350-1400...$1.00 each

WILL TAKE IN TRADE
Many Models of Used Phonographs Write—Wire—Telephone for Price

Our Address in Europe:
Holland - Belgique - Europe
403 Ave. Louise, Brussels, Phone 47.44.63
All Currencies Accepted: Francs, pounds sterling, guilders, lire, marks, etc.

Mr. Fred Davis
Distributor
Circle 792

PRIVATE WESTERN UNION Wire Call Address "DAVIS" 5J, Dep. Required

Mass. Ops Warned on Pending Copyright Bills

BROOKLINE, Mass.—An appeal to join the battle with the Music Operators of America against performance rights societies will be issued last week at the meeting of the New England Music Operators Association in the Beaconfield Hotel.

The plea was made by James F. Tolman, Superior Music Company, Hartford, Conn., an operator who has been active in music organizations in the past 20 years. He warned the operators that a real peak to their business came in the ascendency of the ASCAP and BMI, and urged that the interests support the MAA's activities by joining the national organization.

The regular monthly meeting of the group had been twice postponed by storms. Many of the members were accompanied by their wives as well as specially invited guests. These were Tolman, Jack Mattle, a music operator, and Burney Young and Alexander Davis, Jr., of National Juke Box Music, Inc.

Tolman explained the Copyright Act of 1909 and just what the proposed amendment would mean to the operators. He also talked of several of the other activities of value to members in which the MAA has become engaged. Outlined was the manner in which MAA presents the opposition to the ASCAP bills and the cost of these personal appearances.

Some of the consequences that would face music operators should the performance rights societies be successful were cited by David J. Mitnick, of the MMA. He urged that all of the members think twice before declining their support by joining MOA.

What happened to the radio industry in 1940 when ASCAP began demanding payments as it is an in same fashion for music operators by NJBA? Bar-

He pointed out that NJBA was motivated by the need for conservation and was created to build a library of records that will be free from performance rights societies. "In effect," he said, NJBA will be a third performing rights society owned and controlled by music operators.

Young announced that the first NJBA record, "The Shus and Stripes Forever Morensen," had been produced and is for sale (see separate advertisement).

A question and answer period followed, after which some of the operators ordered a supply of the NJBA records. Some others applied for membership in MOA.

Among the operators' wives attending were Mrs. Joseph Sporer, Mrs. B. H. Young, Mrs. L. C. Leech, Mrs. Ralph Laskay, Mrs. Mark L. Shavel, Mrs. E. D. Baker, Mrs. Stephen Fraley, Mrs. Robert Dufour, Mrs. William Dufour and Mrs. Philip Seece.

Toronto

Toronto...Continued from page 142

frightened by the size of the game. They feel that they have too much space in relation to their income. They would prefer to have a braintrust on location.

The pool game is only a supplement to operators' income in this country, rather than a major source of revenue. It would be applied for membership in MOA.

In the Toronto area, one of the largest trading centers in Canada, there are but 35 pool games operating. This indicates the degree of interest in the game. The game is getting good play in the Kollege, although the rooms are well filled. In the larger competition alleys, most operators say that by fall interest will die.

While the game is not creating the servicing problems that other games have, it attracts many kibitzers, which may prevent it from becoming a larger game. (Incidentally the Canadian kibitzers don't know the rules or even the names of two or more boxers for the location.)

POLL TABLES! POOL TABLES!

PHENOMENAL MONEY-Maker!
IMMEDIATE DELIVERY

HEADQUARTERS
FOR ALL TYPES CON GAME MACHINES
5-BALL, PINS ARCADE, SCHOOL GUNS, SHUFFLE ALLEYS, BINGO, ETC.

Growing Points Company
123 West Wynns St. New S. J.
B902-3422

PHENOMENAL MONEY-Maker!
IMMEDIATE DELIVERY

HEADQUARTERS
FOR ALL TYPES CON GAME MACHINES
5-BALL, PINS ARCADE, SCHOOL GUNS, SHUFFLE ALLEYS, BINGO, ETC.

Growing Points Company
123 West Wynns St. New S. J.
B902-3422

SKILL SCORE

PHENOMENAL MONEY-Maker!

IMMEDIATE DELIVERY

HEADQUARTERS
FOR ALL TYPES CON GAME MACHINES
5-BALL, PINS ARCADE, SCHOOL GUNS, SHUFFLE ALLEYS, BINGO, ETC.

Growing Points Company
123 West Wynns St. New S. J.
B902-3422
Fire, Blast Hits 2 Mid-South Ops

MEMPHIS—Fire last week at the ultra-modern, $110,000 newly opened Tito Club at Pine Bluff, Ark., destroyed two new music and amusement machines.

The club was owned by J. D. Brook and his wife, Martha, country and western recording artists on Faber records and RCA Victor.

Edward Wilcox, head of Baker Machine Co., at Pine Bluff, and the machines were new Seeburgs, one a 100-, the other a V-200. Both were covered by a Seeburg insurance fire policy.

Last week an explosion at the Club Alamo in Henderson, Tenn., ripped thru the adjoining building which housed Popular Amusement Company.

Destroyed in the blast were four phonographs. Luke White, owner and operator, said the building was valued at $80,000. He had been three years putting it together and was heart-broken.

White has a phonograph, game and cigarette vending operation in five Tennessee counties: Madison, Chester, Hardeman, McNairy and Henderson.

Waterman Unit

Continued from page 142

pitching the very fast balls,” he assented.

According to Cooper, the machine actions are purely rotary, speed is of no consequence insofar as it concerns the line and rear on the unit is concerned.

Change-of-Pace

The counter of the unit can be set for any speed. In addition, a special "Munger-pace" feature can allow the player to choose at different speeds, one after the other. Says Cooper: “This always provides a challenge to the batter. No hitter can ever fully master the chance of pace... not even a pin.”

A model made especially for use at Snags, high school, college ball parks, towns, fairs, laces and grounds. The de luxe model turns electrically from right to left, and the will of operator, to throw as desired, high or low, fast or slow to all parts of the field.

Locations

Cooper says locations for these machines are available at 10,000 coin-op and cash spots, 25,000 high schools, 20,000 colleges.

The firm is preparing a book for operators which outlines choosing a site, setting up the operation, where to get balls, setting and other supplies. Included is a company insurance plan.

It is also preparing a 16mm. color film for use of representatives demonstrating the machine in all phases of operation and showing the mechanism in operation.

Williams Ships

Continued from page 142

The final ball for each player only must be landed in the center hole.

Each time a "player" sinks a ball he shoots again. His play may shoot off balls of his own color, and may not shoot off balls of opponent's color, providing he uses one of his color balls as a cue ball.

There is no penalty for a player sinking a ball of opponent's color, but for sinking a ball of his own color without first hitting another, his opponent may drop two balls into a pocket.

The game is made for optional three-plane play. A continues instruction sheet is shipped with each game for display on location.

Waterman Unit

Continued from page 142

pitching the very fast balls,” he assented.

According to Cooper, the machine actions are purely rotary, speed is of no consequence insofar as it concerns the line and rear on the unit is concerned.

Change-of-Pace

The counter of the unit can be set for any speed. In addition, a special "Munger-pace" feature can allow the player to choose at different speeds, one after the other. Says Cooper: “This always provides a challenge to the batter. No hitter can ever fully master the chance of pace... not even a pin.”

A model made especially for use at Snags, high school, college ball parks, towns, fairs, laces and grounds. The de luxe model turns electrically from right to left, and the will of operator, to throw as desired, high or low, fast or slow to all parts of the field.

Locations

Cooper says locations for these machines are available at 10,000 coin-op and cash spots, 25,000 high schools, 20,000 colleges.

The firm is preparing a book for operators which outlines choosing a site, setting up the operation, where to get balls, setting and other supplies. Included is a company insurance plan.

It is also preparing a 16mm. color film for use of representatives demonstrating the machine in all phases of operation and showing the mechanism in operation.

Williams Ships

Continued from page 142

The final ball for each player only must be landed in the center hole.

Each time a "player" sinks a ball he shoots again. His play may shoot off balls of his own color, and may not shoot off balls of opponent's color, providing he uses one of his color balls as a cue ball.

There is no penalty for a player sinking a ball of opponent's color, but for sinking a ball of his own color without first hitting another, his opponent may drop two balls into a pocket.

The game is made for optional three-plane play. A continues instruction sheet is shipped with each game for display on location.
**COINMEN YOU KNOW**

Continued from page 146

property "looks real good."... Larry just moved $60,000 worth of equipment in to start mining... Bob Bever, Dan Stewart Company, is

**NATIONAL HEADQUARTERS FOR BUMPER POOL SUPPLIES**

Order from Our Complete Stock—Immediate Shipment!

<table>
<thead>
<tr>
<th>1/2&quot; POOL BALLS</th>
<th>72.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot of 10 balls</td>
<td>5.00</td>
</tr>
<tr>
<td>5 balls, full set</td>
<td>15.00</td>
</tr>
<tr>
<td>10 balls, full set</td>
<td>30.00</td>
</tr>
<tr>
<td>48&quot; CUES</td>
<td>$2.25 or $5.00 each</td>
</tr>
</tbody>
</table>

Cues made from selected hard maple; Regulation for the American League; $2.25 or $5.00 each. 48" cues; $3.25 or $6.50 each. 72" cues, $5.00 or $10.00 each. 72" cues, $5.00 or $10.00 each.

**CHALK**

0.25 lb. box... 1.25 |
0.50 lb. box... 2.25 |
1.0 lb. box... 4.00 |
5.0 lb. box... 18.00 |
10 lb. box... 35.00 |

**COIN CHUTES**

AST Deluxe 12 games—$8.00 |
AST Deluxe 16 games—$8.30 |
AST Deluxe 20 games—$8.50 |
AST Deluxe 24 games—$8.80 |
AST Deluxe 30 games—$9.50 |
AST Deluxe 40 games—$14.00 |
AST Deluxe 60 games—$28.00 |

**CONE TIPS**

Pocket Cues: 64-1/4, 10 boxes $35.00 box |
Pool Tips: .85, 10 boxes .80 box |
Cascadia Cues: .85, 10 boxes .80 box |

**SPECIAL CUE REPAIR KIT**

Comes with 2 full sets of cones—end, butt, tip, and all necessary cues, plus repair items... $49.50 |

**SHIELD Drop Light REFLECTOR**

With 10 foot cable, light up over tables for low... $1.25 |

**REPLACEMENTS for G41**

Installation with electric wiring and labor $25.00 (2 or 3 games), or $35.00 (4 game) built-in top adjuster...

**COBRA CARTRIDGES**

Realistics and Bumpertells... 75 each |
Cartolettes returned within 10 days.

**POOL TABLE BRUSHES**

Thick bristles and hardwood; Wooden frame and stored for under seat, comes in a box. Can be attached to table, sold cheap or in order. $9.00 Per Dozen

**LIBERTY SALES**

1145 N. Milwaukee Chicago 30, Il.

**OGDEN GETS POOL—BUT AT HIGH TAB**

OGDEN, Utah—The long holdup against coin-operated pool games here has ended. But city license fees on the games will be $50 a year.

For months, the games were termed "bagatelles" since—it seems—they are coin-operated and used calling balls. Thus, under the ordinance of the second largest city in Utah, the pool games were banned. However, officially, finally allowed that the pool games were "pool tables" and as such could be licensed. But not at the regular amusement game fees of $10 per year. They slipped on the higher $50 tab. Operators are placing the games fast, but shuddering at the high license cost.

**GOTTLEB'S 4 PLAYER**

An Exciting New Approach in Multiples!

1-2-3 or 4 Can Play at the Same Time

Multi-Tilt Feature Permits Play to
Continue If Some Players "Tilt-Out"

2 Separate Double Bonuses

New Style "Wide-View" Cabinet

Fast Play—3 Balls Per Player

Extra Heavy Duty All Steel Legs & Plated Side Rail Cigarette Holders

1-140-50 N. KOSTINE & AVE. CHICAGO 11, ILLINOIS

**THE BILLBOARD**

APRIL 7, 1956

**COINMEN YOU KNOW**

Continued from page 146

property "looks real good."... Larry just moved $60,000 worth of equipment in to start mining... Bob Bever, Dan Stewart Company, is

**NATIONAL HEADQUARTERS FOR BUMPER POOL SUPPLIES**

Order from Our Complete Stock—Immediate Shipment!

<table>
<thead>
<tr>
<th>1/2&quot; POOL BALLS</th>
<th>72.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot of 10 balls</td>
<td>5.00</td>
</tr>
<tr>
<td>5 balls, full set</td>
<td>15.00</td>
</tr>
<tr>
<td>10 balls, full set</td>
<td>30.00</td>
</tr>
<tr>
<td>48&quot; CUES</td>
<td>$2.25 or $5.00 each</td>
</tr>
</tbody>
</table>

Cues made from selected hard maple; Regulation for the American League; $2.25 or $5.00 each. 48" cues; $3.25 or $6.50 each. 72" cues, $5.00 or $10.00 each. 72" cues, $5.00 or $10.00 each.

**CHALK**

0.25 lb. box... 1.25 |
0.50 lb. box... 2.25 |
1.0 lb. box... 4.00 |
5.0 lb. box... 18.00 |
10 lb. box... 35.00 |

**COIN CHUTES**

AST Deluxe 12 games—$8.00 |
AST Deluxe 16 games—$8.30 |
AST Deluxe 20 games—$8.50 |
AST Deluxe 24 games—$8.80 |
AST Deluxe 30 games—$9.50 |
AST Deluxe 40 games—$14.00 |
AST Deluxe 60 games—$28.00 |

**CONE TIPS**

Pocket Cues: 64-1/4, 10 boxes $35.00 box |
Pool Tips: .85, 10 boxes .80 box |
Cascadia Cues: .85, 10 boxes .80 box |

**SPECIAL CUE REPAIR KIT**

Comes with 2 full sets of cones—end, butt, tip, and all necessary cues, plus repair items... $49.50 |

**SHIELD Drop Light REFLECTOR**

With 10 foot cable, light up over tables for low... $1.25 |

**REPLACEMENTS for G41**

Installation with electric wiring and labor $25.00 (2 or 3 games), or $35.00 (4 game) built-in top adjuster...

**COBRA CARTRIDGES**

Realistics and Bumpertells... 75 each |
Cartolettes returned within 10 days.

**POOL TABLE BRUSHES**

Thick bristles and hardwood; Wooden frame and stored for under seat, comes in a box. Can be attached to table, sold cheap or in order. $9.00 Per Dozen

**LIBERTY SALES**

1145 N. Milwaukee Chicago 30, Il.

**OGDEN GETS POOL—BUT AT HIGH TAB**

OGDEN, Utah—The long holdup against coin-operated pool games here has ended. But city license fees on the games will be $50 a year.

For months, the games were termed "bagatelles" since—it seems—they are coin-operated and used calling balls. Thus, under the ordinance of the second largest city in Utah, the pool games were banned. However, officially, finally allowed that the pool games were "pool tables" and as such could be licensed. But not at the regular amusement game fees of $10 per year. They slipped on the higher $50 tab. Operators are placing the games fast, but shuddering at the high license cost.

**GOTTLEB'S 4 PLAYER**

An Exciting New Approach in Multiples!

1-2-3 or 4 Can Play at the Same Time

Multi-Tilt Feature Permits Play to
Continue If Some Players "Tilt-Out"

2 Separate Double Bonuses

New Style "Wide-View" Cabinet

Fast Play—3 Balls Per Player

Extra Heavy Duty All Steel Legs & Plated Side Rail Cigarette Holders

1-140-50 N. KOSTINE & AVE. CHICAGO 11, ILLINOIS
Marvel Bows New Pool Conversions

CHICAGO—Marvel Manufacturing Company is shipping a new line of coin pool table tops which are used as conversion units, adding playfield features to older model games.

The tops are available in four different lengths, and have plastic light-up bumpers, three holes and center hole plug. Tops can be shipped with an anti-warp adjuster at a small additional fee. The adjuster can also be shipped separately.

Ted Rubenstein, Marvel head, said exact size of table should be specified when ordering the conversion unit.

Peach State Named Hudson Lamp Distrib.

MACON, Ga. — Peach State Trading Company, parts organization of the Peach State Music and Peach State Distributing Corporation, has been appointed distributors for Hudson Lamp Company, Newark, N. J.

Peach State will handle the Hudson small light bulbs used in coin machine mechanisms.

SAVE ON SHAFER FULLY GUARANTEED PHONOS

SEEBURG

WURLITZER

M100 C $595.00
M100 B 475.00
M100 A 269.50
M100-10 A 199.50
3W1 Wallbox (100 Sel.) 59.50

AMI

AM100 $465.00
Model C 109.50

ROCK-OLA

Write for Free Catalog Showing Complete List

GIVE TO DAMON RUNYON CANCER FUND

KEENLEY’S

HIGH SCORE WINS!

Scores Vary as Lights Flicker from 100 to 600!

SIZE: 64" L x 36" W x 32" H

WRITE - WIRE - PHONE - SEE YOUR KEENLEY DISTRIBUTOR!
Pa. House Passes Bill to Control Drink Ingredients

HARRISBURG, Pa. — Pennsylvania’s House of Representatives has passed and sent to the Senate a bill (H. 1527) returning to the State Agriculture Department control of sweetening agents used in the manufacturing of soft drinks and increasing the license fee for cup vending machines from 31 to 35. The State has had no control over use of sweetening agents since the courts last year invalidated earlier laws prohibiting artificial agents in drinks. This ruling, in the Code Bottling Company case, permitted use of saccharin and also opened the way for uncontrolled use of saccharin in making soft drinks.

The new bill also bans display of juice pressers in arcades and sales unless in actual use. An annual $50 license fee for soft drink bottlers is unchanged in the new proposal.

N. J. Cig Tax

Continued from page 138

retta Company complained, “At first we thought the State would give us another three months to convert our machines. This business of two weeks is the most cruel thing.”

Another complaint of operators is that all regular and Kingswood packs will be ceased starting April 16, and this process will require additional personnel.

A. C. Panciera, office manager of the Dietschk Company, said his firm will spend about $60,000 in labor, parts and equipment for conversion and replacement because of the tax increase.

Another complaint of operators is that all regular and Kingswood packs will be ceased starting April 16, and this process will require additional personnel.

A. C. Panciera, office manager of the Dietschk Company, said his firm will spend about $60,000 in labor, parts and equipment for conversion and replacement because of the tax increase.

Another complaint of operators is that all regular and Kingswood packs will be ceased starting April 16, and this process will require additional personnel.

A. C. Panciera, office manager of the Dietschk Company, said his firm will spend about $60,000 in labor, parts and equipment for conversion and replacement because of the tax increase.

Another complaint of operators is that all regular and Kingswood packs will be ceased starting April 16, and this process will require additional personnel.
**GET ON THE WINNING TEAM WITH THE BEST BASEBALL GAME of all time!**

**Williams 4-BAGGER DELUXE**

**4 ways to score REPLAYS:**
- Total Runs!
- Slugging Average!
- Beat Previous High Score!
- Match Feature!

**Home Runs**
- "King of Swat"?
- 4-Bagger is even better!

**All New Advantages**
- Formica Playfield
- Single Somerset
- Exciting Hits
- New "Slugging Average" feature
- Includes: wollen yarn, cash, check

**Remember the "Slugging Average"?**
- 4-Bagger is even better!

**The Only Authentic Baseball Game With Williams Animated Base Running Unit!**

**NOW DELIVERING 22 DIFFERENT GAMES WITH ALL THE LATEST FEATURES!**

GREATEST POOL GAMES
- Star Pool
- Klik Billiards
- Crane Bank Pool

**WILLIAMS POOL MAKERS, INC.**

**GET ON THE WINNING TEAM WITH THE BEST BASEBALL GAME of all time!**
All the money-making play-appeal of BROADWAY

plus new BEFORE and AFTER feature

press buttons BEFORE shooting 4" ball
press buttons BEFORE shooting 5" ball
press buttons AFTER shooting 5" ball

plus Double, Triple and Quadruple scores

Magic Squares
SPOTTED 2 OR 18
Advancing Scores
CORNER SCORES
Extra Balls
BALLYHOLE

Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally NIGHT-CLUB is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings get NIGHT-CLUB on location now.

CROSS WORDS
Word-Puzzle Skill-Game
Get your 5-ball spots on a money-making basis!
Get new Bally CROSSWORDS!

Pin-Pool STANDARD
22 IN. BY 36 IN.
WITHOUT LIGHTS, priced for limited coverage of all types of locations.
LEAD-UP BUMPERS for locations that demand extra fun.
MOTION LIGHTS under side rails. Readable table with no glare illumination.
SENIOR
60 IN. BY 36 IN.
With or without light-up bumpers.

ALL MODELS CONVERTIBLE
2 OR 3 POCKETS

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

YOUR Bally DISTRIBUTOR $$$$$
$$$$$$ always has good deal waiting for you
Chicago Coin offers you THE MOST COMPLETE LINE OF QUALITY POOL GAMES IN THE INDUSTRY!

**Pool Games for Every Location!**
*All Models Furnished With Center Hole Plugs!

1. **Clover Pool**
   - Plus Clover Pool Model 35
   - 3-in-1 game which can be converted to 2 or 3-hole or automatic play at the flip of a switch.
   - Automatic scoring with popular 4-sided play.
   - New advance type scoring on all holes.
   - Available with "Levelmatic" scoreboard adjusters.

2. **Champion Pool**
   - Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!
   - New Type Ball Drop Mechanism... Simple... Positive...
   - Fool-Proof!
   - New Plastic Light-Up Bumper Posts!
   - New Super Sensitive Rebound Rails!
   - 2 Color Grid Screened Playfield For 3 Sided Play!
   - 3 Coin Operation! 2-4 Cen Play! 3-4 Sided Play!

3. **Jumbo Pool**
   - 2 or 3 Hole Models With or Without Lighted Bumper!
   - 18 inches larger than regular size (70 inches by 36 inches)
   - 3 or 4 Sided Play

4. **Champion Pool Model 35**
   - End holes are located 4 inches closer to center!
   - Choice of 2 or 3 hole models!
   - 3 or 4 Sided play!
   - Super sensitive rebound rails!

Chicago Coin Equipment Machine Company
1725 West Diversey Blvd., Chicago 14, Ill.
Earn biggest pool-profits with new Booster-Pool by Bally

ONLY pool-table with truly automatic scoring.

BOOSTER-POOL is designed to permit players to play for position, block opponents' balls, and exercise all the cue-strategy of PIN-POOL...maneuvering balls from ends of table, around center-pins into scoring-pockets at opposite ends of table. Fast play and fascinating play-appeal produce biggest profits ever earned in pool-field.

52 IN. BY 36 IN. TABLE

EXCITING Progressive SCORES

First ball sunk by a player in matching-color pocket scores 1. If second ball is sunk in matching-color pocket, before opponent scores, it's worth 5, and Totalizer credits player with total of 6. Third successful shot, before opponent sinks a ball, scores 9. Progressive scores-values are plainly displayed on light-up scoreboard. Last hit value remains lit, from turn to turn, until opponent scores—then re-sets to 1.

Winner is first player scoring 21 or more. Double fun of boosting score, while holding down the score-value of opponent's shots is biggest thrill in coin-operated pool, resulting in biggest profits in pool-operation.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

SEE Bally Pin-Pool AND OTHER MONEY-MAKING Bally GAMES PAGE 156 THIS ISSUE
UNITED'S

STARDUST

DOUBLE CARDS
FIRST COIN LIGHTS FIRST CARD
SECOND COIN LIGHTS SECOND CARD
BOTH CARDS SCORE SEPARATELY

DOUBLE ROTO FEATURE
PLAYER CAN MOVE NUMBERS
CLOCKWISE ON BOTH
CARDS WITH EXTRA COINS

DOUBLE HORIZONTAL FEATURE
WITH ADVANCING ARROWS
NUMBER 18 ROTO-SPOT FEATURE

ANY 3 CORNERS SCORE 4-IN-LINE
4 CORNERS SCORE 5-IN-LINE
3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE
ADVANCING SCORES
EXTRA BALLS
8 BALLS
NEXT GAME
PENNANT FEATURE
ALL FEATURES ON BOTH CARDS

SEE YOUR DISTRIBUTOR
UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 19, ILLINOIS

SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • ROTO POOL • TOP-NOTCH Shuffle-Alley • REGULATION Shuffle-Alley
for modern music merchandising through PROPER PROGRAMMING

45 RPM SINGLES FOR ALL CURRENT POPULAR RELEASES

Proper programming, of course, requires all current record releases—hit tunes, popularity poll leaders, disc jockey favorites. All this music is widely available on 45 RPM Single Records. The Seeburg V-200 provides the opportunity to program a diversified menu of "singles" under appropriate musical classifications.

45 RPM E.P.'S FOR ALL STANDARD MUSIC

Proper programming also demands standard music—show tunes, all-time favorites, light classics and varieties. This 45 RPM music is gradually becoming available only on Extended Play Records. To profitably program E.P. Records, the operator must be compensated for the additional playing time required to play E.P. Records.

THE V-200 PLAYS BOTH KINDS OF RECORDS—PROFITABLY!

The Seeburg V-200 does far more than only play both 45 RPM Single and E.P. Records. The V-200 permits programming 45 RPM Single Records at one price and 45 RPM E.P. Records at a proportionately higher price. This is the BIG PLUS of the Seeburg V-200—the World's First Dual Music System.

Seeburg

America's Finest and Most Complete Music Systems