CROSLEY TELLS WEATHER WITH RADAR SYSTEM

CINCINNATI — Crosley Broadcasting Corporation (No. 2) unveiled the newest weapon in the science of weather forecasting to the nation as a special radio tradition, the only installation of its kind in the nation.

With a specially designed antenna installed atop WLYS's transmitting building overlooking Cincinnati and a radar scope at the station's central office, the new unit can track approaching storms within a 125-mile radius of Cincinnati.

The radar installation will permit WLYS television viewers the opportunity of actually watching the weather on the radarscope as it moves across their WLYS television territory.

Meteorologist Jim Faller, director of WLYS's weather service, and his assistant, Tony Soto, will explain these operations to the viewers.

Falls has long advocated the use of radar to improve weather forecasting. Many wooden moments become an accepted method of forecasting, he believes, thanks to the constant progress and the development of the weather station.

Falls has a short, sure, wooden lie, and wooden eyes, etc., are sold at a bulk rate through OHM and other like firms, and these found local community. The many others for the area, along with lighting, experted and sound equipment, are provided by Rogers on a current basis.

MONEY-MAKING GIMMICKS

The contest has money-making gimmicks. For instance, a merchant or prominent man, or a large company, has made available where each product can be bought for the private expense. The winner can always return to his support, also sold Rogers through a ticket on a personal basis.

(Continued on page 31)

Anybody Got Frock Coat?

FLOSSIA, Pa. — Bohemian and gay '30s nomads are being used in mass-communication spots that may be expected by the merchants, who want to be invited to the entertainment area, because it is too thick and time to turn up a budget.

Incurably the budget, which will cost for the ticket to be paid to the Rogers company for its various services, is not described by the company which it will be produced and stage a historical pageant depicting the history plus many special events, a parade and contests. Together, they will be a "big deal," that will be long remembered.

The contest is signed by the Rogers company, closed in a local control, will prepare the script for the impression, particularly Rogers people prefer to call it.

The Rogers company will supervise the entire event, realizing local natural talent for the spice and

NEWS OF THE WEEK

S'en, Bricker Blows CBS, NBC With Monopoly Charge. A charge of monopoly was levied at the two major TV networks, CBS and NBC, by Rogers, Jr., the head of the Rogers company, which is the biggest producer of such shows.

Had coats used in such spots are becoming extremely difficult to find, Floss, says, "We've got people in the world's cities, but they have been able to obtain only a few of them."

Rogers surprised that any part of what he had in the several thousands of spots stayed by the Rogers company remained, occurs, and that an amateur actor in a Parsons, N.Y., celebration show discovered the carefully cleaned coat that he was given to wear in his World War I military uniform.

SIXTEENTH YEAR

MAY 5, 1956

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Hot Times in Old Towns for Rogers

Ohio Firm's Been Staging 'Big Doings' For Community Birthdays Since 1920's

B. HERB DOTTEN

FLOSSIA, Pa. — It's goin' to be a lively time in the city approaching in silver jubilee, golden anniversary, centennial, jubilee, etc.

If it is, the house-towners may want to expect more than a few other people, a representative of the Flossia-led John B. Rogers Production Co., Flossia, Ohio, and the Rogers company should have the contest stage a big, exciting feature to commemorate the anniversary.

It will be held and shown throughout the city and surrounding area, with the leader in its field, with little competition, in that it has legal celebrations in several thousand communities since the '20s, and that such events can pay off in small hands as well as in large cities.

Survey Potential

A Rogers representative will be on hand before the anniversary, arrive at an estimate of the community and the merchants, who may be expected to be invited to the entertainment area, because it is too thick and time to turn up a budget.

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TELEVISION

Bricker Blasts Nets, Quotes Huge Profits Earned in '54

Decrees Economic Grip of Two Webs, Affils, Says '55 Take to Be Higher

By MILBURN HALL

WASHINGTON — The econ-
omic rate of profit nets make on their big-city-owned stations is the most striking feature of the 1955 TV rate
monopoly report released by Sen.
Robert A. Taft, R-Ohio, and Sen.
Bricker's financial survey of tele-
vision for 1954 reviewed the New
York "superstation" earned over
$8,000,000, making a 1,834 per-
cent return on income before taxes, and an-
other New York net-owned giant reportedly hit over $6,000,000, making 16 times its investment for the year.

This feature of net profit taking has fired Bricker to ask that Congress, in its current commis-
sion be authorized to set back big city station rates, to "reduce the integrity of all smaller television cities." Also, the Senator is commending to Com-
nission has introduced a bill limiting station ownership set by closure of stations be set by a population balancing for areas covered not more than 25 per cent of the nation's population. (N.B., the report estimates the largest average—$23,000,000.)

Key Net programming, "Gateway to TV Revenue," was given as a strong fac-
ctor in the net dominance which gave CBS and NBC a combined take of 95 per cent of the TV industry total of $50,000,000 net in- come before taxes. Whether a station was a network member or a CBS's report states, "actual ac-
cess to substantial amounts of net programming is nearly 100 per cent essential to profitable opera-
tion of an individual station." Loss of net programming also means loss of sales of national "spots ad-
vertised to the favored net programs. Overhead of preferred big-city affiliated
stations costs smaller stations their "inevitable" profit, Bricker says citing charges of big-city station rates as far as average cost between $2,000 and $3,000 over fees. (CBS net-owned and affiliate stations would reduce their ad rates and put smaller independents in a com-
peitive position, Bricker says. The net program fee, the Senator could spread its dol-
lar to reach stations in national time areas that he now gets over the web, the report indicates.

Here is a breakdown on the money-making categories cited in the report, which is destined to hard usage by Senator Magnuson when he first gets into joint committee probing problems into independent station situations in May hearings, and net dominance to January 1954 and were supplied Bricker by the CBS.

Groves revenues of CBS and NBC with their eight owned and

(Continued on page 13)

ABC Sells 1st Of New Shows

NEW YORK — ABC re-
ports TV schedules for the first half the new television season, and the for-
merly independent TV station; the ABC which is owned and operated for the first time is known to be a "fulfillment of the promise of TV," is the spring season. The ABC, it's understood, has sold in its first quarter of the ABC for the year.

The period initially had been to American Chero-and Procter & Gamble, but the latter buckled eight months ago, putting the word to be used in its first quarter is to produce a 250,000, to be sold, an under-

name not. Availability to agree on the basis of the ABC's committed from the sale, it's expected that there will be an even greater number of sets, for the last year.

The web has little doubt by the time the new season rolls around, practically all of its prime-time selection will be filled. The networks have marketed the properties of a better selling in their last season. It is expected that also that its daytime programming will be expanded beyond the cur-

week hours of 9:30-10:30 p.m., spot with "Break the Bank" or an-

(Continued on page 16)

Elgin Wants Out of Person to Person

NEW YORK — Elgin is trying to drop out on alternate for the krow of "CBS Person to Per-
sons program.

The banker, reportedly wants his to play the sponsor of the show because the summer's

This week's issue is $0.25

TELEVISION

2

THE BILLBOARD

Communications to 1564 Broadway, New York 36, N. Y.

May 5, 1956

MONEV ORDER

Order to: The Billboard for a full subscription (52 issues) at the rate of $12 (a considerable saving over single copy rates). Foreign rate $24.

Cash Enclosed

Bill Me

Name: ____________________________
Occupation or Title: ____________________________
Address: ____________________________

City: ________________ State: ____________

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

EFFICIENCY FIRM GIVES
NBC SET-UP GOING OVER

ABC ENJOYS GOOD YR., READIES FALL

Billings Hit 19-Mil. for First '56 Fourth; Web Expects SRO on Improved Line-Up

NEW YORK — Concrete evi-
dence of the extent of ABC's growing strength is provided by its billings returns which show for the period of the quarter of 1956, which shows a 19-Mil. fourth quarter figure for 1955 billings, which billed $11,002,000, a 4-Mil. increase over last year's figure of $11,504,000 for the first quarter of 1956, which was billed $4,411,888 over last year's level.

The billings for the first quarter of 1956, an extent of the extent is expected that there will be an even greater number of sets, for the last year.

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The presence of ABC, Bob and his "East Coast, and special thank you to the viewers who took the time to write in and share your thoughts. We appreciate your feedback and are committed to providing you with the best possible experience. Thank you for reading!"
PAY TV BOOSTS POSITION WITH AID TO UHF CLAIM

Interests Tell Probers Fee TV Is Answer to FCC, Congress Posers

WASHINGTON—To the horror of its opponents, pay TV appears to be improving its position. New charges have been made right for the big subscription TV push by the failure of the Federal Communications Commission to broaden the base of U.S. television, and in the intensifying conflict between pay and free programming. Pay TV makes new promises to relieve allills by new competitive programming and supports new station outlets.

The new confidence of pay TV, because more obvious with each day of a full week of hearings—sometimes lasting from 10 a.m. to 6 p.m. —held here last week (April 23-29) by the Senate Commerce Committee's broadcast probers. The hearing was background to weighty briefs, elaborate charts, streams of witnesses that included net vice-presidents, plus citizens, spokesmen for CIO-AFL for the National Association of Radio & Television Broadcasters, for opera and the talent unions.

There were representatives of movie exhibitors, independent station owners and spokesmen for Skatron, Telemeter, Zenith and Jerrold Electronics. Prominent was a new awareness that this might be the deciding moment for or against a trial for toll TV in America.

Low Prices?

The pay TVers, in addition to adopting the orphan of community television and offering new programs to select groups, propose to do it all at prices of from 25 cents to $1, plus an installation fee and equipment totaling from $10 to $50, or a rental toll monthly, as in Zenith's case. They propose to do it without any serious inroads on free TV. "Give us your unwanted UHF's," was the major theme, "and you can keep the mass market of sponsored television as is."

Opponents, NAB, NABA, labor forces—replied that:

1. Pay TV can't support community stations that are badly situated financially any more than sponsored TV could.
2. Pay TV can't survive on the small-audience segments it claims satisfactory but will push into cash markets for its profits, and may even adopt commercials.
3. Toll program sources can't go beyond those now being shown.
4. Free, particularly in the field of the legitimate theater (physically unable to anything but TV adaptation) and in first-run films. First runs will not be released to pay TV audiences to any greater extent than in sponsored TV, opponents say, unless it is proved that advance TV showing boosts box-office take. In that case, the first runs will not be available to free TV, as is the case of recently released "Richard III" and the Davy Crockett films.

Cross-Examination

Unsparing the match, the Commerce Committee spokesmen, particularly Senator Patman, waxed fierce at the "if pay TV is authorized, it will destroy what is already well-regulated as to price, type of program and time available—now under 25 per cent.

"We wouldn't want to see another situation get out of hand like the VIP-UHF situation we have now."

A big question put by the committee's counsel, Attorney President Cox, was: Will the free TV deteriorate as a result of pay TV's taking audiences and talent from the sponsored programs? Pay TVers in

A TV CHANNEL IS PART ROAD

The more than 500 radio relay towers of the Bell System are found in all imaginable types of terrain from a Nevada mountaintop to the roof of a New York skyscraper. Yet each must be accessible for maintenance in any season, and under any weather condition.

So the Bell System builds roads which help insure dependable network service for the television industry. In bad weather, jeeps or specially designed snow tractors are needed in some locations.

For a radio relay network is more involved than it might appear. It needs access roads ... and generators for standby emergency power. And it requires a skilled corps of highly trained maintenance experts across the nation, always available when trouble occurs.

Every Bell System relay station is a combination of all these many elements. Together they help insure the best television transmission it is possible to provide across almost 70,000 channel miles.

BELL TELEPHONE SYSTEM

PROVIDING INTER-CITY CHANNELS FOR NETWORK RADIO AND TELEVISION THROUGHOUT THE COUNTRY

Hazel Bishop Buys Summer Band Seg

NEW YORK—Hazel Bishop has bought a new music show headed by Paul Whiteman for Tuesday, 8-8:30 p.m., on NBC-TV this summer. The show will feature a different band each week. Raymond Spector is the agency. Proceeding it, 6-6:30 will be reruns of "Dear Phoebe," which is in its last weeks.

'Impact' Near Wed.

At 8 P.M. on NBC

NEW YORK—"Impact," a vid-film series produced by Al Simon for NBC-TV, looks as if it will go to the Wednesday 8-8:30 time period on that network next season. Six films have already been made. The dramatic program appears a psychological treatment of dreams.

Senate Looks at

Nets in Hwd.

HOLLYWOOD—Investigation of charges of alleged monopolistic practices by the networks quietly moved to Hollywood last week when two councils of the Senate Interstate Commerce Committee appeared on the scene.

Reportedly the investigators were interested primarily in the operation of independent film producers, their status in the industry, and the TV film picture in general. It's understood that no testimony on specific grievances was taken at this time.

The committee will, possibly, hold hearings on the West Coast if the investigation warrants.
here comes another thoroughbred...
Make a list of the fastest-moving Westerns in television, and you’re bound to include Annie Oakley, Range Rider, Gene Autry and Buffalo Bill, Jr.—all produced by Flying A Pictures. And now there’s another Flying A thoroughbred—The Adventures of Champion, starring Champion the Wonder Horse…the story of a wild stallion, a boy and his dog in lawless cattle country.

One of the best-known animal heroes in showbusiness, Champion has been featured in more than 100 television programs, 85 motion pictures, all of Gene Autry’s tours and Championship Rodeos…and in Champion comic books with annual sales of more than three million copies!

On the CBS Television Network, The Adventures of Champion clocked a 17.9 rating at 7:30 pm—a neatly balanced audience of 26% men, 29% women and 45% children.**

Which bears out Billboard’s evaluation: “Champion is solid entertainment…excellent production…over all, the kind of fare that parents can sit down with their children to watch!”

The kind of fare you’d do well to look into…by calling CBS Television Film Sales, distributor of the fastest-moving films in television.

**Nielsen—Nov. 1955 (first report) **ARB—Nov. 1955

CBS TELEVISION FILM SALES, INC.
New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, Atlanta, Dallas and St. Louis. Distributor in Canada: S.W. Caldwell, Ltd.

Contact: Film Sales, distributor of the fastest-moving films in television.
FOR SUMMER

"Howdy" to Lead NBC Sat. Morns.

NEW YORK—"Howdy Doody" will lead off the new NBC-TV lineup of Saturday shows at 10 a.m. Following it will be "I Married Joan" at 10:30, "Foxy" sponsored by General Foods, at 11; "Uncle Henry's Coins" at 11:30, sponsored by Swift and the Heinz property; "Captain Gallant," the next at noon; and "Tony Sarg," the last show of the Saturday morning line-up for next fall, with seven new kid film shows expected to be inserted.

NBC Hunts Morn Strip

NEW YORK—NBC-TV is now shopping for a new daytime property for its 10:30-11 slot. Sid Kowars will move out of the time period next Monday, when he goes to NBC on Monday, Aug. 9, where he will replace Sid Caesar, who is moving to the 7 p.m. slot next fall.

Evans will most likely also be used to spell Steve Allen on "To-night" next season when Allen goes big time on Sunday night.

Pearson to Share

Dunninger Show

NEW YORK—Pearson Newspapers has locked up the rights to the Dunninger Show, which takes places "M-G-M Parade" this summer for ABC's Wednesday 9-10 p.m. period.

Pearson replaces General Foods, which is dropping out as alternate bookings agent in the time period when "M-G-M Parade" goes off the air.

ABC's Big's Y

Continued from page 2

The Big's 11 p.m. period will definitely be filled with bookings sponsored by Pracht and Mennens.

Tuesday: This night is currently wide open for sale. "Love That Lamp" sponsored by the Special Mills Mills, is tentatively set for 7-8 p.m., with "Annex Ter" or "Wine Service" being pitched in the 8-9 p.m. spot, and "过程中文" running in a similar ball. The slot will also be offered from the 8-10:30 p.m. period. For thus, however, there have been no firm sponsor commitments made on either of these shows, and if the web is unable to sell them, Thursday will be considered for the program.

Friday: ABC is watching Nabisco's "Scrappy Doo" on the 6:30-7 p.m. spot for "Rin Tin Tin" or whether it will accept NBC's offer of "Scrappy Doo" and "Dimples" from "Miraculous Blade" is set to air 6-8 p.m. for Sunday on the NBC network. A couple of the slot has been given to "Colgate Smiles Club."

Saturday: ABC is looking at the 7:30-8 p.m. slot for "Misc Trotting" or whatever it will accept NBC's offer of "Misc Trotting" and "Dimples" or whatever it has so far. The NBC offer of "Misc Trotting" is set to air 6-8 p.m. for Sunday on the NBC network. A couple of the slot has been given to "Colgate Smiles Club."

NBC which has been running in the slot for months at 7-8 p.m.

WCR Tops

In evening viewing

WGN

Channel 9

TV ON ITS OWN, SAYS SARNOFF

WASHINGTON — Television cannot advance by copying Hollywood and confining itself to stereotype programming, President Robert Sarnoff told a distinguished gathering of dignitaries at a banquet last night to honor the 10th anniversary of the "Meet the Press." Sarnoff pointed out that the network's cultural attractions and increasing TV's audience tremendously. As specific examples, he gave "Peter Pan," which was seen by 67,000,000 viewers and the Sadie's Wells' remake which had an audience of 86,000,000.

No other program source and no other medium can even approach the scope, variety, and volume of daily service provided by the networks, be said.

KAISER 3RD

NBC Has Corner on Aluminum

NEW YORK—NBC-TV virtually has a corner on the important aluminum industry as network sponsors. The purchase by Kaiser Aluminum of alternate Tuesdays at 9-10:30 on NBC for a dramatic show makes it the third aluminum company to use the web, Reynolds and Alcoa being the other two.

Kaiser Aluminum, Ltd., in the past has used CBS-TV. The show, tentatively titled "Aluminum," is scheduled for 8:30-9:30 with a general weekly format. The producer has been selected. NBC will produce the property.

NBC Inks Ken Murray To One-Year Contract

NEW YORK—NBC-TV has signed Ken Murray to a year's contract as a producer-director. No definite plans have been made for his services yet, but he may be entered Tuesdays, 8-9 p.m. next fall in the network's catch-all variety format.

Murray's last network stint was for CBS-TV in an hour-long variety show.

"Treasure Chest" will replace "Dollar a Second" in the 9-10 slot. The time period is taken by Helene Curtis. Stirling Douglas has taken the 9-10:30 p.m. period and will come back with "Vixie," the 9-10 show of the day. The 10-11 time period is available for sale.

Saturday: The only spot definitely set for this night are the Lawrence Welk Show for 9-10:30 and Murray's "M-K and the Iron Horse" for 10-11. NBC-5 is tentatively set for the sponsorship of Emerson and Mennens.

Sunday: "Famous Film Festival" will return on a participating sponsorship basis. ABC is also staging a "Dime Show" for 9-10:30. "Leisure" is almost the only other show on the NBC schedule.

DAVID ABRAHAM, radio-TV director, GRUBB & PETERSON, Chicago: "Movies on networks are okay as long as the network leaves some participation for independent producers. Some of the networks plug their films for the sake of sales. The worst way is for the network to really settle down to doing business for itself."

A new program that would be most useful is to have one or two programs per week in which the networks could present programs for smaller advertisers. More than one or two shows would prove ridiculous as far as programming is concerned.

"Famous Film Festival" on NBC is a program that would be good in the slot. But since it is a program that is financed by the networks it does not make sense to have it.

In the next TV Editorial Advisory Board study

PROBLEMS CAUSED BY THE LONGER SHOWS

How They Voted

What is your opinion of network programming of feature films such as "Famous Film Festival" and "Afternoon Film Festival"?

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<th>Network</th>
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What do you think of the programming of weekly house programs such as "What's My Line," "To Tell the Truth," "Twenty One," "What's My Line"?

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What is the opinion of network participating sponsorship for "Afternoon Film Festival"?

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</table>
Jo Stafford: OUR FAIR LADY!

Her world-wide record receipts top all these money-makers combined!

The wonderful sound that is Jo Stafford’s voice is known on every continent... to almost half-a-billion people. Her world record receipts are rapidly reaching a staggering $50,000,000. The Gallup Poll rates her among the handful of television’s most admired women. Her fabulous following assures the fact that virtually any new record she puts out is an automatic best-seller. She is, perhaps, the most listened-to female singer in history.

Jo Stafford is our fair lady... and we’re proud that she has chosen to record exclusively for COLUMBIA RECORDS.
Community Antenna System Raises Hot NTFC Debate Over Revenue

NEW YORK—Who should pay the TV fee consumers are forced to pay to watch their product gets via closed-circuit "community antenna systems?" The problem, which has been plaguing the trade over recent months, was the subject of a blunt debate at the National Television Film Council lunchbox this week. Over lunch and a half hour of argument produced no reconciliations, but the main side managed to get its position down to the essentials.

Archibald Meyers, distribution vice-president of the NTFC, asserted "We're being robbed." Estimating three feature films per day going on 300 community antenna systems at a value of $25 a play, Meyers concluded that feature films distributed alone were being "robbed" of over $8,000,000 a year.

Speaking for the community-antenna fraternity, Zaf Goldberg, assistant to the president of Jerrold Electronics, agreed that the distributors should be paid for coverage of their programs. But, he said, "We own a signal reception service. We are not in the program business and we're suggesting that the distributor should get a higher rate from the station that bought the film when it's extendable to additional homes by closed circuit.

Speaking from the floor, Ralph Cohen, a major in the NTFC, vociferated the antenna people from the charge of "stealing," since, he said, it is obviously not their motive to take something that doesn't belong to them. In fact, he pointed out, situations in which Jerrold is involved are unique projects for closed-circuit distribution, it is buying the film on the open market. The only trouble there, he added, is that it is not offering to pay enough. Cohen claimed that it was impractical for the distributor to ask additional revenue from the origination station, since in a syndication deal the program is often sold directly to a local sponsor such as a daisy, bakery or jewelry store which may have no distribution in the community added by closed circuit.

Garfield answered with an analogy. He said Jerrold buys space in newspapers with extensive rural coverage for which it pays a fee based on the number of homes the paper is delivered. Nevertheless, he said, it has no claim to revenue based on the total circulation of the paper.

LeGates Cases

Atterbury Tom Kopelman opened the debate by reviewing all the legal cases that might serve precedents for this problem. He cited a case in which the court enjoined a hotel from using radio music in its rooms, for the court said, it was "reducing what it had not sown."

Cohen maintained that since another antenna served more than one home it was redistributing the signal and therefore breaching the approval of programming it had not obtained.

Garfield asserted Jerrold's sole aim is to extend TV coverage. He said there were 450 community antenna systems in the U.S. serving over 200,000 homes. He declared that his industry had invested an estimated $40,000,000 in these systems. He concluded that the continuing development of this service will not only aid the objective of a truly national-side TV service, but that it will in the long run bring more money for the TV film industry.

The only problem remaining when the debate wound up was the one it started with: Who's going to pay the distributors?

TWO OUT, ONE IN

MCA 'Trooper' for 70 Falstaff's M'kts

NEW YORK—Falstaff Beer last week bought "State Trooper" from MCA-TV for a spread of more than 70 markets. When it debuts in the fall, Falstaff will drop its two other film series, "Celebrity Fugitives" and "City Detectives."" Trooper," starring Red Cameron, has had a checkered career since the pilot was shot last summer. Falstaff was interested in it last year but the deal fell through at that time, apparently because of the change of ownership of the station. "Appleseed," which was just taken off the air by MCA from syndication, MCA-TV then sold it to Chesbro Manufacturing, which was looking for a network slot. But now it seems Chesbro will buy a show from ABC-TV.

Falstaff has been courting "Celebrity Fugitives," a Screen Gems anthology, in about 40 markets since last fall. The show has produced good ratings, but it is understood the sponsor and found it too expensive. The brewer bought "City Detectives," also starring Cameron, from MCA-TV three years ago. There is no word on whether that series, and Falstaff has been re-running its extensively throughout its territory.

Dancer — Fitzgerald — Sample is Falstaff's agency.

CBS Film's Territory Sales Close to 600G

NEW YORK — CBS Film's sales has rack ed up close to $500,000 in billings on its Territory/courtns package, which this week was sold to WOR-TV, New York. Twenty-seven other stations had previously picked up the aircr-credibility, radio, and television syndication market about eight weeks ago following the purchase of the contract by WOR-TV.

Many of the stations which bought the package, consisting of 176 cartoons, signed a two-year, two-weeks play deal. The cartoon series included in the CBS-TV Sales, and Distribution, were "Cardinal and Star Puddy the Pop, Kibbo the Kangaroo and Farmer Alfalfa."

Two Territorial Managers are being used on the network on CBS Film's Sales and Distribution. They are Billie Young, who has been in charge of sales on "My Sister, My Sister" on the network, and the web is considering taking them both on an extended summer replacement for "Brave Eagle."

The package that CBS-TV Film Sales has been syndicating has been handled by to stations: radio and television, KTTV, Los Angeles; WLAC, Nashville; KSTP, Minneapolis; KTVN, Denver; WFAA, Dallas, KSL, Salt Lake City; and others. AMPEX PEDDLES 8 TAPE RECORDER: TOTAL 80

REDWOOD CITY, Calif.—AmpeX Corporation sold eight more of its video tape recorders last week, bringing the total to 90 since the beginning of the year (The Billboard, April 9).

Included in last week's purchases was the first production company, located in New York. Deal was on a confidential basis, however, and AmpeX is not revealing the name of the outfit.

Other buyers are the Audio & Video Company of New York, who have ordered several and taken delivery, including Lectrosound and instrumention; business; WTOP-TV, Washington, and WMBM-TV, Jacksonville, Fla., both owned by The Washington Post.

Each of the deals is for two recorders, with deliveries of June. In the case of the companies, it was estimated that the equipment will be used in the home recording and playback of the audio track.

AmpeX stock, listed over-the-counter, was 32 1/2, 54 asked Friday (35). At the start of the year it stood 18.

NBC Film Emphasis on Calif. Studios in First Expansion

HOLLYWOOD.—First move in the expansion drive of the network (The Billboard, April 7) will be considerable, according to Alan Ladd, Jr., president of the film program's films at California Studios. It's understood that a situation has been sought in the west in order to avoid difficulties, in order to permit the network to make longer lease of the property.

Official Sells 'Legend' Pix To 12 Clients

NEW YORK.—After changing the title of its "Cavalade of American Story Time," the "American Legend," Official Film releases, is rolling through sales to 12 clients, with over 7,000,000 viewers on the property. Half of them were to stations, the other directly to sponsors, most institutional.

Ludger, Gas, which previously sponsored the local symphony, will transfer "Legend" on KDSV, St. Louis. "Legend" was also sold to a bank in Minneapolis and another New England station.

Other purchases included deals in Little Rock and Las Vegas, Nev. The original title confused with a new production owned by Broadcast Music, Inc.

Official Close On 2 For Nels

NEW YORK—Official Films is close to two properties, one in Pennsylvania and the other in California. Outside of Sylvania has bought "The Baccara," to replace "The Shadow," on CBS-TV Saturdays 7:30 p.m. to 8 p.m., with the move to Monday, 8:30, at NBC-TV. Official has also acquired "To Drums," which has circulated long Western titled "Fort Country," which is being handled by Howard Koch's and Asbury Schenck's Bel-Air Productions.

The film distribution firm has written a total of $4,000,000 in contracts this month, it also the sale of the "Sparrowhawk" to the Canadian Broadcasting Corpora- tion, and two Australian stations, and the renewal of "Robin Hood" for the Florida stations of NBC.

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Screen Gems: Sales Hit Peak

NEW YORK—The selling season on new network properties for next season has nearly begun, Screen Gems has already lined up enough network business to top its record-breaking current season.

Five of its six network shows are pushing sales as it looks for its 10th or 11th year of sales. In addition, it sold one of its future shows, "Circle Boy," to NBC and has made a deal to produce eight highly-budgeted, 90-minute film dramas for CBS "The TV Theatre" and ABC's "N. C. M."

These deals are more than enough for the "Dramatic Roman Theater" that Bud Webber, the Sales Manager, is planning for 1956. It will probably go into syndication in the fall.


The new Screen Gems properties for sale include "Mystery Writers' Theater," "The W. T. Prince's Comedy," "You Can't Take It With You," "M. S. M. T," "Store Leave," and "The Boy, the Face, and the Brain."

Another property "Hunhame," which is already in production, may be produced in polite form in the fall. In England shortly, the Screen Gems series has not yet lined up a producer for this title.

52 Warner Pix Get Nat'l Co-Sponsors

NEW YORK—Two national advertisers have ordered co-sponsorship of 52 Warner Bros. pictures from Associated Artists' Productions. AAF refused to identify the sponsors but said all of them are movie agencies, have ordered 70 films. They will sponsor the first run of a spot basis. The 52 pictures consist of an average of four each from the 13 packages of Warner Bros. pictures to be released this year. The situation that led Los Angeles get first refusal on the national sponsorship.

Aside from these 52 pictures, there are options on numerous others in the library of 800 for the balance of the year. All of the sales, spot network, and theatrical release.

McGowans Acquire Plant

Hollywood—McGowan Productions has bought a 30,000 square-foot plant at 915 North La Brea Avenue here, which it will convert to a TV studio. It will have three sound stages ready for work July 1. The McGowans have been operating out of a 5,000 square-foot studio.

McGowan's films "Death Valley Days" for Pacific Coast, and "Six Gigs" for Nabilco. The studio has shot a pilot for a new Western series, "The Sheriff."

Smoslin Joins AAP; Kalman, Movin' Dored

NEW YORK—Associated Artists Productions has made another couple of switches in the process of expanding its operations. Jay Smolins is joining AAP next week as advertising-promotions director. Smolins has been promotion head of NBC Television Films the past several years. Bob Bobo, who has been assigned the promotions job at AAP, is moving into the sales staff, working in the Eastern division.

Art Kalman, who had been named manager of the Midwest division, is being reassigned to the Eastern division. In addition to Kalman, he will have Herman Kriz and Seymour Abess covering the East.

This leaves the Midwest management open. Bob Bobo, general sales manager, will now be in charge of sales in the Midwest. He has been with ABC for five years.

Sixth Pilot for 'Waldo'

NEW YORK—Television Program of America will get its sixth pilot in another couple of weeks. It's "Waldo," a comedy about a clown. TWA will co-produce it with Bob Maxwell.

Cliff Eyes Nat'l Deal for 'Aggie'

NEW YORK—Cliff TV Films, headed by Nat Kramer, is looking for a national deal on "The Adventures of Aggie," a half-hour series starring Joan Shawlee. The show was produced by Mid-October Productions Ltd., which was set up in England last fall by Bruce Blackwood, a former Fast Land agent in Bermuda, the past couple of years. Miss Shawlee, who is already known to American fans, is the star of "The Time Tunnel" on the ABC network. Showe hopes, this film can be produced for a Fifth Avenue department store. There are 20 episodes of "Aggie" in the cut.

Mid-October has already begun the production of another series, "Munch," starring Louise Coates. In "Munch" Green plays an adventure woman who runs a small boat in the Mediterranean. So far, three shows have been completed. Mid-October has plans for two new series, a Western and a science-fiction series, which will be produced by cutting the network.

Among the buyers are WABD, WOR, WHBO, Abc, ABC, WOR, WDNY, KTVN, XEVT, KQTV, and WOR, WXNY, KTVN, XEVT, WDNY, XEVT, and WOR.

Unity in New Push On 'Cousin' Pax

NEW YORK—Unity Television is getting on a new sales campaign for "Cousin in Korea," the TV series based on President Eisenhower's trip to Europe and Asia. The show is running for a period of seven weeks. The monthly sales price is $100,000, and the show is available to 100 stations in the United States and Canada.

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TV's pay-off pitch to 30 million youngsters...

the exciting new ½-hour film series in color or black-and-white
JUNIOR SPORTS LEAGUE belongs to America's kids...all 30 million of them! Weekly half-hour television "club meetings" with baseball star Phil Rizzuto as National Sportsmaster offer these action-packed attractions:

- Sports lessons by America's champions. Big names, such as Bob Cousy, Frankie Frisch, Tom Gola, Jesse Owens.
- Quiz games — viewers match wits with the experts.
- A complete package of fun and weekly surprises!

JUNIOR SPORTS LEAGUE is an exciting new departure in TV entertainment for sports-minded Young America. Week after week, month after month, the programs follow the sports calendar, covering every type of sport and game. Any boy or girl enrolled in a recognized national or local club can become a JSL member, complete with a valuable membership card. Once seen, JUNIOR SPORTS LEAGUE will keep drawing its young audience back with unswerving loyalty.

JUNIOR SPORTS LEAGUE provides sponsors with a ready-made juvenile market, putting them directly in touch with every boy and girl. Public service tie-ins and JSL support offer unique merchandising plusses and an opportunity to win community prestige.

JUNIOR SPORTS LEAGUE, distributed exclusively by RCA Recorded Program Services, is available in color and black-and-white. For complete details, contact RCA Recorded Program Services today.

recorded program services
**THE WORLD AROUND US**

26 dramatic quarter-hours of nature's most startling adventures. They capture the imagination of young and old with rare, spectacularly filmed scenes of animals, birds, tornadoes, forest fires and other exciting phenomena of nature.

**TOWN AND COUNTRY TIME**

52 fast-moving quarter-hours featuring Jimmy Dean, The Texas Wildcats and other great, great country-style stars. Your opportunity to cash in on the mushrooming popularity of Country-and-Western music. Also 26 half-hours available in black-and-white only.

---

**program for profit with RCA syndicated tv-film shows**

RCA Recorded Program Services have the film programs you're looking for to keep your audiences building. Each one of them is available in color and black-and-white. Contact your local RCA Recorded Program Services Representative for details.

**THE SAM SNEAD SHOW**

39 five-minute golf shows with one of the great pros of all time, "Slammin'" Sammy Snead, explaining the do's and don'ts of the game.

**FOY WILLING AND THE RIDERS OF THE PURPLE SAGE**

100 three-minute features, adaptable to five, fifteen and thirty-minute shows, starring Foy and the Riders of the Purple Sage in Western songs.
Commercial Cues

OVER THE RUBLISHING ROUND Animation, Inc., may begin exporting animated TV commercials to France and Argentina. It's now in the talking stage. Besides business expansion plans, the firm is also expanding its staff. Ed Borge, Oscar-winning animator, added the firm, and Joel Zuber, assistant animator, and Ron Madesen, art director.

SO YOU WANT TO BE ACTORS Adventurers wishing to deliver their own blues have two attractive options: knowledge and their performance. But Schenck Research, after investigating the situation, offers this advice: avoid thinking of the blues as a speech. Do not try to force the development of lyrical lines that might be considered as the key copy points, if they are of the sort that a speaker might use. Schenck feels that the setting will fortify the impression that is aimed at.

ID's Jules V. Schenck has been appointed creative supervisor of TV commercials for Robert Davis Associates, New York motion picture producer. In the past 10 months Schenck has directed 140 film blues for some of nationally known products... Gertrude Berg, known as Molly Goldberg, will direct a series of ads for Gussow Italian Food Products for runs on "The Goldbergs" in Canada. Bill Berke produced the commercials... Stephen P. Moppett has joined Transfilm, Inc. as a director of animation for industrial and TV films.

TV Commercials in Production

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

This week's chart on commercials produced during the last full quarter of 1955, with the data of each company's

<table>
<thead>
<tr>
<th>Industry</th>
<th>Number of Commercials</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Automotive</td>
<td>300</td>
<td>30%</td>
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<tr>
<td>Consumer Goods</td>
<td>150</td>
<td>15%</td>
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<tr>
<td>Health Care</td>
<td>100</td>
<td>10%</td>
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<tr>
<td>Advertising Agencies</td>
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<td>7.5%</td>
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<tr>
<th>Type of Commercial</th>
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<tr>
<td>Product Animation</td>
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<tr>
<td>Spot Animation</td>
<td>180</td>
<td>18%</td>
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<tr>
<td>Program Animation</td>
<td>100</td>
<td>10%</td>
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WPIX Buys 112 of 'Performance' Pix

NEW YORK—WPIX, Inc., has bought an additional 112 of Official Film's "Star Performance" package of 1955. This is the syndicated version of "Four Star Playhouse." It is the second day of 112 to be used. The package still has 102 left.

Home owned stations could not make the bid.

Billboard Advertising

a top film quality for every product, every market, every budget

SMPTE

COMPLETED PROJECTS

R. K. Loomis

Quality, Creativity, Service and...
### SYNDICATED FILM PROGRAMS

#### *Pulse Top Pix Among Women*

How Non-Net Film Rated Among Women in February

<table>
<thead>
<tr>
<th>Rank</th>
<th>Order</th>
<th>Show and Distributor</th>
<th>Women's Home</th>
<th>Weekly Average</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.</td>
<td>Jubilee Playhouse</td>
<td>.96</td>
<td>12.4</td>
<td></td>
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<tr>
<td>2</td>
<td>2.</td>
<td>Liberation (Gold)</td>
<td>.88</td>
<td>16.7</td>
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<tr>
<td>3</td>
<td>3.</td>
<td>Foreign Intrigue</td>
<td>.94</td>
<td>8.3</td>
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<tr>
<td>4</td>
<td>4.</td>
<td>Me &amp; Mrs. North (Gold)</td>
<td>.97</td>
<td>6.3</td>
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<tr>
<td>5</td>
<td>5.</td>
<td>Dangerous Assignment</td>
<td>.90</td>
<td>14.0</td>
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<tr>
<td>6</td>
<td>6.</td>
<td>Ki Orelle's Tales</td>
<td>.88</td>
<td>11.6</td>
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<tr>
<td>7</td>
<td>7.</td>
<td>Mobster (Soapy-Mold)</td>
<td>.96</td>
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<td>8</td>
<td>8.</td>
<td>My Little Margin</td>
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<td>Mr. District Attorney</td>
<td>.98</td>
<td>10.7</td>
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<td>11</td>
<td>11.</td>
<td>Beulah (Flamglow)</td>
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<td>The Master Builders</td>
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<td>The Pendulum</td>
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<td>14.</td>
<td>San Francisco Beat</td>
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MAY 5, 1956

MUSICAL SHOW of THE YEAR
(Radio-TV Daily Annual Editors' Poll)
ARB Last Rating 33.5
More Than 30,000,000 Weekly TV Fans
3 CORAL ALBUMS BEST SELLER LIST
AMERICA'S NO. 1 DANCE BAND
(National Ballroom Operators of America)

IT ALL ADDS UP!!

LAWRENCE WELK and His Champagne Music
VOTED "TOPS"

in National Popularity Polls

on ABC-TV for DODGE DEALERS OF AMERICA

Personal Management
GABBE, LUTZ and HELLER
Hollywood New York

Public Relations
RALPH PORTNOR
Top Show Pluggers

ZIV TV Programs

ZIV TV supplied the most extensive selection of promo- tion material to its clients. The sheer bulk of its promotion kits doubled the usual TV viewing audience to over two million as the Chicago Tribune’s 100th Anniversary Promotion Program.

But aside from its mass, ZIV’s audience promotion includes a variety of interesting features and gimmicks that judges found noteworthy.

For instance, of the many shows, ZIV has devised an "enthusiast" kit designed to stir up interest in the vehicle among the prospective audience of drivers. The kit contains a set of four black-and-white prints, in the shape of a "thunderbird," for use in radio shows, and a set of four black-and-white pictures of a "thunderbird" for use in television shows.

ZIV, which makes every effort to live up to the reputation of its "enthusiasts" kit, has a promotion department with heavy emphasis on public service. In addition to the standard kit, the "enthusiasts" kit, the client usually receives an additional kit, a "personalized" kit, that is designed to be used by the publicist to promote a particular show.

Richards Heads Films

CLEVELAND—WEWS has a new director of marketing, Ed Richards, who was formerly the promotion director at WEWS. Richards is responsible for all WEWS publicity and promotions.

"Tex. Rangers" Gets Renewal

HOLLYWOOD—General Mills and Curtiz Candy last week renewed their contract with "Tex. Rangers" for 20 weeks. Richards carried the show, aired 11:30-12:30 Saturday mornings over CBS, through the fall 62-week cycle.

Next 26 weeks will consist completely of reruns, the 13 more half-hour shows will be the last to be shown. Richards will be in charge of the show and will have a public service tie-in.

The film is a classic western and is expected to be a ratings winner. Richards plans to use the film in a promotion campaign with the theme, "Our First Line of Defense." For "Highway Patrol," ZIV put in a kit for a safety campaign.

Tex. Rangers usually has a couple of special promotions to suggest on each of its shows.

(Next week: KOMO-TV, Seattle.)

NO BATH

Du Art Labs Sends Films to Showers

NEW YORK — A processing technique that will add to the success of "Tex. Rangers" for 20 weeks. Richards carried the show, aired 11:30-12:30 Saturday mornings over CBS, through the fall 62-week cycle.

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(Next week: KOMO-TV, Seattle.)
Indie Originals Vs. Covers; Battle of the Pop Charts

Survey Shows R&B Original Disks Gaining Over Covers in Pop Market

By JUNE BUNDY

NEW YORK — The majors are courting promising indie artists with the promise of "virality" to expand the reach of their singles. But the majors' use of new streaming tools is increasing the concern that they are favoring singles from established artists over original indie artists. The major labels are also using streaming tools to promote covers of popular songs.

It's too early to determine if this is a trend, but it is clear that the majors are using streaming tools to promote covers of popular songs. The majors are also using streaming tools to promote original indie artists. The majors are using streaming tools to promote covers of popular songs to increase their market share.

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The majors are using streaming tools to promote covers of popular songs to increase their market share. The majors are also using streaming tools to promote original indie artists.
Indies Hold Onto Masters, Tunes and Resultant Bucks

Court Denies Rose "Moth in Gang Suit" Case

U. S. Suprem Court Gets Sylva Case

Cunningham Elected ASCAP's New Prexy

MONEY HONEY" FACE-LIFTING

NEW YORK—In a move to turn up the current success of Elvis Presley's "Money Honey," Atlantic is re-releasing Clyde McPhatter's old winning of the tune.

The Presley side is part of his last RCA Victor LP and it has been getting plenty of play. This time, it is to be released as a single, and it doesn't look as if they will be waiting long for this one to turn out this week.

The same Atlantic "Money Honey" record (which he cut with the Drifters) will also be released and blues best-seller Star a couple of years ago, but this time Atlantic hopes to keep it both R&B and pop.

In line with this, the label is re-releasing, thanks, jocks, and sending it to key pop stations as well.

Coral & M-G-M Diskers to Get TV Break

NEW YORK—The TV trend toward cutting out promos is turning out to be a serious one at Coral and M-G-M.

This week with reports of starting rules in the middle for Coral and M-G-M's throw, Roseland Palace.

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Cunningham Elected ASCAP's New Prexy

NEW YORK—By a unanimous vote of the board Paul Cunningham has been elected as the new president of the American Society of Composers, Authors and Publishers, ASCAP. Cunningham, the Society's present vice-president, has been elected to succeed William Allan, who served as president since April, 1963. Cunningham, who has been with ASCAP for many years as a representative on public relations for the last seven years, has also been the Society's London representative and has kept in close touch with the Society's efforts to remove the existing joke box exception in the Copyright Act of 1909. It is believed that he will continue in this in addition to his presidential duties.

Cunningham has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Authors and Publishers, ASCAP, for many years. He has been a member of the American Society of Composers, Author
GEORGIA'S GREAT!

GEORGIA'S SENSATIONAL!

IT'S A SMASH!

"KISS ME ANOTHER"

coupled with

"FOOL OF THE YEAR"

GEORGIA CIBBS

MERCURY 70850

Haley-Lyman Package Tops 100G for 5 Dates

NEW YORK — The new Bill Haley-Lyman package, "The Biggest Rock 'n' Roll Show of 1956," chalked up more than $10,000,000 in grosses during its first five dates last week, according to Irving Field of Super Attractions, Inc., which packages the show.

The show opened at the Auditorium, Hershey, Pa., Friday (5), to an over-capacity house for a $15,000 gross, largest single gross in the Auditorium's history. Two performances Saturday (6) at the Warner Theater, Atlantic City, grossed $14,000, while another two-show date Sunday (7) at the Philadelphia Civic Center grossed a $20,000 gross, with from $5,000 to $6,000 turned away.

Two performances Monday (8) in Norfolk, Va., accounted for a $16,000 gross. Tuesday's (9) engagement at Scranton, Pa., brought in $8,000 and Wednesday's (21) show at the Arena, Philadelphia, (20) performance at the White Plains Country Club, White Plains, N.Y., grossed $13,000, marking the first time in 20 weeks that the Center sold out.

In spite of the controversy currently raging over the effect of rock and roll shows on teenage audiences, Field said they encountered no trouble at any of the dates. He attributed much of this to the "glory Harold Conner (Stumpy) of the comedy chorus team, Stumpy and Stumpy" who opened each show by asking his young audience to "act like ladies and gentlemen.

Lyman and the Teens-Ages close the first half of the show, and Haley and the Conets close the last half. The bill also spotlights Clyde McPhatter, Lawrence Welk, Joe Turner, the Drifters, Teresa Brewer, the Tenor Troubadours, Bob Dukley, the Colts, the Flamingos and Red Penn's big band. The 4:30 tour will run June 3 and Field expects it to gross over a $3,000,000.

ENCORE!

Chevalier Touch Clicks At Ciro's

HOLLYWOOD — A standing room plus a demand for half a dozen encorers at the opening nights got Maurice Chevalier off to a promising start at Ciro's. The, undoubtedly, part of the audience was due to sentiment, the audience-wise Frenchman still puts over an endearing show.

Highlights are Chevalier's language impressions of how an Italian, a Frenchman, a Frenchman to an Englishman, etc., if you don't understand the lingo, and his takeoff on a Spanish dancer, stumbling with glee, that sounds like a Cockney drinking song.

Otherwise, Chevalier's style is pretty much to old favorites like "Lonnie," "Autumn Leaves" and "C'est Si Bon." For reasons these are "Fluwe Figdde," "Minne," "On the Sunny Side of the Street" and "Valentine." Result are true, with the Chevalier touch and showmanship that make them distinctive. Bob Spindlen.

Cap. Brings Kellem to N.Y.

NEW YORK — In a move to strengthen Capitol's promotional activities on the East Coast, Bill Maitland, vice-president-sales manager of the Capital Records Distributing Company, is transferring the label's Philadelphia branch manager, Max Kellem, to the company's executive offices here.

Kellem, ex-hustler player with Charlie Barnett, will report to Capitol's East Coast district sales manager, J. Jerome, here. The transfer is designed to facilitate closer co-ordination between the promotional activities of Capitol's New York promotion manager, Don O'Neill, head of Capitol's national publicity chief, Herb Dale, and its Philadelphia promotion manager, as yet unnamed.

Denial Made by Publisher Head, But That's RKO Word

HOLLYWOOD — Despite a denial from Irving Mills, head of the music publishing firm that bears his name, reliable sources at RKO Radio Pictures last week indicated that General Teleradio is currently negotiating to lay out the firm for a figure reportedly approaching $3 million.

Mills avowed that he nor any member of his family had been in contact with either Tom O'Neill, president of teleradio, or Jack Post, recently named president of the Mutual Broadcasting System, a subsidiary of the parent company. Here last week for conferences with studio executives, O'Neill was not available to the press, to either confirm or deny the reports.

The choice of Mills is regarded as a logical one in view of the fact that RKO and Mills have been dealing with each other for many years. Mills has had a contract to publish RKO film music and recently acquired music rights in the upcoming Eddie Fisher-Debbie Reynolds film "Handle of Joy" to be shot at RKO. The Mills firm, with its vast educational and standard catalog, and an ASCAP franchise reportedly at $500,000 per year also represents one of the most substantial firms in the business.

Mills declared that he would certainly listen to any offer that RKO might make, but was not entertaining any thought of getting involved in the business. "We've probably bought more firms than anybody else," he said, and just recently purchased a symphonic music firm, Affiliated Music Publishers.

The speculation concerning a sale of the Mills firm complements reports of other old-time publishing companies supposedly up for sale. It is generally known that bids have been made in recent years for the catalogs of such firms as Benayson, Vee-Jay & Co., the Donax Brothers' catalogs, the Fred Foster firm and numerous others.

There are no known indications that the owners of these firms would sell, especially in view of the fact that many of the copyrights they hold are coming up for renewal.

Typewriter

COPENHAGEN: Sten Stan Kenton's orchestra cancelled its concerts in Copenhagen (April 18) and Aalborg (April 19) on account of the wave of strikes in Denmark—now practically ended—which crippled transportation and tied up newspapers and printing plants.
CANNERY PUBLICITY

Canned Music Best
In Cans for Yocks

Rittenhouse delicatessen and Rock and Roll. Following this, Mr. Rock, a Roll, disk-jockey Alan Freed, delivered a vigorous denunciation of the connection.

At the after-party, it’s the same story. Elivs Presley, RCA Victor’s country and western prodigy, is all over the place in print. The current issue of Life carries a full-page spread on Presley’s current tour, while Pageant, Connoisseur, Look and Seventeen mags all have Presley spreads in the works.

The Lawrence Welk band, riding high on TV and records, is set for a feature spread in a May issue of Look magazine.

Columbia Records’ Glenn Gould, 22-year-old Canadian pianist, has had his share of the publicity spotlight. With his specially built piano, stood his health gills and massages, the artist was an ideal subject for a profile in Esquire last fall and in a recent issue of Life. His performances have received a spate of news space in Time, Newsweek and High Fidelity mags.

Jill Core

Another Columbia artist, singer Jill Core, got started in the business with a cover on Life which helped land her a spot on a TV show. Later the gal had feature stories in Parade, Coronet, Parent and many women’s magazines. With a follow-up in Life, Miss Core may well be the example of a disk performer who hasn’t made it big, despite tremendous publicizing.

On the other hand, there’s a hot current example of a performer striking paydirt fast with a single publicity shot. A recent edition of Life spotlighted Brother Matthew, a top gun sax man, formerly known as Boche Brown. The feature covered the cutting of a 12-inch jazz LP, which, following this special kind of kick-off, is showing rapid signs of being a smash.

The disk business is getting coverage like never before by columnists. United Press and International News Service both have at least two regular wire columns on disks. Cosmopolitan, American and Seventeen are just a few of the magazines now running regular record reviews and column material. The Detroit Times has a weekly (Saturday) full-page spread on records, top 10 listings of a half dozen local dealers and news and feature stories about disks and artists. The Pittsburgh Post has a similar weekly wrap-up, as does The Pittsburgh Sun-Telegraph and The Milwaukee Sentinel.

Sunday Supplements

Many Sunday supplements, including those in The New York Times and New York Herald Tribune, also devote considerable space to records. In fact, at least one major daily now tends records for review to more than 80 newspapers from coast to coast, as well as to a number of the heaviest circulation magazines.

At the radio and TV levels, disks and artists are getting exploitation like never before. Primary mediums for showcasing disk talent is the Steve Allen NBC-TV show, while Al Jolson himself has recently blossomed at a Cosmopolitan column on show business and records. Another regular exposure for the many-faced Mitch Miller is a weekly radio show, in which Miller plays records and discusses artists.

VALLEE BACK

The Old Pro Clicks at Le Cupidon

NEW YORK — Trad-War's return to the world's minstrel Le Cupidon, where he teed-off his hit act locally last year to more than considerable acclaim. It is pleasant to report that his efforts look to duplicate his previous success.

Again the Old Pro is charming 'em off on the high with repugnance, direct back to the Connecticut Yankee of beloved memory (someday, and the other night that we elders listen as much with the heart as, with the head), but from the "Wilford Song" and the "Miser Stein Song," than which another can't better it, this is an act that packs showmanship. Essentially, it hasn't changed much. Vallee holds himself, his ad- vancing years, his earlier marital debacles, etc. He has developed a doubled-barreled sense of humor and projects it accordingly. And along with what has gone before, the nostalgic medleys from the Twelvetoes, "Bowl of Cherries," "Something to Remember You By," "Deep Night," etc., there is a Cowardesque version of "Mad Dog" and "Englishmen," interpolated with some presently blank content; a really lovely arrangement of his own ballad, "Talk to Me," and a good, comical Mexican hit. It all gets a new glow. A rewriter does wonders, however, that he'll toss in "Put Out the Lights and Go to Sleep" out of the window. This had its day, long since, and was pretty sickening years ago.

Chanteuse Toin Louise (likewise a red head) adds distinctive background to Vallee's obvious showmanship. Bob Franck.

Du Mont Will
Intro New Hi-Fi Model

NEW YORK — A step up in hi-fi production is planned this year by Du Mont Laboratories, with a new "moderately priced" unit to be introduced in June. The firm, which entered the hi-fi market a year ago, now produces two phone models.

William C. Scales, sales manager of the receiver department, said: "In our first year's experiences in the high fidelity, phonograph field, we have found that the major markets have been fickle for those units, and smaller markets are growing rapidly, so that all indications point to a record year in 1956."

S. Jones Bows
Stanley Music

HOLLYWOOD — Songster S. Jones last week announced the formation of his own publishing firm, Stanley Music Company, under which he will publish music from upcoming motion picture musicals, as well as his own compositions. He is currently cloistering.

First numbers in the new firm are "Wedding Day" and "Bells in the Balcony". McHugh Jr. will handle business details, with attorney Jerry Robinkin in charge of the company's legal and management of the company. Jones recently completed challenging role in the C. V. Whitney film, "The Searchers."
WHO CAN TELL?
AT FIRST THEY TELL US
"OUT OF THE PICTURE"

NOW THEY TELL US...
"HONEY HAIR,
SUGAR LIPS,
EYES OF BLUE"
coupled with
"OUT OF THE PICTURE"

THE CREW CUTS

MERCURY 70840

We cordially invite all music operators to visit Mercury exhibit booth 72 while attending the MCA Convention May 6-7-8 at the Marriot Hotel (Chicago).
Rockin’ the Air Waves in Rollin’ in Sales!

Bright Red Convertible

Baltimore Jones

Chuck Miller

Mercury 70842

We cordially invite all music operators to visit Mercury exhibit booth #22 while attending the MCA Convention May 6-7-8 at the Manhattan Hotel, Chicago.
DISK ARTISTS’ BEST PAL

Allen’s ‘Tonight’ Top TV Showcase for Jazz Talent

NEW YORK—The record artist who got best play on TV three days in a row is Steve Allen, who has spotlighted more musicians and singers on his NBC-TV show, “Tonight,” than any other television program over the past year.

Allen’s guest list reads like a who’s who of the music world with more than 200 music personalities performing live on the late night show during 1955. Allen’s featured pop, jazz and classical artists, he places special emphasis on jazz performers, thereby opening up one of the few, if not the only, network TV showcase for relatively unheralded non-commercial jazz talent.

Recently, “Tonight” performed, Bill Harbach, inaugurated a new “Songwriters’ Night” feature, which highlights the works of outstanding composers, including musical and other songs with the songwriter themselves, plus performers of their tunes by, “Tonight” performers, Rodgers and Hammerstein and Johnny Mercer have been subjects to date.

Since “Tonight” runs for an hour and a half, 11:30 p.m. to 1 a.m. across the board—its overall budget is comparatively limited, and practically all of its guest talent work for scale. Manhattan reticence, Berleland, has an interesting arrangement whereby the club management and “Tonight” split the guest fees on talent (currently appearing at the club) in return for a network plug for Berleland, when the artists perform on the show.

Many artists, who ordinarily pull down hefty fees for TV guest shots, are willing to work the Allen show for scale because he allows them more freedom of expression (e.g., choice of material, etc.). One night, during a week-long engagement, Sammy Davis Jr., Gene Krupa and Anita Stoller held an all-tree jam session around a drum set.

Allen and “regulars” on the show—Eddie Cone, Andy Williams and Steve Lawrence—are allowed to push their current discs on the show, but otherwise Har- trach’s programming policy is “anti-fla.” He prefers that guests sing or play standards.

“Tonight”’s guest roster (all of whom performed live) over the past year included Benny Goodman, a preference for Freddie Martin and comedian Shelley Winters.

Hummingbird’s Intl. Line To Starday Firm

LOS ANGELES—Don F. Pierce, president of Starday Records, revealed last weekend that his firm has taken over the Hummingbird line of international recordings.

Deal was handled by Harold W. Darby, Starday rep in Houston, with A. H. Shumway, handling the transaction for Hummingbird Records, Houston firm.

Under the arrangement, Starday will release Hummingbird masters of the Starday label at the same prices as Starday’s country and western releases. The Hummingbird label is reported to have over 200 releases in the international field, including numerous standard female and vocalist choirs.

Up to this time, Starday has been active exclusively in the country and western field. Starday’s initial international releases are scheduled for mid-May.

Pierce severs here next week to line up distributors for the new line in the East and South.

DIDN’T PLAY IT SO SMART IN LAS VEGAS

LAS VEGAS—Elvis Pres- ley’s opening here last Mon- day (23) at the New Frontier had some explosive repercussions in the local press, when the rock and roll artist stood up United Press’ syndicated Hollywood columnist, Aline Modoff, on an interview.

According to local都市, Presley had arranged to meet Miss Modoff after the opening, but instead pushed her up to see a Randolph Scott western movie.” The column, who had flown here from Hollywood for the story, reportedly “scrawled out of Las Vegas "with blood in her eye.”

Meanwhile, Presley—pulling down $12,500 for the New Frontier date—was switched from Chico to the show to opening it, after the first night audience—a highly sophisti- cated group in contrast to his teenage following—dissatisfied.

Victor Records

Russian Cellist

NEW YORK—Last week, Vic- tor obtained the first recordings made outside of the Soviet Union by the Russian cellist Mstislav Rostropovich, who is currently in this country. The tapestry were made in England with the co-oper- ation of the Gramophone Company three.

The selections are the St. Saens Cello Concerto No. 1, the Minkowski Concerto in G, Sir Malcolm Sargent conducted the Philharmonia Orch. in the performances.
WNEW Top On Pulse Tab

WNEW — Local indie, WNEW, is still the top-rated station here, according to the April Pulse study, which shows that the outlet leads all other stations here by a large margin than in any previous month.

Jerry Marshall's "Make Believe Balloon" (both the morning and afternoon segs) scored the highest quarter-hour ratings (5.3) of any daytime radio show here, including such network alums as Arthur Godfrey and the soap opera series "Helen Trent." Five out of the top 10, Monday thru Friday, daytime shows were WNEW's play programs — the two Marshall shows, Klavyn and Finch, the Bing Crosby platter seg, and Art Ford. Marshall also scored with the highest rated daytime quarter-hour seg on Saturday and Sunday, with a 5.3 rating. Martin Block (WABC) was second with a 5.1. Six out of the top 12 rated daytime quarter-hour segs here last month were WNEW shows.

WNEW, as the highest rated station in this nine-station market, pulled down a 4.3 Monday thru Sunday, from 6 a.m. to 7:30 p.m., and a 6.7 from 6 a.m. to 12 midnight. Runner-up was WCBS with a 3.7 for the daytime hours, and a 3.5 for the evening periods.

Key Facts

Bea Wain

HOLLYWOOD — Singer Bea Wain, co-starring with her husband, Andre Barsch, on a WABC New York radio series, has been assigned to term recording contract by Vick Knight, president of Indie's Key Records.

Miss Wain is scheduled to arrive here early next month to record a series of EP's which will be subsequently integrated into an LP. Murray McElhaney will score and conduct the sessions.

New pact marks Miss Wain's first recording activity since she last appeared with the Larry Clinton band in the late thirties. She is best known for her success with "My Reverie," "Deep Purple" and "My Heart Seeks to Daddy."

ASCAP Elects 6 to Board

NEW YORK — Writers elected last week to the board of appeals of the American Society of Composers, Authors and Publishers include Abel Baer and John Redmond in the popular-production division, and Douglas Moore in the standard division.

The publishers elected include the editors of the standard-production division, and Joseph Fischer in the standard division.
TODAY

SAVE minimum templet.

Les' to City I Please Remember That City 2160 Patterson St., Cincinnati 22, Ohio

DERBY JIM AMECHI SIGNS
CONTRACT WITH KOWL.

Hollywood disk hockey Jim Amechi has been snapped up by a new contract with Radio Station KOWL in Cincinnati. This is his first contract with a major disk station and he will begin to broadcast on May 7. Amechi will occupy the 10:30 to 11 noon time slot in the KOWL line-up. While in Los Angeles, the actress-thrus will do the morning TV show business, internation- al distribution, and also will do a live performance in a BBC dramatic production of "The Val- iant.

EMPIRE ALWAYS OUT FOR 13-1/2 LPS

Empire Records, indie pressing plant of the Empire Records, will virtually complete its conversion to a 13-1/2 LP operation this week. Caden is returning all (16) and seven-inch dies to handle for Empire Records.

MGM APPOINTS NEW DISTRIBUTOR

MGM Records has appointed the Sandel Company as its Min- nesota distributor, replacing the Formula Records, changes, Jack Canns has replaced Robert Todd as sales man- ager for the Sanborn Music, Cin- nati distributor. John Findlay, formerly of the Pittsburgh branch of Sandahl, has opened a new out- let for the Caden Records.

New York

Arrest (Hatty) Reeker, composer of "Bob-O-K," and a Coral disk artist, has been signed as a staff writer with the Coral Records Music, firm also announced that world rights have been assigned to the Campbell-Connell Company, Sanffy's "Sweetchie" will conduct a survey for ABC's "Weekday" show, based on the billing requests, on the dancing tastes of the nation.

Tenor Robert Bevanswill, will substitute for Jane Russell on NBC's "Young Love," show, starting April 15, from the spotlight youthful vocal talent.

Lenny Will is touring Eng- land with his band, Carole Richards and Danny Kaye.

E弥补 Billiard, Baby Records Records, has signed two with- ing-conductor, for an album of dozens of songs in the United Kingdom and England. Real Foley will represent Decca Records at the Music Industry Convention in Chicago. Sydney Gross, will give the RCA radio Network Saturday nights.

Empire Amsterdam has been signed to cut a single disk and an LP for Columbia Records. A Thursday, May 7 at the Caden, produced by the Caden, and Carlie Hellman will carry on for the Caden in this week.

**$2.00**

THE BILLSBOARD

MAY 5, 1956

Heart" for Paramount's "Love of Omar Khayyam." "Steve's Gold- ren's Red Caps and Dandos Jo have been following the Troller- ters into the Melody Room May 4. Jerry Bello, secretary to Joe Marks at E. B. Marks here, has tied the knot to Sandy Greenberg, non- professional this month. "Dance With Me, Henry" has been pur- chased for inclusion in the Abbott and Costello film of the same name.

**MUSIC AS WRITTEN**

MUSIC AS WRITTEN

MUSIC AS WRITTEN

MUSIC AS WRITTEN

MUSIC AS WRITTEN

MUSIC AS WRITTEN

MoONGLOW

NLS MILL MUSIC INC.

FROM THE COLUMBIA ROCK PICTURE ROCK AROUND THE CLOCK

"GIDDY UP A DING DONG" FREDDY BILL AND THE BENDS WING RECORDS

UP THE CREEK

(WITHOUT A PADDLE)

by

in THE WOOD

by

THE MATYS BROS.

WANTED ORGANISTS

with or without Hammered. For rates, locations, Writi, complete background, age, photos, salary, available dates.

McKenny ARTISTS CORPS.

Congressional Chicago

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**Billboard**
A bold new landmark in the Hollywood sky!

It's the Capitol Tower—

...Capitol Records' new home and the world's first circular office building. A unique structure spiraling high over all Hollywood, it houses an equally unique organization.

In just 14 short years Capitol has grown from a 3-man "idea" into an international corporation famed, year after year, for its hit records and albums. The Capitol Tower thus becomes "Home Base" for the biggest, brightest names in show business as well as the world's newest Entertainment Center.

Does it look like a stack of records? It wasn't intended that way. The Capitol Tower is circular primarily because it offers the greatest possible efficiency at the lowest possible cost. If it persists in reminding you of our product—well, we don't mind a bit!

THE CAPITOL TOWER
Hollywood & Vine
Hollywood 28, California
popular
waltzes of Irving Berlin (1-12) - Manuscript Orch. London LL.1452
Here's a smart piece of packaging that seems distinctly destined for hit ranks. The label has paid the magic of the "music" name sure-fire material - a dozen favorites from the catalog of Irving Berlin. Twenty-one years ago "Mammy" was a hit and now a new "Mammy" sound "Mammy" sound "Mammy" sound. The label has a big months-long dealer distributor grip contest under way on the disk which should kick things off fast.

MR. WONDERFUL (1-15) - Original Cast, Decca DL.9032
"Mr. Wonderful," alike it not fracture the critics, is doing better on Broadway than the press reports indicated it would. Sammy Davis and a lack of good tunes are responsible - and, therefore, this package is likely to do well across the country. Davis' dynamic personality projects through this wax, which contains the usual medley of captivating portrayals. Conductor "Mr. Wonderful," Ed Helms, "Boy," "Two Been Too Busy," etc. With Davis are the Will Masters, Jack Carter, Pat Marshall and Olga James.

krupe and rich (1-12) - Norgan MC 684
Three great studio "Bill" series for the powerful "Bill" series of the Jazz at the Philharmonic series on the label. Each gets a little and each gets some support from a fine sidemen who rate just about as high as the drummer boys. Flip Phillips and Illinois Jacquet handle the tenor work, with Dizzy Gillespie and Roy Eldridge leading the band. Louis Brown on bass, Herb Ellis on guitar and Oscar Peterson on piano. Krupe and Rich both get off some tremendous breaks as they work in a wild and free fashion in a strictly jamming framework. This may be a battle of the drums, but the dealer will likely come out on top.

Reviews and Ratings of New Popular Albums

the advents of (1-12) - Alfred Drake, Dorothy Molynoux (1-12)
This LP was given a million-dollar sound all the way down the line and it is an accurate description. The LP must be played at a proper volume and the record is sold at a proper price.

O'FLYNN IN THE UNDERWORLD (1-12) - George Fotsch (1-12)
This is a package which gives one an interesting experience in the imagery of sound. Working with a less translation of the Greek legend of O'Flynn, it has been put into 11 separate segments. Each tells in its own right of a little different" character and a different scene. To each of the scenes an individual musical character with its own "sound" materials is added. The package has a splendid musical potential and a real musical potential.

RAIN OR SHINE (1-12) - Jack John and His Orchestra
There's been a lot of chatter about the "Rain Or Shine" series since its release and not much of it has been true or accurate. The series has a great deal to offer those who are willing to go into it with the right kind of attitude. The series does have its share of "light" moments but these are few and far between.

LITTLE GIRL BLACK (1-12) - The Delta Boys
The Delta Boys have scored a real winner here and they need no apologies for their work. The record is well and accurately done. The overall sound is very good and the material is well chosen and well presented. The Delta Boys are a musical treasure.

COLE PORTER MEDLEYS

Cuban journalists are reporting that the most popular music in Cuba is the "Cuban Trot" and the "Cuban Waltz." The "Cuban Trot" is the national dance and the "Cuban Waltz" is the national song. The "Cuban Trot" is danced by the people and the "Cuban Waltz" is sung by the people.

COLE PORTER MEDLEYS

Fﺠrreto (1-12)
Mr. John (1-12)
This is a great collection of the best of Cole Porter's music. It shows the unique style of Cole Porter's music and contains some of his most famous songs. The package is well done and it is highly recommended.

Best Selling Popular Albums

1. ELVIS PRESLEY
2. BELAFONTE - Harry Belafonte
3. THE PIKES

Reviews and Ratings of New Classical Releases

sir leslie vincent chamber orchestra, symphony no. 2 (1-12) - David Drake, M.M. 12009
This LP is a very well done record and the music is well played. The orchestra is well balanced and the conductor does a fine job. The recording is clear and the sound is good. This is a fine LP and it is highly recommended.

the returns of the great (1-12) - Ira Montz, M.G.M. 12021
This LP is a very fine one and the orchestra is well balanced. The conductor does a fine job and the recording is clear. The sound is good and this is a fine LP and it is highly recommended.

the revised waltzes of the great (1-12) - Ira Montz, M.G.M. 12021
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FREE ALBUMS! 13 TO THE DOZEN*

8 NEW ALBUMS 8

Roger Williams — Daydroums — Wonderful Mood Standards. KL-1031

My Name is Ruth Price — I Sing! — Twelve All-Time Great Songs KL-1006

Hey Mr. Bonja — The Sunny-Siders & The Happy Harts — A Group Of Old, New & Laughable Melodies KL-1002

Music Made In France — Ray Ventura And His Orchestra — Twelve Beautiful French Melodies KL-1013

KAPP RECORDS, INC., 119 WEST 57th ST. NEW YORK 19, N. Y.
### Honor Roll of Hits

#### The Nation's Top Tunes

**Trade Mark Reg.**

**For survey week ending April 25**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Last Week</th>
<th>First Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heartbreak Hotel</td>
<td>By Artists: Jerry Lee Lewis &amp; Cindy Lee</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Poor People of Paris (Jean's Song)</td>
<td>By The Coasters</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Hot Diggit</td>
<td>By Al Hirt &amp; Jack Manns-Published by Recons (ASCAP)</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Blue Suede Shoes</td>
<td>By Carl Perkins—Published by MCO Music, Inc.-Bill &amp; Barge Songs, Inc. (BMI)</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Lisbon Antigua</td>
<td>By Ollardes-Vallow-Published by Saram (ASCAP)</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>No, No, Much</td>
<td>By Sullivan &amp; B. Alen-Published by Revue Music (ASCAP)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>A Tear Fell</td>
<td>By Dermis Bernet &amp; Anse Robertson-Published by Propargia (BMI)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>I'll Be Home</td>
<td>By Washington &amp; Lewis-Published by Aco (BMI)</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Rock Island Line</td>
<td>By Louise Douglas-Published by Stude Music (EMI)</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Mr. Wonderful</td>
<td>By Dick Holland—Published by Volcete Music (ASCAP)</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>Standing On The Corner</td>
<td>By Frank Lessner—Published by Frank (ASCAP)</td>
<td>1</td>
<td>21</td>
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<tr>
<td>Happy Whistler</td>
<td>By Don Roberts—Published by Richwood Music (ASCAP)</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>He</td>
<td>By Richard Miller &amp; Jack Richburg—Published by AM (BMI)</td>
<td>33</td>
<td>23</td>
</tr>
<tr>
<td>Ro-ceck</td>
<td>By Bill Holman-Koren &amp; Rock Cray-Published by Valley Brook (ASCAP)</td>
<td>2</td>
<td>40</td>
</tr>
<tr>
<td>Wayward Wind</td>
<td>By Ben Lackey-Kochman-Published by Warner (BMI)</td>
<td>22</td>
<td>34</td>
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</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Last Week</th>
<th>First Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Title Molly-O (Man With the Golden Arm)</td>
<td>By Artie Andu and Group—Published by Don Meyer (ASCAP)</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Eddie My Love</td>
<td>By Collins, Ling &amp; David—Published by Modern-Acreside (BMI)</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Long Tall Sally</td>
<td>By C. Armstrong—Published by Deity (BMI)</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>Theme From The Three Penny Opera (Moritat)</td>
<td>By Kurt Wahlber—Published by Jerome (ASCAP)</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>Juke Box Baby</td>
<td>By Gene Norman &amp; Jim Gregory—Published by Wimover (BMI)</td>
<td>19</td>
<td>8</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Last Week</th>
<th>First Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>To You My Love</td>
<td>By Gene Lawrence—Published by Leslie (ASCAP)</td>
<td>25</td>
<td>3</td>
</tr>
<tr>
<td>Walk Hand In Hand</td>
<td>By L. Corre-Published by Republic (BMI)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Lovely One</td>
<td>By Melman—Published by Blackwood Music (ASCAP)</td>
<td>1</td>
<td>28</td>
</tr>
<tr>
<td>Great Pretender</td>
<td>By Jack Ramer &amp; Harry Warren—Published by Famous (ASCAP)</td>
<td>23</td>
<td>21</td>
</tr>
</tbody>
</table>

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**WARNING:** The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been supplied by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be addressed in writing to the publishers of The Billboard at The Billboard, 1354 Broadway, New York 36, N. Y.

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.
AMERICA'S HOTTEST BAND WITH THE HITS FROM . . .

MY FAIR LADY

Lawrence Welk

I COULD HAVE DANCED ALL NIGHT
Vocal by Alice Lon
b/w
THE STREET WHERE YOU LIVE
Vocal by Larry Deane
CORAL 61644

WITH A LITTLE BIT OF LUCK
Vocal by Larry Hooper
b/w
I'VE GROWN ACCUSTOMED TO HIS FACE
Vocal by Dick Dale
CORAL 61645

rush your order to your distributor
### *Best Sellers in Stores*

(For survey week ending April 25)

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Store 1</th>
<th>Store 2</th>
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</thead>
<tbody>
<tr>
<td><em>Heartbreak Hotel (BMI)</em></td>
<td>E. Preddy</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><em>Hot Diggity (ASCAP)-P. Conson</em></td>
<td></td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><em>Juke Box Baby (BMI)</em></td>
<td></td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><em>Poor People of Paris (ASCAP)-L. Baxter</em></td>
<td></td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td><em>Blue Suede Shoes (BMI)-C. Perkins</em></td>
<td></td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td><em>Magic Touch (BMI)-Platters</em></td>
<td></td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td><em>Moononglow and Theme from &quot;Picknic&quot; (ASCAP)-M. Stoloff</em></td>
<td></td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td><em>Rewind (BMI)</em></td>
<td></td>
<td>9</td>
<td>0</td>
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<tr>
<td><em>Lisbon Antigua (ASCAP)-N. Riddle</em></td>
<td></td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td><em>Heartbreak Hotel (BMI)</em></td>
<td>E. Preddy</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><em>Hot Diggity (BMI)-P. Conson</em></td>
<td></td>
<td>1</td>
<td>0</td>
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<tr>
<td><em>Juke Box Baby (BMI)</em></td>
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<td>0</td>
</tr>
<tr>
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<td><em>Blue Suede Shoes (BMI)-C. Perkins</em></td>
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<tr>
<td><em>Magic Touch (BMI)-Platters</em></td>
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<td>9</td>
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<tr>
<td><em>Moononglow and Theme from &quot;Picknic&quot; (ASCAP)-M. Stoloff</em></td>
<td></td>
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</table>

### *Most Played in Juke Boxes*

(For survey week ending April 25)

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Store 1</th>
<th>Store 2</th>
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</thead>
<tbody>
<tr>
<td><em>Heartbreak Hotel (BMI)</em></td>
<td>E. Preddy</td>
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<td>6</td>
</tr>
<tr>
<td><em>Hot Diggity (BMI)-P. Conson</em></td>
<td></td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td><em>Juke Box Baby (BMI)</em></td>
<td></td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td><em>Poor People of Paris (ASCAP)-L. Baxter</em></td>
<td></td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td><em>Blue Suede Shoes (BMI)-C. Perkins</em></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td><em>Magic Touch (BMI)-Platters</em></td>
<td></td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td><em>Moononglow and Theme from &quot;Picknic&quot; (ASCAP)-M. Stoloff</em></td>
<td></td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td><em>Lisbon Antigua (ASCAP)-N. Riddle</em></td>
<td></td>
<td>5</td>
<td>18</td>
</tr>
<tr>
<td><em>Heartbreak Hotel (BMI)</em></td>
<td>E. Preddy</td>
<td>3</td>
<td>6</td>
</tr>
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<td>7</td>
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<td><em>Moononglow and Theme from &quot;Picknic&quot; (ASCAP)-M. Stoloff</em></td>
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<tr>
<td><em>Lisbon Antigua (ASCAP)-N. Riddle</em></td>
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</table>

### *Most Played by Jockeys*

(For survey week ending April 25)

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
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<tr>
<td><em>Hot Diggity (BMI)-P. Conson</em></td>
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<tr>
<td><em>Heartbreak Hotel (BMI)</em></td>
<td>E. Preddy</td>
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<td>9</td>
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<tr>
<td><em>Juke Box Baby (BMI)</em></td>
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<td>9</td>
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<tr>
<td><em>Poor People of Paris (ASCAP)-L. Baxter</em></td>
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<td>1</td>
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<tr>
<td><em>Blue Suede Shoes (BMI)-C. Perkins</em></td>
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<td>7</td>
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<tr>
<td><em>Magic Touch (BMI)-Platters</em></td>
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<td>4</td>
<td>14</td>
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<tr>
<td><em>Moononglow and Theme from &quot;Picknic&quot; (ASCAP)-M. Stoloff</em></td>
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<td><em>Magic Touch (BMI)-Platters</em></td>
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<tr>
<td><em>Lisbon Antigua (ASCAP)-N. Riddle</em></td>
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*Best Selling Sheet Music*

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<tr>
<td><em>The Ballad of the Little Drummer</em></td>
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<tr>
<td><em>I Walk Alone (BMI)</em></td>
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<tr>
<td><em>Weirdos (BMI)</em></td>
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<td>1</td>
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<tr>
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<td></td>
<td>5</td>
<td>18</td>
</tr>
</tbody>
</table>

*Note: The Billboard's Music Popularity Chart is a snapshot of the music industry at the time, reflecting the most popular records and artists.*

**Access to the full text is available on [American Radio History](www.americanradiohistory.com).**
CABLEGRAM

TO DON CORNELL
EMPIRE THEATER
EDINBURGH, SCOTLAND

INITIAL REACTION TO YOUR NEWEST
RELEASE—FANTASTIC—COULD BE YOUR
BIGGEST EVER—REGARDS

CORAL DISTRIBUTORS

DON CORNELL

"A Money Song"
FORT KNOX

"A Great Ballad"
BUT LOVE ME
(LOVE BUT ME)

CABLE 61631
9-61631

www.americanradiohistory.com
Atlanta
1. Heartbreak Hotel, E. Presley, M. Stoloff, Dot
2. The Big Screen From "Pinky" M. Stoloff, Dec.
3. My Yuma & Go Handy N. (King), Coral
4. Happy Whistle, D. Robertson, Coral

Baltimore
1. Heartbreak Hotel, E. Presley, Vic
2. Moonshine and Themes From "Pinky" M. Stoloff, Coral
3. Hot Diggity, P. Cones, Coral
4. Iron Tower, O. Williams, Dot
5. Lonly, Tall Sally, Little Richard, Spe
6. Bow Down, C. Perkins, Sun
7. I Go Here For a Little White Anthology, M. Stoloff, Coral
8. Magic Touch, Martin, M.
9. Moonshine and Themes From "Pinky" G. Carr, Coral

Boston
1. Heartbreak Hotel, E. Presley, Vic
3. My Yuma & Go Handy N. (King), Coral
4. Happy Whistle, D. Robertson, Coral

Chicago
1. Heartbreak Hotel, E. Presley, Vic
2. Magic Touch, Martin, M.
3. Lonly, Tall Sally, Little Richard, Spe
4. Bow Down, C. Perkins, Sun
5. Moonshine and Themes From "Pinky" G. Carr, Coral

Cleveland
1. My Little Angel, Four Lads, Vic
2. Poor People of P., L. Basset, Cap
3. Hot Diggity, P. Cones, Coral
5. Why Do Fools Fall in Love? M. Stoloff, Dot
6. I Go Here For a Little White Anthology, M. Stoloff, Coral
7. Bow Down, C. Perkins, Sun
8. Moonshine and Themes From "Pinky" G. Carr, Coral

Denver
1. Heartbreak Hotel, E. Presley, Vic
3. Hot Diggity, P. Cones, Coral

Detroit
1. Heartbreak Hotel, E. Presley, Vic
2. Happy Whistle, D. Robertson, Coral
3. Moonshine and Themes From "Pinky" G. Carr, Coral
4. Can You Find It In Your Heart? T. Burns, Cat.

Kansas City
1. Heartbreak Hotel, E. Presley, Vic
3. Hot Diggity, P. Cones, Coral
4. Magic Touch, Martin, M.
5. I Go Here For a Little White Anthology, M. Stoloff, Coral
6. Bow Down, C. Perkins, Sun

Los Angeles
1. Poor People of P., L. Basset, Cap
2. Who Do Fools Fall In Love? T. Burns, Cat.
3. Lonly, Tall Sally, Little Richard, Spe
4. Bow Down, C. Perkins, Sun

Milwaukee
1. Heartbreak Hotel, E. Presley, Vic
3. Hot Diggity, P. Cones, Coral
4. Iron Tower, O. Williams, Dot
5. Moonshine and Themes From "Pinky" G. Carr, Coral

Minneapolis-St. Paul
1. Heartbreak Hotel, E. Presley, Vic
2. Poor People of P., L. Basset, Cap
4. Lonly, Tall Sally, Little Richard, Spe
5. Bow Down, C. Perkins, Sun

New Orleans
1. Magic Touch, Martin, M.
2. Poor People of P., L. Basset, Cap

New York
1. Heartbreak Hotel, E. Presley, Vic
2. Poor People of P., L. Basset, Cap
4. Poor People of P., L. Basset, Cap
5. Magic Touch, Martin, M.

Philadelphia
1. Poor People of P., L. Basset, Cap
4. Iron Tower, O. Williams, Dot
5. Iron Tower, O. Williams, Dot

Pittsburgh
2. Poor People of P., L. Basset, Cap
4. Iron Tower, O. Williams, Dot
5. Iron Tower, O. Williams, Dot

St. Louis
1. Heartbreak Hotel, E. Presley, Vic
2. Poor People of P., L. Basset, Cap
4. Poor People of P., L. Basset, Cap
5. Iron Tower, O. Williams, Dot

Seattle
1. Heartbreak Hotel, E. Presley, Vic
2. Poor People of P., L. Basset, Cap

Territorial Best Sellers

For survey week ending April 25

Listings are based on reports secured from top dealers in each of the market areas:

Los Angeles
1. Poor People of P., L. Basset, Cap
2. Who Do Fools Fall In Love? T. Burns, Cat.
4. Iron Tower, O. Williams, Dot

Milwaukee
1. Heartbreak Hotel, E. Presley, Vic
2. Poor People of P., L. Basset, Cap
4. Iron Tower, O. Williams, Dot
5. Iron Tower, O. Williams, Dot

Chicago
1. Heartbreak Hotel, E. Presley, Vic
3. Hot Diggity, P. Cones, Coral
4. Iron Tower, O. Williams, Dot
5. Moonshine and Themes From "Pinky" G. Carr, Coral

Cleveland
1. My Little Angel, Four Lads, Vic
2. Poor People of P., L. Basset, Cap
4. Iron Tower, O. Williams, Dot

Denver
1. Heartbreak Hotel, E. Presley, Vic
2. Poor People of P., L. Basset, Cap
3. Iron Tower, O. Williams, Dot

Detroit
1. Heartbreak Hotel, E. Presley, Vic
3. Iron Tower, O. Williams, Dot

Kansas City
1. Heartbreak Hotel, E. Presley, Vic
3. Iron Tower, O. Williams, Dot
WE GAVE YOU

Dick Hyman's MORITAT

AND NOW

An EXCITING new song
recorded by an EXCITING new voice
from an EXCITING new motion picture

THE SEARCHERS

(Ride Away)

(c/w)
The Somewhere Voice

Recorded by

DANNY KNIGHT

MGM #12252 - 78 RPM and K12252 - 45 RPM

M·G·M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 36, N. Y.
The Most Fantastic Rock

Two Smash Hit Records

PLEASE DON'T LEAVE ME

HONEY LOVE

20/47-6519

Don't Miss Their National Kick-Off on The E
'N Roll Group on Record!

FOUR LOVERS

From the Instant of Release

YOU'RE THE APPLE OF MY EYE

THE GIRL IN MY DREAMS

20/47-6518

Sullivan Show May 6th!!
COMING UP STRONG

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

1. I Want You to Be My Girl
   **Frankie Lymon & The Teen-Agers**
   (BMI) Gee 1012

2. Church Bells May Ring
   **The Diamonds**
   (BMI) Mercury 70835

3. To Love Again
   **The Four Aces**
   (ASCAP) Decca 26889

4. Picnic
   **DeeDee Jones**
   **The McGuire Sisters**
   (ASCAP) Decca 26889

5. Tango of the Drums
   **Les Baxter**
   (ASCAP) Capitol 3404

6. Walk Hand in Hand
   **Tony Martin**
   (BMI) RCA Victor 6492

7. Ivory Tower
   **Gale Storm**
   (ASCAP) Debut 28905

8. I'm Sorry
   **Janis Martin**
   (BMI) RCA Victor 6491

9. I Woke Up Crying
   **Joni James**
   (ASCAP) M-G-M 12213

10. Will You, Willyum?
    **Janis Martin**
    (BMI) RCA Victor 6491

THIS WEEK'S BEST BUYS

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

TANGO OF THE DRUMS (Ross Jungnickel, ASCAP--Les Baxter Ost-Capitol 3404--With "Poor People of Paris" still rating high in the charts, Baxter is moving another disk up the list with great speed. "Tango" is on the Boston territorial chart this week, and was also reported an outstanding seller in Los Angeles, New York, Baltimore, Cleveland, Chicago, Milwaukee, Detroit, St. Louis, Nashville, Atlanta and Durham. Flip is "Sinner Man" (Chappell, ASCAP). A previous Billboard "Spotlight" pick.

CHURCH BELLS MAY RING (Maxwell-Hill & Range, BMI--The Diamonds--Mercury 70835--The original version of this tune by the Willows has been a hit in the R&B. field for several weeks, but the Diamonds have gained the edge on them in the pop market. Their popularity has grown to the point where they are imminent chart threats. The Mercury record appears on the Chicago territorial chart and is rated good to strong in a dozen other key markets. Flip is "Little Girl of Mine" (Kahl, BMI). A previous Billboard "Spotlight" pick.

---

THE FASTEST BREAKING HIT
IN ATLANTIC'S HISTORY!

TREASURE
OF LOVE

Clyde McPhatter's
GREAT POP BALLAD SMASH...ATLANTIC-1092

ATLANTIC RECORDING CORP.
214 WEST 56th ST. NEW YORK 19 N.Y.
Thanks for liking TOO CLOSE FOR COMFORT when you first heard it and thanks for helping the whole nation to like it, because now TOO CLOSE FOR COMFORT is becoming a big hit. Thanks again,

Eydie Gorme

TOO CLOSE FOR COMFORT
NO. 9684
## THE TOP 100

For survey week ending April 25

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

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<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<td>HEARTBREAK HOTEL</td>
<td>Elvis Presley</td>
<td>Victor</td>
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<td>2</td>
<td>DONT BE CRUEL</td>
<td>Ken &amp; Beth</td>
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<td>POOR PEOPLE OF PARIS</td>
<td>Lillian Burnette</td>
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<td>TAKE YOUR CHANCE &amp; DONT LEAVE ME</td>
<td>Robert Kingsford</td>
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<td>LONELY LITTLE GIRL</td>
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<td>MAKE YOUR MOVE</td>
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<td>DEAR FELL</td>
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<td>NO, NOT MUCH</td>
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<td>ROCK ISLAND LINE</td>
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<td>ANYTHING YOU WANT</td>
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<td>IVORY TOPPER</td>
<td>Artie Shaw</td>
<td>Decca</td>
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<td>MOONLIGHT AND DREAM FROM &quot;PICNIC&quot;</td>
<td>Victor Young &amp; His Orchestra</td>
<td>Victor</td>
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<td>IVORY TOWER</td>
<td>Johnny Mathis</td>
<td>Victor</td>
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<td>I WAS THE ONE</td>
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<td>THREE FROM &quot;THE THREE PENNY OPERA&quot; (MIGHTY)</td>
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</table>

### CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 IS NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.
LOST HORIZON
Introducing
SHANGRI-LA
FROM THE NEW MUSICAL PLAY
SHANGRI-LA
WITH CHORUS AND ORCHESTRA

WEDDING IN MONACO

RAY BLOCH

CORAL 61635 9-61635

rush your order to your distributor

VOX JOX
BY JUNE BUNDY

THIS 'N THAT—Pa Johnson, of RCA Victor's singing Johnson famil- y, has started morning-mid-day show, "Home Folk Show," over WVTU, N. C., in cooperation with WJZ, New York, and nylon."

The time spot. Ex-WJR-staffer, Clark Ried, has moved into WJZ's morning position. The Johnson leaves WYKO, Columbus, Ohio, to join the Mid-Day TV, same time, this week. . . .

JIM SIMON, formerly with KEG, Odessa, Tex., has taken over "The Night Watch" over KANS, Midland, Tex. The show is aired from a local drive-in restaurant... . . .

Bennet is a native of Dallas, Texas. He is known for his smooth and easy style of speaking. He has a pleasant voice which is soothing to the ear. Bennet is a popular figure among the people in this area. He has a great sense of humor and always makes his audience laugh.

COMING NEXT WEEK...

The Billboard's 1956

MOA CONVENTION SPECIAL! MAY 12TH

You'll keep—keep—KEEP this tremendous, annual "Juke-Box" edition of The Billboard for one big reason:

You'll refer to all the juke-box news, features and reports in it to help you build bigger sales in the months to come!

See what we mean? in this preview list of contents:

9th Annual Juke Box Operator Poll . . .
Juke Box Programming—a series of sucessful case histories...

The "Dime Play"—its progress and future.

Juke Box Programming—an annual survey to find out what operators are doing in record planning, promotion, programming, . . .

The yearly wrap-up of the whole juke-box business.

And pages more of operation news and doings across the country—which what's ahead in '56

Important reminder to talent and manufacturers:

Deadline date for your ad is May 3d. Rush your big-space selling ad now. Don't miss this best-of-all opportunity to sell the men who program . . . buy . . . and sell your records.

Remember—you get 2,500 extra circulation in this juke-box edition of The Billboard. It's distributed on the MOA Convention floor!

Cincinnati 22, Ohio
New York 36, N. Y.
2160 Patterson St.
1564 Broadway
DUnkirk 14450
PLaza 7-2800
Chicago 1, Ill.
330 W. Randolph St.
330 Arden Hills
CEntral 6-8781
St. Louis 1, Mo.
108 W. Randolph St.
St. Louis 1, Mo.
Hollywood 28, Calif.
Hollywood 5-9321

Copyrighted material
A Two Sided DAVID WHITFIELD Triumph!

THE RUDDER and the ROCK

London RECORDS

My September Love

Lady of Madrid; How, When or Where; You Are Everywhere; Santa Rosa; Los Rosas; Beyond the Stars; When You Lose the One You Love; I'll Never Stop Loving You Mama; Open Your Heart; The Lady; Angeles; Cara Mia.

* If your local distributor is out of stock write direct to London Records, Inc., 539 W. 25th St.
Review Spotlight on...

RECORDS

(TENNESSEE) ERNIE FORD... Capital 43421... THE ROVING CAMBLER (Snyder, ASCAP)

JOHN HENRY

(American, BMI)

Both sides of this top drawer pairing sport superior material and smart, closely executed arrangements. The logoraphic byline on top has a strong folk novelty turn while the flip carries an outstanding job on the classic folk item. Either side has a great chance of going all the way.

Reviews of New Pop Records

BILLY BRINSMAN

Rebecca (Capitol 721-4..."BRINSMAN" 2910-1 A beautiful musical presentation. From the tone of voice, Harold McIver puts over the same well without emotion, but isn't Dick... I'll give him this; he is a good artist... ASCAP)

TOM MCINTYRE

A Little Love Can Go A Long Way... 75 CORAL 10613--A terrific record covering the ground with a fine presentation to the backer. "I'll give him this; he is a good artist... ASCAP"

GEORGE SMITH

I'll Give You One More Chance... 77 COLUMBIA 10425--Pretty warm and vibrant a vocal as one can have. While the flip is a bit underdone, it's got the ball. (BMI)

JOHN WATERS

Breakfast in Bed... 77 CRYSTALITE.. 12248--This song has a very nice arrangement to it. The flip is a bit underdone. (BMI)

BILLY WEBB

I Wonder If Loneliness Is Good For You... 75 MCKEE 12323--Terrific presentation. The whole outfit is absolutely perfect. (BMI)

DICK NORTH

I Don't Want No Million Dollar Man... 77 VICTOR 20800--Great song, ballad, but the flip is absolutely weak. (BMI)

SAMMY COTTON

I'll Give You One More Chance... 77 COLUMBIA 12310--Great presentation of the ballad, but not enough glorification. (BMI)

JOHN WATERS

Breakfast in Bed... 77 CRYSTALITE 12248--This song has a very nice arrangement to it. The flip is a bit underdone. (BMI)

JIMMY CLARK

I Think It's Time To Meet... 77 WIG 67--Drown artist's singing is pretty balanced. (B. Weir & BMI)

JAMES HOPKINS

I Don't Want No Million Dollar Man... 77 VICTOR 20800--Great song, ballad, but the flip is absolutely weak. (B. Weir & BMI)

BILLY WEBB

I Wonder If Loneliness Is Good For You... 75 MCKEE 12323--Terrific presentation. The whole outfit is absolutely perfect. (BMI)

Large illustrations throughout.

DAVID WHITFIELD

My September Love... 71 LONDON 20075--A very pretty presentation of the ballad. The flip is very realistic. (ASCAP)

THE FOUR LOVERS

You're the Apple of My Eye... 71 VICTOR 6519--A terrific presentation of the ballad. The flip is very realistic. (ASCAP)

DAVID CARROLL

The Thieves From The Swans... 71 MERCURY 70560--The Carroll cut holds the melody a lush treatment that suits easy on the ears. This song is from the title star, Grace Kelly and now in general release. Should get some play. (ASCAP)

JOHNNY DESMOND

A Little Love Can Go A Long Way... 75 CORAL 10613--A terrific record covering the ground with a fine presentation to the backer. "I'll give him this; he is a good artist... ASCAP"

FELICIA SANDERS

Crossing A Line... 71 COLUMBIA 4909--A terrific presentation of the ballad. The flip is very realistic. (ASCAP)

DENNY SMITH

I Love The World.. 75 CRYSTALITE 12248--This song has a very nice arrangement to it. The flip is a bit underdone. (BMI)

BILLY BRINSMAN

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GENTLEMEN, BE SEATED:
This is the Story of a Minstrel Show.

Many of us remember the beat of the tambourine, the humor of the end men, the drive of the banjo, the golden-voiced tenor, but few of us have bad that thrill since many a long year. In the hustle of modern living and modern day show business, a segment of pure fun and entertainment had practically disappeared.

Recently at EPIC Records this very factor was discussed in a search for material that could make an interesting album. In other words, something "new." The Minstrel Show idea was hatched. Research was done at Librariez, repertoire was sorted, artists were hired, musicians and arrangements were lined up, the project was under way.

After completion, but before the album was announced, we pre-tested the product, without fanfare, over the music system piped through our factories. The reaction was electrifying. We knew we had a winner. Samples were shipped to our distributors, and the result was the largest advance orders for an album we had ever enjoyed.

Cleveland reported airplay the next day that cleared the radio strike switchboards; Boston sales soared after a similar "Airing." Many other major markets have been advising us of great dealer sales, flashing lights on switchboards, and heavy mail received by disk jockeys.

We were excited before—we are thrilled now—and all in seven days!

On the strength of this immediate acceptance, EPIC Records was fortunate enough to secure the services of Ward Richmond, a young 75-year-old gentleman who is "Mr. Minstrel" himself. Will is right now visiting cities to promote:

GENTLEMEN, BE SEATED—his background of minstrel here is fascinating.

Well, there it is. To the disk jockeys we say: "We assure you of tremendous response." To the dealers we say: "We assure you of store traffic and sales." To the public who buys it we say: "From the opening Grand March, to the wonderful ending Finale, you are in for pure unadulterated entertainment."

GENTLEMEN, BE SEATED (EPIC LN 3238) (Retail $3.98) is the only complete Minstrel Show on long play and done in dazzling High Fidelity.

GENTLEMEN, BE SEATED.
WANTED

UNUSED RECORDS

CAPITOL

Purple Label only (any quantity—78s and/or 45 rpm)
Any titles or number acceptable
Quote Best Prices F.B.O. our store

SAM GOODY

235 West 49th St., New York 19, N. Y., Circle 6-1710

RACK JOBBERS... Your Attention Please! If YOU WOULD LIKE

• to make more per sale in percentage and money...

• to give your accounts more in percentages and money...

• to give the consumer the fastest selling music at a music price, on the flatted records instead—hot items, promotionally or otherwise...

Which will mean: SATISFIED, REPEAT CUSTOMERS!

Write or Wire: E. P. RECORDS

531 South Racine, New York, N. Y.

SINGER ONE-STOP

1112 W. CHICAGO AVE., CHICAGO 22, ILLINOIS

(ALL PHONES: Humboldt 6-5256)

MIDWEST'S LARGEST ONE-STOP

54 ABOVE COST

FREE TITLE STRIPS TO OPERATORS!

THE RAVE OF THE TRADE!

ROSAILE PAIGE

Sings

LET ME BE THE FIRST...

The Billboard, April 21, 1956

MOM 12229 K12229

M-G-M RECORDS

THE CREATIVEST NAME IN ENTERTAINMENT

The four top happenings' newest

"I'LL NEVER STAND IN YOUR WAY"

"One Arabian Night"

SEMI-FLEX 10" or 45 RECORDS

PRESSED 15cINCLUDING

labels, carbon sleeves, etc.

Write for full particulars...BEST PRESSING DEAL ANYWHERE

ROYAL PLASTICS CORP.,

1540 Brewer Ave., Cincinnati 7, Ohio

Hammond Organ

Church model 54-W, Leslie speaker, complete accessories. Brand new, never used. Excellent condition and warranty. Will trade used Hammond organ and ship. Write for quotes.

WRITE OWNERS

Box 105, Undine, Iowa, or Phone 44

Radio sponsors and ads in the Bible Belt. (Tulsas, N.Y.)

LANE WALKER

Dad's Not Dead He's Only Sleeping... 13

MERCURY '59—This is a major

record from a major label. Both of the sides is a poor which

aren't nearly as good. Could be this side will pull a

good note. (Tulsas, N.Y.)

ZIM WILSON

My Greatest Romance

MERCURY '59—This is a major

record from a major label. Both of the sides is a poor which

aren't nearly as good. Could be this side will pull a

good note. (Tulsas, N.Y.)

Thank You Lord for Dinner...

THAT TIME I SAW A NW

Rothenbaum with great sincerity. Hithen tells as well as

advice, and is the kind that axiom alone

radio sponsors and ads in the Bible Belt. (Tulsas, N.Y.)
**Reviews and Ratings of New Popular Albums**

*Continued from page 41*

It’s a great job, but is it good economic?

**DECCA**

**The Newness of It All**

**FOLK TALENT AND TUNES**

**Around the Horn**

Charlie Brown, whose Brown Radio Productions produced a new show called "Hornblower," designed to fill the gap left by "The Boys" and "The Bob and Ray" shows in Nashville, has been among the most frequently heard on a number of Crossroads’ TV’s new 45. This show features three songs, "Too Much of Nothing," "Back in the Saddle Again," and "The St. Louis Blues." The show is scheduled to be heard on April 29 and 30.

**C & W Territorial Best Sellers**

**C & W Territorial Best Sellers**

For survey week ending April 25

**Memphis**

**Nashville**

**New Orleans**

**Richmond, Va.**

**St. Louis**

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**FOLK TALENT AND TUNES**

*Continued from page 48*

Oppy*" over the NBC radio network

with Merle Haggard, "Almost Persuaded," a

celebration there May 20... The result is set to June

as follows: "Circle Theater Jambores," Cleveland, June 3;

Rock Lake Ranch, Angola, Ind., 5; Capitol Arena, Wash-

ington, Lawrence, Kansas, 7; Farm Cove, Pa., 10; Saloon

Corral, Pa., 11; Circle Dale Ranch, Utah, 13; and New

River Ranch, Riding, Idaho. It also appears in

plays American Legion Post, St. Louis.

Lunza and Oscar and Judy Lynn, both of New-

port, Oregon and Idaho last Friday and

Saturday (20) flew out for Anchor-

age, Alaska, where they will spend

nine days entertaining at N.C.O. clubs

for the Armed Forces. From there

they fly back to Seattle and

soon, Guests for a time, Ozzie and

The Harman family, of Quillayute,

Ore., and following with them

was the Bill Brown Trio, Caprock,

Climax, Klahants Falls, Ore., and

three nights to Los Angeles, San

Andreas, and Redding, during our

Tucson, Ariz., May 17, 17. So

on "Grand Ole Opry" in Nashville,

this, May 20-22 at his home for

another full tour with T Wet

grand uff. They have a

plan, to advertise that the

Elder Smolynson from

WGGA, Gainesville, Ga., that

a taped rendition of "Grand

Ole Opry" has just begun a

year's run on WGGG, sponsor-

ned by W. R. Price. Dixie

Hayes has had wide, Bld-

has

her, she also does a trans-

scribed hillbilly disk jockey

show for Sound Service Con-

venience Corporation, Oct

20-22 at 1:00 p.m. From

and to broadcast over 10 Maine

stations. Also this week we hear

with the show aired over

in New Hampshire and

in Vermont. — Malcolm Bean,

Enfield, Lond., Ont., is in need

of country radio recordings

from the masters.

Willem, Bell, of WSSQ, Stark-

ville, Miss., says he's in need of

records from the masters. — Dick

jockeys who'd like to hear from

Mel Price, Hill Carter, the Kar-

nisters, Denver Deke and

also the record shop in that tow. Ander-

s, with whom he kicked about

on WCHO from 2:30-3:30 p.m. and

a country music all-request show

from 7-9 p.m. Monday thru Friday.

Lively Hill, with whom he

with the Armed Forces Radio

Television Service in Tripoli, Lyb-

North Africa, is kicking around

a drog a "Cowboy Round-

on, Tuesday and Wednesday. Each

our TV show, "Sadie's Hat," with the

tune, Wanda's Players. Hill hails

from San Antonio and records

from the TNEF label anyone can.

**NEWSPAPER STOCK**

PO-P&B and C&W markets

are demanding

LINDA

TOMCHICK

STARDAY #232

(2 Rock & Roll Hits-Back to Back)

Operators & Distributors

SEE YOU AT THE M.O.A. CONVENTION

STARDAY #234

The Billboard's Music Popular Chart... COUNTRY & WESTERN RECORDS... 49

**BETTER SELLERS IN STORES**

For survey week ending April 25

*CONTINUED FROM PAGE 45*

**MASSIVE SELLERS IN STORES**

For survey week ending April 25

*CONTINUED FROM PAGE 49*

**FOLK TALENT AND TUNES**

*Continued from page 48*

**FOLK TALENT AND TUNES**

*Continued from page 48*

**FOLK TALENT AND TUNES**

*Continued from page 48*
**Reviews of New R & B Records**

**LITTLE MILLIE JOHNSON**

Lose Again/

20 cents

The single is available only in the Midwest area. The song is a nice one, with a catchy beat and a simple melody. It's a good addition to any R&B collection.

**BIG MAMA THOMPSON**

Right in the Middle of the Night/

20 cents

This song features a great blend of R&B and soul elements. The melody is catchy and the vocals are powerful. It's a must-have for any R&B collection.

**REVERE A. SIMPSON**

Shut Up and Be Happy/

20 cents

This song has a good rhythm and a fun melody. The vocals are strong and the overall sound is lively. It's a great addition to any R&B collection.

**Review Spotlight on...**

**RECORDS**

**LITTLE WILLIE JOHN**

Lose Again/

20 cents

This song features a great blend of R&B and soul elements. The melody is catchy and the vocals are powerful. It's a must-have for any R&B collection.

**BUDDY JOHNSON**

Shut Up and Be Happy/

20 cents

This song has a good rhythm and a fun melody. The vocals are strong and the overall sound is lively. It's a great addition to any R&B collection.

**Eddie Taylor**

Right in the Middle of the Night/

20 cents

This song features a great blend of R&B and soul elements. The melody is catchy and the vocals are powerful. It's a must-have for any R&B collection.

**R & B Territorial Best Sellers**

Sales figures are based on the number of copies sold in each territory. This list includes the top selling R&B records in each area.

**Atlanta**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy

**Chicago**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy

**Cincinnati**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy

**Cleveland**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy

**Detroit**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy

**New York**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy

**Philadelphia**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy

**St. Louis**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy

**Washington, D. C.**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy

**Los Angeles**

1. Little Willie John - Lose Again
2. Big Mama Thompson - Right in the Middle of the Night
3. Reverend A. Simpson - Shut Up and Be Happy
**Most Played in Juke Boxes**

*For survey week ending April 25*

**Week on Chart**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist/Group</th>
<th>Label</th>
<th>Week on Chart</th>
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<tbody>
<tr>
<td>Long Tall Sally (BMI) – Little Richard</td>
<td>Little Richard</td>
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<tr>
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</tr>
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<td>Down My Own Tears (BMI) – R. Charles</td>
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<td>Imperial</td>
<td>8</td>
</tr>
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<td>Imperial</td>
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**Most Played by Jockeys**

*For survey week ending April 25*

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**RHYTHM-BLUES NOTES**

*By Bill Simon*

In the last two years the American disc-buying public—in fact, the American music business as a whole—has discovered a world that has discovered what many tradecrafters have always known—that the r.b. field is a genuinely honest and dynamic source of song material. It has exploited the emotions frankly and directly, and it has voiced non-speculating views of society. And always, underneath it all, there has been "The Beat." Today, it's hard to keep that r.b. is the big thing in our country any longer, but it was r.b. material as modified by pop artists, or what we have come to identify as rock and roll. But today, increasingly, it is the original r.b. version, by a strictly r.b. artist, that hits the pop charts before any of the adulterated pop covers version (see separate story). Clearly, the public has discovered the real thing, and that's what the kids want.

But there are indications that the music that revitalized the business was not only the source of over production. The easy route of copying and pasting hit r.b. versions on the route many of our groups and disc jockeys are taking. New groups are copying up from the albatross, but few of them offer an original sound. There still exists a magical, latent beat, the shuffling basis, etc. And what would happen if some instrument other than the treble tones were to be used in the middle range? Or if the piano stopped playing tripping in the right hand?

The danger of going stale is most imminent in the area of the song material itself.

—Melodically, such early hits as "Earth Angel" and "Sincerely" have been revivified a thousand times—sometimes hardly a note is changed. The lyrics of early hits, trudging music and more to the flowery, also the same old "charms" cliches ad infinitum—and how any association with real life. This is more than stuff of adolescent daydreams ... but kids have to grow up, and unless the makers of r.b. kids hold on to their creative leadership, the kids will soon outgrow them.

Taking a quick look around the field, there's Jack Teagarden, who may credit with starting that whole business of tripping. Atlantic picked it up and used it as ballad disks, such as Flipp Brown's "O. What a Dream." Today, Domino and Atlantic seem to have sworn off all tripping, except where they can't use anything else. They try all varieties of balls and stylus, always looking for something different, and they continue to come up with hits.

Much of the criticism on r.b. and rock and roll today has to do with weakness of the material. It's a program来的 law that the raw and powerful beat can carry over the shortcomings of many of the lyrics and melodies, and of the same old vocal music of the same old sounds. Most of us in the trade hope that it will continue that way forever. But if it's to survive, let imagination and creativity in its place dominance, the people who make the disks will have to dig in and come up with something new.
OKLAHOMA CITY.—Can both a large-scaled spring exposition and a large-scaled exposition in the fall be successful? Can the tourist industry be a success in the same geographic area? That question was posed by the head of the Southwest American Exposition, which opened Saturday (25) at Oklahoma State Fairgrounds.

As of Saturday morning (25), the beginning of the last day of the exposition, the event appeared on its way to breaking even financially, according to one witness, who was at the fair at the opening.

Noting that the forecast was for a rainy two-day wind-up, Jimmy Benge, the manager, said that he nevertheless figured the wind would not break the financial even-ground.

Weather, however, was bad enough to baffle the forecast, giving the high-pressure wind a jolt at the close, while the low-pressure wind at the opening.

Wind gusts were noted Sunday (25) by the forecaster, the close, bad weather conditions, and the low-pressure wind at the opening.

The expo was a smash success from an exhibits standpoint. The expo did not duplicate, except in some few instances, the exhibits offered at the fair. It came up with some imaginative uses of its space.

Outstanding was the Floors of Switzerland, and which had its first public showing here. Also outstanding was the Festival of Cotton, highlighted by a four-day show in a two-story building, full of exhibits by an exhibition of mobile homes.

The livestock show was small in size, but still held the leading show in the nation's leading livestock shows. It was reported that almost all the exhibitors were present.

Saturday was set aside as a day for the livestock show, which was called a two-day show, and was held in the building.

A large number of exhibits were displayed in a two-story building, with six entries of each breed. Eight breeds of beef cattle, seven of dairy cattle, six of swine and six of sheep were shown.

Grandstand Attractions

The grandstand program included horse races, which were as different as the State Fair can be. A rodeo was for the fifth time at Topeka, Kansas, the first Sunday. It caught two cold nights and also was hit by wind. The for the five shows was good, and the time was the best.

Of the three shows, the rodeo was the best. It was the only one.

That page, written up by the University of Oklahoma, was for four years but fell to Cox any pulling power. It grossed about $4,000, considerably under.

Continued on page 55

THAR'S GOLD IN AGE

Celebrations Rise Older

As Towns Grow Older

Continued from page 1

fine when brought through a long

were several instances of large

dis]{tired.

E. Mosey, Rogers' presid-

many years, backs away at
giving out much information about
the community. The fatalities to
do says that his company stages "about 100 celebrations
year," that it has thousands upon thousands of customers who are willing to be served, and has a large student

in lighting and scenic equip-

ment.

Headquarters Repairs

A visit to the well-built, well-maintained Rogers headquarters provides evidence of a large-scaled operation and gives evidence to the belief that the Rogers company is one of the largest in the country.

On a recent visit a corporal

were making up a cotton-cloth
dresses and work-

were hanging scenery in a

specially designed loft. Rode of anything in the

picture was the vast amount of large stage going was cared

smaller and smaller over the years in

rows of cabinets.

From its old outdoor spaces, the Rogers company stages many outdoor shows during the

week, according to the company. The outdoor shows that the company was

staging for fraternal organizations, charities, etc., are still a part of the overall operation, but are second in importance to the outdoor celebrations. They serve to give year-round work to key Rogers salesmen as well as being in recent in the off-celebration months,

In this era of television, celebra-
tions with their spread, local broad participation, and all of the attendant

merchandising, have not only

popularity has continued.

Rodeo Celebration Age

A major factor is the novelty and the freshness that is associated with the rodeo.

Another is that the event is not

controversial. Also, the rodeo

is not a competition, but is the statement of potential customers.

Harry Mosey claps up when the

celebration field comes up.

In explanation, he says: "Every-
day we get a story or a spread in a

national publication, we have some

coverage in the local papers. For
the most part, we are confronted with price-cutters. They want the public to be

informed that their prices are not good

any longer.

We are not as many as the Rogers

sales reps will knock.

Advance Good, Press Weak

For Estates Rodeo in Paris

PARIS.—The Bob Estates radio

unit, promoted in the Parisal

Sports by Charles Marchellis (The

Rodeo)—staged its 2,000th and

20th a good save advance sale, pre-

dated by the Cirk of Elhivert,

the show, which started in the

1932 with a Bufo Bill show, put

out their own rodeo in Cirk of Elhivert this time, advertising cattle, cowboys, In-
dians and a talking horse. Their 26

shot some of the American

group's thunder in the press, which did not pay much attention to the

imported unit.

The rest of the rodeo has done little

in the way of publicity, and open-

ing coverage dwindled only to

West Parker, who appeared as Dave

Marchellis has a percentage

arrangement with Estates and is guar-

anteeing transportation and stock

rentals. There are 147 head of stock

of various kinds and 34 people in the

traps.

Yuma, Ariz., Counts 45,000

For New High

Yuma.—The five-day Yuma Rodeo, which closed here Sunday night (22), set a new record weekend attendance of

45,000. Ralph Denmark, serving as first year as manager, said.

The rodeo was staged by the Yuma Chamber of Commerce, declared, because of the year-

round promotion of the event and the appearance as a feature pre-

sentation of "Dancing Waters." The show was performed in 450 by 100

foot exhibit tent supplied by Pan American Amusement Corporation, which has been featured on the midway for the fair started.

The display brought to the fair the area's most treasured possession—water. "Dancing Waters," touring part of the Pan American carniva-

for the season, was handled by the Yuma County Farmer.

The Yuma County Farmer.

The two shows were made five times daily at two-hour sessions starting at 1 p.m.

of the outdoor stage through the fair's run. The main professional group was the Showcrailers (Phoenix), of appearances.

The rodeo programs were supplied by Merle Simpson, a director and publisher of the Yuma County Farmer.

3 GAC-Hamid

Units Are Set At Rhinebeck

Rhinebeck, N. Y.—Three GAC Hamid

units will be used by the State Fair of New York as of the 18th at the 1960

Rhinebeck Fair. The date was arranged for their purchase with a five-day

abseast.

The Hamid Havok has been used successfully, a rodeo and an ice show.

Sunbrook OK in Caribean

JAMAICA, B.W.I.—Larry Sun-

brook and his Sunbrook Rodeo and

Thrudle Circus is in the midst of its third annual Caribean and South American tour, reports good business to date, topped by a 50,000 pate in three days at the Grand Stadium, Havana.

The Sunbr00k shows were reported good by Sunbrook, plus a good one by the showmen and six days of excellent acts.

Here, followed by a week at Pana-

the shows were presented by the Sun- zuela will wind up the tour.

The show, Sunbrook Rodeo, is travel-

by chartered four-motor air-

planes large enough to transport 18

crew, which includes Colonel Birn, Joe Evans, C. C. H. Carlisle, Ronald

Sundahl, Kenny Williams, Latimer

Rod Devereux, Larry Jenkins and

Ralph Denmark, said.

Copyrighted material
HUNT BROS.
Quick Up, Quick Down, Snappy Show: Good Biz

VINELAND, N. J. — Hunt Bros. Circus has racked up excellent business in its first week of operation despite an unseasonably mild and unequally cold weather. Manager Harry Hunt reported business ranging from good to big since the show got its new season underway on Saturday (21) at its winter quarters, Vineland, N. J.

Winter planning and pre-season effort are already showing results, said at Vineland, N. J. Saturday (28). A stepped-up promotion campaign has already added sell-out dates and better percentage for the show, he said. The show works under auspices but no phones are used.

The show presents a sparkling appearance with the 100 by 550 foot big top, new last year, and the 50 by 120-foot Side Show, also new this year. The big top is served with airplane cubic thousand, a novel innovation which proved its worth last season.

Streamlining Pays

The portable seat wagons, introduced last year, are up and down in a very few minutes with only four men needed to complete entire operation. The poles for both big top and the Side Show hamper poles, are all especially constructed of aluminum. Movers are being made with surprising ease, considering the nervousness of the season, and largely because of the labor-saving innovations.

The Side show has four stages, featuring stars like Judy, magic, knife throwing, bird act and sword swallowing. The show itself is a daily parade and includes. Messanger stock includes small burro, eight elephants, zebras, llamas, camels and lions, background of calliope music is in the Side Show.

The midway includes the principal wagon, farm and canine, brick wagon, novelty unit and liddle ride.

Joe Vallen has six musicians, plus organ in the Mickey Sullivan's band. Harry Hunt reported the return of this year of George Foster to head the promotional and hammer assembling of the show, and will be piloting the show's helicopter again this season.

Program Listed

The performance runs two hours and 25 minutes and includes displays, featuring a total of 52 acts, as follows:

1. Grand entry.
2. Capt. David Hoover's act.
5. Miss Hanel, center ring avenging ladders, also Miss Bette and Miss Betty, avenging ladders.
6. Two rings: Miss Patricia and Miss Myra, abracadabra contortionists.
7. Three rings of Hunt baby elephants, one in each, worked by

EVERYTHING'S THE LATEST ON HUNT LOT

VINELAND, N. J. — Modernization has carved a unique niche for the Hunt Bros. Circus among truck shows, with the following elements headed by the family operation: Sea wagons, aluminum tent public address, playbills printed top advertising helicopter, and the latest, a mobile phone. From 1:30 and 7:30 p.m. the office can be called at 2L 4-4685.

This fine endorsement of the Allen Herschell Auto Ride comes from F. E. Gooding, president of Gooding Amusements Co., Columbus, O., owning 100 rides & 8 traveling units. Mr. Gooding likes his 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 on electric horn. The All Auto Ride is light, easily portable. Equipped with fluid drive and timer.

"Finest Auto Cars in the Industry!"
Herb Dotten
His Goal: A Great Horse

FRANK CONKLIN is coming strong. The one-time Brooklyn boy, who made good on the midway of the U. S. and Canada, is driving hard. Money, for which he maintains a healthy respect, is not the prize. His ambition is to raise "a really great horse, one capable of winning the Kentucky Derby or the Preakness." It is what he lacks.

On farm, Frank may achieve his ambition. Some of the best inured people in the racing believe that, in support, they point to his past performances.

Ten years ago, Frank was little known in horse-racing circles. Only intimates and some jockey friends were aware of his skill as a handicapper and of his winning ways as a spot better. They were the ones who tagged him the Canadian Kid.

Today Frank has perhaps the finest breeding establishment for thoroughbreds in the United States. He owns a farm, 437 acres of rolling country, at Brantford, Ont., in a guarded as a shoe place. Eight stallions draw from a rolling countryside replete in box-like fashion.

His far management and the farm hands convey Frank's ambition to come up with at least one really great horse. There is a professional, knowledgeable air about the place. The stables are well maintained, the horse overtakes great care, and all of the equipment used are in spotless condition.

But the real-grown appearance of the horses, the neatness of the stables, the cleanliness of the accessory buildings and the purposefulness of his able farm staff only begin to tell of Frank's efforts to scale the heights of his ambition.

A run-down of expenses of his farm shows expenses $5,000 and $6,000 per year. To succeed, he has to have such a sum. At Clinton, for example, Conklin, Count Foul and Coatout service his mares. He has paid some telling $200,000 in past fees since 1948.

Records also reveal that of all the horses sold to those sales since 1948, those sold by him have since carried away the bulk of the horses for track races. In those sales he sold 25 per cent of the total number, and 15 per cent of all horses since won by all horses sold in those sales.

At the present time Frank has 23 brood mares, 20 yearlings, 12 foals and two-year-old fillies.

The business of raising thoroughbreds is full of theories. Frank is quick to point out that he's got some pet theories of his own.

Frank believes that just as good horses can be bred in Ontario as in Kentucky. He has some of his horses now at Elmwood Farm, Lexington, Ky., and he has arranged for their development there with that of the horses he has at Brantford.

He subscribes to the theory that thoroughbreds should be raised near the city. "That's why I'm bringing 200 head of beef cattle to my farm. No one knows why the proximity of cattle should have value in raising horses, but it sure does have a quieting effect. Maybe it's some other reason."

During the summer and early fall he leaves the farm to devote his full time, in collaboration with J. M. (Pete) Conklin, his brother, to guide their large-scale university operations throughout Quebec and Ontario.

Up With Horses at 6:30 a.m.

When at home Frank puts every spare minute into developing horse racers. He is up at 6:30 a.m. and out with the horses, then devotes himself as long as possible and returns on call through the day and night for the imminent arrival of a new foal. A keen student of breeding for many years, he makes all decisions concerning the breeding of his horses.

One of his diversions is attendance at horse-racing meetings. At one of these recently, the crowd told a story which he deemed a case for an inquiry. A breeder, who had purchased a mare from Frank, when asked how the mare was doing in her new quarters, replied: "She's healthy and quiet, but there's a little trouble about her that has no pointed. Whether she's in the paddock or in the barn, she holds her head down."

"That's easy, she's a painted mare," Frank shot back.

Bejeweled by this remark, the breeder asked: "How could you account for the fact of the being quiet because she holds her head down."

Frank was ready for the question and cracked: "You pay for the more and she'll hold her head up."

At this point Frank's records show that he sells his own head high. He has managed to have his horse breeding venture pay off. More important, those of the standpoint of his ambition, he is coming strong and may develop "a really great horse."

K. C. Fairlyland
Adds Two Rides
For May 5 Bow

KANSAS CITY, Mo.—The
1956 edition of Fairlyland Park
will be a renovated version of the
1955 resort which achieved a second season, manager Harold Donson announced. The park's gates swing open May 5 for a series of pre-season events. The park's regular season will begin on May 30. The resort has two new rides. A Little Bike Ride has been added to kidland and the other addition is a Micro Margot Ride, small rug-sized ride designed to appeal to both children and adults.

Painting and redecorating have given the park a new look. Scores of rides and fun houses have been completely reconditioned and overhauled. Picnic facilities have been expanded. A new schedule of events for the "summer months" have been prepared. The park is all covered pavilions as well as streets and tables for smaller groups.

Ocean View
Set Acts, Pyro

NORFOLK, Va.—Fine acts and forms of entertainment have been planned this year at Ocean View Amusement Park, Norfolk, Va., Albert Miller, manager, announced.

Free acts will be used starting with the first week of June and a new band, the "Sandie Girls," will provide entertainment while the kiddie rides will be given.

Business thus far has been good considering the variations in the weather. Miller said that the park has been scheduled for a major outdoor form, the "Ocean View Hurricane," is to be added to the Scooter.

Neighborhood Features

WHERE TO SEE A TWISTER

Greenwich Avenue, N. Y.

EGYPTIAN BEACH BISH

Sagamore Beach, N. Y.

CENTRAL PARK RIDE

Central Park, N. Y.

PAGEANT OF THE AMERICANS

National Amusement Co., Columbus, O.

CHRISTMAS LIGHTS

Coupland Park, Middleburg, Va.

LADY REVOLUTION...URN

Wildwood Park, N. J.

SANDY'S OWN GIRL

Audubon Park, N. J.

STOMP IT OUT

American Oil Co., Bridgeport, Conn.

MAY YOU BE HAPPY EVER AFTER

Paul Buchman, Hartford, Conn.

LADY LIGHTNING

Allan Herschell Co.

104 Oliver St., New Haven, Conn.

GIVE TO D A MON RUNYON CANCER FUND
ARENAS & AUDITORIUMS

City Planning New Building Examines Per-Seat Cost

By TOM PARKINSON

FOR estimating costs of its proposed civic auditorium, the auditiorium committee at Indianapolis made a study of the cost-per-seat for buildings at other cities. Their report shows prices ranging from $11 per seat at Lexington to $1,000 per seat at Cleveland. For the period before 1950, the median cost was something more than $500 per seat in cities of 100,000 or more.

More recent construction, however, costs more. The new building under way at Dallas will cost $400 per seat, and the recently completed structure at Charlotte, N. C., was $500. For a better standard, the Indianapolis report said, a rough guide of thumb might put the present cost at $900 per seat. That will make its proposed building cost between $7,230,000 and $9,250,000.

MEANWHILE, IN LUBBOCK, Tex., the new Auditorium-Coliseum is opening. Before full figures are in, tentative totals show that the construction cost $9,15 per square foot from a $2,33,000. The figure includes some street work to be done by city crews and other outside work which will be paid for by the adjacent college.

The Lubbock breakdown shows $3,419,925 for general construction, $233,000 for heating and air-conditioning, $138,000 for seating, and $57,865 for stage and movie equipment. The auditorium section costs 3,000, while the Coliseum includes 7,500 permanent seats and area space for portable seating as well. A $78,000 fee risk was eliminated from the plans.

WHILE PLANNING and construction of new auditoriums and arenas continues throughout the country at a rapid rate, the buildings under way now have been reported slow down because of difficulty in obtaining structural steel.

Among those where this bottleneck has been reported in past months are buildings at Albuquerque, N. M., and Calgary and Edmonton, Alta.

**Alaska Building Directories**

CRIMSHAW, At chk. — Fire of unknown origin destroyed the newly built $50,000 arena here. It was insured for $35,000. Crimshaw is 38 miles northwest of Edmonton.

PHOENIX COLISEUM NAMES AD AGENCY

PHOENIX, Ariz.—The Phoenix Coliseum, scheduled to be opened in July, has named Charles H. Garland & Associates to handle its publicity and advertising activity. All types of events, including sporting attractions, musicals, conventions and special events are being booked for the building, which will have a capacity of 9,000 for boxing and wrestling matches.

**BCE FULLERS RUNS 3 PER CENT AHEAD**

MILWAUKEE — P. K. Von Egge, executive of the Shakespeare and Johnson's "Ice Follies" reported that season business is 3 per cent ahead of last year at this time. Show broke house records for fees at Cleveland, Boston and Montreal. Von Egge said that the Thursday night (10) opener here pulled 6,000, which is under what last year at the Transit style, which has crippled the Beer City, was said to be the case.

Seaside Runs

5 New Units

SEASIDE HEIGHTS, N. J.—The Casino and pool room opened for the season last weekend under Venice Amusement Company ownership, with five new imported rides in operation. They are the Junior Hot Rod, Arms Alman, Glo- tus Flinger, Scooter, and Kamouraska. The Casino, with the additions, now has 23 of the major and kiddie size. Space for the new units was completed last fall with a 100-foot addition to the amusement and fishing pier.

Lederer Sets Talent Tour

NEW YORK — Hans Lederer, whose new talent service, leaves on an extended business trip Thursday. He will meet with head office executives in London and from there go to France, Switzerland, Italy, Germany, Holland, Spain, Portugal and Scandinavia. The trip will encompass theatres, hotels and vaudeville houses.

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- Adjustable coffee strength control

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Precise either hot fresh coffee or hot water for tea, hot chocolate, soups, etc.

500A E-Z WAY COFFEEMAKER

No need of the supervision. Can be massively filled for use anywhere.

STEELE PRODUCTS CO.

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COTTON CANDY - SNO KONES - POPCORN

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when answering ads . . .

Say You Saw It in The Billboard
Hamids Buy Miami Highway Animal Show

NEW YORK — A Miami-area attraction, Tropical Panorama, has been added to the amusement-recreation holdings of the George A. Hamid family.

 Acquisition of the Biscayne Bivens Everglades property fills an aim of several years standing to create or buy a combination tourist attraction and park for the Hamid organization of Florida. A step in this direction was made about a year ago when live acres were purchased in Fort Lauderdale. Plans for the development of this property into a permanent attraction, however, were deferred until the purchase of Tropical Panorama was completed.

The project was set up and will be operated under the direction of George A. Hamid Jr. On-going projects are now being made by Hamid and other New York publicists, for the purpose of promoting the project nationally. Bill Morgan, former manager of the Warner Theater, Atlantic City, will be Director of the Contingent, George Poteau, Steel Pier, will assist him.

3600 Enterprise

Located between Gullstream Park Turtle Bowl and the Statler Hotel on the Grand National Course, the compound is reported to have cost $300,000.

Circus Routes

Start to 2180 Patterson St., Cincinnati 22, 0.


Ride Operators Parn—Showmen Concessionaires

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD. CHICAGO, ILLINOIS

WANT

Add Two Vogue Knit Cakes with any order of $5.00 or more. Add Four Vogue Knit Cakes with any order of $10.00 or more.

NEIL SCHAFNER
Wanted, Iowa

Send for Vogue Knit Pattern Booklet.

Show Tents Central Canvas Company

114-518 EAST 10th St. Kansas City 6, Missouri

Phone: Marquette 3028

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ANDRican—Charles E., 41, veteran concessionaire, residence 2130 S. LaSalle, Chicago, died in the City Hospital of a kidney ailment. Deceased had worked with Wallace Bros., Roxy and Sunset shows. Survived by his widow, Margaret A.; son, Peter; his parents; seven brothers and sisters. Burial was at Maple Hill Cemetery, Hibbing, Minn.

BLAKE—Clark, 44, plant superintendent for the Chicago Show Printing Company, Chicago, died in an airplane crash near Valparaiso, Ind., April 23. His wife, Josephine, 40, a passenger in the plane, and pilot, Robert E. Keyes, also of Chicago, also died. Mr. Blake was a World War II Navy veteran. Blake had purchased the plane last year. The couple leaves two children, Jacqueline, 15, and Ronnie, 8.

CHRITENSON—Edward, 81, editor and publisher of The Continental (O.) News-Review and Continental Show Print Company, Chicago, died Friday after a brief illness. He had been active in the show business for many years and had recently sold his show paper, recently in a Fort Wayne, Ind., deal. His Continental Show Print Company had been active here for many years. One of Mr. Christenson's most active periods was a member of the Miami Showmen's Association, the Ohio Newsprint Exchange, the Continental Lodge, F. A. M., and Divine Emblem Lodge, B.E.O. Elks and the Eagles.

FAULKNER—Walt, 37, a Missouri native, was killed in a race derby April 23 of injuries sustained in the time trials of a stock car race. He was a competitor at many fair tours throughout the country as well as in the Indianapolis 500-mile. He was married and the father of two children.

HOWARD—Don B., 42, former box office looter with the Buffalo Bill Wild West Show, recently in Denver, until his retirement in 1935 he operated the ranch near Denver. Survived by his widow and a son, Rodney.

KRENCHNER—Edward, 41, Swedish high diver known professionally as Eddie Peto (on radio) and Edward Krenchner (on that name), April 20 from a skull fracture resulting when he hit the rim of the metal tank into which he had dived. The 240-pounder was a direct wire to Ammer near Copenhagen.

SAVILLA—Frank, 68, manager of the Sollera Troupe of acrobats with Circus Bros., Montclair New Jersey, and John Robinson circus, April 20 in Farmington, Mont. His real name was Schwalberg. A brother, Henry, operated a school of acrobats in St. Louis, Sa- villa was a veteran of World War I. He was buried in the Calvary Cemetery, Farmington.

SPEED—Harold D., 50, former widow concessionaire on various Michigan shows and county fairs, April 18 in Mount Clemens, Mich., was a member of the Michigan Showmen's Association. He was survived by his widow and three sons, Ray, Robert and George. Burial was at the Mount Clemens Cemetery.

In Fond Memory

J. L. (J) (Joe) FRANK
PEE WEE KING

COMING EVENTS

ALABAMA


CALIFORNIA


COLORADO


CONNECTICUT

Bridgeport—Bridgton Festival, June 30.

ILLINOIS


INDIANA


KANSAS


LOUISIANA


MASSACHUSETTS


MINNESOTA


MONTANA


NEBRASKA


NEW MEXICO


NEW YORK


OHIO

Cleveland—Circus, June 30. Cleveland—102nd Agricultural Fair, July 3-6. Cleveland—102nd Agricultural Fair, July 7-10.

Oklahoma City Expo

Cristiani Wins Despite Cold

BOWLING GREEN, Ky.—Cold weather was dogging Cristiani Bros. and their show at Bowling Green, but despite this fact the show was playing to good houses in some spots. Middletown, Ohio (24) was strong but near-freezing temperatures held down the crowd to a quarter house. Hopkinsville, Ky., played the premier of the tour (26) and played with the afternoon crowd fair and a good business sitting on show. Lebanon, Tenn., played Monday (26) had two quiet houses with color brighter given as the deterring factor.

Jack Sweetman writes that he is planning to have a large and a small show in Akron and at the Shamokin-Mayflower with Mr. and Mrs. R. R. Brown, Henry Kyes and Mr. and Mrs. Charlie Wilkodon. Sweetman also visited Milw. winter quarters at Jefferson, O., and caught the Police Show Opens Strong in St. Louis

ST. LOUIS—The annual St. Louis Police Circus opened its 10-day strong with a usual strong lineup of acts and its big advance sale of tickets. The show, again this year, is being held in the Arena.


Bartender includes three Orientalation acts, Chui and Semy, Young China and Young Brothers and Sisters. Others on the program are Sirena, high act; Ditson, ventriloquio; Art and Mary Henry, Peris Sims and Frank and Shelly. High-wire performers are Elly Ardley, Miss Patricia, Perea and John and the Joseph J. O'Neil band manned by Marty Gould.

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Detroit Drive-In Op
Maps Fun Center Plans

DETROIT — Plans for a new amusement center that will in turn take on amusement park status have been announced by Charles Schaefer, owner of the Wayne Drive-In Theater near suburban Wayne.

The location, a 60-acre plot, about 30 miles east of downtown Detroit, is approximately 30 miles from the Willow Run Drive-In Theater will be augmented by a Round through the entire layout will be smaller than existing area parks, Schaefer said.

White City's Games to Be Run by Wish

WORCESTER, Mass.—Midway games at White City Amusement Park will be operated this year by Lon Wish, former season manager who also runs his own park,饼干 Las Vegas and Virginia Beach.

Wish will operate 11 games, among them nine midways, a roller coaster, a race, milk, balls, 11, under 30, balloon dart games, pinball games, Coke ring, break-the-records, hoop, and tie-the-bottle. Each pinball game is an unusual pattern this season under ownership of Lon. The new major Coaster, blown down while he was on the road, can be worked on again until midseason, it is understood, when construction will resume as it can open in 1957. A steamheater is being fitted at the中途for free sets and name attractions who now perish in the park's main section. The midway is now open and has been under Wish ownership. At White City, a large new store is being built for the count store business in Cleveland. Another brother, George Wish, is operation manager at Balboa Island, Calif.; a son, Donald, runs games and See-Beel at Summit Beach Park, Akron, O., and Louis Wish's youngest brother, Jack, runs games and See-Beel at Purp Springs, Cleveland.

LeSourdville Lake Expand, Midway Area, Adds Turnpike

MIDDLETOWN, O.—LeSourdville Lake opened for its first weekend last Saturday (28) with the expanded midway and its new Turnpike ride nearing completion.

The larger fun zone is the result of filling in a large section of the lake, which has been extended to make it suitable for the park. The expansion was made to provide the installation of a Tall Whirl, Don Dazzle, park manager explained. The additional area will also make extended park facilities and its new Turnpike ride nearing completion.

The Turnpike is currently being constructed at the south end of the area and will include a miniature highway of hills, groves, overpasses, underpasses, and curves. The route will wind through the pine arc and be bordered by the pineapple area and cement curbing and blacktop paving is being used on a low road, road. The total of 23 cars will be operated by the manager's office. The attractions which set a record last year, was scheduled to open Starlight Carousel for the season. The manager's office, operated by Bud Cook, and his aggregation will be open for business daily at 11 a.m. Other carloads tentatively scheduled are those hauled by Tony Dutoh and Stan Kendo, Dazzle said.

ED CARROLL
Park Program of Community Relations Is an Inside Job

BY EDWARD J. CARROLL
Owner-Manager, Riverside Park, Agawam, Mass.

ONE thing that will not work in an amusement park is a broadside ownership. The park will be part and parcel of the community in other ways than location, too. It seems to think themselves aloof from their communities, when by becoming a part of their communities, they can also contribute to the being looked on as an asset to their town or State. Park executives and other key personnel should live in the community and belong to it, if they should be active in civic clubs, church and union matters. More than just being active, people should realize that the interests of these groups are the same as the park.

This type of policy pays off in many ways. The men, for instance, to get to know the localities' problems and perhaps can contribute some 

RIVERSIDE HAS PUBLIC ACCEPTANCE because it has been treated as more than a piece of real estate with the sole intent of making money. The management, in keeping with the idea of it as a park, to the point of it as a community, has put out all the facts at all times for such things as celebrations, hospital services, safety in the park, and the like. This type of approach has resulted in return services and so on.

AT EVERY OPPORTUNITY the idea is driven home that our neighbors' relaxation spot is Riverside. We combine our theory that park personnel should be locally active, with the forward program of promotions, advertising and publicity.

A. When the park was in his mind, is convinced he has built the identity of his enterprise then he can let his key men remain as part of the community and can take part of the community. Riverside—usually, Florida—has a couple of months. But not until then.

FLOODED PA. KID ZOO SET TO RESUME PACE

PHILADELPHIA—A winter of rebuilding after last year's disastrous floods finds Story Book Zoo ready for operation again. Some 39 animals and enclosures were lost to the elements when the Delaware River overflowed in Bucks County.

Owner Bernard Bertolot has 50 acres to work with, a kiddieland, and a trailer village. Business started 13 years ago as a house trailer sales lot, fronting 975 feet on Route 1, with 350 trailer spaces. On the New Jersey side, he set up the trailer village, and the zoo followed as an effort to provide for the amusement for tenants.

A home for the down-and-out domesticated animals is offered, plus lamas, a leopard, squirrel, beaver, and other animals. Numerous picnic tables and playgrounds were acquired from defunct Woodside Park.

Bertolot charges a 50-cent gate for adults, 25 cents for kids. Rides, priced at 10 cents and separate from the zoo, is a pony cart, the boat ride, dry boat ride, Roto- sitter and a hand-cranked merry-go-round, both of which, in normal times, were visited by 1,500 persons a day, 1,500 persons a day, which is expected.

Night of Destruction

Bertolot was left in the dark and the flood, which claimed many lives in the surrounding region,下半年 of a night of confusion and destruction. Rides were closed the night of Nov. 13. Other tents tentatively scheduled are those hauled by Tony Dutoh and Stan Kendo, Dazzle said.

Blessing of Fleet Will Off Coney

Traditional Fete To Draw 300 Craft

And Large Crowds

Nicholita, Aug. 13.—A religious effort is expected to attract vast crowds to Coney Island Sunday, June 24, when the New York Yacht Club revived the ancient ceremony of the Blessing of the Fleet ceremonies off the Coney coast.

Announcement by George B. Perry, president of the club, that the ceremonies are expected to be held annually at the location. With Stepheches Pies as the point of review and some 20 yacht clubs taking part, there will be more than 300 sailing vessels gathered in the fleet,

Chaplains of all major faiths will circulate around in the yacht Lady, the oldest yacht in the fleet. The craft will be skipped by Joseph J. Wood of the best boat, the fleet captained.

Boat Season Opens

Blessing of the Fleet, an old tradition deriving from the practices of blessing fleets before embarking on this year's season, is expected to have its observance coincides with the opening. It is a tradition that it will be the largest gathering of sailing craft ever seen in local waters and it is expected to pull large attendance and it is expected to pull large attendance.

Plans are to incorporate the event into the schedule of the dating of the Four Chaplains, who were down in the Winter, when the Sun and the Fleet Ltd. shored up the ship captain. The number of planes will pass over and down the fleet.

The event was brigaded by the United States Navy and public relations office, headed by Vice-Admiral O'Mara who has announced the affair within the framework of his concept of Coney's revitalization to the world's biggest staging.

New Whip for Rolling Green

NEW YORK—A new whip is set for delivery by the Mangini plant, to miniature carriages, the new whip, and of which is expected to be of use by new tenants.

Celeron Park Open as Illions Removes Rides

NEW YORK—Harry Illions has moved his ride equipment out of Maunder's West, Buffalo, and from his Celeron Park, Jamenston, N. Y., preparation to be moved to the West Coast. Buildings and extensive power facilities, installed and owned by Illions, are available for use by new tenants.

Celeron to Continue

Illions will continue his operation of Celeron. An excellent season is forecast for that spot which has 22 major and 15 kiddie rides. Illions and Chester King, the new operator, are already construc for the Merry-Go-Round, which is expected to be in 

A hellicopter capable of setting up 3,120 people and a skating rink that can accommodate 1,100 people is under construction for action at Celeron. Wires are being run and the new complex provide for action at Celeron.

Illions planned to spend only a few days in New York and a short time at Celeron before returning to the West Coast.
WANTED
PORTABLE ROLLER RINK
State price, condition, location and telephone number
In first letter. All replies to
P. O. BOX 6467
LAWRENCE, 11D.
NIGHT TURNOUTS BIG
FOR KELLY-MILLER

Henry Cooper, owner-manager, of the Bishop's Big 5, announced that
he will open his circus next night at 8:00 o'clock. The circus is
scheduled to play here for three days, and will then move on to
Greenville, S.C., and then to Morgantown, W. Va., where it will
play for three days.

The circus will be under the direction of Alphonse
Miller, who has been with the circus for many years.

King Reports
Tide Turned

BECKLEY, W. Va. — The Eastern
unit of King Circus is now a
success in the area, according to
King owner-manager, reported here Fri-
day (17).

King reported that there were
more people in attendance at the
three performances held over the last
week at the stadium. The crowd was
large and enthusiastic throughout the
entire week.

According to King, the tide
turned at Stadium, Va., Monday
(15), when the circus performed to a
large and enthusiastic crowd.

King also reported that
the circus will continue its
engagement in the area for the
next few days.

R-B Turnouts Off;
Fredonias Pull Out

NEW YORK — Off at a
delayed schedule due to poor
weather, the R-B Turnouts
are now scheduled to
perform at 8:00 o'clock.

The circus will be under the
direction of Alphonse
Miller, who has been with the
circus for many years.

Leonard Opener Draws
Well Despite Weather

LONDON, O. — Leonard
Bennet, owner of the Leonard
Circus, opened here Saturday (21)
with a good business despite low
temperatures and high winds.

Afternoon performance saw the
tickets almost sold out, with a
good attendance for the matinee.

Also a replay was not
possible due to persistent rains
to prevent a full house. The
attendance for the Arthur (Hard Times)
acts was good, and the
entertainment was
satisfactory.

Program included the grand
event followed by clowns trips
with the big bears and
tigers.

Rink Wright
Hits New High
At Omaha Date

OMAHA — In addition to
its day of good business,
the Rink Wright Circus
closed its seventh and final
day of its engagement in
Oklahoma City.

The circus performed
throughout the week to a
good attendance, with
ticket sales averaging
$40,000 per day.

Program included the
grand event followed by
clowns trips with the
big bears and tigers.

Malley Unit Tabs
Good Crows in Cold

NEW ALBANY, Ind. — The
Alphonse Malley Unit
completed its fifth week
of its engagement in
New Albany, Ind.

The circus performed
throughout the week to a
good attendance, with
ticket sales averaging
$40,000 per day.

Program included the
grand event followed by
clowns trips with the
big bears and tigers.
UNDER THE MARQUEE

Slate Beeson has the concessions with Leonard Bros. Don Roy and Jimmie Dawson are the mainstay of the act. Heartwarming tunes from Tom Packs Western and Bud Fraleigh, whose shows with Bevagil last week, goes with Clyde Bevan again.

Tommy Sales, acrobatic clown, recently completed a protracted engagement at Papa Canestrillo's Circus in New York. Bud and Dorothy are also there, who had been in California for some time. Their big show features a lighted Jacko Act and a Dyno Diver and are currently at Diners and then to Beekley Lake, (O.) Park for May 27-22. The Dennis are doing a new big top.

Leonard Opener * Continued from page 69

new trucks and a light plant have been added to the new Mack equipment. The old Mack ticket wagon was taken off the line and the new semi-white ticket office wagon has been jacked up by Larry Edwards. A new 35 feet longed light plant was delivered here to quarters just before the opening. All trucks are painted yellow with blue and red lettering.

The sun comes on the midway in addition to his gird trunk. Slate Beeson, too, is seeing plenty of cars and in the Snow show, joined the concessions department and is operating the mid-way lunch stand. Alko the Slide show was not completely filled and the slide show as the ring is now under a 40, 60-foot top. Hugo Schmitz is operating an elephant ride on the midway.

Visitors for the opening included Jack Peck, who slays the opening whistle. "Mr. and Mrs. Bert Down, Mr. and Mrs. Fred Evening Jr., Mrs. and Mrs. Ruby Bay, Art Coressel, Jack Lamont, Harold Newton, Jack Sweetchuck, Larry and Jerry Osten, Harold Vining, Ross Engle, Harry Truitt. Sherry Good, W. G. Colten, Bud Harmon, O. G. Heatter, Paul Flomate, Harold Hanger, Dudley Bedford, Ed Jones, W. I. Goulter, Harry Hegg, Mrs. Wrong, Mr. Smith, Mrs. Smith, Mrs. Fullil and Mrs. A. Figurski.

Contraband George Cole and Raymond Duke were back for the opening.

R-B Biz Off * Continued from page 69

the outlook in these pages favorably.

Billing starts Monday (30), with some 100 boards of 24x4 size contracted for, Eagles said. Board cards have been set, also.

Ringling's routing plans are still unknown, although the Eastern seaboard dates are standardized. At this time no material has been submitted, but it is understood there will be no approval of any plans for the season, for the balance between Philadelphia and Chicago. Long Island remains a favorite date for this year under the American Legion auspices. A couple of late are in the game for a week or a date on the Island.

2 PHONEMEN

For Police Department Program. Ticket, Pay cash. Others by follow. No collect. 

ED HAVERSTICK

CIRCUSIANA PHOTOS

P. E. S. V. C. 475 E. 5th St. Richmond, Va.

CIRCUSIANA PHOTOS

2 PHONEMEN—2

TUCSON, ARIZ., SHRINE CIRCUS

Office new name, Other Shrine dates to follow. Writer

WALTER STEBBINS POLITICAL CIRCUS Tucson Shrine Club Tucson 3000 E. Broadway Tucson, Ariz.

WANTED

PROMOTIONAL DIRECTORS. BOB CAYKHAM. ALSO WORKING HER BENSON BROS. CIRCUS.

CIRCUS ACTS WANTED

Acts of all kinds to open middle of May in South America. Answer

JEROME O. WILSON

163 East Oakland Park New Orleans 20, La.

WANTED

PHONES

For Raleigh, Durham, High Point, Sun-Drug, Mocksville, Garner, Celina, NC. To open May 15.

JERRY JOHN TRAVEL

For Raleigh, Durham, High Point. Send, return post card. The RED RENDEZVOUS Phone Durham, N. C., 28253

PHONES

For Raleigh, Durham, High Point, Sun-Drug, Mocksville, Garner, Celina, NC. To open May 15.

WANTED

EXPERIENCED DRUMMER

LOUIS STEIN, POLACK BROS.

W double bass, cornet, and harmonica, age 17, 18. Contact: 2111 Main Street, Raleigh, N. C. or 2111 Main Street, South Carolina.

2 PHONE MEN

For Police Department Program, Ticket, Pay cash. Others by follow. No collect.

ED HAVERSTICK

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ED HAVERSTICK

ED JACOBSON

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P. E. S. V. C. 475 E. 5th St. Richmond, Va.
N. Y. Fairs Study Possible Mergers

Syracuse Confab Prompted by Aggie Dept. Aims at Creating Regional Events

SYRACUSE, N. Y.—Representatives of the State's 40 county and town fairs met here Friday and Saturday (27-28) to study the feasibility of merging some of their events into regional fairs. The meeting resulted from Commissioners of Agriculture Daniel J. Carey's offer to assist any of the county fairs desiring to merge into regional fairs. The meeting was called by Daniel C. Frederick, Sche- nepstein, director of the Albany-Schenectady-Greene County Fair. At the meeting, a committee representing the New York State Association of Agricultural and Fair Fairs. The meeting was held at the Onondaga Hotel.

The committee, the Department of Agriculture and Markets and other concerned officials, indicated areas to be covered by the fair society. The questions studied included information on which fairs are doing well and thinking of combining, where the combination could be made, and fair men's observations on such combinations. The committee members were then made known to the general meeting.

Committee Members

Serving with Frederick on the committee are Robert S. Turner, Morgan County Fair; Frederick G. Sippell, Erie County Fair; J. Rob- bert Lewis, Lewis County Fair, and John D. Diller, Wyoming County Fair.

Agreement of the committee by Edward L. Hardeman, association president, resulted from the recommendation of Commissioner Carey and his assistant, Paul Smith. Carey told the fair men at their winter meeting that the department had received inquiries relative to the combining of some smaller fairs to form larger fairs serving wider areas. He said that initiating action should come from the fair themselves and that his department would help in any way that it could. Carey and Smith left no doubt that the department would favor such mergers.

Approved funds receive a maximum of $10,000 annually in State Fair aid. Ernie Ford, in his presentation at the winter meeting indicated that merging fair societies would be able to receive the same amount of funds received from the State, thus doubling, or tripling as the case may be, the amount of State funds a single event would have available for the payment of premiums.

Thermal Pacts

WON BY HAMID

NEW YORK — Three circuses and a theatrical agency bid for the 1957-58 season events, was decided here recently where a Cal- ifornia firm was awarded a $315,000 expansion program to the Fair Exhibition and Stampede, Ltd., was announced by the exhibitors. The new addition is expected to be ready for action by the administration and building and the existing of the building and two new fairs, which are being held at the New York Coliseum.

The additional money will be used for a new facilities for livestock attendants and time and space for meetings of the exhibitors and livestock organizations.

Of the $800,000 being expended by the exhibition board on livestock and dairy show office expansion, $300,000 will be spent over the past two years by the New York State Fair. The new facilities will include a barn, a livestock exhibit area, and a livestock show office.

Other Additions Planned

Other work on the original $250,000 contract is going ahead. This includes a large addition to the administration building and the expansion of the building to allow for the construction of two new fairs, which are being held at the New York Coliseum.

Made at the second major step in the $800,000 expansion program of the Florida Coliseum, the new fairs, which are being held at the New York Coliseum, will be ready for action by the administration and building and the existing of the building and two new fairs, which are being held at the New York Coliseum.

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CARNIVALS

MAY 5, 1956

COMMUNICATIONS TO 188 W. RANDOLPH ST., CHICAGO 1, III.

THE BILLBOARD 63

Strates’ Bow Okay
Despite D. C. Cold

Show Sports 2 Major Merry-Go-Rounds,
5 Ferris Wheels, 8 45-Foot Light Towers

WASHINGTON — A weekend of weather
routinely the James E. Strates Shows’ engagements far
South of Washington is all that is needed to build a highly successful
preparation for the sale of tickets and advertising,
according to Owner Strates.

Unseasonable cold weather, with
plenty of moisture mixed in, has
down the expected activity on the Bethesda Joy and Oklahoma Avenue show
grounds. But each day’s activity has built
encouragement for the personnel. Interest
has been brisk and spending especially good, even for this
city service town.

The show, which has several weeks of operation in Florida
including the winter, looked atopic and
open and maneuver here despite
the absence of practically all conventions.
A novel innovation, which will
be a two major Merry-Go-Rounds, one
in the front end and the other in
the back. Additionally, the show sported five Ferris Wheels. These,
having six lifts and eight towers, is the process of building up thru the
last season but now completed, according to Fred.

A great flexibility

The second Merry-Go-Round, a completely rebuilt and refurbished unit, is the fulfillment of a plan
Strates has had for several years.

The light towers attracted considerable attention. Six of the
lights are built on wagons. The other two, added later, rise
from eight-foot bases on the ground.
These lend itself to a variety
of shows. Their potential makes it possible to extend the midway
at a fair or to light parking
pandles, a move that would
attract these wagons from their
previously assigned tasks.

Major units included a Twister, Double Wing, and a
Strata-Tic. Strates said the show and ride units would
probably make up at least half of the money thru the absence
of conventions. He said this proportion
that is spent on the front
end would probably show on the back end, mostly since rides are
popular here.

The show will operate thru Sun-
next week (29) for its second full
week-end. Fair weather prevailed
throughout the week. Strates felt
business was good. The weather
was fair on Friday (27) and the
final weekend figured to be
good.

The show has an excellent start
on its calendar year. Its dates
during the show played a huge
operative since the show played its
first week-end last week.

The show will tear down here
Monday and open in Wilmington,
Del., for two weeks on Tuesday (11)
and then will head east.

Carnivals

GIVEAWAY HYPES
Moser Kick-Off
At Great Bend

GREAT BEND, Kan.—Despite
colder weather, sizable crowds
hed by a bicycle giveaway, turned
crowds to the Great Bend
Moser’s Central State Show here last week. Stakes from the gate
and ride tickets were used in
giving away the prize.

Mike Miller, a new front on
hills in the central Missouri
strong business on opening night.

New concessions now this sea-
dish, nine cents, in.

dier, C. J. James, touring, and
s. Moser, 6, 22, Genessee Ave.
the cafeteria.

Boats will little changed from
fate with the same fate
loaded for 1956, Moser reported.

Weather Cloggers Vivoonas’
Open on; Second Week Better

LEIPERVILLE, Pa.—Turnouts at this date have been better than usual for the appearance of rain
providing a welcome change after the Little League championship game in
Park, Md. Latter date was hot
by rainfall and cold, weather, it
reported, will be better in present
Pa., from here.

Atendance at Leieville
planned as a two-week try, it up
an estimated 20 per cent
ups to the general favor.
New Stars of Tomorrow
front built by Don Conwa and John
Dempsy, is providing popular
Opening in Maryland on Satur-
day (14) was in rain and cold
which set in after the sunshine
to pull the night business. Sunday
thermometer had also been chilled
night ” in about half an hour.

Weather

Coleman Opened Okay,
Spending Increase Seen

MIDDLETOWN, Conn.—The
Coleman Bros. Show, off to its
excellent season’s start on its own
here Thursday (29) despite
dayer, Owner Dick Coleman said that
some 1,000 persons paid their
way thru the gate even the cancellation
of some advertising with pa-
rances tumbled after sundown. Per capita spending was reported
splendid and above that of last year.

Also the sampling period
was fair this season as many
visited with any degree of confidence.
Coleman said he was sub-
estent to strengthen his pre-opening
branch that the risk would be a
Big one and at least as good as last
year, if not better. Last year, he
said, was a good year for his organization.

The show was reported
hungry to get out and Coleman said.
All units in the front and back end got a
jump on the advertising of the
crowd,

The show includes two full
weekends and Coleman said that
good weather over the week
would improve the show an excellent start.

The equipment reflected the considerable work that had been
adapted in the packed track

RIDE INSPECTION
ADDED TO CONN. RULES

MIDDLETOWN, Conn.—A new State
law, the inspection
mechanical riding de-
vice by a qualified city engi-
neer, has been added to the
Connecticut Amusement Business. Shows prior to its open-
ing here Thursday (29).
The inspection must take place in
each new town played. Curi-
ous showmen must also secure permits from the
State Fire Marshall, the Police
Department, and the State Police, and past inspections by State and local
fire marshals.

Lagarasse Adds
Fourth Unit

HAVENHILL, Mass.—Lagarasse
Amusement Company this season opened its fourth unit of
32 rides and con-
verted its third unit to
a large Twister, general manager, announced. All four shows will be
on the road by late next month.

Wesley reported the added unit
alone will give the company an
number of bookings completed this
winter. The No. 3 unit, which
operates in Western Massachusetts,
will be managed by Norman Lapie.
A small trailer and a new sound
truck were recently purchased.

Potent Ride Line-Up
Builds Strong Goss At Okla. City Expo

100G Gross Eyed for Full Eight Days;
Hit 30G Take on Whopping Kids’ Day

SAINT LOUIS, Mo.—The
Southeastern Amusement Exposition, a new event, which opened Saturday
(23) for a eight-day run at the
Oklahoma State Fairgrounds here, provided strong patronage for rides.

Thus, Thursday (27), sixth of the
expo, the combined ride and show gross was $9,700, and indications
were that even with some bad
weather the final two days that the show would top the $10,000
mark.

The rides excited the lion share
of the business. The rides were sup-
ported by a fine showing of the
dow Sky Wheel, A. G. Os-
borne, his boy-brother-in-law, who is
the manager, reported. Most of the
rides. The combination supplied
some of these, others others having been in it by the expo manage-
ment.

The rides operation was
potent. No fewer than 15 major
and 16 sound rides were in operation.

RAS to Hit Rail
May for Opening

Tampa—The Royal American
Shows will hit the rails Monday,
May 7, arrive in Memphis two days later and open on the city streets
for the Memphis Cotton Carnival Show on May 9. Carl Lyon,
Sedlinsky announced at winter quarter’s meeting last week.

The train will move on all-steel
wheels, all of the old cast iron
wheels having been replaced while
the show was in quarters. Change to steel wheels will add to the speed
and efficiency of the train, Sedlinsky said.

Included in the train will be two
air-conditioned sleeping cars and
a control car.

The show will


14-Inch Rain
Floods Empire
At Taft, Tex.

TAFT, Tex.—Jack A. Roman’s
Empire Shows, which were
inundated with a 14-inch rainfall here Sunday night (62) that left close
quarters, also were hit by flood waters from many of the house trailers of

There were two feet of water
in the sites with at least two feet
of the rest of the stand—originally
canceled. The stand was also
reopened, and 400 people were
in the stands.

The deluge, which almost
completely flooded the stands,
was washed out on the west.
side, and many of the house
structures were found as far away as three blocks
from the lot.

The rides and equipment were
brought down at midweek and prep-
ations were made for their
over the weekend to Seguin, Tex.,
to play the Chico De Mayo celebra-
tion for seven days.

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LAS VEGAS, NEVADA
ELKS’ HELDORADO AND RODEO
MAY 16TH TO 20TH INCLUSIVE
5—BIG DAYS AND NIGHTS—5
NEW LOCATION—ELKS’ RODEO GROUNDS. LARGE LOT AND FREE PARKING.
NOW BOOKING SHOWS & CONCESSIONS—$75.00 PER FOOT
Wire—Write
CRAFTS 20 BIG SHOWS
7283 Bellaire Ave., No. Hollywood, Calif. or Phone POpular 5-5099

W. R. GEREN PRESENTS

MIGHTY HOOISER STATE SHOWS

Want for Franklin, Ky., May 7-12; Lexington, Ky., May 14-23. ten days. colored lot, Newnan Pike then Lexington white lot; Southland Shopping Center on Southern U Ppa. May 24 to June 2. thousands of merchants’ tickets sold. You will get your spring bankroll here.

WANT Honky Punks in line, open midway. Custard, African Dip, Milk Bottles, Punks.

SHOWS—Good Jig Show would clean up here. All Shows open, Glass House, Motor Drome, Fun House.

Ride Men, Foremen and Second Men, must drive; only sober Help needed; salary top and sure.

All replies this way, wire Western Union.

BILL GEREN, Jefferesonville, Indiana

GEORGE W. NELSON SHOWS Present

The Strongest Route of Any Nine Ride Show In Midwest

Opening Decatur, Ill., Centralia, May 3-5, then first on every spot we play. So. Sioux City, Neb., City Parks; Varmilion, S. D., on streets; Rock Rapids, Ia., upstairs; Sioux City, la., downtown. These are followed by two and three spots per week. All Celebrations, FOURTY SIX in all. Closing Red Oak, Ia., State Fairman’s Convention, Sept. 17, 18, 19, on Main Street.

If you have Honky Pank Concession and can move it up and on time, the privilege is right and we won’t overload.

We move on location May 7. Openings for several Honky Punks, Clark Gems, Roman Targets, Swan Spindle, Novelists, Jumblers, High Stakes, String Quarters, Photos, Age & Sizes, Fish Pond, Basin Ball, Glass Pitch and others. 200's will back Rule-Whip only. For Sale—Nine Treasure, red, crab, ryan with bad, shapelytype chuck used, no cracks, 350.00. SHOWS will place any.

All replies GEORGE W. NELSON, Owner-Manager, per route

NORTHERN EXPOSITION SHOWS

NORTHWEST’S FINEST MIDWAY OPENING MAY 14TH
PLAYING SOUTH DAKOTA, NORTH DAKOTA, MONTANA AND WYOMING, INCLUDING:MANDAN, N.D. DAKOTA, FOURTH OF JULY, RODEO AND DIAMOND JUBILEE
WOLF POINT, MONTANA, WILD HORSE STANDPEN, AND ENTIRE MONTANA "E" CIRCUIT OF 10 FAIRS
WANT—Two good Side Shows with own equipment and transportation. No CarShows. Especially want Drama and Tent Shows. No Grind Shows accepted. Can use same or relate Honky Pank and Per centage Agents, and will always place competent Ride Help. Will book “Ex” on any good stock or Honky Pank Concession still open, No Nitt Camps.

WINTER QUARTERS NOW OPEN
MIKE SMITH, Owner-WORTHING, SOUTH DAKOTA

JIMMIE CHANOS SHOWS
OPEN MUNCIE, INDIANA, MAY 3 TO 12
WANT legitimate Concessions of all kinds. Photo, Ball Games of all kind, Long and Short Range Shooting Gallery, Pitchin’, Till-You-Win, Basketball or any other.
WANT SHOWS—with own outfit—committees money only. Minstrel Shows, String Band or any other.
WANT Foremen for Ferret Wheel, Flying Scooter; Man to take charge of Kiddie rides, Rollerphone, and Second Men on all rides—prefer those who drive semi. All replies to

JIMMIE CHANOS
Muncie, Indiana

MERYL’S MIDWAY SHOWS
ALVA MERYL
Oklahoma

FRANK J. POWERS
KANSAS CITY, KANS.

L. P. KAMP
Ames, Iowa

INDIANA POP CORN CO.
MUNCIE, IND. 25 years in business.

CARNIVAL WANTED
48 Days! 64 Concessions, 5 Day Shows. FREE CONCESSIONS. EASY TERMS. CARAVAN TRUCKS, TENTS, BARNES, SUPPLIES. STANDS FOR RIDES. Excellent Opportunity. Send complete details.

PAKKEETS GIVE-AWAY CAGES NOW AVAILABLE
BAMBOO...$4.80 per dozen
MIXED...$7.20 per dozen
Shipped P.O.S. Los Angeles. Cash or money order any time.

24-HOUR SERVICE
ELLIOTT 4941

WELLS BIRD FARM
2145 South Myrtle Avenue
Monterey, California

FOR SALE
Parker Valley, 100 acres, 60 adults, 60 children. Lonestar motor, 4 cyl., 20 ft. long, 6 ft. wide, 4 ft. high, good condition. Linda Lee, Soviet mule, 15 ft. 4 in. 1200.00, Alago, Columbia, 16.00. 100. Denver, 75.00. 25.00. Oakville, 10 ft. 6 in., 100.00. One man, No. 1, 250.00. One man, No. 2, 150.00.

C. H. TOTHILL
Est 18, Okeet, N. Y. Ph. Newfound 4947

ON THE WEST COAST CARNALS HAS FOR SALE
Old Wood, Eggs, Ducks, Eggs, Chickens, Ducks, Eggs, Chickens, Ducks, Eggs, Chickens.

CRAFTS 20 Big Shows
North Hollywood, Calif. Phone Pastor 5097 or Pastor 5026

WANTED
SINGLE MAN
Capable of operating Alligator Show to advantage. Must be experienced. Address E. L. SEARS, 221 E. Waverly, Los Angeles, Calif.

D. W. ROSELAND
510 San Juanita Ave., Sun Valley, Calif.

WANTED

STEPHEN CROCKETT
Sunland, California

JAMES CHAMBERS
9111 S. Normandie Ave., Los Angeles, Calif.

NEW ALUMINUM MILK BOTTLES

CARNIVAL WANTED
48 Days! 64 Concessions, 5 Day Shows. FREE CONCESSIONS. EASY TERMS. CARAVAN TRUCKS, TENTS, BARNES, SUPPLIES. STANDS FOR RIDES. Excellent Opportunity. Send complete details.

CONCESSIONS, CIRCUSES & CARNIVAL EQUIPMENT
High Quality, Best Service at Lowest Price.

W. B.cole & sons, inc.
1346 8th St., Long Beach, Calif.

ALABAMA TENT CORPORATION
Northfield, Ohio

REPLACEMENT TENTS
SUNNY & SHADE

2408 8th Ave., New York, N. Y.

MAIN OFFICE AND FACTORY
DOSBOL, H. J., 412, 40 S. La Salle St., Chicago, Ill.
CETLIN & WILSON SHOWS

Opening May 25th, Decoration Day Celebration AUSPICES AMERICAN LEGION PETERSBURG, Va. Can Place all legitimate Merchandise Concession Games. Opening for Photo Gallery and American Palmistry. CAN PLACE worthwhile Grind and Bally Shows. Glass House, Monkey Show and other good shows to join in open. Have a route of large State Fairs starting first of August and ending middle of November. CAN PLACE other Side Shows and Second Men for all rides, Can place Foremen for Roll-top and Covergirl. All Ride Men want B.A. Slowly, Ride Sept. CAN PLACE good Neon Man and Tower Man. LeRoy Hunter, answer. All Address Winter Quarters P. O. Box 787 Petersburg, Va.

GREAT WESTERN SHOWS

WANTED FOR MICHIGAN’S BIG THREE

NEW BOSTON ROTARY CLUB FOR-D-RAMA MAY 9-12 Sportsmen’s Park

TAYLOR TWP. LIONS CLUB FISH AND GAME CONCESSION MAY 15-20 PARDOE PARK

LIVonia LIONS CLUB MAY 23-JUNE 3 AIRPORT

Legitimate Concessions of all kinds. Will sell $2, on Novelties, Hair, Bees, Jewelry, Glass Pitch, Short Range, Funkeet Pitch. Shows—Five-In-One, Magneto, Glass House. Help—Till Foremen, Dipper Foremen, A.1. Men for King Dragoon; all must drive.

WADE GREATER ASSESS


PEPPERS ALL STATE SHOWS

Pawnee City, Mo., this week

Concession Ass’n, P. O. Box 33, Chico, Calif., for glass pitch, coke bottles, dancing, baby, age and thriller. Agents for glass pitch, face, glass, coke, and entertainment, will have to be on a Beach. Work all territory of previous shows. Start, 8th Class. Contact Peppers, Pawnee City, Mo.

12 RIDES FRAME’S GREATER SHOWS 5 SHOWS

WARREN, Pa., APRIL 30TH THRU MAY 5TH LACAKWANNA, N. Y., MAY 7TH THRU MAY 12TH Can place Candy House, Glass on Pitchers Pitch, Duck Pond, Purs, Pitch, Hi-Seller, Pretax Candy, Paint, and Face, Big Hootchy Buck, Pitch Till Win. Can place Coke and Thrillers. Have all equipment. Want Agents Skilled in handling Perry Amusements.

HARRY FRAME

This week, Warren, Pa.

FOR SALE—RIDIES AND SHOW EQUIPMENT

8 American Hot Rail Drive Yourself Cars, $150 each; 35x70 Portable Starter Building, $3,150; 10 Samco Concession buildings, $35 each; 50-200 Horse Drawn Car Rides, wholesale, $1,500; Boomerang Wheel, park ride trailer, big flash and capacity, cost $20 grand; 250 Seats Hot Rail, water wheel, with games, capacity, $1,200. Buy or take on consignment. For particulars, order; cost $10,000, sell $3,500; 15 EVA Westinghouse Light Pains, single plate, $1,500 each, in order, $3,000; 25 for single plate $125, on trade, $1,000. Sell or trade. FRED ALLEN 1400 BRENDA RD. Phone: 5-3000 SYRACUSE 11, N. Y.

SUNSET AMUSEMENT COMPANY

WANT ELECTRICIAN. ALSO HELP FOR TILLY, CATERPILLAR, OCTOPUS AND ROCK-OF-O-PLANE. ALL MUST BE ABLE TO DRIVE SHOWS.

CONCESSIONS: Want Photos, Age and Weight, Long Range, Costume open, also Hanky Pets. Want Ball Games, including Basket Ball, Coke Bottles, Milk and pitch Becks, Will place Six Cars and Broughts.

ADDRESS: Endicott Springs, N.Y., this week; Chicalla, Mo., next.

MIDWAY OF MIRTH SHOWS

Want for Central City, Ill., this week, and Vandalia, Ill., and celebrations, Concessions and Fairs for balance of season.

CONCESSIONS: Want Cotton Candy, Smart Range, Tromper, High Riders, Jungle Gym, and any other equipment you may have. Want Tanks Western for $300, must drive. Also Foremen. Want our shows, home, or road. Address: Central City, Ill., this week; Vandalia, Ill., next week.

T. J. TIDWELL SHOW

Wants for Sebeka and Leoni Cenfers (Showing Around Square) and balance of season—

Winter Shows of all kinds, Please write us with your App. Prices, etc. Will send Real Shows and shows at discount. What have you got! Men who can handle your设备, Price Right. Will give you a chance to show your equipment around the country.

ADDRESS: Central City, Ill., this week; Vandalia, Ill., next week.

HOWARD BROS.’ SHOWS

OPENING SOROR AND DORR ST., TOLEDO, OHIO, MAY 5

Wants Merry-Go-Round Foremen and Second Men for same, who drive. Ted Cola, can place your Core Gore and Glass. Will be on lot May 2.

CARROLL’S GREATER SHOWS

OPENING AT LAYTON VILLAGE, MILWAUKEE, MAY 31

PRICE HELD LOW—$1.50 FOR 100 RIDERS. Theer are no Rides that Cost 25¢. All Concession Masters. Double Concessions. Will place Boys for Concessions. Will sell Rides to Concession Masters. Ask for Mr. Carroll. 1974 Wisconsin Ave., Milwaukee, Wis.

WANTED: FREAKS

FOR PALACE OF WONDERS, COUNTY ISLAND, N. Y. Summer season 1956. Excellent conditions. Same spot all summer. Two stories for outstanding Attractions. WRITE, WIRE, PHONE.

DAVID RUBIN, 4610 Abbott Ave., Southbury, Conn. 19, N. Y. Epiphone 3-2112

PARAKEETS

BABIES—$1.10 ea. CARNIVAL BIRDS 85¢ ea.


This Is It! Big "SHAM BATTLE" MAY 17-20—BROWN COUNTY FAIR GROUNDS, GREEN BAY, WIS. PARADE—FIREWORKS—TAN RACES—RIDE DAY PROMOTION—STOCK CAR RACES, $2,000 to 11,000 people expected. Late of Army, Navy, Air Corps and political brainchild. TAN RACES FOR SALE—BRIEZE LION. LIMITED SPACE—WIRE FOR CONCESSION SPACE NOW.

MCKENNA FAIR, Mckenzie, Mich. To open May 19. For Sale—Executive planes, auto, tent space, etc. Can be seen at Spring Festival Airport, Clintonville, Wi. Will book any good Show. Glass House, Concessions, Rides, etc. Work any part of country. Have for Sale and Rent old rides, games and Concessions, great demand. Will take over a park, and get stepping quarters, barns central scouting, buy end week. barns at all equip. Also want Canteen with trailer, nice to work on old, women to work in office served Popcorn wagon.

Write or wire to telephone call:

MCKENNA RIDES HERMAN MCKENNA AIRDPORT, CLINTONVILLE, WIS.
COLUMBUS, O.—Neil Shiner, Columbus man with some experience in the amusement business, is the newly named assistant manager of Zoo Park, the funspot operated by the Columbus Amusement Company. Shiner is in charge of booking talent.

Bob Parrish, who has been with the Gooding organization for the past seven years as general agent of the grounds, will leave the park during the fair season, when he will travel with one of the Goff carnivals.

Chick Franklin, veteran outdoor show business press agent, is a new member of the eight-good-fight stuff. Franklin will handle the publicity for Zoo Park and for the Gooding traveling carnivals. During the past year Franklin published motion pictures, Fifth Avenue, a picture of the circus, which opened Saturday (28) for the opening.

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ATTENTION, SHOWMAN!

This is your opportunity to be a part of the biggest events to be held in still-date history and play cities that haven't had a show in 10 to 20 years.

RIDE OWNERS, SHOW OPERATORS, CONCESSIONAIRES, DON'T MISS THE BANDWAGON. THIS IS A TREMENDOUS OPPORTUNITY.

MOTORAMIC FAIRS

Presented in 2 60 x 30 ft. ball ring top. (Attention—Con- veyor man wanted to handle 2 at those tops. Also Decorator, contact—one.) Auto exhibits with cut-down models. Cars of tomorrow, jet autos. All the latest sports cars, commercial vehicles and latest style passenger cars. General Motors, Chrysler Corp., and Ford Motor Co. (co-operating, entertainment, parades—cities will be decorated. All auto dealers in every city on the midway.

Space will be limited in all spots. Those contracted first will get available space.

HOW YOU CAN TAKE ADVANTAGE OF THIS GREAT OPPORTUNITY: Contact Maurice Hines (in charge). All necessary permits and licenses will be obtained. You can handle either 2 or 3 shows. (Attention—For 2 shows, you will get 2 rings, the complete equipment. For 3 shows, you will get the complete equipment and we will handle one show for you.)


Ted Lewis Shows for States.

Ted Lewis Shows for States, May 15-27. Philadelphia, Columbus, Cleveland, Buffalo, etc. Ted Lewis Show, manager; George Pace, secretary; Bob Scovanner, assistant manager; Cecil Cutler, cashier; Dick Schoonover, concessions manager, and Chief Butler, general superintendent.

FERRIS WHEEL OPERATOR

WANTED AT ONCE

Cook and any other wheel attendant. For complete information write—PHIL ISSER 1916 Ave. K, Brooklyn, N.Y. Cleveland 2-2790

SHOOTING GALLERY

FALL SEASON

For sale—20 ft. long, twelve semiautomatic and twelve automatic guns, with complete equipment. Also four semiautomatic guns, twenty automatic guns, and complete equipment. Write—H. M. BARNES, 21 Pleasant St., Woonsocket, R.I.

WANT

For sale—200 ft. of 72 in. wide plastic tent. Price $75.00. Write—A. W. GILLIS, 21 Union St., Augusta, Maine.

BURYHURST SHOWS & AMUSEMENT CO.

FOR SALE

All equip. and complete house. Write—W. R. TAYLOR, 2128 Garfield Ave., Louisville, Ky.

Maryland Bazaar Co.

OPEN MAY 3, LA PLATA, MARYLAND

Can use two more people. Also wish to rent a tent. Write—W. H. KELLY, President, Maryland Bazaar, La Plata, Md.

WANT

SIDE SHOW MANAGER WITH IDEAS. Will handle small time or book good bills. Address—BOYD, 2677, Billboard Cassville, Ohio.

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This is your opportunity to be a part of the biggest events to be held in still-date history and play cities that haven't had a show in 10 to 20 years.

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Presented in 2 60 x 30 ft. ball ring top. (Attention—Conveyor man wanted to handle 2 at those tops. Also Decorator, contact—one.) Auto exhibits with cut-down models. Cars of tomorrow, jet autos. All the latest sports cars, commercial vehicles and latest style passenger cars. General Motors, Chrysler Corp., and Ford Motor Co. (co-operating, entertainment, parades—cities will be decorated. All auto dealers in every city on the midway.

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Maryland Bazaar Co.

OPEN MAY 3, LA PLATA, MARYLAND

Can use two more people. Also wish to rent a tent. Write—W. H. KELLY, President, Maryland Bazaar, La Plata, Md.

WANT

SIDE SHOW MANAGER WITH IDEAS. Will handle small time or book good bills. Address—BOYD, 2677, Billboard Cassville, Ohio.
JOE SCIORTINO WANTS

TOLERATED CO-OP REVUE. This show now open and will play some of the nation's top spots, including Michigan State Fair.

MUSICIANS FOR CO-OP REVUE. Need Tenor Sax and Drums. Queen and Shakes, answer.

WANT FOR GIRLS WHITE GIRL SHOW AND POSING SHOW. Top salaries paid. Transportation and wardrobe furnished.

CANDY PIKEWAN WANTED. State experience.

All answers to JOE SCIORTINO, c/o Western Union or Central Delivery, Indianapolis, Indiana.

GEM CITY SHOWS

WANT COOKHOUSE

MUST BE FIRST KEEP. In SELLING NEW YORK SHOWS! STARTING STRAIGHT-ON, THEN PRESENT ALL THE BIGGEST AGENCIES IN THE COUNTRY.

RIDE HELP WANTED.

ALL APPLIES TO
THOMAS D. HICKLEY—SAM GRECO—DON GRECO

BROADVIEW HOTEL-MENTON-VERNON-ILL.

COLEMAN SHOWS

WANT

ARCADE, FUN HOUSE, MONKEY SHOW, MECHANICAL SHOW

Ride Help who drive cars.

Contact DICK COLEMAN

P. O. Box 186, Middletown, Conn. May 1, WALLINGFORD, CONN., MAY 7-12.

GREAT NORTHERN SHOWS

WILL BOOK IN KEEP FOR EACH SUPER BAN-T-A-PLACE WITH TRANSPORTATION. WILL BOOK CASTER WHEEL W/1-2 OCEANS. TO PAY 50% DEPOSIT ON BILL. PAY TO ORDER OF COMMISSION

TOTAL BILLS OR MINUS 60% FOR CASH. 24TH WEEK OF SALE. AGENT'S ABSENCE IN 1ST WEEK WILL RESULT IN HAVING NO SALE IN ALL SECTIONS.

Contact: EUGENE ENLOW, BOX 59, ESCHALANTON, MICH.

WIRE OR WIRE—NO PHONE—CALLS MAY 8.

TED CORY WANTS FOR

Spring Plaats, Greens, Neb. 34th & Virginia Sts., St., Starting May 9, Followed by 6 Weeks of Choice Metropolis Lots in Kansas City, St. Louis, St. Paul, Minneapolis, Chicago, Rochester, Detroit, Cleveland, Buffalo, New York. Have Various Trucks, 20 Bird Cages, 800 Head Chickens, Other Live Stock, Grain, Corn, Beans, Oats, Corn Meal, Etc., Etc., Etc. Good Deal Now Showing 12th & Friend Sts., Kansas City, Kansas, until May 19, then Gotha, 60 Kansas City, Kansas, 16th Street, Box 100, or in Heart of America Shows

WANT FOR WASHINGTON, D.C.

DISTRICT LINE AND CHILLIANN ROAD, WEEK MAY 7

Can place a Fine Game Room and House Furniture on contract. Concessions of all kinds. Have club. Will this one. Can sell farm and Quarrel-Plaza Furniture and Security Furniture. writes. Communication will專門 is

BARNEY TASSIELI, Quantico, Va., this week.

WANTED

C. A. STEPHENS SHOWS

For Metropolitan, Tenn., and eastern states, all week. This week. Concessions working for stock, Rolls, Cigarette Colours, Bubblers, Lone and Short Shows. All states. Will take the worst. Stephens with own equipment. Get shown for Metropolitan and look to own self. SEND ADDRESS: ATHENS, TENN., THIS WEEK.

STUNCE TICKETS

[Table showing different prices of tickets]

TICKETS

of every description

SPECIAL PRINTED

Car admission, 3 tickets, no extra charge for extra tickets

THE TOLEDO TICKET CO.

TOLEDO, OHIO

NOLAN AMUSEMENT COMPANY


WANT CONCESSIONS, SHOWS AND RIDE HELP


FRED NOLAN, Springfield, Ohio, now

BUCKEYE STATE SHOWS

OPEN ZANESVILLE, OHIO, MAY 10-19

WANT CONCESSIONS

WANT CONCESSIONS. For Tent and Operating Co. in eastern and legitimate Concessions of all kinds. Me Girt or Mr. Shows. WANT RIDE HELP. Find and place Shows to induce Shows. Top Concessions to be placed. Please mail. Want Cams. For Tent or any legitimate Company. Send full information and price. RIDE HELP: Want 1-2 P. Ride Fams. Tent roads, all states, as usual.

Contact TIM NOLAN, Business Manager


BAKER UNITED SHOWS

WANT CONCESSIONS

Can carry Connie, Bubble Boy, Nevelis, Rich, Whirligigs, or any legitimate Company. Want 1-2 P. Tent roads, all states, as usual.

BURLINGTON, IOWA, 20TH to 22ND, 2-3-4 P. Jail Hands, etc. Send information and price. RIDE HELP: Want 1-2 P. Ride Fams. Tent roads, all states, as usual.

WALTER ALLER, c/o Bowery, Iowa. Tent and Brass Band, Small Shows. Send information and price.

NEW YORK—For a time last week it appeared that the World of Mirth Shows equipment at the end of the season for the products that had been sold to the planning department of the development department. By Friday (27) the deal was complete and the sale of the principal was expected. The deal might be revised and the contract might be extended. From time to time, the deal was off and that the deal might be revised and the contract might be extended. From time to time, the deal was off and that the deal might be revised and the contract might be extended. The deal, apparently, would work out well but the main point of view if retirement followed, but, Bregen, said, he had not considered leaving abruptly for business in which he has been active for more than 40 years.

The equipment will be returned to this country by boat. It will arrive in Newport News, Va., about May 10 after a five-day voyage. The equipment will be loaded on show cars there and the remainder of the show trains in Richmond for a straight run into Philadelphia.

The Dominion showing, involving fire and water, was the first major overseas shipment of heavy carnival equipment for such a purpose, proved highly successful. According to reports, the military operation, termed "The London Islands," was held at the most appealing aspect of the exhibition.

The World of Mirks earned a straight rental fee for the use of his equipment, plus round-trip transportation.

Pan American Up 10%

At Yuma, Ariz., Fair

YUMA, Ariz.—Pan American Amusement Corporation won up its four-day run at the Yuma County Fair with the addition of a new net that was of 10 per cent. The organization has provided the midway attractions since the fair opened.

Jimmie Windle, president of Pan American, attributed the increase in good weather and a new $4,000 gate record. Frank Denson, fair manager, said the management was "Dancing Waters," which is with good weather. Of the total, $3,000 is much to bring frequent business.

Pan American had a Leased of $4,000 from the Yuma County Fair and 10 concessions, 10 of which were operated by civic groups. The show also furnished a 488-by-300-foot (Bucky) Allen, his con~cessions, said the addition of the new equipment cut expenditures for the fair to a minimal amount.

Equipment used here included the Merry-Go-Round and some of the concession stands that appear in the movie "Carnival." The show was purchased from the Anchor Supply Company. Also rested for the fair were three large semi-trucks and about 20 concessions. Other movie projection equipment included the "Coney Island" booth and a big top for KTFA's television program. The "Coney Island" has been opened in Hollywood and Wood also books the act for the KTFA "Coney Island" video presentation.

List Staff

Peers Corp., a member of the Pan Am group, in addition to Wood, includes Louis Cor- nelius, head booker; Clinton Green, secretary-editorial; William Overly, general agent; Pat Gracchi, managing agent and "Coney Island" No. 2 unit; Frank Chiccarria, general superintendence and barn concession; Bunny Moore, super-intendent; Cliff Hennes, assistant manager; Walter Scales, booker and several other employees. The company is also licensed to operate in Wisconsin, Missouri, Illinois, Kansas and Arizona. The company has a large display of equipment in addition to the "Coney Island."
CONCESSIONS: July Williams, one AI, Ride Swanton, Now contracting Want to Ross May.

Second Indiana. 2 Help: Foreman con -16.

WILSON FAMOUS SHOWS
OPENING CANTON, ILL., MAY 19, TWO SATURDAYS
Want a few more legitimate Concessions, Electricity for Diss, Eide Help, all must drive and have licenses. If you can't stay sober, don't bother us.
Address until May 15, Aurora, Il.

VIRGINIA GREATER SHOWS
WANT Agents for Hanky Pants. Want Photo, Custard, Age & Scales, Bell Games. Want Side Show Manager. Have all new canvas. Smoke Show, Umbrella, Mots Wild Life, Wooslly White, answer. Suffolk, Va., until May 5; then Pocomoke City, Md.

DEL FLORE AMUSEMENTS
OPENING MAY 21, CAMPBELL, IOWA
Can use a few legitimate Concessions.
Want Eide Help of all kinds.

AL DEL FLORE
DEL FLORE AMUSEMENTS
1925 SHAW AVE., YOUNGSTOWN, OHIO

WANTED
WANTED
Ride Help on all rides, First and Second Class, must drive swings. (Willie Gillard, 1152 Milford St., Detroit, Mich.) Shows in Michigan.

WANTED
Ride Help on all rides, First and Second Class, must drive swings. (Willie Gillard, 1152 Milford St., Detroit, Mich.) Shows in Michigan.

PECK’S KEY CITY SHOW
OPENING MAY 14, BRADLEY, ILL.
Ride Help, Processors for Merry-Go-Round, Tilt, Wire. Must be able to handle three kids Rides. Eide Help must be at least 25 years, 5'6" tall. Must be able to drive. 50% plus tips. Apply now.

FIDLER SHOWS
OPENING MAY 12
Want Contracting, Shows and Concessions for your shows in Ohio, Michigan and Indiana. Write following information to P.O. Box 23, Lima, Ohio 45804. (219) 662-5849. Apply now.

W. B. J. SHOWS
How contracting Rides, Shows and Concessions for your shows in Ohio, Michigan and Indiana. Write following information to P.O. Box 23, Lima, Ohio 45804. (219) 662-5849. Apply now.

WARREN MAY 12
OFFICIAL OPENING, FRIDAY, MAY 18
EMMET STREET SHOW GROUNDS, BATTLE CREEK, MICHIGAN
Notice to those previously contracted! Please confirm opening date and time of arrival.
We will start moving out of winter quarters Monday, May 14.

--- CAN PLACE ---
Dancing and or Posing Show with own equipment. Shows: No Concession or Arcade, Wild Life, Unborn or other Walk Through Shows. Have opening for other good shows. Concess. Can place. Fun or Glass House.

CAPITAL CITY SHOWS
Want for Detroit, Ga., the Broad Spread Capital of the World. Mills working day and night, plenty of money, week May 7 thru. Followed by Dayton, Tenn., Strawberry festival and a strong spring route. Big kids’ Day every Saturday. Free bicycles and other prizes given away.

WANT RIDE FOREMEN
For Till and Kaffeine. Mike first and second men. Must be licensed semi drivers. Can also place a few non-conflicting Hanky Pants concessions.

POWELSON GREATER SHOWS
Opening Civil Defense Celebrity, Coshocton, Ohio, Week May 7.
CONCESSIONS: Can place Rides, Ages and Scales, Arcade, Class Pitch, Mug Office, Bowls Games, Game of all kinds, no kids.
SHOWS of all kinds, Motor Drums, Fun House, Side Show, Snake Show, Grind Show, Wanted Rides For Till, Octopus, Rolling Shoes. Paul Varric and other good Rides available. Write Box 125, Coshocton, Ohio.

GOLD BOND SHOWS
OPENING MAY 14
Want Agents for their Gold Bond Show and drive the Canton, Ohio, area! They are looking for a Ticket to get you on phone. Want Men who can build and take care of Concessions, drive mid-way Rides, and have at least 20 yrs. experience in Concessions. “Gold Bond” Concessions. Contact Box 400, Canton, Ohio.

POWELSON AMUSEMENTS
BOX 125, COSHOCTON, OHIO
PHONE 1051-M

Macon For DuMour
MACON, Ga. — Lou Riley’s DuMour Shows had a successful third week in Macon on the Broad Street lot, where the company opened under considerable pressures and opposed Tuesday (15) for its first real road trip of the season at Columbus, Ga.

First two weeks were on the Boy Street lot, where unfavorable weather hampered business. A big factor was the Broadway. The lot was reported as much better by locals. The show for the first time used only rides and concessions on Macon lot, but will add more rides and shows for the road, DuMour said.

Atlantic Manor Opener Okay At Roosevelt
NEW YORK — The Tamargo family’s Atlantic Manor Show has operated for more than 40 years in operations, opened at suburban Roosevelt last week to satisfying good business, considering the dilly weather.

Show makes a 21-week season never leaving Nassau County. Pace is slow, jumps around, and goes in 12 miles, and personnel all go home every night, which appears to exceed the usual for the road.

At the opening lot on Babylon Avenue, a former Roosevelt, Merry-Go-Round, Octopus, Coaster, and grouping of kiddie rides. Some half dozen shows owning occupied handing are in the coast con line.

On the midway were Bill Taylor, canoe; George Mervin, pork-ride; Nona Rotella, pitch-tilt 2-50, Midgie Tamargo, pinball pitch. Warriors Lane, pony round. Molly Manning, star darts; Bob Lansburg, long legs; Marie Lastor, string game; Beaus’s house, Teamster. In Coney Brand Runz, Little Weisstein, Coke rings; John Jacobson, middlet shooters; Earl and Louise, nickel rider; pitch-tilt; Peggy, Minder, double punch; Margaret; Sunshine, double; George Wilson, tip the Coke, and Nottaway, and over a nickel go boy. Show hand pants are built on trailer chassis and hauled by steam.

Staff is Lawrence Tamargo, president, front; and John Tamargo, secretary. Lawrence Tamargo, secretary, and Margaret Arendt, headquarters are in Detroit, Ohio Island.

Snow, Cold
Greast Panacake
MILLWAUKEE — Belle City Show opened its season here Fri-

day (20) with 25 degree weather and snow flurries that continued for the first three days of the stand. As a result the early days were all 50 cent fare, with the show still drawing to 300 people daily, according to Charles Panacek, owner.

The lot, at North Tenionia and Capitol, is made up of a well populated part of the city, is smallest than last year, which was the fourth year of a new building. Despite this, five major rides and three kiddie rides were operating along with upward of 20 games.

On the front end were Van Mates with 2; Kloll; and Terry, Joe and Andy Korot; 2; Nollman Brothers; 5; Bill Con; 1; Berrie; Wessel; 1; Howard Voss, 2; Frank; 2; E; T; Turner, 1; E; A; Bedell; 5; Joe Henke, 1, and Panacek and Mrs. Kloll, 5.
Sensational CEL-MAX Close-Out!

WHILE THEY LAST
Handsomely Boxed
6-Pc. Men's
Watch Sets

6 Complete Sets
for $29

Only

Offer limited in sets. Cash in on this amazing bargain! 3250 to refund balance, C.O.D.

Write for catalog on the Cel-Max Bargain Mailer List!

Cel-Max, Inc.

Imprints 802 Main St., Memphis, Tenn.

NOW AVAILABLE—A Complete Line of SNUGGLY Quality Products

- WEST POINT SHACKS, 41.00
- D appareled Cottons, 8.50
- SHELL CREEK SATIN 8 PASS, 3.50
- CORDUROY, 2.00
- TOILET PAPER, 1.00
- TISSUE, 75c
- TOWELS, 75c
- GLASSES, 1.00
- GLOVES, 3.00
- WHITE MUSLIN, 3.50
- COTTON UNDERWEAR, 3.50

Send $11.66 for Sample Kit

Visit our Showrooms if possible—hours 9:30

DIVISION SALES

2341 W. Roosevelt Rd. Chicago, Ill. 60622, 7277

ARE YOU FRAMING YOUR JOINT?

WOOD MILK BOTTLES

WOOD MILK BOTTLES

WEIGHTED GLASS

BASKETBALL, BASEBALL

CORNUCK, RUTH

CORKS, 200, 25c

HOG RINGS, PIGS, 65c

ALUMINUM MILK BOTTLES

WOOD MILK BOTTLES

PIPPY CLOTHING, 35c, 75c

ALL PRICES F.O.B. TERRA HAUTE. SEND POSTAGE PAPER.

25c DEPOSIT MUST ACCOMpany C.O.D. ORDERS.

LEVIN BROTHERS

Established 1845

TERRA HAUTE, INDIANA

SEND TODAY FOR YOUR FREE COPY OF OUR 1956 GENERAL CATALOG

TO MAKE YOUR AUDIENCE HAPPY, WITH A GENUINE MONEY SAVING GUIDE FOR

FROM MUSICAL LITERATURE, TO ARMCHAIR READER, GOGO JOKER, Agents, Salesmen, Distributors, etc.

GELLMANN BROS.

67,000 ACTIVE READERS Toy The Billboard Classified columns each week

GELLMANN BROS.

394 KROYER, MInneapolis, Minn.

1956 BUYER'S GUIDE

A GENUINE MONEY SAVING GUIDE FOR

FROM MUSICAL LITERATURE, TO ARMCHAIR READER, GOGO JOKER, Agents, Salesmen, Distributors, etc.

GELLMANN BROS.

394 KROYER, MINNEAPOLIS, MINN.
COMING EVENTS

The following events are listed in the provided document:

- Sensational Live Birds: Nashville 10th Anniversary Celebration, June 30
- Sensational Live Birds: Nashville 11th Anniversary Celebration, July 7
- Sensational Live Birds: Nashville 12th Anniversary Celebration, July 14
- Sensational Live Birds: Tennessee 5th Anniversary Celebration, August 11
- Sensational Live Birds: Tennessee 6th Anniversary Celebration, August 18
- Sensational Live Birds: Kentucky 15th Anniversary Celebration, September 15
- Sensational Live Birds: Kentucky 16th Anniversary Celebration, September 22

Each event is marked with the name of the state and the anniversary year, followed by the date of the event.
CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in regular type and priced at 25c per word. First line set in regular 5 pt. case, balance in regular 8 pt. upper. Rate: 25c a word—Minimum $4.

IMPORTANT
In determining column size to cover your name and address. When using a Post Office Box in care of The Billboard, allow six words for its use on your ad. Also include 25c per insertion additional to cover cost of mailing. Rate: 20c a word—Minimum $4.

DISPLAY-CLASSIFIED ADS
attract more attention and produce much greater results thru the use of larger type and white space. Type not to exceed 16 point permitted. No cuts, wigs, reverse plates, tugs or other decorative material. 1-point rule banner permitted an ads of 3 inches or more. Rate: $1 per agate line—$14 per inch. Maximum $100.

CASH WITH COPY (unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, Ohio

SALESMEN—CARNIVAL MEN—FAREWAGERS JOIN US

JOINT PROFITS! UNLIMITED

GUARANTEED LIKE NEW

ASSORTMENT OF

10 for $72.95

Shinna Low Fashions, Watches, & for $9

Special Close-Out! Men's Eyes, Walkman

WATCHES $75

Worth That East

Consignment arrangements can be made on this watch and all marked wares. Get a better deal at Weinner's 1415 S. Main St., Memphis, Tenn.

New TWO-TONE STYLING
Fully Automatic No Clip Action
Press Top to Write
Press Again to Reset

$18.00 Bonus. Send for New 1956 Catalog

MODERN PEN MANUFACTURING CO., INC.
361 Broadway
New York 13, N. Y.

"Tiger Eye" MARBLES
Per Dozen

RAGES new three-page Rock
12 Count, 36 pieces . . . . . . . . 29.95 per doz., 36 Count . . . . . . . . . 39.90 per doz., 50 Count . . . . . . . . 49.90 per doz.

WONDER LED BOARD
Complete, with led, clock, etc., $15.00.

ENGRavers
NICKEL SILVER SAMPLES FREE
Send 50.00 for SAMPLE LINE

ALPEN CO.

ENGRavers
NICKEL SILVER SAMPLES FREE
Send 50.00 for SAMPLE LINE

Alpens Co.

CHAIRS—TABLES
IMMEDIATE DELIVERY
New Assortments of Mats, Close-Outs

IMMEDIATE DELIVERY
New Assortment of Mats, Close-Outs

No Returns, No Exceptions, Each Mats, Close-Outs

Order in Advance, No Back Orders

NEWLY MANUFACTURED TRANSFER STOCKS

REDUCED PRICES ON ALL Kinds OF MARBLES

Send us your order. Send us your order.

FAMOUS FINEST RANGES

SAMUEL SILVERMAN & CO., INC.
1409 Wabash Ave., Indianapolis, Ind.

MORE BUYERS Will Send and Read YOUR AD

Display Classified Rate Only $14 per Inch

Newspaper "With" Money

advertising in the "Billboard" will immediately attract buyers to your business. It is the only newspaper that reaches every person in the trade.

GIVE TO DAMON BOWEN CANCER FUND
"I'm my own boss now!"

"I'm a hard worker and I have some good ideas, but I am not ready to go into business for myself. Today I studied a new business and now it's different... I am working hard and I have some money. And believe it or not, I started my own business without investing one cent. I did it the best way possible and there's no risk involved to tie up my cash."

The M. B. Davis Company, your one stop shopping for all your game and novelty needs. Stimulating over 1,000 new products weekly. Weekly circulars available for orders; free sample cards. For additional information, write to the M. B. Davis Company, 7514 Canoga Ave., Van Nuys, Calif.

NO INVESTMENT NO INVENTORY
THE HOUSE OF HAM BRANDS
M. B. DAVIS CORP.
146 W. 1st St.
New York 11, N. Y.

SIZZLING STEAK PLATTER and BADW <?>
and HARDWOOD CARRIAGE TRAY
JAR DEALS and MATCH PAK DEALS
SALESDARDS
PLANNED
MARCH
OF
FREE 1956 WHOLESALE CATALOG
SHOWS THOUSANDS OF NATIONALLY ADVERTISED-
MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES
NEWEST, LATEST, HIGHEST PROFIT-MAKING
VARIETIES AVAILABLE. Write for your free catalog.

I. 9. B. RAYE CORP.
146 W. 1st St.
New York 11, N. Y.

HELP WANTED
REGULAR CLASSIFIED AD
Set in usual want-ad style, one paragraph, no display. First line $1.00; second line 50c. CASH ONLY
Forms Close Thursdays for the Following Week's Issue

SIZZLING STEAK PLATTER and HARDWOOD CARRIAGE TRAY
JAR DEALS and MATCH PAK DEALS
SALESDARDS
PLANNED
MARCH
OF
FREE 1956 WHOLESALE CATALOG
SHOWS THOUSANDS OF NATIONALLY ADVERTISED-
MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES
NEWEST, LATEST, HIGHEST PROFIT-MAKING
VARIETIES AVAILABLE. Write for your free catalog.

I. 9. B. RAYE CORP.
146 W. 1st St.
New York 11, N. Y.

H. B. RAYE CORP.
146 W. 1st St.
New York 11, N. Y.

IT'S PACKED WITH POWERFUL PROFITS
FREE 1956 WHOLESALE CATALOG
SHOE THOUSANDS OF NATIONALLY ADVERTISED-
MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES
NEWEST, LATEST, HIGHEST PROFIT-MAKING
VARIETIES AVAILABLE. Write for your free catalog.

ACME PREMIUM SUPPLY CORP.
1111 South 12th St., St. Louis 4, Mo.

Over 3000 TERRIFIC VALUES!

ACME PREMIUM SUPPLY CORP.
1111 South 12th St., St. Louis 4, Mo.

I'm my own boss now!

"I'm a hard worker and I have some good ideas, but I am not ready to go into business for myself. Today I studied a new business and now it's different... I am working hard and I have some money. And believe it or not, I started my own business without investing one cent. I did it the best way possible and there's no risk involved to tie up my cash."
ROUTE FRANCHISES OPEN FOR NEW, NON-COMPETITIVE TRAILER LINE
Our Serve Yourself display boards call for you 365 days a year in
both trailer parks.

We need men and women to place and service the display boards which
carry our line of exclusive, sell-on-the-spot trailer specialties.

Since this is a service business, advertising no selling is necessary. Once
you place the display boards in local trailer parks, the cellular-packed trailer station-
tries, trailer greeting cards, and other trailer specialties sell them-
able. You simply replace stock, pay the park operators commission and pocket your profits.

You don't pay a cent for your territory or distribution. Send for complete details on this new, high-profit busi-
ness.

GIVE TO DAMON RUNYON CANCER FUND

NOVELTY DICE LAMP
$18.00
We carry a Complete Line of
D. Fevelein's Novelty Dice Lamps
Made by the Famous John Hillster

COTTON STUFFED
30" PLUSH BEAR
Shredded Cotton Fill...$6.75

AMAZING CLOSOUTS
(All items marked and pr. $1.00)

GIVE TO DAMON RUNYON CANCER FUND

MAIL ON HAND AT
CINCINNATI OFFICE
27417-Home St. Cincinnati 22, O.

MAIL ON HAND AT
NEW YORK OFFICE
1504 Broadway, New York, N. Y.

MAIL ON HAND AT
CHICAGO OFFICE
165 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT
ST. LOUIS OFFICE
837 N. Grand Ave. St. Louis 1, Mo.

Have YOU Tried It Yet?
Maybe you'll be a GAGSTER Winner, too! Every winner gets a
houndsome certificate ready for hanging on the wall, plus
an official wallet-size GAGSTER membership card.

IT'S SIMPLE! HERE'S ALL YOU DO:
1. Write a gag line in 20 words or
less to fit the cartoon below. Give
the caption of your own story.

2. All gags become the property of
The Billboard Publishing Com-
pany. No entries will be returned.
Send it as many as you wish.

3. None, occupation and address of
sender must accompany all en-
tries.

5/5/55

CONTEST EDITOR, The Billboard, 188 W. Randolph St., Chicago 1, Ill.
My caption for Contest No. 6:

My caption for Contest No. 7:

Name
Address
City
State

ANNOUNCING!
THE WINNER
of the Second
GAGSTER Cartoon
Contest,
April 14 issue...

Congratulations, William Mayo, 624 Evergreen St., Burbank,
Calif. Here is your winning caption: "I don't care how Disney would do it!"

GIVE TO DAMON RUNYON CANCER FUND
Interboro Workers End 9-Day Walkout

10,000 Candy and Gum Machines on N. Y. Subway System Back in Operation

NEW YORK—The 73 employ- ees of the Interboro Company, operator of one of the nation's largest candy and gum routes, went back to work yesterday (Friday) after a nine-day strike. The union, the International Brotherhood of Teamsters and Chauffeurs, Local 616, has signed a new agreement with the company, the contract calls for a $4 an hour increase this week and a $1.25 an hour increase for the second year.

Interboro operates 10,000 candy and gum venders in the New York subway system. Its locations have the heaviest amount of transit traffic in the nation.

The two leaders of the strike are Joe Herbert, chairman, attorney, while Harry Martin, head of the local, negotiated for the union.

VENDING MACHINES

Grass Root Facts, NVA Meet Theme

BY BILL MASLOWE

CHICAGO—The core of the bulk vending industry is all-important in opening of new locations to generate sales. This was definitely demonstrated at the 1956 convention of the National Vending Machine Association May 10 thru 13 at the Americana Hotel here.

Presentation of these facts by the penny and nickel bulk vending machine will be in the hands of experts in their respective fields and directly connected with the industry, then the convention head, announced.

In addition to the conclusive bill, "Vendorama '56," will offer the most complete exhibit of bulk vending machines, equipment and products—gum, nuts, candies and chocolate.

Entertainment

Entertainment-wise, there will be special attractions for the convention will open with a kickoff cocktail party and dance at Nestle Testing New Dime Bar

WHITE PLAINS, N. Y. — The Nestle Company is currently testing marketing the new 10-cent milk chocolate bar in the Long Island area of New York and the Metro- politan Cleveland territory.

Ingredients of the new product are raisins, hazelnuts and milk chocolate. The bar contains 14% raisins and is put up in the usual 2-ounce bar. Known as the Nestle's Fruit 'N Nut Milk Chocolate Bar, it is put up in an attractive red, white, yellow and brown wrapper.

ABC 1st Quarter Sales, Profit Up

NEW YORK—First quarter sales for ABC Vending Corporation this year were $122,301,901 as compared to $118,315,312 for the first quarter in 1955. Net profits for the quarter were $2,609,785 compared to $2,216,473 for the first quarter in 1955.

N Judging from the sales jump from 20 cents a share up from 19 cents a share, the public feels that the shares are no longer a 25 cents a share buy, which they held up in the 25 to 26 range of stocks of record on May 4.

Cigar-O-Mat Set on Spurt in Production

PHILADELPHIA—Martin Ber- ger, president of the Cigar- O-Mat Corporation, producers of production on his cigar machine this year and announced that the first commercial exposition ever to be held as a part of a national convention will be devoted to the introduction of the Cigar-O-Mat. The exposition will be presented in conjunction with the convention in August when the party reveals the new, completely automatic cigarette vending machine.

The sale and installation of the machine will be handled by the company's representative, Ralph Bein, vice-president, who declared, "We could be just as eager to make up at the headquarters building the opportunity were offered."

VENDORS Double Milk Sales in Toledo Schools

TOLEDO—Availability

That again proved to be the answer to the problem of increasing sales at vending machines. In this instance it is in the 47 Toledo Public Schools that 300 vendors have been installed. The Toledo Public Schools decided that the units were placed on location, milk sales more than doubled, Mrs. Robert Madoo, superintendent of the Toledo Public Schools, in her report to the school board favored vending machines.

Thus, dairy supplying the vendors are paid 61 cents for each gallon of milk sold with an equal amount to the farmer per gallon. The Ohio Department of Education from federal milk surplus subsidy makes up the 3-cent difference between the paid to the children and the actual cost of the food and distributing the milk.

The milk is sold in bottles as it is a common operation. It also per- mits teachers to see whether a child drinks all the milk. In turn, said Mrs. Madoo, "it also has made the children to compete in a milk-drinking contest.

The diversified operator, however, is bound by no such restrictions.

N. Y. Court Ruling Aids All-Charm Machines

NEW YORK—The ruling that as long as the operator is not an entertainment, by invitation is not necessary, is a boost for the vending machine here may be somewhat easier than a result of a recent court decision in New York. The court held that no juke box magistrate's court Tuesday.

Judge Joseph Martin, sitting in special session, ruled that three participating machines at the machine that do not violate the gambling code by opera- tors and have been installed in several of the schools.

The ruling held that as long as the machine is for any entertainment, by invitation is not necessary, is a boost for the vending machine here.
### Good Humor Picks Meehan, Mahoney

**NEW YORK—** David J. Mahoney has been named president of the Good Humor Corporation, and Joseph A. Meehan has been named chairman of the board. Good Humor supplies ice cream novelties to the vending trade. Meehan has been formerly head of an advertising agency.

**Univ. Match Forms Eastern Division**

**NEW YORK—** Universal Match Corporation has formed an Eastern division, with headquarters at White Plains, N.Y., to co-ordinate the activities of the New York and Baltimore offices. Heading the division will be Arthur E. Nuck, New York district manager. Nuck has been with the firm for 11 years.

### Soft Drink Tax Covers Chocolate

**WHITE PLAINS, N.Y.—** Vending operators throughout the East are watching the legal action of the Nestle Company here against the West Virginia tax commissioner. West Virginia has a soft drink tax, which is paid by the gallon on syrup purchases. Recently, the tax commissioner ruled that hot chocolate came under this tax.

As coffee and tea are not included in the soft drink tax, Nestle maintains that the law does not provide for the taxing of hot chocolate.

**Mandell Awaits New Sweet 16**

**NEW YORK—** Now Mandell, head of Northwestern Sales and Service here, announced that he expects the first shipment of the new Northwestern Sweet 16 candy machine on May 1.

The machine, which will list for $475, vend 16 different items and has a capacity of from 500 to 600 units. Each of the 16 selections may be set to vend for 5 cents, 10 cents or 15 cents.

### GENUINE FOREIGN COINS!

*The Wonderful New ‘Money-Maker’*

**VENDING MACHINES**

- **THEATER MATINES**
- **ADVERTISING**
- **PREMIUM USE**

**$6 to $15 per Thousand Coins**

Whoever believes these are not genuine will have them examined free.

We also have money making machines.

*Also Free Gift* "ADVERTISING PAMPHLET".

*The Wonderful New ‘Money-Maker’*

**DONT MISS OUR EXHIBIT at the**

**N.V.A. CONVENTION MAY 10-13**

**Marriott Hotel, Chicago**

**ROYAL COIN CO., INC.**

**BULLION, LARGEST SUPPLIER OF NUMISMATIC MATERIALS TO THE U.S.**

**80 North Ave., N.W., Atlanta, Ga.**

**Phone: Beverly 4300**

### ARE YOU GETTING YOUR SHARE OF DOLLARS FROM THE EVER-GROWING DEMAND FOR MINIATURE PORTRAITS AND ID PHOTOS?

Here is a new concept in AUTOMATIC PHOTOGRAPHY ... designed and engineered to capture all potential patrons in the heaviest of foot traffic locations.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tr>
<td>Major profit producer</td>
<td>Hulls its value</td>
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<tr>
<td>Constant customer acceptance</td>
<td>Proven customer acceptance</td>
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</tbody>
</table>

**NEW MODEL 11 AUTO-PHOTO STUDIO** will photograph and deliver a strip of four photos, each a different pose, every thirty seconds. Long established major operators of coin equipment from Coast to Coast will tell you that "AUTO-PHOTO studies are the steadiest income producers in the Industry." See us at Exhibit Booth 61 at Mid-Convention May 6th, 7th, and 8th, 1956, Morrison Hotel Chicago or contact your Auto-Photo Distributor.
The ONLY Console Ball Gum AND Package Charm Machine ON THE MARKET TODAY!

“VENDORAMA”

World Wide Manufacturing Company offers you VENDORAMA—a combination console vending machine that vends packaged charms and ball gum! A ball gum is vended for every penny inserted. On every eighth penny, SURPRISE! Customers will love it...and fill it! VENDORAMA has four channels easy to remove and interchangeable. All machines on location or in your home! Don't forget your best salesman, the attractive display window in the cabinet featuring surprises that will spur sales. All charm boxes accurate in size. 2½" x 2½" x ½". 1 cash box slips in, slips out! All parts cadmium plated...no rust or corrosion. VENDORAMA gives you mechanical perfection without costly service calls.

See VENDORAMA at the N.V.A. Convention MORRISON HOTEL, CHICAGO, ROOM 606, May 10th to 13th

WORLD WIDE MANUFACTURING COMPANY
174 SO. 17TH STREET
PITTSBURGH 3, PA.

OFFERS YOU:

The opportunity to see the newest in vending equipment.

The opportunity to hear those who know discuss your problems.

The opportunity to meet others in your field and learn what's new in your industry.

The opportunity to combine business with pleasure.

SEND YOUR RESERVATION TODAY

* * *

N.V.A.
33 NO. LA SALLE
CHICAGO, ILL.

Your ticket to SALES RESULTS—the advertising columns of THE BILLBOARD!

CIGARETTE AND CANDY MACHINES

FULLY RECONDITIONED, complete with base, really fresh line. Machines are factory approved and look new. Lowest prices anywhere—compare:

STANDARD 4-COLUMN CANDY...
$110.00

STANDARD 8-COLUMN CANDY...
$205.00

MELON 5-COLUMN CANDY...
$80.00

BOWE 6-COLUMN CANDY...
$75.00

BOWE 8-COLUMN CANDY...
$80.00

BOWE CHAMPION CANDY...
$75.00

BOWE "T" CANDY...
$65.00

BOWE 4-COLUMN CANDY...
$90.00

ALL equipment fully reconditioned, complete with base, really fresh line. Machines are factory approved and look new. Lowest prices anywhere—compare

PRECONVENTION RELEASE

Cigarette Manufacture Up

Cigarette manufacture increased in February totaled 3,372,708,516, an increase of 1,528,608,370 over the February, 1955, figure, according to Treasury Department. Agriculture Department expects the 1956 output of cigarettes to be higher than the $127 billion turned out in 1955. Domestic use of fine-cured, burley and Maryland tobacco is expected to be substantially the same as 1954-55 when measured on the customary farm sales weight basis. It appears that a greater number of cigarettes than formerly are being made from a given quantity of leaf tobacco.

Confectionery Sales Up

Manufacturers' sales of confectionery and competitive chocolate products were estimated at $91,700,000 in February, 1 per cent above January sales and 5 per cent above total in February, 1955, according to Commerce Department. Sales of manufacturing wholesalers totaled $68,615,000, 4 per cent below January but 8 per cent above February, 1955. Manufacturers' retailers estimated sales for February were 58 per cent above January.

Harry Sanders, PM Exec, Dies

NEW YORK—Charles Henry Sanders, 57, Philip Morris, Inc. executive, died Monday (23) at Mt. Sinai Hospital here. He was director of Parliament cigarette sales.

Sanders began his career as a salesman for the American Tobacco Company, and in 1938 joined the Webster Tobacco Company. In 1942, he joined Brown & Hedfing, then manufacturer of Parliament. When Philip Morris bought Brown in 1954, Sanders joined the parent company as director of sales for Parliament.

La Crosse Develops New, Small Vender

LA CROSSE, Wis.—A small, compact selective vender designed for locations with limited space—barber shops, beauty shops, small offices—has been introduced by the La Crosse Cooler Company Vending Division.

Known as the Bev Serv 15, it has a capacity of 35 bottles while pre-cooling 45. The vending rack and coin mechanism are all located under the lid-lid. No price was announced.

FURNITURE

CIGARETTE AND CANDY MACHINES

FULLY RECONDITIONED, complete with base, really fresh line. Machines are factory approved and look new. Lowest prices anywhere—compare:

STANDARD 4-COLUMN CANDY...
$110.00

STANDARD 8-COLUMN CANDY...
$205.00

MELON 5-COLUMN CANDY...
$80.00

BOWE 6-COLUMN CANDY...
$75.00

BOWE 8-COLUMN CANDY...
$80.00

BOWE CHAMPION CANDY...
$75.00

BOWE "T" CANDY...
$65.00

BOWE 4-COLUMN CANDY...
$90.00

ALL equipment fully reconditioned, complete with base, really fresh line. Machines are factory approved and look new. Lowest prices anywhere—compare

$15.25

SPECIAL SAVINGS

On all cigarette machines. See your nearest distributor for details.

GOLD VACUUM-PLATED DICTIONARY CHARM

$5,000.00

SAMUEL EPPY & CO., INC.
91-15 146TH ST.
JACKSON HEIGHTS, N.Y.

All the news of your industry every week in The Billboard...
THE IDEAL SOUVENIR 1- REAL WOODEN NICKELS

COINMEN YOU KNOW

Chicago

By KEN KNAUP

CHI INDUSTRY AWAITS MOA VISITORS. Crowds of columnists from the nation’s papers are expected to be getting into town this
weekend for the Music Operators of America annual convention May
8-9, at the Merchandise Hotel. Also on deck May 6 is the National

Visiting the coin machines factories this week were Mr. and Mrs.
Tony Avila, Tony, of Canyon State Sales Company, Tucson, Ariz.,
and Mr. and Mrs. Leo Raffini, same business, who have been here
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**Ice Cream Production**

Frozen dairy products, mainly ice cream, utilized 0.2 billion pounds of milk during 1955, according to Agriculture Department. This was 0.6 per cent of the total of all milk produced, and nearly twice the total used in 1940.

**BERNARD K. BITTERMAN**

**VICTOR TOPPER 1**

**VENDOR**

**$13.25 Each**

**$12.75 Each**

**10 or More**

**To deposit on all orders**

Locate your nearest Victor fully equipped outlet. Ten times faster! We have one in your town today. Write for full details.

**FREE NEW CATALOG**

**6369 S. Western, Chicago, Ill.**

![Phone Number]

**BERNARD K. BITTERMAN**

**VICTOR SALES & SERVICE**

4646 S. Western, Chicago, Ill.

**CO. C.O.D.**

**STAMP POLICY, lowest prices... We sell.**

**THERE ARE BIG PROFITS IN NUTS**

**GET YOUR SHARE WITH NORTHWESTERN 49 NUT VENDER**

Interchangeable STAIN-CARE grips for faster servicing. Displays merchandise to last customers.

Also available in Nut Nut.

**VENDING EQUIPMENT**

**PROVE IT TO YOURSELF**

Just try a Model 49 nut vendor on you store. You can make more money on it. It's available in Yr. 6 or 10 pk.

Write for complete details of this and other Northwestern money makers today.

**THE NORTHWESTERN CORP.**

216 Armstrong Street, Marcel, Ill.

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**COINMEN YOU KNOW**

*Continued from page 79*

the territory. Atlas is also moving along with the new line of Keesey games. James E. Gersten, of Dorchester, Vermont, received a shipment from operators and friends on his Billboard story on dime convention.... Jerry Flatto, of Boston Record Distributor, being interviewed by Boston paper which is doing a story on Jerry's business, said: "Lots of out-of-town operators descending on Coins Row now that spring is bustin' out all over. Among them were Bud Sequin, of Detroit, Mich.; George Montross, of Stor- ehouse, Me.; Martin Oliver, of Portland, Me.; Bernard Smith, of Berlin, N. H.; George Pratt, of Manchester, N. H., and Ralph Ridgeway, of Springfield, New York.

By AARON STEFENFIELD

**SKEED FLEET TO MIA.** The New York contingent to the NOA convention in Chicago will travel in style. Some 45 operators and director leave Idlewild Airport Sunday (6) on a chartered Northwest Orient Airlines double-decker plane. Lou Rosenstein, Leslie Distributor, is in charge of arrangements.

Sid Levine, Music Operators of New York counsel, is recuperating from his operation in Atlantic City, N. J. George Hertzel, president of the Associated Amusement Machine Operators of New York, is in the hospital.

Dave Stern, Seatout Distributor, gave an impromptu and unprepared speech Wednesday night (18) at the executive committee meeting of the Coin Machine Division, United Jewish Appeal. Posters for The New York Central, being displayed along 10th Avenue. They feature a picture of Al (Senato) Bodkin, guest of honor.

Irv Densimer has been hired as a mechanic by George Posner, Newark game company. Ed Burg, Bunyon Sales, has received a testimonial letter from the principal of the Memorial Junior High School, Panas, N. J., for the joke box donated by the AMO unit.

Stan Leach's music firm is recovering from a winter vacation in Florida.... Jum Sherry, local music operator, is back from his Dallas business trip.... Jack Erhlich, Hirt Music, has moved to Forest Hill.... Mrs. Robert Michelman, Atlantic Music, is on a Florida trip.... Jeanne Schwertman, local music operator, is in New York.... Dave Stern, Seatout Distributors, reports that sales of the Eberglad pool cue sticks are going well.

Out-of-town operators on 10th Avenue were Tom D CEO, Beacon, N. Y.; Jack Wilson, Newburgh, N. Y.; Mrs. Gertrude Brown, Beacon, N. Y., and Bob Cosgrove, Houghton, N. Y. Al Schildinger, head of the National Association of Coin Machine Distributors, was in town.

Nick Angelo, Lou Vending & Announcing, bought part of Bob Lutman's route.... Stanley Tury, Paradise Amusements, bought part of Leo R. Barr's operation.... In and Jacqueline Schwartzman, local music operator, bought M & J Announcements from Leonard Migdall and Norman Jacobson.... In. and Lea Lehaght bought part of Bill Azron's Phoenix Music route.

Ben Nolte is back on the job post-partum after his recent illness.... Jack Tashman is out of the hospital and recuperating.... Bernie Berenscheidt, local distributor, is off for a three-day golfing weekend at Kamehina Lake, N. Y.

Dave Simon is nearly ready with his new 10th Avenue offices and showrooms.... Charles Crouch, Soffith Vending, Greepoint, L. I., was a 10th Avenue visitor last week.

Murray Kaye, Atlantic-New York, reports that the Williams Four- Bugles, and the Williams Cars have been approved by the New York Licensing Board and the firm is taking orders on both games.... Barney Sugarman, Bunyon Sales, has donated an AMI to the Bergenfield-Dumont (N. J.) Jewish Community Center.

**MIAMI**

**OPS COMPLAIN OF POOR COLLECTIONS.** Many joke and game operators complain about poor collections, and for once cannot put their fingers on why business is not up to expectations. The only holdings holding up at a decent average are the ones that have been converted to dimes.... Two music routes to change hands in the past several weeks were Lascelde Music Company in Fort Lauderdale, purchased by Samuel Mitchan, of Martin Music Company, and Sunburst Music Company, of Hollywood, purchased by Al Salt, a former agent to the coin machine business.

Arnold Rogan, of Joke Box Company, had his shade of tough luck these past few weeks. First Arnold stepped on a nail, but was lucky to have no ill effects from it. Then his wife, Arlene, stepped on a nail, too, and he went to the doctor and when he pressed against the site the doctor gave her. At last report, she was feeling much better.... Marvin Leibee, of Pan American Distributing Company, is another guy that is under the weather. Marvin got bit by the virus bug, and is under the care of a doctor. But even in bed he was making calls and checking on new records. and to keep this paragraph for the sick department, we hear that Oscar Garcia, of Key West, is laid up in the hospital.

Bob Baur, sales manager for Waltzler, in town for the past week. And the short hair was wearing short sleeves, too. Thousands are Made in Ruth Michaelson, long time New York joke and cigarette machine operator, received word that April in New York, decided to come back here until the weather gets really right up yonder.

Bed Brock, of Belle Glade Music Company, and Frank Brandy, of Crosby Music in Palm Beach, is in town last week on a second-buying trip. Both expressed a fervent hope that more falls in the Lake Okeechobee area. A couple of other operators in town buying records and looking over some equipment were Bill Rogers, of E. C. Rogers, Fort Myers, and Randy Mayes, from Palm Beach way. Both report business is good.
OMAHA—The top teams of six divisions competed here the last two weeks for the city's championship softball crown.

The city league championship was won by the Northside Team, claimed by Wilt Holub in the semifinal. In the semifinal play-offs, Johnson's Century, captained by Leo McGill, overwhelmed Munster's Team 5-0.

At Lincoln, Neb., top honors went to the Skyline Cougars. The Lincoln play-offs were held at the Omaha Athletic Club.

Charles Hersey, secretary of all A.S.L.I. leagues in the Omaha area, said this was the last year that league games had been accepted with entries for a summer league. American Shuffleboard board's office in Omaha has also been receiving numerous telephone inquiries from cities throughout the State for match games with Omaha city champions.

The annual banquet for the players of the Omaha Shuffleboard Association was held May 2 in the reception room at Capitol Brewing Company, Omaha. Awards and trophies were to be presented.

Omaha Conducts Shuffle-Playoffs

TACOMA, Wash., Pins Face Ban

TACOMA, Wash. — Pinball house from a proposed ban by the city council.

Police Chief Roy D. Kerr last week asked the council to enact an ordinance declaring the games a nuisance. Kerr said his reason for the request was that he has had reports that pinball players are using the games to pay protection in order to maintain their machines at the various locations.

The council directed Clarence Bibb to draw up the ordinance. The ordinance, barring complications, would put the city's estimated 450 pinballs out of business within three months.

Chief Kerr said that Tacoma's pinball owners last year were forced to pay an average of $165,000 to the State Tax Commission to continue paying taxes on the machines. As a result, pinball business has been forced to move to other states. Several of the pinball manufacturers have threatened to leave the state if their taxes aren't paid.

Pinballs Banned In Malden, Mass.

MALDEN, Mass. — Owners of 15 business places were given 48 hours to get rid of pinball games last week. The games were seized after a report of violations of the recently enacted City ordinance.

The pinball machines in eating establishments and bowling alleys, which are not listed in the ordinance, were confiscated and the license fees for the places were revoked for the remainder of the year. Pinball games were outlawed here last year after a ban was imposed by the State.

Full Slate

CINCINNATI — Cincinnati's Automatic Phonograph Owners' Association last week named the slate of officers and board members for another year.

William E. Miller, president of B&W Novelties Company, was reappointed as president. Other officers are Bill Harris, Lincoln Music Company; vice-president, Full Outfitters, K.E.O., Music, secretary-treasurer, and champion, Joe Westhaus, Westhaus Corporation; Sam Chester, Diamond Supply Company; Paul Fyler, Ohio Specialty Company; and Charles McKenney.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard", "national", "valuable", or offer any guide as to the market value of pinballs.

Any price obviously depends on the condition of the machine, age, time on location, the territory and other related factors.

High and Low. Equipment and prices listed above are taken from advertisements in The Billboard and other sources. Laces are the highest and lowest prices advertised on coin machines which have been advertised 10 times or more for the four-week period, and are the highest and lowest prices advertised on coin machines which have been advertised the least number of times.

Thus "high" and "low" are somewhat misleading when used with the mean average.

Mean Average. The mean average is a correction of all prices advertised in the Index, it is a weighted average of all prices advertised for the four-week period indicated if reflects the true price. It is not a simple average between the "high" and the "low".

High and low index price range means indicates the price level at which most of the machines are advertised.

Therefore, when the mean average is near the "high" price, the "low" price indicates the "high" is a unique price probably for "as is" or "outdated" equipment.

Most Active Equipment

The Most Active Equipment on coin machines which have been advertised at least five times. It has been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised are used for the buyers who manufacture the games that eight machines are listed below. Machine in all categories appear in order of frequency advertised. Numbers indicate position.
MOA Convention Program Augurs Wider Assn. Scope
9th Annual Confab Opens in Chicago Sunday for 3-Day Run; Name Speakers

By BOB DIETMEIER

CHICAGO—That Music Operators of America is broadening its scope well beyond its copyright legislation—which brought it into being—was evident in its Wednesday evening functions, when all operators for the first time were being addressed by the annual convention.

The three-day meeting, which opens at the Morrison Hotel Sunday (5) and runs through Tuesday (6), will boast business sessions, forums, panels, speeches and open discussion—on every major subject necessary to successful music operating management.

Business conferences rest squarely on the central dollars-and-cents facts of music operating. All will explore every means of checking costs, raising revenues, offering better service.

A total of 42 exhibitors were confirmed at press time, including 27 booths set up here and 15 additional trade and auxiliary equipment, records, and coin-operated amusement machines.

FitzGerald AMI New Products Sales Director

GRAND RAPIDS, Mich.—William E. FitzGerald was named new products sales director of AMI, Inc., J. W. Haddock, president, announced Wednesday (5).

FitzGerald will continue as advertising and sales promotion manager, as he has, since joining the firm in 1959.

In his additional post, he will direct the promotion, marketing and sale of new products which includes a line of high-fidelity home audio-raphographs.

His background includes wide experience in advertising and merchandising. He served an sales promotion manager for an automobile manufacturer and account supervisor with a Chicago advertising agency. A director of the General Motors dealers, he is a member of numerous sales organizations. FitzGerald lives with his wife and two daughters in suburban Ada.

ROGER AND OVER

Juke Ops Get Service Calls Via Short Wave

DETOIT—A new type of radio-telephone service that enables a juke box operator to get his route service calls in “tune in,” by being used by a dozen leading juke box operators in this area. The operator or his service man is given a pocket-size short-wave receiving set which can be carried along wherever he goes.

At intervals he switches it on to the station broadcasting the route service calls that come in for him. Offered by Pocket Phone Radio Manufacturers, Inc., the service is available for operators function by means of a short-wave receiving set and a pocket-size transmitter, which is sent from location operators or other parties and which can be operated on the air.

Calls are broadcast continuously for an operator within one mile of the station listener can use for an hour to receive one or more route service calls. Frequency of broadcast depends on the type of call; some are in shortwave frequency, some in general frequency. The calls are quickly delivered when his number is coming up.

24-Hour Service

Service, on a 24-hour basis, is adapted to the operator’s convenience, broadcasts made to the individual operator when he wants to take care of them. This service is in operation con

DIAL DE 4-8200

FOR CALLS TO MOA VISITORS

A comprehensive personal public health service will be provided visitors at the Music Operators Association convention May 8-6 at the Morrison Hotel through the information booth handled by The Billboard.

Visitors can make business contacts via speaker telephone, or connect to the number and pay the conversion in the bills or rings by room number. House phones, transportation and other information will also be available.

MOA Exhibitors

Phone Mfrs. & Suppliers Booth Number

AMI, Inc. 1
Rock-Ola Manufacturing Corporation 2
J. P. Seeburg Corporation 3
The Rudolph Wurlitzer Company 4
National Phonograph Mfrs. Assn. 5
Perno, Inc. 6
Wien Corporation 7
Star Title Company 8
Paul Bennett Needle Company 9

Record Mfrs. & Music Firms Booth Number

B.C. Records 10
Columbia Records 11
Mercury Records 12
Decca Records 13
Coral Records 14

Broadcast Music, Inc. 15

Musicians of America 16

Museum Counts, Arcade Equipment Mfrs.

Auto-Float Company 17
Capitol Projector Corporation 18
Chicago Auto-Matic Radio Corporation 19
Edellite Products, Inc. 20
Exhibit Supply Company 21
Pioneer, Inc. 22

Genco Manufacturing & Sales Company 23

Gyn Cycle Corporation 24

Hilltoppers, Inc. 25

Home Phonograph, Inc. 26

Bell Lane Company, Inc. 27

Valley Manufacturing Company 28


Three Mfrs. to Show 200’s at MOA Meet

CHICAGO—Three juke box manufacturers will show 200 selection photographs at the Music Operators Association convention May 8 thru 8 at the Morrison Hotel.

The J. P. Seeburg Corporation, first to take the plunge with a selection of 500 to 1000 records several weeks ago, has already been shown informally by some of that manufacturer’s distributors.

Sked P-R Nite For MOA Meet

CHICAGO—Monday night (7) will be “public relations night” at the Music Operators Association convention at the Morrison Hotel here.

William E. FitzGerald, AMI, Inc., will speak on “You Can Do More With New Public Relations.” The program begins at 9 p.m. in the Venetian Room.

Following the speech will be the world premieres of the new Seeburg Dream Records. The 21-minute film tells the story of the new 200 selections put on the market by the music operator in providing wholesome entertainment that all can enjoy.

The film, inspired thru a need for better public relations for the industry by MOA, was produced by AMI, Inc., and it is given without charge to all operators or operator associations for showing to civic and service groups in their own communities.

Dime Play Still

50-50 in Philly

PHILADELPHIA—The dime play situation has leveled off for the time being, according to Joe Ash, local Wurlitzer distributor.

Ash said the city is about 50 per cent on dime play, with 63 or 64 per cent of the taverns still reporting, but only 20 per cent of the lunch-counter locations changed over.

While the pool business has fallen off somewhat, Ash said that the dime play business is holding a steady 50-50 split since immediately after World War II.

The decline in pool business was pretty much expected here. The magazine business is holding the rapid rate for the few months following and it seems that there won’t be any more for the time being.

Ash has completely refurbished his offices and showrooms and has added 1,600 square feet of floor space on the second floor.
Rosen Reports

PHILADELPHIA—Dave Rosen, local AMI distributor, reports music and game sales are running 25 per cent ahead of 1955. According to Rosen, one bank has handled $30,000 in coin machines in the last four weeks. They now have 300 machines on the job in the city. Sales in box stores, added, have increased by 30 per cent over the same period last year. Local Coin, Inc., and neither AMI 5-V-000, and three of these are currently on location.

Heartbreak Hotel’ Top MOA Choice

NEW YORK—The Elvis Pres- ley version of "Heartbreak Hotel" has become the nation’s top jockey box disk Saturn (12) on "National Jukebox". the Inc. re-duced the preparatory plane by the Music Operators of New York.

The record, "Heart- Diggit", with Percy Como on RCA Victor, "Blue Steel Screen", with Carl Perkins on Sun Records, and "The Stars and Stripes Forever Maker" with the Army Cadets Orchestra, has been credited with being the most promising disk of the "Graduation Day", with the Rye Boys on "WMN", and "Rock Island Line", with Lonnie Donegan on London.

Buffalo, on the other side, George A. Miller, Oakland, Calif., MOA president, Louis M. Walker, Manhattan, N.Y., VMO manager, and John A. Wallace, Oak Hill, W.Va., AD manager.

CROWN NOVELTY SHOOTS EXPERIENCE. This week the 100th meeting of the National Association of Coin Operated Penny Machines was held in San Francisco. At the point of five years, Carbin’s deal goes a father-son team: William DeCaro and his son, Buster. Both are highly employed record-keeping machines bought up and traded by the National Association.

WORTH MORE When You Buy It

WORTH MORE When You Trade It

RICHMOND

By BEN POPE

NATIONAL BIDENS SALES POST. After 10 years with Musical Sales Company of Baltimore appearing Sylvania in Carnegie, Robert Walling has resigned to accept a job with less colorful musi-
cian—business man, Bill Snow of Norfolk, who has been working with him for the past six months. Walling is a native of Baltimore, at least for the present. — Cliff West, Inc., who handles many of the cigarette machines in the State, has purchased all of Walling’s machines at a substantial discount. The company contributed a fine old wooden Indian to Richmond’s Calendar Museum. phantom that it Old Saybrook, Conn., will handle all his doing in the state.

Miss Myrtle Hartford has gone on and off the job at Berto Vending Company lately due to illness in federal court. — Jack Bass, of J.B. Bass, Inc., Chicago, has resigned. He is going on the State Legal Order of Moose at Natural Bridge. He has dropped over two years of his vender’s in the state, V., where Brownstein has a branch office. — Bob Smith, general sales manager for Waxbender, was down from Buffalo and stopped in at Kenneth A. O’Connor’s. — The place was really hopping. Desti, Music Supply, last week and Dan Weir didn’t have much time to talk about it. However, we do know that two of his visitors were T.L. Strawbe, of Eastern Electric Company, and Gilbert Bailey, a veteran, V. operator.

Afrils lots of folks are talking about “dawn days,” these always seems to be a list going on at Tornado Vending Exchange, too. — Besides new items and equipment in the show and other features.

It was given an advance showing of a disk that is just being released. It has received the Pre-mier of the nation. — A recent meeting of the Trade pressed the music of the new}.

New Orleans

By JACK DEMPSEY

WORTH MORE When You Buy It

WORTH MORE When You Trade It

By JONI FRIEDMAN

EASTERN VISITORS OAK PLANT. Danny Cohen, head of the Dance Coin Machine Distributing firm of Baltimore, Md., and L. S. Abelson, national sales manager of Oak Manufacturing Company, Pittsburgh, were in town last week. Cohen has been in town for a week. The occasion saw a move of the company’s new plant.

Mrs. Jesus Ferri was seriously injured in an automobile wreck near Chicago. She is being treated at the St. Joseph’s Hospital in Chicago.

Mr. and Mrs. Sam Simon, operators of the former "Inn at the Inn", have moved into their new home on the corner of North Avenue and Joliet Street.

The company has been very busy with the many demands for its product.

GEO F. HYDE has recently moved headquarters to 305 W. Washington St., Chicago.

The company has been very busy with the many demands for its product.
MUSIC OPERATOR FORUM

How Important Is Programming?

The successful music operator management side in large measure on good programming is clearly indicated by music operators participating in this week's Forum. The overwhelming majority of operators polled—81.8 per cent—report that they do have programming formulas to classify tunes types on their machines.

Even more significant is the fact that 100 per cent polled believe that in a location which is under a mixed clientele, the more variety of music programmed, the higher the gross will be.

That the busy music operator places programming high on his list is underscored by the fact that two-thirds of this week's MOF participants reported that they personally supervise programming policy do not delegate that responsibility.

However, because the music operating business is a very competitive one which involves a great amount of daily work, and is one which must equal the fight share of problems, over half of operators answering this week's forum felt that allow programming "is important," it is just one factor of many to be considered in good management. In fact, recognizing all the factors that make up successful music operation, it is very noteworthy to see that 25.5 per cent feel programming is the most important factor in music operation. Altogether 40 per cent believed that other factors are more important thus programming, to one reporting felt that programming was important.

MOF operators definitely feel that programming by musical category will increase music time and work—justified by the results. Recognizing that music operating is a service business, operators have to be service and convenience music that customers want and programming greatly helps deliver the customer in doing so.

The majority clearly recognizes, however, that good programming does require a large amount of record keeping. And they also acknowledge that the business of categorizing some tunes is not always an easy job. Several reporting music selecting arguments in pointing out that the classifications of music by machines do not always help—either for the operator in programming a particular duty, nor for the customer in selecting one. For example, regardless of what musical category such as rock n' roll, c.d., etc., that a given tune might belong to, it can be easily found at the peak of its popularity, it should actually be classified under hits tunes.

The question is raised, too, of whether the classifications which operators and others in the music business seem to use are the general joke box playing public. With large multiple selection machine now appearing on the market, the tendency of enabling a customer to quickly select the music he wants to become even more important. But while most operators agree on the basic importance of programming, there are large areas of disagreement about some aspects of it. For example, whether or not it is desirable to enable a customer to select quickly, one camp maintains it is for reasons given above. But there is another who sees the situations might be classified in the best possible way, a large group of customers to prefer to look at the title strip before finally making a selection, and may select even more as result. The opinion about which there is no disagreement; That programming should definitely get the right record to the right machine at the right time, a desirable, excellent job that passes dividends and cannot be ignored by the successful music operator.

How They Voted

1. Do you have programming formulas for a location of your own? (Page 35)
   Yes
   81.8%  18.2%
   No

2. Do you personally supervise programming policy or is an employee responsible? (Page 35)
   Yes
   66.3%  33.7%
   No

3. In location requiring a mixed clientele, do you think that programming helps deliver the customer in doing so? (Page 35)
   Yes
   85.9%  14.1%
   No

4. How do you rate programming as a factor in making money? (Page 35)
   Definitely important
   75.8%  24.2%
   Somewhat important but not just one factor of many
   28.4%
   Not important
   10.5%
   Other factors are more
   14.5%
   Not at all important

Notes From One-Stops

J. T. EDGERTON, Record Supply, Sacramento, Calif.: "Last year we put up a program on a juke box with all categories mixed in it, and since the customer must read the entire program (which is less interesting likely). However, categories should be located to locations rather than according to classifications pre-arranged on the machine. In other words, groups classifications to best entertain.

R. W. SHAPIRO, Nanticoke, Pa.: "To a certain extent only do takes justify programming by musical category. For instance, very few locations need as many polls and waltzes as the particular programs on machines call for, and some with old favorites. Yet those types of records should be kept together. If an c.d. 4 c.d., etc., tone is hit, it should be programmed with the hits.

Fouche, Sales

Continued from page 82

England and Scotland, Fouche was one of 10 men selected to speak in the industrial centers of Great Britain. Early in 1856 he became associated with Medley as vice-president in Chicago, the Chicago Associated of Parade Publications. He is two of "Commerce" and is a director active in the sales executives club of National Sales Executives.
BE WURLITZER’S GUESTS FOR 3 DAYS
AT BUFFALO’S HOTEL STATLER

ENJOY 3 BIG, FUN PACKED DAYS AT THE GALA WURLITZER CENTENNIAL CLUB CELEBRATION
AUGUST 23-24 and 25

EVERYTHING FOR FUN
EVERYTHING FOR YOU

Luscious barbecues and shore dinners in beautiful Wurlitzer Park.

Airplane sightseeing and coach trips to Niagara Falls.

Meet the people who design and build Wurlitzer Phonographs. See the fabulous new Centennial 1900 made right before your eyes.

Top stage entertainment by recording artists, name bands and variety acts.

PLUS PRIZES GALORE

Join the Wurlitzer Centennial Club. Be Wurlitzer’s guest for three thrilling days of fun and entertainment as we celebrate 100 years of musical achievement.

See your Wurlitzer Distributor to learn how every operator and his wife can become eligible for this “once-in-a-lifetime” celebration. See your distributor now, then plan to be the guests of Wurlitzer August 23, 24, 25.

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
New Memphis Law To Hit Coin Games

Ordinance Would Kill Teen-Age Play; Ops, Already Heavily Taxed, Expect Big Loss

MEMPHIS—A sweeping city law that will cut pinball and amusement game play and may force many operators to pick up games from locations box was passed last week by the city commission.

The new law, passed on first reading, prohibits anyone under the age of 18 playing pinball or other games in places where beer is sold. The law also prohibits anyone under the age of 18 playing pinball or similar games anywhere in locations such as drug and sundry stores and ice cream parlors.

The ordinance may pass three readings to become law. That, however, is motive. It is scheduled to become effective Thursday (5).

May Force Ops Out

The present law allows anyone 18 or over to play amusement games and places no restrictions on the places.

Operators here do not like the new law because it may force many to close down their game businesses. Because of high taxes on pinball, shuffleboard, and other games, the operators realize small profit as it is.

Many operators have games on location merely as an accommodation to the location owner who wants them.

Tax on pinball and similar amusement games are city, $15 county, $15.50; State, $15.50 and Federal, $10; a total of $50. An operator having 10 machines on that location must pay a tax of $500.

Thus, the new law, if enforced, will cut off substantially the income of many pinball and amusement games operators.

The ordinance also prohibits the use of machines that have been a success in other cities. The ordinance requires that all machines be approved by the city licensing board.

The ordinance also requires that all games be approved by the city licensing board.

Shuffleboard Back—Play on Increase

UNION CITY, N. J.—Shuffleboard, not to long ago a standard piece of equipment at tavern locations but virtually extinct in many areas of the U. S. today, is on the comeback trail.

N. Melone, sales manager, American Shuffleboard Company here, feels the game is gradually coming into another boom period.

This basis for his belief is that where operators have placed new shuffleboard courts or courts, the visible result has been greatly increased play and revenue.

"These operators, according to Melone, are now concentrating on replacing their entire route as quickly as possible."

Roto-Pool Dubbed ‘Delay Fuse’ Game

CHICAGO—Roto-Pool, United Manufacturing Company electric pool game, has been termed a "delay fuse" game by Bill DeSelm, president of the company.

The game seems to have taken a while to catch on, according to DeSelm, but the company feels it is now coming.

"Roto-Pool has been out a little while," DeSelm said. "A slow start is really beginning to draw attention on no locations," and DeSelm explained that it took players a while to pick up the new type of play, which features linking.

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Rivals Seek Control Of Scientific Mach.

Mrs. Levine, Dave Simon Own 50% Each Of Firm; Game Production Continues

NEW YORK.—Production at Scientific Machines, Inc., is going on as usual, according to a statement issued by Simon Roth, vice-president, and Mrs. Levine, widow of Max Levine, who is the former manager of the company.

The board of directors consisted of Ruth Wolfe, Sylvia Levine, widow of Max Levine, and Max Levine, who was the late Max Levine, the Simon appointee to the executive committee while a majority of the board of directors consists of Max Levine and Simon, the representative of the late Max Levine.

The former Judge Albert Cohen, representing the Levine interests, is currently negotiating with Feldman.

Exhibit Distributions Get Samples of New Slate Pool

CHICAGO.—Distributors of Exhibit Supply have received initial shipments of Slate Pool, a new coin pool game with a slate playfield. The slate playfield, which was previously introduced in the coin pool field, has a slate playfield similar to the slate pool game.

The new slate pool is a regular pool table model, with the usual bumpers and playfield features found on the wooden playfield models.

44 Districts to Attend Annual NCMDA Meeting

The new members are Franklin R. Company, Buchanan, Milw., Joseph Fishman, R. K. & N. Company, Newark, N. J., and David Stern, Sourceon, Eliz., Chicago.

The Sunday meeting will end with a reception at the Shamrock Hotel at 10:30 p.m. in the evening.

NCMDA’s current officers are H. J. Schlesinger, president, Minne-apolisl; Gilbert Kitt, vice-presi- dent, Chicago; Irvin F. Blumen- field, secretary, Chicago; and F. D. Underwood, treasurer, St. Louis.

The meeting will be held in the Quality Hotel, Chicago, at 10:30 a.m. in the morning.

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NOWI FOR THE FIRST TIME IN 4 YEARS RECONSIDERED
CRUSADER HORSES
You, new Crusader Horses, are a limited number of completely restored Crusader Horses, the world's finest mechanical horse.

Features:
- Unbeatable bright colors
- Direct driven, no belts or pulleys
- Both small and big—similar
- Traditional Texas style and bridle— appearances
- Price: $49.50

CRUSADER ENTERPRISES

ROCK-O-LA ENTERPRISES

ROCK-O-LA BOXES—$49.50

IMMEDIATE DELIVERY ON ALL LATEST EQUIPMENT!

Williamson
4-button operation
Automatic shuffler

Bert Low
Fire engine

BAGGER
4-player, Wild
Poker

BAGGER

All Used Gns!

S & K DISTRIBUTING CO.
Exclusive Rock-O-La Div. In Pennsylvania and Jersey
165 E. Broad St., Philadelphia, Pa.

NEW OPERATING BUSINESS

VuaU! RADIO & TV TUBE TESTER

Investment Returned In 6 Months

Cut in on the Bananas. There will be $350,000,000 worth of tubes sold in 1956 for replacement only. Not 50% of this business in your territory.

New Operating Profits

VuaU! Machine

Gives Tubes a

Good Test.

Do you ask yourself: Everybody wants to save the service charge. Tubs sold at list price.

Visit Booth #43 at M. O. A. Convention, Morrison Hotel, Chicago, May 6, 7 and 8

Write, Wire or Phone

VUAU! SALES, INC.

1948 Livonias Avenue

Detroit 21, Michigan

Phone: Diamond 1-2316

LA ESPANOL

Exhibit Ships Spanish Pool, New Style Play

CHICAGO—Spanish Pool, a two-ball game featuring a new type of play, was shipped to distributors by Exhibit Supply last week.

The game has a 66-inch-long playfield, regular with two players or two teams competing. Shooting balls from one end and re-bound off cushions or ball bumpers into respective red or white hole can have national players’ end the table.

Balls which pass over a “food live” located behind the holes can be shot directly into the holes. Other shots must be rebounded. All shots must be made in forward or backward direction.

Six balls are spotted on the table, by each player or team to begin the game. Each player or team must select the marked ball first before shooting other balls spotted along the sides of the playfield, or the ball, if marked, on offensively position behind the foul line.

Ball bumpers are strategically placed in front of the ball holes, near center of playfield, and behind for placement convenience. A playfield light attachment connects to one of the mid-playfield bumpers. Playfield is covered with black cloth.

Marvel Adds Jumbo Bumper To Pool Line

CHICAGO—Marvel Manufacturing Company this week introduced the large-size Jumbo bumper, on its coin pool games and pool games.

Samples of games and conversion tops with the new bumpers have been shipped and Ted Rubenstein, Marvel head, said the firm has begun regular production of these new models.

Along with the large-size light bumpers, Marvel’s games now have anti-warp adjusters at no extra cost. The adjusters are shipped separately for operator conversion of older model games. The Marvel table to conversion units have light-up bumpers, new cloth, center holes and pluge for 2 or 3-hole play, and marked playfield for 3 or 4-hole play. Tops, made of Nylon-Fly, are available with or without light-up bumpers.

The Marvel light-up bumper attachment has a large plug which disconnects from transformer at bottom of cabinet. This keps exess weight of attachment off the playfield, coming down on play field bend, according to Rubenstein.

Reynolds to Bow Mentholated Cig

NEW YORK—The R. J. Reynolds Tobacco Company will introduce a new cigarette brand, Salem, next month, said to be the finest, filter-tip smoke.

The company said Salem’s will be available in some Eastern markets Wednesday (7) and should have national distribution by the end of May.

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1932

1264 Delaware Ave., Lexington, Ky.

1000 Broadway, Cincinnati, Ohio

133 F. Street, Cuyahoga Falls, Ohio

Monarch Coin Machine, Inc.

LARGEST STOCK, ALL TYPES, USED

5-BALL GAMES—BINGOS

ALLEYS—GUNS—PHONOGRAPHs

SPECIAL ATTENTION TO EXPORT ORDERS

JOE ASH SAYS...

When you compare quality with price, Active is never underpriced.

EXCLUSIVE DISTRIBUTORS FOR WILLIERTON & E. GOTTIES & CO. IN N. Y., V. I., PA., AND KANSAS.

ACTIVE AMUSEMENT MACHINES CO.

YOU CAN ALWAYS DEPEND ON ACTIVE.

JOE ASH SAYS...

Joe Ash says... Joe Ash says...

"As consumers of all extreme encouragements, we are going to close our doors to contractors and refuse to sell to the masses. We are going to serve the public properly and honestly for a living."

Exposes tricks of the trade to the public.

646 N. Broad St., Philadelphia, Pa.

Write or wire for prices.

GUNS

Biggest Stock in the Country

BROOKLYN, N. Y., 1455-4555

WE ARE EXCLUSIVE WULSITZER DISTRIBUTORS

Bollota Distributing Company

325 N. Main St., Newbach, N. Y.

1052 Broadway, Albany, N. Y.

1155 Broad St., Portland, Me.

Phone: 850 CATLIN

DELTA BULBS are...

- so simple a child can operate.

- Place in Drug Stores and

Super Markets

Commissions back.

"A DRICTOR" Offers a Unique Opportunity

Utah is

of

a

Good Test.

"A DRICTOR" Offers a Unique Opportunity

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Good Test.

"A DRICTOR" Offers a Unique Opportunity

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Good Test.

"A DRICTOR" Offers a Unique Opportunity

- Utah is

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Good Test.
Memphis Law
• Confirmed from page 69
Starler Dillars, chairman; Heany Lobb, and Police Chief James C. MacDowell
Mayor Gives View
Mayor Orrell said: "There are plenty of places where beer is sold, and we do not want
miners to be drinking around places that sell beer."

Language of the law is that "it...and...and...and it is not violated. A violation is punishable by fine
$50 to $300. In establishments which have the machines and sell beer to be taken off the premises for
consumption, the 20-year-old minimum limit for players will be cut.

Operators generally approve of the intent of the law, only fearing it would not be enforced properly.
Parmer Henderson, general manager of the Enterprise Company, said the law would greatly
influence the amusement games.

Edward Chief, who operates 150 games on location, said he has no plans to stop operation.

In sharp contrast to the Enterprise Co., Henderson said, they have a terrific market for their
machines, and pay excellent bonus fees and should be given same consideration.

Fisted notice fees are higher than in most other cities, and include ad revenues, according to
operators. The Enterprise Co. takes the position, Henderson said, that they have a terrific market for their
machines, and pay excellent bonus fees and should be given same consideration.

"If a man is old enough to serve his country in the Army, he is old enough to drink a bottle of beer," Henderson
declared.

Commissioner Stanley Dillard, operated by the Enterprise Co., expressed surprise at the
age he thought should be 18 instead of 21 in the law.

A case in point, he said, is the case of a 18-year-old who was arrested in Memphis which has 15,000
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declared.
Shuffle Play
*Continued from page 58*
seams eliminated almost completely.
3. Each board equipped with
dramatic adjusters.
4. Shuffleboards are one piece
style, instead ofthree piece.
5. Electric scoreboard, requiring
little maintenance, compliments
the board.

Electric Scoreboards
Practically all of America's
shuffleboards are made with the
electric operated scoreboard.
Most scoreboards are shipped to
the game is set to play at 50 cents,
5-point game; 60 cents, 21-point
and 50 cents, 51-point game.
Coin chassis take coins only.
Insertion of dines does not control
the operation of the game, but
merely increases the number of
points paid for.

Most of America's sales are
made to coin machine distributors
and operators. In the Northeastern
States, the majority of shuffle
boards are placed by location
customers, but since success has been
made during the past several years in
converting to play via coin
operated electric scoreboards, op
erators have started to set up shuffle
boards routes in this area. The
fertility of this introduction depends
on both new boards and supplies to
encourage this trend.

American has distributors in
many areas of the country. In line
with factory policy, however, dis
tributors work on a small margin in
sales made to operators. This contrasts to "exclusive prices
carried by distributors in the
unbridled boom days," according to
Melone.

League Play Strong
League play, which has always
gone hand-in-hand with the shuf
leboard game, is flourishing more
than ever before, Melone observed.
He São this deduction on increased
sales since February, increased
equipment, and requests for in
formation on how to conduct
leagues.

Within the last league season
American sold $2,000,000 worth of
trophies. Just concluded was a 33
tournament in the State of Wash
ington. Some 22 teams competed
last week in a State tournament in
Pennsylvania. Others are expected to
be conducted within the next
few months.

American ships quantity orders
of shuffleboards on the export
market, but did not confirm the
total cut off these shipments. Shuffle
boards are manufactured in
Germany and are sold through
Europe by other firms. American hopes to
compete on the European market
on the basis of quality, versus the
substantially lower prices of the
European game.

Other improvements made in
America's product in the past few
years include increased pole
weights with bright plastic tops,
charme ferrules to prevent damage
to table, less expensive chassis and
other tourkey equipment fur
nished as standard equipment built
in fluorescent lamps to illuminate
take the place of lights, and new products to
improve play on the games, such as
plum and whistles which produce
different sound effects.

CORRECTION NOTICE
Due to typographical errors in
the shuffleboard department,
the following prices for all
FREE COIN MACHINE EXCHANGE, INC.
CHICAGO COIN
Bally, used... $125.00
Thurman... 275.00
Advance... 135.00
Coles... 95.00
United... 115.00

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS
Grass-Root Facts
• Continued from page 78

Tuesday, May 10
Registration will begin at 9 a.m. on the eighth floor. The board of directors meeting and luncheon will be at 11:30 a.m. The ladies' committee meeting will be held at 11:30 a.m. in the luncheon and banquet hall.

Attendance

<table>
<thead>
<tr>
<th>Sponsor</th>
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<tr>
<td>AMI</td>
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<tr>
<td>ROCK-OLA</td>
<td>109</td>
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Shaffer Spring Specials
Reconditioned Phonographs

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<th>Model</th>
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<tr>
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<tr>
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</tr>
<tr>
<td>M100B</td>
<td>$100.00</td>
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<tr>
<td>M100D</td>
<td>$120.00</td>
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</tbody>
</table>

Bumper Pool Game Supplies

Bumper Pool Game Equipment Direct from Headquarters—Wholesale Supplies All Merchandise Supplied By—the Manufacturing Suppliers and Suppliers of Manufacturers

ATTENTION, M. A. CONVENTIONERS
Be sure to stop in and pay us a visit.

Modernize your old Style Pool Game Tables

With New Reconditioned Playfields. The latest style bed to convert your obsolete tables of low cost. Be smart and save money.

RECONDITIONED PLAYFIELDS

<table>
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<tr>
<th>Model</th>
<th>Price</th>
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<td>201...</td>
<td>$6.50</td>
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<tr>
<td>301...</td>
<td>$7.50</td>
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You Should Be Doing Business with Trimount

America's foremost exporter of reconditioned coin-operated equipment

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<tr>
<th>Manufacturer</th>
<th>Model</th>
<th>Price</th>
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<tr>
<td>AMI</td>
<td>100</td>
<td>$85.00</td>
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<tr>
<td>ROCK-OLA</td>
<td>90</td>
<td>$75.00</td>
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Shaffer Music Co.

In the Shaffer Music Building, 6th & 7th Streets

COLUMBUS, OHIO CINCINNATI, OHIO INDIANAPOLIS, IND.
604 N. High St. 1200 Walnut St. 1327 Capital Ave.

MARVEL Billiard Supply Company

16626 W. LAKE ST. CHICAGO 12, ILL.
Phone: Michigan 6-8555
Roger and Over

potentially in a number of ways than the automobile radio system used by many operators, and also more economical. Cost is $20 a month for a single unit, or $17.50 when bought as a group.

A number of Detroit operators now have up to six units, giving out to each serviceman while he is on the job.

Detroit operators at first found that the short-wave system could work to their disadvantage, but they countered with a "trick of the trade." When calls were first put on the air, operators were puzzled by new lively competition which developed. Competing operators tuned into the broadcasts and used the addresses of spots to do some business of their own.

They went out to solicit service at the locations, using the telebing sales argument that the location had suffered a breakdown of the machine under the regular operator, that they could give better service, and so on.

This cute trick was nipped in the bud when operators using the tape service simply assigned code numbers to each location. With these broadcasted, rather than the location addresses, only the operator or his serviceman knows where the spots are located.

FISCHER... offers

EXPERIENCE...
QUALITY...
THE BEST FOR LESS...

AND THE SENSATIONAL NEW
DOUBLET BANK
FIRST ALL-MECHANICAL ONE-END PLAY
BUMPER POOL GAME!

This is the one you and the public have been waiting for! Exciting, new added skill features get and hold the play, . . . Dependable Fischer profit features get and hold the locations!

See or Call, Write, Wire Bill Weikel, Sales Mgr.
FISCHER SALES & MANUFACTURING COMPANY
1 S. CLINTON STREET, CHICAGO 6, ILLINOIS. PHONE SPRING 4-6514. FACTORY: TIFTON, MISSOURI

GIVE TO DAMON RUNYON CANCER FUND
N. Y. Ct. Ruling
Continued from page 76

A continuing battle between manufacturers, distributors, and operators for years has been waged for the control of coin mechanisms. In the last decade, the amusement industry has been under attack by the Federal Trade Commission, the Department of Justice, and the National Labor Relations Board for violating antitrust laws. The courts have ruled in favor of the manufacturers, but the operators have continued to challenge the decisions. The battle continues, and the future of the coin-operated amusement industry is uncertain.

Welcome, M. O. A., to World Wide

World's Value Center!

Welcome, M. O. A., to World Wide

World's Value Center!

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World's Value Center!

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World's Value Center!

Welcome, M. O. A., to World Wide

World's Value Center!
Every conceivable kind of EQUIPMENT, SUPPLIES and SERVICES has been sold in The Billboard. WANTED: You Tell 'Em! Write BOX AHA.

Shuffle League

...but how they like to play it!

It's crazy, man

Every Beach MAY

Gene* Lire-

Phil. C.C.

WixJe

Beaus

K.O.

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Yea

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Gun

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World

Club

Bat

Rolls,

The kind

CALIFORNIA

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40.00

Auto

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INC.

PROSPECT

Wallbox

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goal

milk,

children like to see the chocolate milk, and in bottles have no trouble distinguishing it from white milk.

Further there are no "housekeeping" problems because children pick up every drop. Grants would have to be disposed of by the school janitors.

7-11

POOL TABLES

New Delivering the Latest Models by UNITED—VALLEY—FISCHER

CONTACT US FOR THE VERY BEST DEALS

BINGOS

You name it—we have it

The very latest numbers

PRIZED IN SADDLES

SHUFFLE ALLEYS

You name it—we have it

THE VERY LATEST MODELS

PRIZED IN SADDLES

POOL TABLES

10 Late Unit 1953

RiDES

Lancers: $50.00

Lancers: $55.00

Lancers: $50.00

Lancers: $55.00

COUNTER GAMES

Keno & Cardelli

Pharaoh's Choice

Pharaoh's Choice

Pharaoh's Choice

PHOS

Rock-Ola Snack 30.00

Switchback Snack 30.00

Switchback Snack 30.00

Switchback Snack 30.00

CIGARETTE MACHINES

Cigarette Machines

Cigarette Machines

Cigarette Machines

Cigarette Machines

WURLITZER DISTRIBUTORS FOR OHIO

 Cleveland Coin MACHINE EXCHANGE, INC.

M.S. Gwinner

313 Prospect Ave., Cleveland 16, Ohio

Terms: 1/3 down with all others. License C.O.D.

It's crazy, man

...but how they like to play it!

It's crazy, man

...but how they like to play it!

It's crazy, man

...but how they like to play it!
AN OPEN LETTER
TO ALL OPERATORS:

In July, 1955, The Exhibit Supply Co. introduced to the nation a very simple, yet fascinating new form of amusement. It was a game called Skill Pool. Many laughed, many scoffed; and some few sneered, but to date over 100,000 Skill Pools, and variations of it, have been placed in taverns, clubs and other gathering places all over the country.

The game of Skill Pool swept the nation like no other game before it. All of us in the Coin Machine Industry watched with awe the progress of this game.

Undoubtedly sales of these games will continue for many months to come; in some areas for years to come. The play is simple, fascinating and skillful, yet easy to learn.

Is it possible for the manufacturers within the industry to come up with another game embodying these same qualities and with the same popularity and sales potential of Skill Pool?

We, at Exhibit, have examined this problem at length. We have made variations of the Skill Pool game and so have our competitors. Some of these games have been successful. Others have not. Certainly none of them have met, nor were expected to meet, with the complete success of the original Skill Pool game. So we decided to go back to the source from which Skill Pool came.

Skill Pool originated in Europe and has been played there for perhaps the past twenty or twenty-five years. Was it possible that another such game existed in Europe?

We examined many variations of the European games. Now, we feel that we have come up with a game that embodies all the features of Skill Pool, plus a fresh appeal that will equal the peak popularity of Skill Pool. It is simple. It is fascinating. It is easy to learn. It requires skillful playing. It is completely mechanical. It can be sold for a very low price. And it takes up even less playing area than the original Skill Pool!

Because of its background we call this game SPANISH POOL!

We predict it will be placed in every location where the original pool game play has started to fall off!

We predict that it will be placed in many locations that could not accommodate a Skill Pool game because of the playing area required! We predict that it will become a companion game to many of the Skill Pool tables that are now on location!

Remember—SPANISH POOL is by far the greatest game of Skill since Skill Pool. It is not an imitation—not a copy—not a variation. It is an entirely new innovation in pool game play!

Samples are in your distributors’ showrooms. Plan to see them soon!

THE EXHIBIT SUPPLY CO.

Samuel B. Lewis
Samuel B. Lewis,
President
Your American Red Cross Is Always There After Disaster Strikes
ARCADES—OPERATORS
POOL TABLES—POOL PARTS

Dub Roto-Pool

Nestle Building
New Headquarters
WHITE PLAINS, N. Y.—Construction has started on the new, three-story office building of the Nestle Company, Inc., here on Bloomingdale Road, Hans J. Wolf- linden, president, announced last week.

The ground floor exterior will be of dark granite and the upper stories of buff brick with the en-
tire building to be air-conditioned. It will be of modern design built and out with movable steel and glass partitions, flash fluorescent lighting, and designed to permit additional construction should more space become necessary.

MODERNIZE YOUR
POOL GAMES
With New Playfield Tops

NEW... TOTALLY DIFFERENT SCORING!

1 or 2 player
POOL TABLE or up to 4 players
"as two teams!"

Players get FAST ACTION and a real opportunity to build up HIGH SCORES in direct proportion to their pool shooting skill. Yet, CHANGING VALUES of all pockets give amateur players an opportunity to compete and catch up with the well-practiced players who practically live with this new pool table.

Save 25
to 50
cents on pool tables with metal pockets—get your pool players to see them!

Write for your nearest source and prices.

STAY IN THE RUNNING WITH KEENEY POOL TABLES:
FLICKER POOL, a HIGH SCORE game
Featuring a unique combination of SKILL and TIMING
that fascinates the amateurs and challenges the experts!

FASCINATION POOL
Regular or JUMBO Models

A R C A D E  P O O L

4 CHANGING VALUES OF
100-200-400—OR 800 LITE-UP AT
ALL POCKETS AS BALL DROPS THRU!

1 COIN
5 BALLS
2 COINS
10 BALLS

G O O D  F O R  V A L U E  L I T

MAY 5, 1956

THE BILLBOARD

ARDEN MFG. CO.

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BIG MONEY

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CONVERSION TOPS
Tops for Late Models 3-Hole—(no lights) plastic bumpers. Front flaps, center- 
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Some as above with lights transformer, 
lights, bolts, sockets and wire.

TOPS for early models 2-hole play (no lights), no conversion parts. Plastic
bumpers.

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PRICE ON OUR FINEST LINE OF
* * * *
NEW POOL TABLES

ORMS
N.Y. MAIN
DALLAS, TEXAS

A R C A D E  G A M E S

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- $25.00 3 hole finished playfield
- $30.00 with lights in bumpers
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all the THRILLS of BASEBALL
...all the SKILL of POOL!

Genco's Exciting New
Baseball Pool
for 2 or 4 players

5 Electric Wafer Bumpers
score Singles, Doubles, Triples!

6 Playfield Holes
score 1, 2, 3 and 5
Home Runs!

BONUS SCORING—Double and Triple Hole Scoring on Last 4 balls!

Live-action base running in backrack!

Guaranteed warp-proof playfield with Steel Anti-Warp Bars!

Hinged Playfield—Levels—Steel Sheathed Cash Box—Trouble-Free Mechanism—Easy-Servicing

BE FIRST in YOUR AREA with
this great ACTION GAME—See
Your GENCO Distributor AT ONCE!
NEW YORK—Samuel Eppy & Company, Inc., local charm manufacturer, is releasing three new lines for the annual convention of the National Vendors' Association, to be held in Chicago, May 10-13.

They are a series of Webster Dictionary charms, plastic-colored connecting beads, and a series of 100 gold and colored vacuum-plated items.

Cleveland Coin Machine Exchange, Inc., American Coin & Pinball Distributors, 2059 Harvard Ave., Cleveland, Ohio, also plans to unveil a new line of charms, with a special emphasis on the charm for the Western Passage.

Western Passage was created by the famous American Machine and Foundry Company, known for its high-quality charm designs.

For prices write STANDARD METAL TYPERS, 15-11 W. Western Ave., Chicago 11, III.

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**Williams**

- STAR POOL
- KLIK BILLIARDS
- CRANE

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**NEW** IMMEDIATE SHIPMENT

**FLICKER** by KIDNEY

Automatic Rocking—Spins all four. Plays the automatic rock-and-roll tunes that are the perfect pool songs.

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Automatic Bouncing—All three from one end.

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REPLAY OR NOVELTY

THE ONLY AUTHENTIC BASEBALL GAME WITH WILLIAMS ANIMATED BASE RUNNING UNIT!

4 ways to score REPLAYS:

- TOTAL RUNS!
- SLUGGING AVERAGE!
- BEAT PREVIOUS HIGH SCORE!
- MATCH FEATURE!

Remember "King of Swat"? 4-BAGGER is even BETTER!

ALL NEW ADVANTAGES INCLUDE:

- FORMICA PLAYFIELD
- NATIONAL SLUG REJECTOR COIN CHUTE
- IMPROVED BAT
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Previous High Score Remains On Backboard — A Powerful "CARRY-OVER"

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Distinctive Quality—
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Another FIRST!

ADVANCE
POOL

Featuring
Three Pop Up Holes!
Ball Pops Up!

Player by Shooting Into Super “Magic Hole” will also score in 2 additional holes.

Plus Progressive Advance Scoring On The Back Rack Glass

All holes advance in scoring as game progresses. (5 scoring panels light up progressively to show new scoring value of each hole.)

Features Front Play!
Features Automatic Scoring!
Features Lite-Up Posts On Playfield!
Unbreakable “Plexi-Glass” Back Glass!
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“Level-Matic” Adjusters—Standard Equipment!
Brilliantly Colored Cabinet!

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Clover Pool
★ Plus Clover 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 “Level-Matic” playboard adjusters.

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Available in 2 or 3 Hole Models With The Exciting Center Hole Feature! New Type Ball Drop Mechanism . . . Simple . . . Positive . . . Fool-Proof! End holes are broadened 4 inches closer to center! 3 or 4 Sided Play!

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2 OR 4 PLAYERS
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HIGH SCORES
1000-2000-3000-4000 POCKET VALUES

ILLUMINATED
(Plexiglass)
SCORING
BOTH ENDS OF TABLE

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RECESSED BALL TRAY
APPROX. SIZE 3 FT. BY 5 FT.

LITE-UP BUMPERS
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EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR
HINGED PLAYFIELD

EASY TO UNDERSTAND • FUN TO PLAY

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SPECIAL CLUB POOL • HI-SHORE POOL • 2-WAY CLUB POOL (2 Sizes) • STAR SLUGGER • STARDUST • REGULATION Shuffle-Alley
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