Top H'wood Names' TV Ratings Slight

Big Stars' Appearances Rare, But Don't Usually Mean Big Audiences, Anyway

By ROB SPIELMAN

HOLLYWOOD—Can the top Hollywood stars be gotten for TV dramas? If so, are they worth the trouble?

The answer seems to be that, unless a major Hollywood star is interested, the big names will generally show only for the right type of show. However, if the star does appear, the money they will take can be substantial.

For instance, the $50,000 paid to Gable for his recent appearance in "The Advenutre of John Denver," which was shown on NBC, was far greater than the average pay for a major star.

--page 3

FAIRS AT PEAK ON BOOKING TV
RECORD NAMES

Music Goes Round
25,000,000 Times
In Juke Boxes' Day

440,000 Machines in Nation Now;
Bigger Figure Promised Tomorrow

By ROY DIETMEIER

CHICAGO—Over 25,000,000 Juke boxes play a song a day on the nation's estimated 440,000 juke boxes.

That's an astonishing figure, but from the looks of things, tomorrow it may well be even greater.

The simple fact, in the story of this figure and the question it raises, is that the most significant factor is the juke box and music-record industry. The first thing: People like to select their own music on the juke box. The question: How much can this figure be increased? Bothjuke boxes and music industry bosses are busy preparing answers to that one.

(Continued on page 5)
TELEVISION
THE BILLBOARD
Communications to 1954 Broadway, New York 36, N. Y.
MAY 12, 1956

GOING, GOING, ....

Anyone Wanting Prime Time
On CBS, NBC Better Hurry

NEW YORK — Network sponsors who want time on CBS-TV or NBC for the fall must move fast. A survey of sales made up to now by both networks reveals that they will again be virtually sold out in the prime time period when the new season rolls around, four months hence. And they are actually not too far from that situation now, except for spectaculars.

The greatest sales strides were made this week on NBC (see stories this issue), but CBS wrapped up several of its key sales in previous weeks. Both networks are in the position of selecting clients for some of their open time periods.

Here are the available time periods on CBS:

Network: CBS
Approach: Complete sold.
Period: Tuesday, if Maytag cannot afford an alternate half hour of the NBC variety show, it may be on the market.
The show is slated for Tuesday, 9:30-10:30 p.m.

Network: CBS
Approach: Complete sold.
Period: Wednesday, The 7:30-8:30 time period is open for both spots and is being filled by third season specials.

Network: CBS
Approach: Completed.
Period: Thursday, Alternate weeks of the 10:11-11:00 segment of "Playhouse 90," which begins at 9:30, is for sale.

Network: CBS
Approach: Half of "The 10:30-11:00 show is available.

MUSICIAN-ACTORS

AFTRA and AFM
Spat Over Dorsey

NEW YORK — A strike threat is the whip being used by the American Federation of Television and Broadcast Artists (AFTRA), which has bought out the "Stage Show," the Saturday night 8:30-9:30 show on CBS-TV, to force Tommy and Jimmy Dorsey to join the union.

The performers are caught in a dilemma by James C. Petillo, head of American Federation of Musicians, union to which they belong, is reported to have told them not to join the rival labor group.

The AFTRA position is that their union's contract on the show is in effect but just as musicians and for that reason want them to stay.

Petillo claims they are primarily musicians. This dispute is to when a musician becomes a performer has been a long-time bone of contention between the rival entertainment unions.

Also in the middle is Jackie Gleason Enterprises, which owns the "Stage Show" package and has a contract with AFTRA stating that its talent must join the union. The Dorsey brothers have asked this contract to be renewed, but AFTRA considers of it and will strike the "Honeymooners," Gleason's own starring vehicle, if necessary to get AFTRA to permit the Dorsey brothers AFTRA members.

The dispute could effect other vehicles which are built around musical stanzas, such as the Lawrence Welk program.

'Strange World' Eyes Europe

NEW YORK — NBC-TV's "Wide, Wide, Wide World" will scan Europe beginning next October, if discussions with the European Broadcasting Union (Eurovision) are not later May.

Davidson Taylor, vice-president in charge of public affairs, and Barney Wolf, vice-president of network operations, will begin discussions with Eurovision on May 23 about long-distance television coverage in Great Britain, France, Germany, Italy, Switzerland, Belgium, Denmark, Monaco and Luxembourg. Actual programing will be worked out with Eurovision.

Last year's sponsors were Ayes, General Cigar, Schick and Gulf Oil. This year's half-hour of the quarter of the show was sold by the stations co-operatively. The network undoubtedly made better deals for the shows this year than last when it bought the package at the last minute, and did not have time to get to the clients who might be interested.

The sale of the package to NBC so rapidly again makes this property important commercially, and was sold at an enormous loss to dispose of it.

Sells To Four

ABC Wraps Up Fall College Grid Package

NEW YORK — ABC-TV last week sold its college football package, to be programmed next fall, to four different audiences, each of whom will handle its own portion of the package. The sponsors are Symmes, Rubber and an unnamed Midwest manufacturer.

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CONCENTRATION
Dodge Nears Banking
Its All on Welk Hours

NEW YORK — Dodge is almost ready to throw all its eggs into the Lawrence Welk basket. The car maker is close to dropping both "Brock the Bus" and "Malle Fontaine" and any second hour-long Lawrence Welk show on its program.

The new Welk stanza, which will be in addition to Dodge's current hour semi-saturday Saturday night Welk music show, will air ABC Mondays 9:30-10:30 p.m.

The program not only has been the highest rated show in the network's schedule but has already been sold to six other networks.
EYES RIVETED ON 'LANCELOT,' 'JIM'
NBC to Test Show Combining Adult, Kid Appeal at 8 on Mondays; ABC, Fridays

NEW YORK — The eyes of many a network executive were riveted next season with more than one new show. NBC's new network time slots — Mondays on NBC and Fridays on ABC. That's because of "Jim Brown, 'ABC,' two shows of the same name which would have competed cruelly in the 7:30-8 p.m. period on ABC and CBS, will be slotted. If that weren't enough, NBC, which already owns the 8-9 p.m. period, will probably add an additional slot for NBC shows with kid appeal. It will be a battle similar to the one CBS announced this past season in an effort to grab away some of the glory that ABC enjoyed by capturing baby kid shows.

The belief that "Jim Lancelot" and "Jim Brown" can do as well as the new "Lancelot," "Brown," and "Florsheim" as "Jim Lancelot" have been confirmed by a study which shows that kids, not only those under the age of three, but those of all ages, do stay up until 8:30 p.m. But perhaps the most important factor is that audience composition studies of the high-rated 7:30-8 p.m. period shows that approximately 50 percent of its audience consists of children.

Kodish Adams Group At the same time, a new research service, Kodish Adams (established a decade ago), has announced that a group of ABC shows which attract the younger audiences with its violence and sex-oriented theme is the highest rated on the network for that period.

Edwards as Host The show, which is a prime-time magazine, will be hosted by Edwards, who is also the host of the popular "Your Man Jones" radio show. The show will feature interviews with celebrities and public figures, and will be broadcast from New York City.

'BEANSTALK' on Broadcasting: "Climax" is the highest-rated series on NBC, according to the latest ratings.
REISSUES NEAR 62
19 More Web Shows to Bid For Syndication Come Fall

NEW YORK—Another 19 net- work shows will be available for syndication next season. That is the number that have been submitted by producers or their agents to the 13 other TV film distributors in the syndication market. In the months ahead, by and large, these producers have done well in syndication the past couple of years. A couple of others may have to use a distributor to assist in gaining any market share.

The other 15 shows are probably quite well accepted for the syndication. "TV Reader's Digest" is all but definite. It would probably be handled by NBC TV, which produces the show. ABC, the producer closely linked, The Danny Thomas show and "Ona and Harold" have both been dropped by their sponsors and will have to use a distributor for syndication. The network succeeds in reselling these ABC films, syndication would almost certainly handle their distribution.

CBS-CBS TV film shows are due to be turned over to "Capt. Gallant" To Show 3rd Summer Runs

NEW YORK—Going into a new slot for the summer, "Captain Gallant" has taken the design of a Sunday and will be given a third run. The show, which got a second run in 1955 and 1956, now is on a new schedule for the summer. It carries on Saturday, 10:30-11 a.m. on CBS.

"Mighty Mouse Is Man-Sized Show

NEW YORK—"What makes a mouse mighty?" is the question which is being asked by the producers of the show. The show is being syndicated to 100-odd stations.

ABC-TV has been seen from NBC-TV. Their syndication would likely be handled by NBC Film and TV, as the fact that their producers are under NBC con- tracts. NBC Film is to be sold in most syndication.

LONER RANGER' Extends Ride

HOLLYWOOD—"The Loner Ranger," already the longest-lived and most filmed series on TV, will push farther away from its nearest competitors, TV's top-rated program, with 39 more half hours scheduled for production in the fall.

When these are completed, 221 separate episodes will have been created since the show first began on NBC TV in 1949. Of these, Jack Chevach produced the first 182. The show is now being headed by Jack Whittaker, owner of the property, but no new "Lonesome" is expected to be seen on NBC, even with Earl Bellamy and Oscar Rudolph directing. Shooting gets under way Thursday, May 18. The program continues in the 7-8 p.m. Thursday time slot on ABC.

LANDAU CALLS DISTRIBUTORS TO AID OF NETWORKS

NEW YORK—Ely Landau, president of National Television As- sociates, has called upon his fellow film distributors to come to the aid of his company by canceling and stabilizing the TV station al- location picture. Landau has thus taken a position opposite to that of Dick Moore, president of the network. Landau's position is more in line with that of Ernest L. Jansie, ABC-TV vice- president.

"There should be more net- works. We believe there must be stations before there can be more networks. There must be competition for a show and that the power to do so is the reason for more networks tomorrow, in a freer, more competitive industry."

Crowell-Collier Eyes Tele Production Biz

HOLLYWOOD—Crowell-Collier, Inc., is planning to enter the TV production field, following the organiz- ation's purchase of 50% of television and five radio stations.

The exact nature of these productions has not yet been decided on, Vance Johnson, the company's vice-president, said here that C-C has already been ap- proached about the purchase of a major syndication company.

Similarly under consideration is a be-in with or buy of a film and television distribution company, alotho this ap- pears more distant.

The television production operation is part of an over-all plan by C-C to link the first organization of purchased companies to more all communication media. What this plan is to do is to be made public. The potential purchases of properties will be evaluated by a committee of top executives of the United States.

Paul C. Smith, C-C president, believes that this is the way to the future. Other film production companies can offer such a deal to the major companies.

Three New TV Shows to Be Distracted

Distr布 Studies Show Big Values in Reruns

NEW YORK—Evidence of dis- tributors' continuing interest in reruns is the fact that in the past couple of weeks three different distributors have purchased studies for reruns.

MCA-TV purchased a presenta- tion titled "Repeat Performance." It is reported that there is no appreciable difference between first-run and rerun potential audiences. Using "Waterfront" as an example, the study showed that its potential audience in February, 1953, was 20,513,000 homes. It got an aver- age weighted rating of 21.0, leav- ing 18,900,000 families in the air and 8,900,000 families for reruns.

"The Lone Ranger," which is being budgeted by MCA-TV, will be syndicated to all TV stations in the fall. It is to be produced by C-C, which owns 50% of the program.

"Lone Ranger" Extends Ride

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### The Billboard Scoreboard

#### MARCH RATINGS

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#### WOMEN

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### TV Film

#### SYNDICATED FILM PROGRAMS

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### Web Winners

**Lawrence Welk** - "ABC" Welk's musical show in the 9-10 p.m. Saturday period on ABC is staying right up top. In the first April Nielsen chart, Welk challenged a solid 22.4 Nielsen rating and a 25.3 average audience. CBS "Two for the Show" with "As Time Goes By" and "Alfred Hitchcock" set a new high. The show made its debut at the beginning of the season.

#### Films to Watch

**COUNT OF MONTE CRISTO** - Television Programs of America In its fourth appearance in 1956, "CBS" pulled a Videx of 12.1, which was superior in all directions. It was the top show in the time slot, Saturday, 7-8:30 p.m., topping "Gene Autry" by 11.7 and "Tombstone Territory from Meadowlows" by 10.6. It's 12.1 rating was increased by WABD in any period in that particular Videx report. It was the highest rating pulled by any of the four independent stations in New York.

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**ABR Top Shows Among Kids**

**How Network Shows Rated Among Children in March**

This week's audience composition analysis shows the relative popularity of network series regardless of age group. The percentage of viewers attracted according to sex is as follows: On consecutive weeks, the chart shows popularity among men, women, and children. The following is a list of network programs with information on audience size for coverage. For more information, please consult the Billboard, Inc., 15 West 40th Street, N. Y. C.

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**Pulse Top Pic Among Children**

**How Non-Net Films Rate Among Children in February**

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The Billboard Scoreboard
THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN KEY LOCAL MARKETS

Baltimore (3 Stations)...

The Billboard Scoreboard
THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN KEY LOCAL MARKETS

El Paso, Tex. (2 Stations)...

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Top Show Pluggers
A Weekly Digest of an Outstanding Audience Promotion Campaign Entered in the Billboard's 18th Annual Promotion Competition

KOMO-TV, Seattle: "Mother Goose of Magic Island"
A consistent promotion campaign designed to attract and hold juvenile viewers of "Mother Goose of Magic Island," working to build audience ratings in The Billboard's 18th Annual Promotion Competition, the campaign for which it was sponsored for the entire year of 1955.

Insomuch as the audience to the show consists of kids three to nine years old, newspapers were ruled out as the primary promotional aid. No matter how much the kids read, the audience to the show was more likely to be influenced by the ads of the shows it was on. The "Goggles" ads appearing in The Billboard's 18th Annual Promotion Competition, the campaign for which it was sponsored for the entire year of 1955.

One of the main focuses of the campaign was to attract and hold juvenile viewers of "Mother Goose of Magic Island," working to build audience ratings in The Billboard's 18th Annual Promotion Competition, the campaign for which it was sponsored for the entire year of 1955.

'SUSIE' FINALS PULL BIG MAIL
Philadelphia—WCAU
TV put the final straw in its "Sue the Secretary" campaign on the air Monday (30), and by Monday night had picked up more than 1,000 mail orders. The campaign for which it was sponsored for the entire year of 1955.

GE Summer Fare Made Up of Pilots
NEW YORK—Interesting use of TV film will be made in this summer fare, according to General Electric is printing 10 new pilots for the television programming office which has never before ventured into the field of network television. The pilots will include such talent, all in starring roles: Van Heflin, Joan Fontaine, and Johnny Weissmuller, all three of whom are to be seen in The Billboard's 18th Annual Promotion Competition, the campaign for which it was sponsored for the entire year of 1955.

GE Add 3 Pix on WPIX
NEW YORK—General Electric is planning to add three 15-second spots to the television program on WPIX. The campaign for which it was sponsored for the entire year of 1955.

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INFO, BALLY

ATF Sets Feature Pic Committee

CINCINNATI—The American Television Film Association (the new name of the National Radi- cation of Film Directors) is forming a three-man committee to try to formulate new rules and regulations on promotion on the many feature films which will come into the film market. Ed Weston, program director of WHAM-TV, Rochester, will chair the committee.

The organization's name change was originally proposed at the meeting held this week. The name was finally approved at the executive conference in Chicago.

The original purpose of the name change was to clear up misconceptions of the name held by its station-film-fan members. But the ATF title is also more suitable in view of the expansion plan proposed for Acting Chairman Ralph Bellamy, president of WHAM-TV, Rochester, N. Y.

A detailed prospectus of the organization, which would bring about a complete break from the old into ATF on an associate basis, will be tabled for the consideration of three weeks. ATF expects to be charted in a month.

'The Blondie' Clear on 47 Vitapox Outlets

NEW YORK—Of the 88 stations in the Vitapox Corporation, 47 are carrying the series. Advertisements for "Blondie" are clearing up during the next three weeks. ATF expects to be charted in a month.

Soaich Pitches 'Destiny'

NEW YORK—Hal Roach, producing the show, will be available for the promotion.
**ALBUMS**

becca Plugs

**Holiday' LP's**

NEW YORK — Decca Records has launched one of its largest promotion efforts, aimed at dealers, jobbers and retailers, and in co-operation with its newly augmented "Holiday' week of LP's. The display, with six new entries has brought the total to 15 discs.

Funes Fatal

**To Jim Beck**

DALLAS — Jim Beck, well-known recording technician and owner of the recording studios here bearing his name, died early Thursday (5) at Baylor Hospital from the effects of inhaling hydrocarbon fumes.

Fumos from the cleaning compound caused Beck's long to collapse and induced other ailments that caused his death.

**NEW GIMMICKS LOOK TO GIVE**

Gruen's The Inc. Cuts Prices on Gruen's Gimmicks

NEW YORK—The Gruen's Inc. has reduced the price of its line of watches, and has introduced a variety of new gimmicks to attract customers. Among the new gimmicks is a three-year warranty, which is offered on all watches purchased at Gruen's.

For this Issue Only

**THE MUSIC POPULARITY CHARTS**

will be found in the Special MOA Convention Section starting on page 78
Diskeries in Race for R&R Country Talent

Listener Interest in 'Back Shack'

Sound on Increase, Say C&W DJ's

BY PAUL ACKERMAN

New York—Rival diskeries' opposition to rock and roll in the country field is still in strong terms, despite the fact that the new material is gaining tremendous headway. Both C&W diskeries and the old time operators are staking every ounce of muscle they have against the new rock and roll material, and both of them are making up strong campaigns to battle their opponents.

The advantage of the diskeries is in principal quite strong. The country audience is still the same as it was when the music was young. The radio stations, on the other hand, are providing a much stronger audience. The new rock and roll material is making its way into the country market, and it is gaining ground.

The diskeries are still holding on with a strong grip. They are still providing the country audience with material that they can relate to. They are providing material that is familiar to them, and they are providing material that is still being produced by the industry.

The radio stations are providing a much stronger audience. They are providing a much larger audience, and they are providing a much more diverse audience. The radio stations are providing a much stronger platform for the new material, and they are providing a much stronger platform for the existing material.

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BOSTON — It may well be that the closest Bostonians will come to "Shangri-La" will be the musical of the same name that is running this week. If only the producers had heeded Fred Astaire's ad- monition: "When you're in the East, be awfully careful of the way you speak, or it might get you into a jam.

As the adoption of James Hilton's 'Lost Horizon' by the producers of Broadway, hot licks and other strong flavors of Broadway war that should have been treated as a fantasy, and made something of a hodgepodge of the proceedings.

On the credit side, there are excellent background costumes, some first-rate dances and a number of fine numbers. Among these are Harold Lang and Joan Hol- loway, whose dances and potential hit, "The Second in Love," stops the show. There are Alice Glenmore and David Martin in the rousing with their wonderful brand of showmanship.

It is agreed that is Green comes out of a fine Hugh Lums character to do his "Mikado" stuff, and that he does it well. The only flaw would bring down the house is a revue, but if the stage is less pleasant as the diplomat, luck proves that the revue, who is being replaced by a Japanese star, is less than adequate. From		(Continued on page 14)

BOWAY TOUCH

Or is Not Tranquil at 'Shangri-La'

NEW YORK — A musical pro- gram has been announced by Leonard Snider that will be heard in the Columbia Broadcasting System's Topical Report. It is titled "Shangri-La." The program will be heard in the month of May.

The show will be heard in the following cities: New York, Chicago, Los Angeles, San Francisco, San Antonio, Dallas, Houston, New Orleans, Atlanta, Miami, and Philadelphia.

The program will be heard on the following dates:


RECORDING BONANZA

"Happy Fella" a Blend of Met & Lindy's, Will Sell

NEW YORK — Columbia Records may very well corner the market on "Happy Fella," the new album this season, judging by the rave reviews received. Frank Loesser's score for "Happy Fella," which opened here at the Palace Theater last night, was noted for its originality, the melody, and the inimitable style of recording unless the engineer and producer are of the same order of excellence, is the exception rather than the rule. Frank music has lined up more than 35 records on several series, including the "Happy Fella" series, which proved an equal sales success. The album has been released, and the song's biggest production number, "Big D." "Big D" is a musical version of Sidney Howard's recent play, "They're Just Like Us," and "Can't Help That." It is widely thought that this album will be one of the best sellers of the season.

Infringement Suit for 250G

HOLLYWOOD — A copyright infringement action seeking $250,000 in damages was filed in U.S. District Court here, naming five major platters as defendants. The suit was brought by Harry Wagner in behalf of Joseph P. Pate, whose compositions "Happy Fella," "Don't Cry," "Joy," "Joy, Joy," "Joy, Joy, Joy," and "Little Log Cabin" were infringed by a recent composition of the same name. The infringed compositions also were written by Charles D. Macauley, Staff Baker and George Gershwin. The suit was filed in U.S. District Court here, naming five major platters as defendants.

Disk Sales Up

In Canada Mt.

TORONTO — Record sales in this country continue to climb, with February showing an increase of approximately 7 per cent over January.

Total sales in February, at the distributor's level, was $378,079, according to the weekly report of the Bureau of Statistics. Sales in January were $374,001.

A total of $67,000 records were sold at the retail level, for a value of $67,000. Sales in February, reflecting only the post-Christmas purchases, were at $38,000. The sales in January were at $38,000.

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Goody Moves Up Annex Debut

NEW YORK—Opening of Goody's Annex Number One, originally designed to tie in with ABC TV, goes on now in the union building. The Union will begin to wind June 15 at Estes Park, Calif.

Goody will start the operation with a collection of 150,000 records. A rack on one corner of the store will carry 20,000 records alone.

Singles of the 45 r.p.m. speed will normally carry for 75 cents but continuing sales on specific items will bring the original price down to about 50 cents. The 78 r.p.m. singles will carry an 50 cent price and the 78s of the new releases will bring the average to 75 cents.

Other features of the new 7,000 square foot outlet will include a tape center, which will carry all of the current record tape labels, a radio, and a department featuring paper-backed books of all price-current recorded tape repertoire, a complete hot line balloting bigger than the one in the original store, and a department featuring paper-backed books of best sellers.

Goody also confirmed reports of further annexes and other stores. He said negotiations are now under way to secure rights of additional Goody Annexes in New Jersey, Connecticut and Philadelphia.

Dizzy Signs More Talent For Vick Label

NEW YORK — Vick Records' artist and repertoire chief, Her- man Diess, continued his signing spree last week, landing four new names for the roster.

Joe Clay, described by Dizzy as a country rock and roll warthog, is the new addition. He is a former member of the Bob-O-Links, a rock and roll group, and from Tennessee, Ernest, and Arnold, are continuing to double over into the pop market, via their own programs and guest shots on pop network shows.

Beechurst Buys Haydn Disks

NEW YORK — Sale of the Haydn Society to the Beechurst Press, which owns a 50 percent interest in Heritage Records, has been confirmed. The purchase follows the airing of an ad for the label by the Record Hunter, which was terminated by the death of George Seabrook, the former president to the retail disk chain.

Reported sale price is $650,000, which will enable the Haydn Society to go into print with its projected new collection of well over 50,000 works. Haydn will be operated as two separate labels under the Beechurst imprint. Condon is president of the new firm. Over all sales activity will be handled by James Richardson, current Heritage sales chief.

No new releases will be made on the Haydn label until a substantial change in the current inventory is marketed.

Happy Fella

Continued from page 13

Diskeries Race

Continued from page 12

Broadway Touch

Continued from page 13

Music as Written

SORIA TO EUROPE

UNTIL JULY...

Dario Soria, president of Electric Recording Music Ltd., U.S.A., producer of Angel Records here, will fly to Europe next Tuesday (14) on business and vacation trip. He plans to have BMG CINEMATIC START... SECOND SESSION...

Second half of the 1956 series of films, released under the Electric Movie Music Inc., started Monday (7) in Decca Studio B. The series includes 21 clinics and will wind up June 15 at Estes Park, Calif.

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J. J. Conway Dies, 49 Yrs. In Ticket Biz

NEW YORK—The show world last week lost one of its oldest and best known figures in the person of John J. Conway, co-founder and for many years the New York representative of the Panes Company. Conway, who was 82, died Tuesday (17) and was buried in his home town of Shamokin, Pa.

National was founded in 1907 by the three Conway brothers, Alphonse E., William, and John, and by Nicholas Luders. Only surviving partner is A. E. Conway, whose son John (Jack), is active in the business. The way, son of another of the brothers, Joseph Luders, son of Nicholas Luders.

John Conway sold his interest in the business to the company which took over the New York office management. The present location at 1506 Broadway, Palace Theater Building, has been occupied since 1944. Conway was instrumental in prov- ing most of National's major ac- quisitions, including its aug- mentate, indoor and outdoor theatres, existing as well as parks, fairs and other uses of tickets.

Ticket Pioneers National, under the Conways and Luders, was one of the first companies, and goes excelling in the ticket business, and the company which the pioneers first took tickets.

In 1908 National started the first special ticket account.

John Conway was a Broadway actor for some years before he started his own organization, and its current president, G. M. Conway, acted in some of the earliest motion pictures.

The Pennsylvania headquarters said that Beverly Schwartz, who has been in the New York office since 1931, will continue as office manager for the time being, and that the management of the office will continue despite the loss of its former owner.

Survivors are the widow, Matilda, of 229 Cleveland Avenue, Hasbrouck Heights; his two cousins, Alphonse E.

Hunt in Rain PENNS GROVE, N. J.—Hunt Bros. Circus had a three-quarter afternoon and one-third night house Wednesday (21) due to heavy rain. As usual at night, but kids turned out despite an after- noon shower.

Elwood Hughes Dies; ‘Architect’ of CNE Hughes, 69, former general manager of the Canadian National Exhi- bition—frequently described as its architect—died Tuesday (1) at his home here. He served as general manager 15 years and for 20 years before that as assistant director and later as publicity di- rector and assistant manager be- fore becoming general manager. While some of his methods pro- voked controversy, Hughes is gen- erally credited with having demon- strated a clear vision, practical thinking and ability to sell an idea that enabled the CNE to grow steadily.

Dignified, unassuming, bearded and cheery, Hughes almost lived in his office in the administration building during the CNE runs. Before it opened and until it was closed, Hughes was in the CNE building every morning for an hour or two. His early departure is due to lack of smoothness in the morning to ensure that everything was in place for the opening that afternoon. Theses special units are booked in for one or two days only. There are no restrictions on its use for the purposes of the company, but none of which has been blocked off beforehand for such events.

These special units are booked in for one or two days only. The bookings and the lack of fees for lengthy stays combined with the small size of the company, but none of which has been blocked off beforehand for such events.

Carson Mateline Pulls

BURLINGTON, O.—Tea Carson, director of the Burlington show, is doing an afternoon show only once Sunday (20), pulled a three-quarter house. The tea reception, but not the teahouse was a success. The tea is expected to be a four-day event.

For the fourth year running the tea for a two-week event, has been held in the Burlington area, in a couple for their benefit, with the exhibition, two weeks an event which has been approved by the state as a day of folklore entertainment, according to present thinking, the Burlington show is a pageant depicting the state's history, or one of the top events of the year.

The financial loss suffered by the show is a thing that has been approved by the state's historical commission to sponsor such an event. The financial loss suffered by the shows held under the auspice of the Burlington Show is a thing that has been approved by the state's historical commission to sponsor such an event. The financial loss suffered by the shows held under the auspice of the Burlington Show is a thing that has been approved by the state's historical commission to sponsor such an event. The financial loss suffered by the shows held under the auspice of the Burlington Show is a thing that has been approved by the state's historical commission to sponsor such an event.
CONSIDERS SPRING EXPO
Schultz Sees Possibilities For Neb. State Fair Event
LINCOLN, Neb.—The Nebraska State Fair scheduled May 30-June 12 is the main spring event in the state. Mr. Wally Schultz, president, believes that the fair will be a success, but he is concerned about the weather. Schultz said that rain could delay the opening of the fair, which is scheduled for May 30. The fair will feature a variety of attractions, including a grandstand, a midway, and a livestock show. Schultz is hopeful that the fair will draw a large crowd despite the weather conditions.

Rudy Lists Acts, Staff
PORTLAND, Ore.—Talent line-up being carried by Rudy Bros. Circus includes: T. A. McCarver, Tightrope Walker; Jack Ritter, Clown and Sliver-jaw; Ed Martin, Clown; and Joe Bechtold, Clown. The circus is scheduled to tour the Pacific Northwest for the summer.

C. W. McCallferry Leaves Geo. Hunt To Operate Icer
HOLLYWOOD—The Hunt-McCallferry Circus, also known as George B. Hunt & Associates in the future, will be run by C. W. McCallferry. McCallferry is taking full charge of the office-produced tours and will be in charge of the management and production of the shows. He will also be in charge of the touring and regional sales. The company is looking for expansion in the future.

Random News:
- A large stock of materials is always on hand, dyed or fireproofed underwriters and California approved.
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Herb Dotten
Two-In-One Experiment

OKLAHOMA CITY—Skies were dark and ominous. Tornado warnings were out through the Sooner State. Bo Bolcher, press chief for the Oklahoma State Fair, his ears cocked to the radio, traced the repeated movements of wind funnels on a map.

Out on the midway, Don Davis issued orders. Canvas banner lines were downed. Ferris Wheel seats were dismantled, rides wereclosed, and guy lines were tightened.

Almost a half mile away in his headquarters in the Oklahoma Publishing Company buildings on the fairgrounds, Jimmy Barge cast aside the latest weather forecast and studied some figures to determine how much more receipts from the state, granted and had the Southwest American Exposition he was managing needed to break even.

In his conference office under the grandstand, Pete Baker, manager of the Oklahoma State Fair, listened intently to an aide report on make-ready for the maturning storm, then glanced at the side with a nod, and settled back in his chair.

"So you want to know how our exposition is doing? You want to know how a big spring exposition and a fall State Fair can stage each year on our fairgrounds?"

"My answer is 'yes.' Here it is. The Saturday (5), the seventh day of its eight days, and the exposition has been a huge success from several viewpoints. Certainly, the exhibits are pleasing, and the customers are delighted with the many interesting exhibits. Attendance, considering the weather, has been satisfactory for the first run of the exhibition. Next year, with some changes, the spring show should really click.

**Aim to Be Unlike as Possible**

And, I don't believe the spring show will hurt the State Fair one bit. As I figure it, no more than 10 percent of the people who take part in the exposition are participants in our fair, so that actually means the state fair will do as well or better than it did last year.

Besides, our attractions are so different from those of the exposition. We've been featuring thrill shows and auto races in the afternoon and a horse and carriage review at night. The exposition, on the other hand, has offered polo matches, an Indian pageant, and a rodeo, and these we gave up several years ago because they didn't pay out. As far as the exotic show is concerned, the fair doesn't present one, so there is no conflict there.

At the fair, we don't have building space for, say, the Auto Show, which is part of the exposition. Also, the fair has no space for a Drive-Yourself Show. And, a sports-conservation show is more timely in the spring than in the fall.

It is our feeling that has been our plan to develop the State Fair so that it could be used the year round for many varied events. Moreover, we believe we must appeal increasingly to the mounting number of people in our State who are engaged in agriculture and that we should try to bring new industries into the State. Just as we have been able to appeal to the two seasons as different as possible, the spring show, if given time to develop, and the fair should hold both ways.

**Weather Common Factor**

The one thing the Southwest American Exposition had in common with the past two State Fairs at the new multi-million-dollar fair plant in the weather; it was fine for all of them.

There may, however, be a silver lining to the bad weather given the Southwest American Exposition that may well have its rewards for both the exposition and the fair.

Many city people—women, in particular—have not seen the fair exposition's Federal of Cotton, with its smart show style, staged in a large, attractive tea room, set up for the occasion. And, many of these women who might well be inclined toward Oklahoma City's upper crust didn't take kindly to the dust raised in the early, dry winds of the exposition, nor to the mud on the closing days. These same women—or a good many of them, at any rate—were not impressed in seeing jars of preserves and homemade dresses at the fair and hence that feature of the season.

A large number of these women probably were not sympathetic when the fair sought funds to provide hard-topped parking areas and the shaded walkways. Twice, within the last year, hard storms, which would have given the fair the needed money were defeated by Oklahomans City voters, that total of more than 1,800 cents. Now, there is a strong probability that these women will be among the most ardent supporters of such a bond issue, which, incidentally, will again be placed before the voters in the near future.

Until such a bond issue is passed, Pete Baker's big worry, as it was in '55, is how to handle parked cars on a rainy day. Last year as many cars were piled on the grounds that it kept the orderlies from clearing the roads in Oklahoma City—"a reported 22, plus tractors to pull the cars out.

The threatened storm didn't hit here Saturday (5). Hard rains did, however, but warned by the alerts, people—except for a few relative few—stayed home. Sunday's weather, less violent but unpleasant, also kept people away, but the exposition's gate for the full run was reported at slightly over 300,000. Expo sponsors were prepared to pick up the loss and, with lessons learned, push plans for a larger, bigger event for 57-in May, when chances of temrados and of much rain are less.
Pound for pound the most powerful truck V8's are Chevrolets!

They put out more horsepower per pound than any other V8 in any truck! That means greater efficiency, less dead weight, more pound-pulling power for you.

Here's proof of years-ahead engine design! These new Chevy V8's weigh up to 200 pounds less than competitive V8's, yet are fully comparable in power output. Every last ounce of "flab" has been eliminated—and what's left is the leanest, meanest, best performing powerplant the trucking industry has ever known!

One basic reason for this compact efficiency is short-stroke design—the shortest stroke of any leading truck V8. Shorter stroke, of course, means less piston travel, less engine wear, maximum pulling power from less fuel. But, when combined with Chevrolet precision engineering, it means even more. It makes possible, for example, a more compact cylinder block . . . shorter, more durable connecting rods . . . a crankshaft that is lighter in weight yet extremely rugged. Here, every component part reflects hair-splitting efficiency that wastes nothing!

To you, it means low-cost hauling, longer engine life, weight-saving power to pull bound-up loads! See your Chevy dealer soon for all the facts about the right V8 for your job . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

NEW CHEVROLET
TASK-FORCE TRUCKS
Anything less is an old-fashioned truck!
Elzey. of editorium than At (King) April 28. The hall also was Joe Chris, Ted Heath and His Orchestra, the Four Freshmen, Gary Morton and Pat Thomas. All seats were reserved and were sold out two days ahead of the show.

7,000 Hear Cole
At Charleston, W. Va.
CHARLESTON, W. Va.—More than 7,000 persons caught the Nat (King) Cole show at Municipal Auditorium here April 28. On the bill also were Joe Chris, Ted Heath and His Orchestra, the Four Freshmen, Gary Morton and Pat Thomas. All seats were reserved and were sold out two days ahead of the show.

Tina Smoot Schedules
16 Antique Expositions
VERMONTVILLE, Mich. — Mrs. L. Verna Smoot has arranged operation of the hobby and antique show formerly promoted by her husband, who died about a year ago. Mrs. Smoot recently completed a string of 14 dates and she has added two new ones to the series which will start again in July.

Oakland Women Have Japanese Festival
OAKLAND, Calif.—Banka Sai, a Japanese cultural festival, is being held April 28 thru May 6 at the art museum and Oakland Auditorium. It features ancient and modern art and many types of Japanese cultural material. It's sponsored by the women's board of the Oakland Museum Association.

Page Aegis Contracts
Penin Fieldhouse
CHICAGO—Sid Page, Chicago agency operator, announces that he has signed with the Bradley Alumni Association, Penin, Ill., to handle all attractions at Roberton Fieldhouse there. Under one arrangement the building seats 3,200 and under another it handles 8,000.

Frol Waring, Victor Borge and Joyce Crewe played these recently, and Holiday on Ice formerly made it.

N.Y. Coliseum Gives
Wide Outlet Choice
NEW YORK—New York Times Magazine article about the new New York Coliseum points out that floor outlets provide high or low voltage electricity, compressed air, vacuum line, gas, telephone and TV circuits for exhibitors.

MOVIE MEN PROTEST
ODISSA ARENA USES
ODessa, Tex. — Local theater owners have registered protest with the Ector County Coliseum directors against use of the Coliseum building by private individuals booking in attractions in direct competition to the theaters. T. A. Colitis, spokesman for the theater owners, pointed out that they backed the bond issue which was used to build the Coliseum. If they had known it was to be used for direct competition they would have worked to defeat the bond issue, he said.

Cook Installs
Three Miniature
Golf Courses
NEW YORK—Three new miniature golf courses installed by Holloway Cook Company will be in operation this season. It's said Cook, top man in the organization, announced this week.

One at Glen Echo Park, Glen Echo M., opened Easter weekend and is reported to be getting good play. The other two, which will be in operation in the near future, one at Fair Park, Fair Park Beach, Mass., for Lawrence Stone, and at West Palm Beach Club, Inc., West Palm Beach, for Paul Voight.

Giant popping units gas or electric
The ever-popular Cretors Giant Popping Unit with 240-capacity (50 lbs. per hour) is available with either Gas or Electric Kettle. Either can produce $7.00 worth of popped corn per hour. The Giant Electric Popping Unit is also available with an 18-in. capacity kettle, at $30.00 per hour.
KING EAST MAKES STRONG COMEBACK
Rolls Smoothly, Taps Big Crowds As Program, Transport Reshapes
LOGAN, O. — Both independent and show owners said the week that the Eastern unit of King Bros. Circuses has moved sharply to recovery from recent difficulties and now is rolling smoothly.

The circus has received a different tent from Norfolk and expects to have an additional, fourth, said piece for it shortly. The show now has about 20 tractors moving in good time in good heat. The steam calliope is carried with the show, and has not been used in some towns because no one able to play it is available. Some portable equipment, including a band wagon and three eases, was dropped off as surplus, but merchandise remains.

Included on the show now are the hipo, live elephants and other animals, Jelly Roll Ropes and his band have been playing the big show since the departure of Joe Rosi.

 Acts Rejoining
The Zoppé Family, with Cucoli, reigned here Friday (4). The Sparta Family of performers also joined.

Coupled with the smooth organization on the show now, are continued good business and generally clear weather. Inside the ring the weather was warm. In the center of the ring the weather was clear.

RIDGEFORD ROOT-BEER BARRELS
3, 17 and 24 Gallons Size
Gives 15 to 18 pounds per barrel, Fasselt drives a delicious drink with this barrel. The barrel is equipped with a hand font and a stirrer, a crumbly drink served through to other size. 20 and 40-gallon barrels are equipped with two hand fonts for sale, one for Root-Beer, one for soda water. Steel barrels are also available with an extra draft arm for SODA and WATER.

Available!
Also Distilled Water or Fresh Cabin Style Ice
Manufacturers: MULTIPLEX FAUCET CO.
Phone: Fasselt 4-1939

BEV. MR. CONCESSIONAIRES
ITS "SNOW MAGIC"
The REVOLUTIONARY NEW CIRCUS SHOW MACHINE
Fully automatic, equipped with all the latest show machine devices, including a 20-foot-long wheel, a 20-foot-high wheel, and a 20-foot-wide wheel. Only $250.00 per barrel.

A smaller version of the "Snow Magic," incorporating all the features of its big brother.

ONLY $250.00 per barrel.

FULLY AUTOMATIC & GUARANTEED

CIRCUS ROUTES
Sent to 2160 Patterson St. Cincinnati 22, O.

CARNIVAL ROUTES

IHAVATON, Calif. — Clyde Beatty Circus publicity has been given place to two of its three top features. Show not only has won Clyde Beatty in his wild animal act but is now showing Circo Kido, TV and Wrestling Co., at the presence of the humans cannonball. Other strong acts also have been on the show. Among them are a man who plays a man in a man in a man. No bill-goals to the show, but on the last program and missed by all the crowd as they leave it. Act is alone after a successful try out in this present day of the circus.

JOHN STRONG SETS CALIF. Fair Route
THOUSAND OAKS, Calif. — The Columbia ranch and the Columbia ranch at Thousand Oaks, Calif., has announced that California fair will be open free with Isabelle Waitze of Fos Unimit, in charge of the booking, and is now handling the bookings. John A. Strong jr., show owner, said.

Dad, Strong left here Thursday (10) to handle the fair route which includes events in Los Angeles, Hollywood, Stockton, San Francisco and the Vallejo area for the first nine days of the fair.

Walt Disney has returned with the following dates in Northern California. Business was good. Strong decided to climb the seasons is fast. Each train will direct the circus section playing under the auspices of the show and civic groups.

RAY BICKFORD. Hunt No spots over made nine sales to school kids in one day, so he has obtained almost all of the school but one for the Hunt show. At Norristown, Pa., Hunt turned in a first-rate performance in Paso Robles and Atascadero, where he has been in the range along with Cami, Placitas Beach, Morro Bay, San Luis Obispo and Atascadero.

Carnival Routes

Inhabitants Protest New A. C. Park

ATLANTIC CITY — A protest against licensing of new A. C. Park on Captains Avenue between Maine and New Hampshire avenues (The Billboard, March 24) has been filed with the City Commission by a group of old park patrons.

James Mullin, president of Renegade Park, Inc., plans to establish an amusement park on the lot, which has been purchased by a group of old park patrons.

The lot of land was 40 feet wide and 375 feet long, and was vacated by the Atchison, Topeka and Santa Fe Railway Company for the last year for a passenger service.

The shelter has been 70 feet wide and 375 feet long, and was vacated by the Atchison, Topeka and Santa Fe Railway Company for the last year for a passenger service.

FANS CROWD LANGHORNE LANGHORNE, Pa. — A reported 20,000 fans have been in attendance at one of the biggest continued in recent years, known as Langhorne Speedway Sunday night, the tenth anniversary of the 1958 mid-model sedan race.

Despite the crowd, concession stands were reported to be prosperous business. Cool, cloudy weather kept the fans out of the heat and smog glasses similarly, with weather.

New Market Debuts For Sun Tent Tour
COLOMBUS, Ga. — A winter season of circle stock draws to a close May 13 for the Sun Players, as Sun's last tour of the year, in order that preparations may get under way on the fall tent season in New Market, La. In spite of drought conditions in the area, business has been good during the past winter, said the Sun people.

The show's cast includes Jett Sun, manager and concession; Dot Sun, Carl Park; Mrs. Joe O. Arnold, Dave Locke, the Castles, the Octavio, the Charlie and Peggy Arnold. During the coming season, the show's juvenile under canvas, Jack Sun, is the star of the big top, assisted by Gilbert St. John, of Louisville.

Recent visitors with the show have been Nig and Jessie Allen, owner, and Mrs. and Mrs. T.-L. Tubbe, Hank and Ruby Neal, John Spalding, Albertine Baldwin, Bud and Pat Imig, Larry Hugo and Duke and Lynette Montgomery.

BUT I'M A NICE PERSON

DONT BE LIKE THE OSTRICH!

When you're afraid to use your TOOLS, your INSURANCE may not cover you. Ask your Insurance Company to find out what your policy does and doesn't cover, and how it may be renewed. You may turn to CHAS. A. LENZ, your Insurance Agent, for information.

MAY 12, 1956
New Auditorium Manager Named At New Orleans

NEW ORLEANS — W. Ray Owner, who recently relinquished the managing directorship of the Municipal Auditorium of New Orleans, named as his successor Table Alwin C. Oakley.

Scheuer has been executive secretary to the mayor of New Orleans for the past eight years. He is a graduate of the University of Vermont and a native of Bridgeport, Conn.

Earlier, he was coach of foot- ball and basketball and athletic director at prep schools in Louisiana. At West Point he was in charge of maintenance and physical education for the intercollegiate tournament boxing team, the West Point Relays and the EOD Four-A iron meet.

400G Arena Set for Site Near Philly

HADDONFIELD, N. J. — 400G arena with full service facilities is scheduled for construction at Haddonfield, according to chairman of the board of trustees, who is managed by private capital.

The building, which will seat about 4,000, will be used for every type of arena effort. It has been planned to house the elephants in the Philadelphia Mardi Gras season.

The building covers one and one-half acres of a 10-acre tract.

Beginning next season, the circus will play 13 dates at the arena, and its proximity to Philadelphia will certainly point to the success of the building.

Estee Crowns Build After Weak Start

The Benoit Broach video machine on the Palais de Sport started slowing down and going flat after the public’s failure to comprehend America’s radio powerhouses.

Three days’ rehearsal in cold weather was a handicap and for the first time in history, the Associated Press beat the Associated Press, which are exposed to that type of “radio power,” with a very respectable competition.

The layover has been 12 hours already after the opening week, however, and the Broach-Benoit affair is expected to show a high level before long.

Magician Harry Albercat, Leg- lay, O. in a manner that recalls the appearance of the six-foot-odd, 265-pounder, who is billed himself as the ghost of P. T. Barnum. Mural Cohen, hypnotist, has been尤为 helpful.

PARKS—Business at the Bob Ross video machine in the Palais des Sports started slowing down and going flat after the public’s failure to comprehend America’s radio powerhouses.

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Each week, it is to be expected that the public will have a greater interest in America’s radio powerhouses, as well as a better interest in the show itself, and that the show will be more effective.
OK Work for Ocean Beach

NEW YORK—Dust Most Broad-
casting Corporation and Rock-
estake places to sign their reciprocal promotion agreements for the second year, it was announced this week. It will pro-
ounce a new spot into the Radio Play-
ning on Channel 5, appearance of TV in the area will always be positive.

In return, Playland will use all of WABD's programs and personalities.

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OK Work for
MINEOLA, N. Y.—Artie Burk, co-editor of Bumps and Fall, house organ of Earl Van Horn, M一人ela Roller Rink, stated last week that he had received 113 letters of "suggestions and proposals for furthering the fight to merge the United States Amateur Roller Skating Association and the Race Roller Skating Operators Association of America." Burk has spearheaded the move in recent weeks thru articles in his paper and The Billboard. In addition, he said, "There have been many phone calls and articles written in the newspapers and magazines.

In commenting on the idea, Mr. Burk suggested that the skaters take a trip from barn to barn where separate leagues with their own set of rules combine at the season’s end to determine the champion of both. "The roller skating adapt itself to this plan," he asked, pointing out that details could be worked out at the next conventions of both organizations. Burke stated that many skaters have voted a separation of the artistic division of skating from speed events each to conduct its own sectional, regional and national meets. "A national meet of the champions in both organizations and the separation of the artistic racing phases of the sport would create tremendous interest across the nation," said Mr. Burke. "The stature as a sport would increase and our chances of Olympic recognition would finally materialize. It is the problem of all roller skating is to get the right organization and we would lose face. Think what we can do with roller skating people.

Family Nights, Barn Skate at Garden Grove — GARDEN CREEK, CALIF. — Mrs. and Mrs. M.G. Nesbitt’s Moonlight Rollerway here rolled out another successful family night and the entire community Thursday (5) with a double feature—first the first series of seven family nights and a barn dance.

The family nights are being sponsored by the Garden Grove News, a newspaper with a large neighborly community. Tickets for the successful Thursday evening affair are free to the skaters who call at the News’ circulation department.

Weeks before the barn skate, the skaters took on a rural atmosphere with bales of hay and sawdust for the lobby and a card table in the rink as a trick or a daily treat. Small cubes, live chickens, lamb and rabbit pens added to the curiosities. For the occasion a local feed store loaned the hay and the barn farm. A hardware store furnished lanterns and cowbells, while the Garden Grove Farmers Exchange supplied the livestock. Prizes were awarded during the night, including a Franklin radio, a cattle show and several outstanding events. Amusingly, an A.O. C. skill contest was judged the best dressed farmerette, the best dressed farmer, the most comically dressed farmer and the most comically dressed farmer.

APO Cherr Blossoms Events 3rd Records... ELIZABETH, N. J.—April 14 Chery Blossoms speed contests at Alexandria (Va.) Arena on the American Wheel chain of rinks in the best of the country, said Jack Edwards, AOW director of speed, who reported record 150 entries in the 29 events and a record turnout out to see the contest. Alexandria was an easy victor, amassing 125 points, followed by Washington D.C., Arlington (Va.) Arena, Elizabethtown, N. J., Garden City, N. Y., and Treasure Island.

CHICAGO ROLLER SKATES

For Sale

Complete Portable Rinks

Beautiful designed track, 10-camera, all-steel structural framework, built for your own personal use. Complete Portable Rinks are available in various sizes. Also available, our new Complete Portable Rinks, designed for your own personal use.

LLOYD BROAD
214 W. 28th Street
Galesburg, Ill.

IT’S A PLEASURE TO ROLLER SKATE ON

ROLL RUMBLINGS

Merger Comments Roll in, Reports Art Busk

WOODWARD, Okla. — A new miniature train was put up in operation here recently, for a ceremony of driving a golden spike. Train is operated by the Kiwanis Club and was built locally.

Chapter on Pennsylvania Avenue, National Harbor, N. J., 23

Deer Park (N. J.) Rink, N. J. 8, and Lockwood (N. J.) Arena, 6. All contestants received prizes.

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Capitol Arena, Trenton, N. J., 23

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AOW will experiment with surrounding this year. It was decided early last week to open up one rink at Twin City and Hackney.

Mrs. Leson Visits O... Centex, Dexter State H... Dayton... A (Sunday) (9) visitor at Skateboard here was Mrs. William Law, who with her husband took skating dance here before going to Eaton, Pa., recently, to take over management of a Rink there, according to Mr. and Mrs. Tom Mooney, T., of E. R. Rink Supplies. Mrs. Leon visited Dayton after spending some time at the Ohio contests of the Roller Skating Operators Association of America at Lorain, O.

Carmen Rink Harks... CAMDEN, Ark.—In the first roller skating matches ever held here, Don Rich and Son and James Crapo won a couples skate at Sam-Ark Roller Rink over a record weekend. They won over 11 other couples in the event, during the first round, and 45 minutes of two minutes better than the runner-up couple, participation was limited to allover minute break in each hour. They were allowed to skate couples half the time. The winners skated a total of 30 hours.

50 FASCINATION TABLES FOR SALE

FOR SALE

New and used (Used tables are in excellent condition) Available immediately.

R. HARRIS
185 Main Street, Brooklyn, N. Y. Phone 8425-1391

FOR RENT

Immediately

Backyard Beach, Santa Monica, California.

FOR RENT

Suites for Kiddle Land Park Amusement Center, 32,000 square feet, relatively new and ready to be remodeled.

Prices: 12 x 15 $1000, 15 x 18 $1200, 18 x 20 $1400, 20 x 25 $1600.

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Immediate Beach, Santa Monica.

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Beatty Canceling
Frisco; Turns East
Cisco Kid’s Departure Scheduled
Boginos, Hanels, Applequote Quit

MEREDITH, Calif.—The Clyde
Beatty Circus, in an effort cal-
culately designed to climb its revenue, canceled dates in Oakland, Napa, Solano,
and Sacramento, and is heading southwest. The last California date is Sunday (20) with a matinee performance in Concord.

The departure of the show was delayed Monday, New-
Year’s Day (21), with Dascone (Cisco Kid) Renaldo leaving the circus. The Cisco Kid had been scheduled to leave the show in Sacramento Wednesday (3). Changing of the route also changed the television performance schedule.

Beatty had planned to show in San Francisco for the first time in seven years, according to the list of those who have left the show. Joe Applequote, box canvas-
man for the show, said that the rea-
date in Oakland across the bay would have given the area three circuses. Both the Eastern and (11) Monday night at the Reno-Boo, Cisco Kid are scheduled for dates
in the middle of the month.

Arts, Bowl Leave
The departure of the Beatty, which was changed earlier from mid-January, left the list of the twenty-one Indiana.

2 Ind. Stands Give Maley Unit
Good Business
NEW CASTLE, Ind.—Arnold
Maley’s King Bows Circus had good houses in at least two Indiana
stands. Show was held eastward
from Indiana, making Great Lakesterritory.

The main act was with New York
Anheuser-Busch, the show was in
the hospital. The show was to
be held, but some stands have
been pulled out. Baxter Springs, Kan. (30), had a near-white
broadway, but one-third night show with forest’s auxiliaries. Arkansas City was threatening weather and one-quarter and one-half houses.

Weather Hurts Hagen Business
ARKANSAS CITY, Kan.—Busi-
ness for Hagen Bros. Circus has been hit by the recent bad weather. It has had weather, but some stands have
been pulled out. Baxter Springs, Kan. (30), had a near-white
broadway, but one-third night show with forest’s auxiliaries. Arkansas City was threatening weather and one-quarter and one-half houses.
INDIANS
RODEO ACTS
PERSONNEL

Ten weeks set. Write stating lowest salary. Send pictures.
Opening May 25
John Groot
9592 Saeflen
Debord, Mich.

WANTED

STATION WGN'S 200TH BIRTHDAY PROGRAM

PROMOTION

For Circus, Carnival, Fair, Rodeo, Rodeo Acts, Bands, Film Shows, etc.

P. O. BOX (A) BREEZEWAY, TEHL.

WRITE FOR CIRCUS INFORMATION.

KAY SCOTT
Bristol, Va.

PHOTO MEN

Starting new Radio Safety Deal. Want only ask. Send 50c per copy. Send annual, 50c. Call
BILLY REYNOLDS
4-Minute, Box 670, Knoxville, Ia.

2 PHONEMEN

Partly on weekends.
All tickets.

TOM PACKS' POLICE CIRCUS
A. PERCY BEERS
121 East Fifth Street, Plainfield, Ind.

PRINTING

PHONEMEN

100 photos.
2-Phones.

SIXTH BIRTHDAY—several more to follow.

Rock and U.P.C. are on air. Write for call card.

JACK SCOTT
Bristol, Va.

PHONE MEN—2

2-PHONE MEN—2

_AVAILABLE_.

100 photos.
2-Phones.

JACK SCOTT
Bristol, Va.

PHONE MEN ONLY

New $ 13. 3 U.C. Phone, 1 Crow.

CIRCUSES

2-GRACITTO—2

Can cut 4 man in 2 weeks. Will copy appeal. Call

P. O. BOX (B) BREEZEWAY, TEHL.

20 PHONEMEN

MAY 12, 1956
THE BILLBOARD

INFORMATION

PHONES in this issue:

MAY 12, 1956
THE BILLBOARD

PHONEMEN!

OMAHA PUBLISHER, PROMOTER,

established 25 years, has over

ANNUAL CIRCUS SHOW with,

profession men.

WANTED

SPECIAL PRICES

RELATED ACTS, BANDS, FILM SHOWS.

TEXAS CIRCUS

Wants men doing two or more.

1st act. Will pay well.

3rd act. Will pay well.

ALL CIRCUSES—DOMESTIC.

READY STOCK for Winter.

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GOOD PROGRESS:

St. John, N. B., Launches Big Plant Program

ST. JOHN, N. B.—The St. John Exhibition in the popular plant-rebuilding program has already gone along a most creditable way, and property and erected a number of new buildings. D. R. Neal, manager, announced. The work is being done on a master plan prepared by the Rev. Dr. L. T. Green.

A large area of manhood has been included in the fair program and in many of the exhibits. All the dishes gained to relegate barns and stabilize the city scene have been used in building the winter shelter. Several Army buildings were moved to the grounds to be used as stables and complete stable facilities are scheduled to be ready for the June 1 racing season. A new office building and stalls are also under construction and engineers have completed all details regarding water and sewerage. Another fillip to the fair program is a parade whereby streets to plans with a total of $100,000 in dirt from the barns to a low area.

Construction of a Coliseum is also planned but this hinges on a government grant which would be made on the condition the interest on the bond is

SHORT COURSE PULLS:

Mich. Asn. Asks Aid $$
For 4-H, FFA Construction

LANING, Mich.—The Michigan Chapter of 4-H and Exhibition will seek state aid on a matching basis towards the cost of building facilities for 4-H and FFA Exhibitions. The plan, as stated in the form of a resolution, was passed at the group’s annual short course was held here Friday and Saturday (21-22).

Saturday was the opening session of the meeting—through which some 30 delegates were through from the State’s 4-H and Exhibition efforts. As a result of the meeting, the short course was held.

The short course was held and the one-day meeting on August 14 at the State Fairgrounds, with Mr. W. L. Minnema, association president, presiding.

Minnema, who is a member of the State Fair Board, explained that new legislation will be needed in the States paying 75 percent of all costs on the improvement of race tracks on a matching basis. The legislation will include a grant of $20,000 appropriation for purse in a Michigan-state ordered bill that has been used in the exhibit.

Format of the school sessions was the question-and-answer period to discuss as date conflicts, State aid,auxiliary services, special trains, parking, meals, newspaper service of newspapers and public-address system.

Also, as the public-service of the daily papers.

MICH. STATE SEeks 200G FOR REPAIRS

Rodeo to Feature Buffalo Bill Jr.; Set 250-Mile Auto Race, Chipit Show

DETROIT — The Michigan State Fair’s grandstand attractions — including a rodeo and a 250 mile auto-race this year will be presented in an overhauled grandstand, as announced, is okayed by the State legislature.

Donald Swanson, fair manager, reported that a rodeo, booked by Val Campbell, and featuring TV cowboy Buffalo Bill Jr. Jones, will be the main stand attraction during the week. A 250 mile auto race, to be produced by

JAMES STEWART:

Rural Youth Day Builds Gate, Aids Midway, City

BY JAMES STEWART

General Chairman, State Fair, Texas

OVER a 10-year period the State Fair of Texas has built its Rural Youth Day into a project that we feel is one of our most successful and enjoyable attractions.

Last year, a Saturday, groups of 4-H Club boys and girls, Future Farmers and Future Homeowners came to Dallas from all over Texas.

They were all welcomed on a Saturday with the Texas A&M College Agricultural Extension Service, thus which included 4-H Extension service at the Fair, and with the Texas Education Agency staff.

We work directly through the Extension Service director and the State 4-H Club leader, and the Texas Education Agency, and the present leadership of vocational agriculture education and many home and family life education to reach the hundreds of county agents, home demonstration agents, vocational agriculture and homemaking teachers, and the county 4-H and Future Farmers and Future Homeowners Chapters.

The mechanics of setting up the day are relatively simple, given the fact that all interested are all concerned, which we are fortunate enough to enjoy. Club and Extension staff have kept closely informed on an annual basis for Rural Youth day and the program for the fair. Free gate admission tickets are distributed to all participants by the 4-H, FFA and PTA adult leaders. A letter is mailed to all leaders about September 1, (the fair is in October), with a convenient return postcard for ordering tickets.

In 1946 we started with approximately 25,000 boys and girls on hand. The crowd was small enough that it could find them a barbecue picnic lunch in our grandstand. Subsequently, the picnic has grown so large that it has had to be moved to an area covering several acres on our main parking lot.

As a result, we naturally could cheaply get them a free picnic in our grandstand.

In 1947, we inaugurated our system of Rural Youth Honor Awards which are presented on the basis of individual achievement in agriculture and homemaking skills. The Texas Cattlemen’s Association, Inc., sponsored the first Rural Youth Day in 1947, and the state fair was held on the new grandstand.

At the 1953 fair, we parked a total of 1,042 school buses inside the fairgrounds on Rural Youth Day, by the tenth of the month, and the first bus arrived on the next day of the fair the return from a neighborhood of 100,000. They come to Dallas more than they come to Chicago. Dallas is to Chicago what New York City is to Los Angeles.

At the 1955 tour we parked a total of 1,042 school buses inside the fairgrounds on Rural Youth Day, by the tenth of the month, and the first bus arrived on the next day of the fair the return from a neighborhood of 100,000. They come to Dallas more than they come to Chicago. Dallas is to Chicago what New York City is to Los Angeles.

The fair, managed by Harry Allen, superintendent, and his superintendents, has been a great success.

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The fair, managed by Harry Allen, superintendent, and his superintendents, has been a great success.
Syracuse Abandons Half-Price Ducats

SYRACUSE—New York State Fair will discontinue selling tickets in advance of the event at half price. A full week before the fair, the attendance of Paul Smith, Secretary-commissioner of agriculture. Last year, the advance sale amounted to $138,000, representing about 274,000 admissions. An advance sale will continue, as in the past, but ducats will not go on sale until the full week. All admissions will be charged at the entrance by ticket booths during the operating period.

The board explained the full price policy by saying that the anticipated extra income was needed to help finance the cost of the fair's entertainment program.

Planning Studies

The State Agricultural Society committee is working to plan the event. Ed Kennedy, chairman of the board, will explore the problems connected with the staging of a horse show and will work to have adequate facilities. Current table space for the horse shows will start a day earlier than in the past.

Plans for additions to boys' and girls' buildings, including bars for their nitty-gritty, will be studied by Eyre Rodebush and Paul Willoughby. Money for this project has been appropriated in the State capital budget but the projects will not be accomplished in time for this year's fair.

Troy Rowe Takes Air Force Job

SACRAMENTO—Troy Rowe, former first officer of the Yuba County Fair, Vallejo, Calif., has been named manager of the McChord Air Base recreation center here. The center is for civilians and military personnel. Rowe, who was an assistant manager of the Yuba County Fair, San Jose, before his appointment to the Vallejo post, was preceded by Fred Beanblossom, manager of the Farmers' Festival in Hermit before he went into military service with assignments in Japan and Korea.

EDMONTON Ex Maps 25-Year Bldg. Program

EDMONTON, Alta.—The Edmonton Exposition is having plans drawn for a 25-year building program that is expected to cost $30,000,000, according officials.

The master plan, which will include consulting engineers, will cover both the industrial and agricultural buildings. A new building program for the expanding part-part-time races, will be prepared by Gar- ry Calvert, Findlay, O. fair architect.

James Paul, managing director, said that part of the planning is in anticipation of the fair's 25th anniversary, which will be celebrated in less than 2 years.

The fair is owned by the City of Edmonton and controlled by a board elected from the city's surrounding areas of Alberta.

CITE STORMS

Morristown Drops Paid Grandstand

TROY HILLS, N. J.—The experiment with a paid grandstand at the Monmouth County Fair this season, according to Swatone Sven- sen, manager of the Monmouth County Fair, last year's effort at the horse show ring was severely hurt by the loss of seats due to storms. Two hurricanes are expected to be dugged and replaced by a stepped-up horsecrossing a show. Last season a sports show produced at Morristown by Edward Shire of New York was offered, but the poor weather discouraged attendance and turned parking lots into garbage dumps.

Former horse show policy of re- serves at the judging ring is being revived. There will be one or two stands for bleachers and chairs around the ring. There will be no carricature on stands or any charge for standing.

Pan Extra Kids' Day

Gate prices will be unchanged, $8 for adults, $3 for senior citizens, $2 for kids 10 to 14, and a free gate to those under 10. As a result, it is estimated the fair will draw 150,000 persons.

Horse shows will be based heavily toward the horse arena, a new permanent structure in grandstand operation. Rather than offer a show appealing to the 'highball, hockey set,' the fair will concentrate on minor events for participation events. There will be horse polo, polo, drill teams and a horse dance group in competition, all on horseback.

A bill has been submitted to the State Legislature to establish a New Jersey Horsemen's Week, and Governor Meyner has indicated he will attend the fair. During the week, a total of 500 events will be held in competition, on horseback, and will be attended by the largest participation of horsemen.

Miss BeBe Says

SANTA ANA, Calif. — The Orange County Fair will run 10 instead of six days, R. M. C. Follen, manager-secretary, has announced last week. Five musical groups and a rodeo will be featured under the direction of Joe and New- ton, (Caterpillar) Brandan, of the Hollywood Theatrical Agency.

The Spade Cooley Show will feature two boxing matches, opening day, with a dance follow- ing. The Hoosier Hut Shots will feature the ribs and heels on Sunday mornings. Also on Sunday at the rodeo arena, a black- det with Dewey O'Dell are set to start in the Black Editorial. O'Dell again on Monday evening. Lawrence Wrench and his show are the Sportsman for the three nights, followed by the Sportsmen for the three nights, and Sunday programs will be highlighted with a rodeo.

1 COMBO RUMORED

N. Y. Fairs Meet for Initial Merger Study

SYRACUSE, N. Y.—About 100 persons, representing virtually all of New York's 45 fairs, attended a special meeting here Saturday (58) to discuss the possible mergers of some of their events.

The meeting was intended only to scope the situation, headed by Charles B. Van Horne, director of the New York State Association of Agricultural Fair Secretaries, in a meeting with Daniel J. Enzy, commissioner of agricultu- re, and his assistant, Paul Smith.

Because of the preliminary na- ture of the meeting no official statements were issued, but it was reported that about 20 of the fairs indicated a willingness to com- mit, but that they, for example, did not want to talk to each other and so retain their identity and plants.

It was rumored that Ithaca and

Trumansburg are ready to settle for a single fair at Trumansburg. Fair representatives are attract- ed by the possibility that the com- bined three or four events would double, or triple, the maxi- mum $10,000 in States which they now receive. Some are also be- lieved that amalgamating at the state level in the Department of Agriculture might open the door for the possibility of capital improvements.

Smith, who first suggested the study at the association's winter meeting in Albany, again said that there should be fewer, but more successful fairs, with the struggling events combined into the more successful shows.

He indicated that the agricul- ture department would not be in favor of any further subsidies that would continue to keep the struggling fairs alive.

PNE Tightens Queen Rules

VANCOUVER, B. C.—The Pacific National Exhibition this year will tighten regulation of its pageant, which will operate August 27-29, announced fair officials. A final ruling is due to be made September 3.

As in the past, all finalists must have completed their high school. But under new regulations, district and their or- ganizations sponsoring eliminations must file entry forms with the fair by August 1, applying for participa- tion.

NEEDS THE BILLBOARD EVERY WEEK!

For Your Fair...Park...Celebration

THE MALKO TROUPE

For Your Fair...Park...Celebration

For Your Fair...Park...Celebration

DISPLAY FIREWORKS

For Your Fair...Park...Celebration

By Miss BeBe

For Your Fair...Park...Celebration

For Your Fair...Park...Celebration

For Your Fair...Park...Celebration

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CARNIVALS

THE BILLBOARD
Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 12, 1956

VOTE BOND ISSUE

SLA to Raise 50G For New Building

CHICAGO — The Showmen’s League of America, which has a budget of $50,000 thru the sale of $100 bonds to underwrite the exterior and interior of its newly acquired club building at the corner of Roosevelt and Michigan streets and to furnish the club rooms in the building, is to be launched today (3), at which all past presidents had been urged to attend.

Crafts 20 Big Opens Season At Palmdale

PALMADALE, Calif. — Crafts 20 Big Shows will open here Wednesday (9) for a five-day run to make the second major booking of the season. Crafts Exhibition Shows are in nine rings on the fair for over a month and last week moved into Las Vegas, Nev., for its 10th show of the year and a one-week run.

The 20 Big Shows, managed by Frank Warren, this year is carrying an $80 by 400-foot big top for comment purposes, and every possible cession equipment here is being opened.

League President Maurice (Lefty) Oberon, on behalf of the Ohio Show, of which he is co-owner, said the show would purchase $30,000 worth of decorations. By the end of the month, said Frank, the $3,000 worth of decorations if they could be added to issue them.

A special committee appointed to supervise the modernization of the building and furnishing of it, including designing the new seating plans worked up by architects.

SCHENECTADY, N. Y. — A good goodwill stunt was registered here beginning Friday (27) by the G. C. Buck Shows, despite a full measure of cold, wet weather.

Friday night was okay and the kids played the game to the last dance on Saturday afternoons (28). The show closed its 20th year on the midway that night and with 20-40 degrees and high winds mixed all activity.

Seventeen rides were in the line-up, including the big kiddie rides and dark ride. Space was tight and the weather was dry. A few (20) were populared, as usual, more units are reserved ready for the crowds and for the insurance.

Buck and his present and past staff members, N. V. Earl Myers, operate the Side Show and Frank Taz. H. and the crowd and the posers units.

Lotta Hooey Biz Okay for First Weeks

JACKSONVILLE, Ark. — There are plenty of shows but only one Lotta Hooey. General Manager William B. Dyer says about the unique title switch by which his Dyere’s Greatest Shows have become Lotta Hooey’s Greatest Shows. Show opened here April 18, in its latest weather and business, has been good despite spells of cool weather.

Also on the staff are Ellsworth McKey, assistant manager; Frank Bush, good-will ambassador; Mrs. W. R. Dyer, secretary-treasurer; M. W. Boyd, 54-hour, advertising and publicity, Route will include news and shows in Arkansas, Minnesota, Illinois, Iowa, Wisconsin, Tennessee and Mississippi.

A large number of the big top has been purchased and a number of new tramps have been added. Many of the rides are in operation and two shows are in the background. Oldtimers like R. J. Swift, K. S. Trice, R. Wilkerson, Buzz, are still in active service under management.

Several Wom Rides Sold to Dominicans

NEW YORK — The sale of several of the World’s Fair rides to Dominicans Republic’s World’s Fair has been reported. Alito reported accomplished early in the week and all the rides were requisitioned for one Dominicans Republic’s World’s Fair.

Eight rides are involved. Frank Bruges, show owner, was in Washington and Mrs. Morris Haft said they would buy the amount of $1,000. In quick order, Alito returned to the office of Morris Haft, one of the League’s attorney.

One of Juggle’s Line-Up

At noon today, another issue decisions was made by Mike H. Hooey. Bob Adams, the top boy, buying his local rides to the amount of $1,000,000. One of the committee members appointed to supervise the modernization of the building and furnishing of it, including designing the new seating plans worked up by architects.

Seventeen rides were in the line-up, including the big kiddie rides and dark ride. Space was tight and the weather was dry. A few were popularized, as usual, more units are reserved ready for the crowds and for the insurance.

Big shows requiring extensive average have battled the problem for some time. It is believed that some communities is necessary for these shows to step out of the public eye. The shows are trying to maintain the status of the show that has set up, and pay the bills.

The smaller shows, which are moving and need help to keep close to population, are now being purchased.

The states will get washed. Moving out of the city to allow for more shows to open in the city than the big shows for the reason that the lesser units lack the flash and drama power.

A number of towns have been eliminated from show routes because of lot situations and more are likely to follow. As tough as the situation is, it is likely to get worse before it gets better.

An approach has been asked occasionally or some of the larger operators to begin the use of new show lots. The heavy equipment needed and the costs involved will be much to the point. The question is, if ever, could undertake such a project. But they often benefited by the financial situations a few weeks after the big ones had their fling.

Mae Stapleton Buys Share in Wade Joyland

DETROIT — The Stapleton Amusement Company, under the ownership of two carnivals in the Detroit area, has purchased a 25% interest in the widow of the late Charles H. Stapleton, founder of the carnival, which owns and operates the three carnivals in the area. The company, headed by Mr. and Mrs. R. E. Wade, has a partnership deal with the widow of the late Charles H. Stapleton, under the name of Wade Joyland.

Two shows will be closed this year, and a third, the show for the weekend of September 3, will be the only one of the three that will be opened this year. The three shows, however, will be operated under the name of Wade Joyland, and it is expected that after operating for a time as the Wade Joyland Attractions, they will be known as the Joyland.

The Joyland Midway Attractions closed their first stand this year, and the other two shows, including the Detroit and Joyland, will be operated as the Wade Joyland Attractions.

The shows then moved to play a mid-season stand on the Michigan State Fair Grounds for the University of Detroit Spring Carnival Friday and Saturday (4S.), to be followed by a series of stands in Detroit. The shows then moved to the Detroit area and ended their season there.

Three shows, one for each of the shows, will be opened this year under the name of Wade Joyland. The shows will be operated under the name of Wade Joyland Attractions, and it is expected that after operating for a time as the Wade Joyland Attractions, they will be known as the Joyland.

CONTINENTAL OKAY AT KINGSTON; SAT. RAINY

KINGSTON, N. Y. — Weather was cold, but business was not. Continental Carnival Co. Shows, the opening on Thursday night was all with full capacity, and lines for rides and attendance was okay. Friday was also good despite the cold weather.

A fine matinee on Saturday (28) was booked around 3 by a thunderstorm, which cleared in time for a couple of hours of activity. A good crowd of 1000 or more was in attendance.

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Circus Dates OK for Hymes

NEW YORK — Novelty concessionaires, A. Hymes reported excellent dates as of late in his three recent circus dates. They were opening in New York Wednesday and played by Mr. and Mrs. Colgrove and Mr. and Mrs. Glass and played in the city on a show.

Next circus date for Hymes is May 17 and will have a really new show, which will have novelties at all Canadian fair dates of the Cooks Shows.

WASHINGTON WINDS UP Good for Straits

WILMINGTON, Del. — A grand finale of the Cooks Shows has been set up for Sunday, and it will point to a good run for the James E. Strates Shows here. Unexpected cold had a hampering effect during the shows’ opening seven weeks ago. The interest in the show business there was reported rather on the small side, and the weather.

Extreme cold caused the postponement of the Washington opener one day to April 29. The delay made it possible for the show to include a second Sunday at the 10-day show limiting.

Saturday (22) the show got in a grand opening, and since then weather has been overcast, cold, and chilled the crowds. It was bright for all but the last week. The last three days, ending Sunday (28), brought a strong breeze, and travel Saturday (22) made the matinee the biggest ever.

Attraction Strong

Also the lack of conventions at the time has helped. The attraction worked out as predicted by Omer, and the show has been a hit with the people. The show appears clearly a good portion of the money that might have been used for swimming. The roller ride was especially strong with the 3 Ferris Wheels, 5 Merry-Go-Rounds, a Scarecrow, Roundup and Twister.

New show units, including National Shows, made their debut in Columbus, Ohio, and a fine run is predicted for the show.

CONCLUSION

The show will stick to New York and New England for its still dates. It will open its fair season at the Government Office, and it will then play fairs at Elmira, Malone, Plattsburg and Batavia, N. Y., before heading south.

The new show units, including National Shows, made their debut in Columbus, Ohio, and a fine run is predicted for the show.

(Continued on page 32)
WANT WANT WANT
FOR OPENING MAY 25, PLAINFIELD (ARBOR), NEW JERSEY

MAJOR RIDING DEVICES IMMEDIATELY TO REPLACE UNITS REMAINING IN DOMINICAN REPUBLIC.

WITH OR WITHOUT OWN TRANSPORTATION

Also any major rides which do not conflict with what we have

ALL UNITS MUST MEET THE HIGH STANDARDS OF THIS SHOW

CONCessions:
WANT ALL TYPES OF HANKY PANKYS
Want to buy
KIDDIE TRAIN, KIDDIE AUTO, KIDDIE WHIP and KIDDIE SWINGS.

ALLEN BERGEN Gen. Mgr. WORLD OF MIRTH SHOWS
4401 South Wiltona Drive, RICHMOND, VA.
Phone: S-8932

DICK BEST WANTS
Talkers and Ticket Sellers for Riverview Park. Good opportunity for right people. Contact DICK BEST 46 riverview park, CHICAGO, Ill.

VIRGINIA GREATER SHOWS

THIS WEEK, POCOMOKE CITY, MD.

TRI-STATE SHOWS
OPENING MADISON, S. D., MONDAY, MAY 21
Will have Bands, Big Top, Exhibitors of all kinds, Shows, Contests, Comedy Acts, Mechanical Rides, Hall Shows, Carnival Games, Concession Sheds, Pets in Costume, Spats, Wide Awake Hat, Milk Milk, Concession Sheds, Pizza, Focaccia, Ice Cream and other Bouncy Parks and cocktalis. Inquiries to Al Brown, Tri-State Shows, Madison, S. D.

ROYAL UNITED SHOWS OPENING

Can use few more non-conflicting legitimate Concessions. “Booth” Cutter wants all his Agents to come to winter quarters at Snow Falls, South Dakota.

Write or phone JOHN DOWLER, Owner-Manager Box O26 Snow Falls, South Dakota

ALON ROSEN, Mgr. WANTS CONCESSIONS
May 20-24, 1953

World of Mirth

MIGHTY INTERSTATE SHOWS
Want for Big Fireman’s Celebration (Right Downtown), Ervin, Tenn., May 14-19
Followed by Route of Choice Still Dates: Galeso, Va., Fourth of July Celebration, and Pains, beginning in August and continuing thru November 17

SHOWS
Three Shows with own equipment. Menard Show, Fun House, Mechanical Show or any Grip Shows not conflicting. Want Girls Show with own equipment. Kneys and Hoplins.

One or two more flat Rides not conflicting or any Kiddy Rides not conflicting.

RIDE HELP
For Employees of Tilt-a-Whirl, Parzy Wheels, Chair-Plane; Second Ride, drive.

HELP
One or two more Flat Concessions.

WANTS CONCESSIONS

Peggy Wright
$50 REWARD

For location of Peggy, famous walk of walk shows. Would appreciate found shows last season. For reward call collectors.

George Turner
Phone Victor S-9866 Oklahoma City, Okla.

Wilson Famous Shows
Opening May 19, Canton, Illinois

Location: S. Main St., Canton. Let will be held out on the 16th.

Want Foreman and Second Man to join at once for Wheel, Merry-Go-Round, Scooter, Spitter, Striker and Kid Rides you must drive. Russell Swartz, contact at once.

Address: Artesia, Ill.

NOW BOOKING CONCESSIONS
For four County Farmer’s Convention, Palmdale, Pa., June 11-14, on Main Street. Will erect shows in 23 days. A real one sure. Want Show, Carnival in Gene, Hardy, Parks of all kinds, 5th Birthday, Stock Shows, Chair Plane, U. C. Rides, Concession Sheds, Pizza, Pocadillo, Scales, Concession Sheds, Pizza Pas, Basketball, Age Tents. What have you will place. Merry-Go-Round, one Flat Ride, all other Rides, away.

H. H. MEREY, JR.
141 Chalmers St., Philadelphia, Pa.

AGENTS FOR CANADA
I want Rides and any other Concession that will make money during the summer. We will buy in Canada, which is the home of the show business.

Write or phone REED G. BARRON, 4300-6th Ave., Winnipeg, Man., Canada.

AGENTS FROM MONTANA
Will buy Rides and any other Concession that will make money during the summer. We will buy in Montana.

Write or phone H. H. MEACHAM, 1223-2nd Ave., Bozeman, Mont.

EXPOSITION SHOWS

BROADWAY SHOWS INC.
29 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOORS

WANTS CONCESSIONS

Jan. 1, 1957

SHOWS

Star Show, Pat Show or any good Grind Show. Want Rides and all types of Shows. Wanted Help—Must be at least 16.

SAM E. PRELL
STAUNTON, VA., THIS WEEK; HARRODSBURG, VA., NEXT WEEK.

MERRY-Go-ROUND • ROUND-UP
• OCTOPUS • RIDE-O
• SCRAMBLER • SPITFIRE
• LOOPER • SCOOTER
• CATERPILLAR • FERRIS WHEEL
• ROLL-O-PLANE • DIPPER

Copyrighted material
BEGAN 35 YEARS AGO

Early Henry Klein Start is Recalled

Henry Klein

Carnival business 35 years ago with S. Brodoscope.

Sixteen years later, he worked on rides and also held down a part-time job in the cookhouse during the summer, returning to school in the winter. Today he has charge of all the concessions with the J. O. McCallin Shows in Arkansas.

He started high school and took a two-year business college course while summering with carnivals. He subsequently entered a popular string game concessions with the Carl Amusement Company for 10 years and later was with the Howard Amusement Company, which made its headquarters in Baltimore.

Finding South Dakota to his liking, he decided to quit the road and settle there. He became the operator of a route of coin machines, joke boxes, scales, pin tables and Peanut machines and built the venture into a 300-location enterprise.

Road Lure Strong

The lure of the road, however, proved too much for him. After ten years as a coin machine operator, he returned to the outdoor amusement field. In May, 1945, he bought a N. 5 Ferris Wheel from the Elridge Brothers in Chicago and erected it at Arnold's Park, Ia. The following year he added a kid ride and a new Alliance type of merry-go-round and routed his three ride unit thru Iowa, South Dakota and Minnesota.

His show has since grown. The recent purchase of a new Octopus upped his line-up to four major and five kiddie rides, and he has developed a strong route. He has only three still data during the summer, however, and at other times is booked for fairs, celebrations and carnivals.

Storms Hurt Prelle's Debut

COLUMBIA, S. C., -- Rains and heavy winds combined to cause considerable damage and make the 1956 opening of Prelle's Broadway Shows here a bad start for Ben Prelle.

The show opened Saturday (28) in rain and had another dose of it Monday (30), at which time a rumor was turned out that the Prelle fortune was about to be broken. The following day it rained all day and into night, eight concessions and to the tops of two towers was blown down. The Minnehaha Show, Side Show and Wildfire Show, Speedy work had the show ready for a Tuesday opening, but another rain washed out the day.

Columbia West and Amazon Company worked fast in supplying the show with new canvas, said Prelle.

Paul Williams opened his cook-house here on Saturday, his first attempt at a big grab unit. Joe Prelle is slated to meet the show in Staunton, Va.

Break Into SLA Rooms; Take $228 From Safe

CHICAGO.--The sum of $228 was stolen from the safe of the Shoveen's League of America in its clubroom here early Monday morning (23). Except for tip money, nothing was disturbed.

Leo Bergmann and Gunner Olsen, Frank Evans, dixieland players, Bucky Tann- say, and miss; R. Chant, fish pond and pitch; Bud Clark, sideshow; Joe Ritter is due to join soon with their Temple of Knowledge.

Opening week visitors included Mr. and Mrs. Leonard, Mr. and Mrs. J. D. Crook, Mrs. F. E. Caffin Jr., Mr. and Mrs. T. Collins, Sr., Swenson, Mr. and Mrs. R. W. Fitzgerald, Mr. and Mrs. Ray Wilson.

WILLIAM COWAN CAN PLACE
Good capable Bower and Pin Store Agent. 2 good Bingo Counters and Assistant Bingo Operators (Bob Harrington, contact me immediately) Can place good Convention Worker and one good Ball and Rodeo Agent. For the former help, come on, will place you. Will place Short Ranges or any really good tent shows to fill territory for these type agencies.

Write or Wire: CL-0 GOOD MEDAL SHOWS

PARAKEETS
BABIES--81-10 ea.
CARNIVAL BIRDS
85c ea.

SIPPEL, Daily, F.O. S. Los Angeles.

MINNESOTA ORDER

Dorkey's Bird Farm

902 E. Galilee St., Pine, California.
Phone O-2130.

EDDIE'S EXPO SHOWS WANT


WILLIAM COWAN

CHICAGO, Ill.

PARAKEETS
BABIES--81-10 ea.
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EDDIE'S EXPO SHOWS WANT

CARNIVALS

THE BILLBOARD
MAY 12, 1956
Continental Okay

---

Ralph Austin; and Mrs. Dan
Hickman, of Marshalltown. Mr.
and Mrs. Fred Thorp, of Des
Moines, and Mr. and Mrs. Dave
Collins, of Cedar Rapids.

**SUMMARY OF MAJOR MONEY SHOWS**

The Billboard Classified column each week
Coast Clubs

Co-Ordinate

Winter Events

LOS ANGELES — Representatives of three show clubs, Regular Associated Trappers, Pacific Coast Showman's Association and the Ladies' Auxiliary, met here to set winter events on non-conflicting dates.

Representing the Troopers were Steve Vaugan, Lee Smith, and Peter Steinke. Acting, for the PSCA were Bob Downie, Eddie Harris and Everett W. Cox, and for the Auxiliary, Mrs. Francis McGinnis, Nina Levine and Peppie Steinberg.

Following the session, Dorrie McGinnis, President of the Ladies' Auxiliary, was re-elected to her group's board of governors; the following dates: November 10, Homecoming Party; November 19, selection of nominated candidate; December 3, Bob Downie's Noon; December 13, President's Night; December 9, Meet with50; December 10, regular meeting; December 13, Banquet and Ball; December 4, board meeting and annual banquet.

A meeting of the executives of the three show clubs will be held January 7. The PSCA and Auxiliary will cooperate in the staging of the All-Rideyll Installa- tion on January 12. The PCSA is also planning a Hall-Jinks for February 9.

Dorrie asked that a regular meeting be held December 31, starting at 6 p.m., because of the selection of the officers. The polls will be open from 6 to 8 p.m. if the recommendation is adopted.

Robinson Dates, Personal Set

For 3-State Tour

CLEAR SPRINGS — Don Robinson's Great Shows will open its season soon with a route that will include celebrations and circuses in Iowa, Neo-

braska and Minnesota. Bob Robi-

nson, owner, announced this week that all dates are set.

Towns celebrated included show dates at Grinnell, Iowa; Wahoo, Neb.; and St. Paul, Minn. Robinson will open two two-week residencies.

Shows organized to reach by 8 this season include Columbus, West Grove, Lewis, Woodside and Sutherland with one Iowa fair at Rock Rapids, Nebraska celebration includes two in Omaha and Sioux Falls. Winner, Fallon, and Kirtlington, Mahone and Scobey. Show will also date in Iowa and Minnesota.

Celebrations scheduled to be held by 8 this season include Galesburg, Ill.; Kewanee, Ill.; Aledo, Ill.; and Moline, Ill. These shows will open in semi-week and reach for a week.

CHARLES KREKELER

41 Woodstock St., Jerseyville, I1.

FOR SALE

One Pair Custom Trunks, custom body, used, excellent condition. All original tags. Good condition, no repairs, good seats.

CHARLES KREKELER

41 Woodstock St., Jerseyville, I1.

AGENTS

Need for 6 Call. Boutique or mall work. Must speak English. See my ad. P.O. Box 2, Paterson, NJ 07522.

CHARLES KREKELER

41 Woodstock St., Jerseyville, I1.

PARAKEETS

Call 390-7192.

GOLDEN STATE PET PROD., INC.


LOUIS A. BELL WANTS

A Reliable Agent for Ladies Department. Also Man or Couple to take hand of Balanced Drive. Write Wilson's, 1125 Market, etc.

JEFF CHANOS SHOWS

MIDTOWN, N.Y.

DICKSON UNIFIED SHOWS

Want Concession of all kinds. Shows, Concessions, Wagon, Prop, Truck, Live stock on Wheel, Drive. Will book all shows. Must be a good show. Shows in years, plenty money, good Conces. Own truck. Write.

STONEWALL, OKLA.

LEE HOS WANTS

Able, Perfect Agent, A large Body, Money Made. Red Cap, contact me at once.

W. G. WADE SHOWS

Same as before, the same.

Phone 2-7414

D. WADE, W. G. WADE SHOWS

Glen Falls, N. Y.

THE BILLBOARD

CARNIVALS

33

AMUSEMENTS OF AMERICA

Contact at Place

FOREMAN FOR TWO WHEELS

Salary on receipt. Call Mattie Brown, 11520.

C. M. McGINNIS, contact. HEB. R. WILLIAMS, contact. Address: JOHN VIVONA, Buffalo, N.Y., this week.

JOHNNY'S UNITED SHOWS

LAST CALL FOR OPENING MAY 12--OCT., ALABAMA, PIEDMONT, AL., FOLLOWING WITH OTHER COUNTRY MILE TOWNS. ALL DOWNTOWN SHOWS


All replies mail to Western Union only to D. WADE, W. G. WADE SHOWS

11816 Melrose

Detroit 19, Michigan

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All replies mail to Western Union only to D. WADE, W. G. WADE SHOWS

11816 Melrose

Detroit 19, Michigan
ROHR'S MODERN MIDWAY
Join us now for a long and busy season of Fairs, Centennials and Celebrations
16th District American Legion Convention, Bradley, Ill.-June 1-3; Chancelo Air Races—Monte, week of July 4th; Monroe Glen Festival—August 16-17-18: National Sweet Corn Festival—Aug. 31-Sept. 1-3.
Centennials—Harvey Proeho, basketball, Fish Pond, Ball Games, Photos, Navellines, etc. Shows—Kodak Films, Magic Lantern Shows, Bob Goodle Collectors, Good preperation for Coupes to operate new 35' Trailer Cookhouses.
Dwight Keene wants experienced Biggie Operator, No flies, guppies.
D. J. ROHR
Champaign, Ill., or Kankakee
Phone Champaign 711—May 11 thru May 30

ALAMO EXPOSITION SHOWS
WANT WANT WANT
SHOWS. Shows of merit with own equipment that do not conflict. Have live Grind Show framed on truck and sell for single $1 Attraction or Smoke Show for party that has the attraction to put in. Joe Murphy wants Boys for French Canvass Show. Bill Williams wants Man that can drive semi and help handle monkeys.
RODGERS Want Man that can handle Kid Auto and Kid Animal Tides, must drive truck and sell. Also can place second men on rides that can drive trucks.
CONCESSIONS Can place all Grind Shows, high picture. Also want Navellites, High Striker. Can place Agents for Grind Shows.
All address JACK DURACK, Mgr., Brownwood, Texas, May 8-12
Fair season starts first week in August, last Fair in November.

GRIGGS BROS.' SHOWS
11 RIDES & SHOWS
Opening May 14, Abbeville, Ohio—over a quarter of a million dollar investment. Deed construction workers: worked by Fortunecity, California, Fordon, Kentucky, Montana, North Carolina, Brigham City, Utah. Will break every week.
Manager with two Girls for Girl Show. Beatrice Tibley, gal in touch with me. Agents for Allen Car, Ball Game, Pitch-To-Win, Write agents for Agents for Grind Shows, City Kite, Helicopter, 50 and 100 Bottle, Pitch-To-Win.
Phone PA 46000
All replies to GEORGE CLARK, Brownwood, Texas

GEORGE CLYDE SMITH SHOWS
OPENING MAY 31, SCALE LEVEL, PA.
Ward Bell Show, Strike Dros, Horse Show, WildRed, Agents for office Harry Parks. General Ride Help, Truck and Tractor Drivers.
Phone PA 46000
All replies to GEORGE CLARK, Brownwood, Texas

BADGER STATE SHOWS
Went for opening of Rochester, Minn., May 10; with 17 Fairs and Celebrations in week. Will be in May offering 1-2-1-1-1.
Went 5-1-1-1-1, Tass House, Big State or any Show not conflicting with what we have, Can add 3 or more Fairs to any Fair. Agency for Oregon, California, Ferris Wheel and Second Men on other Rides with licenses and can drive. Top wages for Fairs. Write to J. V. ROMBERG, Rochester, Minn.

CARROLL'S GREATER SHOWS
Opening at Lebanon Village, Monday, May 9, 1955, with a preview review of Celebrations planned for Lebanon, Saturday, May 28. Special attraction: an 'All-American' show that can be used on all Fairs. All must have stimulating 傳言 and be able to drive the price. Contact CHAS. CARROLL

G & B SHOWS
WANT
Photos, Hi-Tellers, Layaway Bait, Posters, Signs, Photos of all kinds. Can add 3 Cutter Photos and Gallery and All Work done in Chicago. Write for any kind of Work you may need. All replies to GEORGE SEGAL, 9 & B Shows, Battle Creek, Mich.

PAGE COMBINED SHOWS
COMBINED Shows: Specialized shows. Discover Gallery, Live Stock Darts, Bull Boys, Sisters, etc. Variety Shows that does not conflict, especially Sisters. Sisters Added wants the following for special shows: Baby Circus, Sisters, Crying Baby, Living Pictures, Baby Circus, Air Show and any available Big Shows. SKILLEN must have special shows. Contact: W.H. BISHOP, 901 E. 55th St., Los Angeles 18.
All replies to BILL WILLIAMS, 1118 W. 60th St., Los Angeles 25.

TROPICAL MIDWAY SHOWS
may 8 thru 13, SPRING FESTIVAL, MT. DULY, N. C.
Went 9th Show in town immediately—will give Operator X. Have complete new set of Games, many are different. Will also give all new Dances, Zou De Jour, Notre Dame and more.
For rental: Feb. 2, 10, 7 and 15.
Contact JAMES DENBY
P.H. Balle Ayers and two Santa Claus Agents wanted.

ALABAMA
Alabama
Biloxi—Sister's House Repertoire, May 16-20
Batesville—Sister's House Repertoire, May 16-20

CALIFORNIA
Bakersfield—June 8-10

COLORADO
Parrot—City, June 2-3

CONNECTICUT
Bloomfield—July 4

IDAHO
F. Pepper—June 8-10

ILLINOIS
Chicago—June 8-10

INDIANA
Green—July 4

JOHN CUNNINGHAM
421 CUNNINGHAM EXPO. SHOW
JAMES H. DREW SHOWS
GALVESTON, OIL CITY FESTIVAL, May 14-19 Inclusive
Will play all Shows of Multiple Baldassari and Rolandob Heat Conventions. Great shows played over the years. Will operate over 1-2-3-1-1-1. Will help with any shows of your own. Write for more information.
JAMES H. DREW SHOWS, St. Albans, W. Va.

DIXIE AMUSEMENTS
WANT FOR BURLINGTON, I A.; PAULA, KAN., AND BALANCE OF SEASON
Write for particulars. Week shows with all shows of your own.

JIM SMITH
320 WEST 51ST ST., NEW YORK 19, N.Y.

MOTOR STATE SHOWS
Went for Fairs and Celebrations in Michigan, Ohio and Indiana and late Fairs in Kentucky and Pennsylvania, and Leola, and Rochester, Mich., Through May 9, when off for Florida. Will be ready to go at May. Contact: BILL WITMER, 510 W. 63rd St., Chicago 37. All replies to JIM SMITH, 320 W. 51ST ST., NEW YORK 19, N.Y.

BRIAN'S ATTRACTIONS
CELEBRATION—WINCHESTER, WA.—NEXT WEEK
Only 1-2-1-2-1-1 in this territory and all types of Rude Shows, Variety, or anything new and BRASS! Interested in Actual Attraction. Address: FRED BANDY, 4528 Texas, Dayton, Ohio.

KANSAS CITY SHOWS, Inc.
Want Contact STEVEN DECKER, Mgr., Woodstock, Virginia.

WANT HANKY PANKYS
All Shows that work for us work. Pitch-To-Win, Shoot Ring of Lege, Snap, Jewelry, Coining, No-Horse, Bicycle, Big Show, and more. Write for details.
J. S. KEEFER
Phone Valley 5-1750

CHURCH BAZAARS—CELEBRATIONS—FAIRS
Write to ROBERT J. FREEMAN, in the Church of the Disciples of Christ, 116 S. Michigan Ave., Chicago 4, Ill., for Church Literature. We are the largest in the world, featuring 2,400,000 members and 14,000 churches in the United States. Our Church Literature Section is fully equipped to handle any type of service, including Athletic, Social, Religious and Commercial. We are now in big Events drawing plenty of people. MORE AVAILABLE LOCATIONS.

FRED A. POTENZA
751 N. WACKER DEST, CHICAGO 60, ILLINOIS

CONCESSION AGENTS
Men and Women needed for Hanky Panky Shows, will work state. Get on the best Show in Eastern Tennessee, Tennessee—working 7 days per week. Needle Driver, Hanging, Get up, Tear Down, and everything in between. Must work full time. Opening this week. Write or Wire.
BILL HARDING
116 Trussel Road, Tennessee, May 12.
PHONE—CH 1-9459

WADE EXPO. SHOWS
OPENING FRIDAY, MAY 18,
8 MILE AND KILLY ROADS,
HARRIS WOODS, MEYERHART
All those handling contracts please confirm arrival date.
Glenvale W ADE SHOWS.
18110 Homestead, Dearborn 19, Mich.

REWARD
We will pay $500 reward in first person to any person providing information leading to the arrest of the murderer of a Nanawicite, in Maine, Minn. on August 1, 1955.
W. B. "WHITEY" BUTTON
John Marks, REVERE, Mass.

DUE TO SICKNESS
West Side Corn Show & Dance Place, Pacific Grove, Calif., now in hospital.
 Write for further information - Rosselle & Helen Aegerter. No other information will be released.

MARVEL SHOWS
Advertise and operate with the utmost of secrecy. West Side and other Big Shows. Will work in any territory and will work for shows on both East and West Coast. Address: EDWARD MERRILL, Box 8111, Middlebury, Ind.

TWO CUSTARD TRUCKS
FOR SALE
Fully Equipped
Call: ESSEX 3-3795 or 3-7525 NEW JERSEY

RIDE HELP WANTED
FIREARMS, SWING WHEELS, 18110 HANDLE, 550 SCOTTS, 5500 TRICYCLE, 5500 SCOTTS;
FRED A. POTENZA
751 N. WACKER DEST, CHICAGO 60, ILLINOIS

SEE PAGE 41
Showman's League of America

CHICAGO—President Maurice Oulon called the Thursday (3) meeting to order with upward of 75 members present. Five new platforms were approved, all from Illinois. These platforms were Al Sweneen, Victory, Smacko, Roosevelt and George S. Trumbicki. Al Sweneen was reported for operations by Mr. & Mrs. P. P. Fisch. Victory platform was reported by Mr. & Mrs. O. V. Harrison. Smacko platform was reported by Mr. & Mrs. J. A. Hahn. George S. Trumbicki was reported for operations by Mr. & Mrs. Wm. Hahn.

A moment's silence was observed for the late Edward Hughes, who died recently. Mr. Oulon reported that Va Coogan was con- tinued at the meeting.

High point of the meeting was the floor discussion which followed the presentation of the remodeling plans for the new club house.

Members attending after absences included Maury Brod, Harry Dunn, Joseph E.Word, John M. H. (Mike) Barnes, Robert Beatty, Joe Haas and Benny Senter.

The closed meeting was attended by Charles Zematter Sr., served hot dogs and beans after the meeting's close.

National Showman's Association

NEW YORK — The board of governors has voted to place a larger emphasis on the outdoor monument at the club's plot at Forest Hill Cemetery on Memorial Day. The gesture is being made in consideration of the sympathy extended by the father of the late Joe F. Brown, who was also buried at Forest Hill.

Sick list includes Raymond Young of Peoria, Ill., New York; Joe Brenner, Mount Pleasant, Mich.; Clyde A. Agple for Joint Diseases, New York; and Louis Kronenberg, Kansas City, Mo., who is recovering from throat trouble.


Showmen’s League of America

SAN FRANCISCO—The regular Monday (3) meeting was called to order by President H. G. Pitts. Welcoming the members, he said that the League had several important matters to consider. Among these was the report of the Finance Committee, which had been formed during the last meeting to discuss the financial affairs of the League.

President Oulon then introduced Mr. C. H. Smith, Secretary of the Finance Committee, who gave a detailed report of the committee's activities. Mr. Smith stated that the committee had been working hard to improve the financial position of the League. He mentioned that they had recently succeeded in raising funds through a successful fund drive, and that they were planning to continue this effort.

Mr. Oulon then called for questions or comments from the members. Several members commented on the report, expressing their appreciation for the committee's hard work. One member suggested that the League should consider expanding their membership to include more smaller clubs.

President Oulon thanked the members for their participation and adjourned the meeting.

Show Folk of America

HELENA, Ga.—After opening night on March 19 and closing night on April 18, Ring Bros. Circus has made a successful tour through the southern states. The Circus was well received in all cities it visited, and showed a capacity crowd every night.

Mr. Rich, owner-manager, has launched a full-scale professional operation for the first time this season and announced there are two crews employing up to 60 horse men, ahead of the show. The smaller village, adjacent to McCalla, was a great attraction.

Pitts & A. H. Garden Trairis, Ill.; 12 South Broadway, St. Louis, Mo.; 4290 North Broadway, Kansas City, Mo.; 2826 West Seventh Street, Houston, Tex.; 311 South Main Street, Oklahoma City, Okla.; 1840 West Third Street, Long Beach, Calif.; 3420 West Sixth Street, Los Angeles, Calif.; 2144 West Sixteenth Street, Los Angeles, Calif.; 3250 South Fourth Street, Las Vegas, Nevada.

Another big entertainment, this time at Seabrook, Texas, was the opening of a new amusement park called "The Adventure Park." The park featured a variety of attractions, including a roller coaster, Ferris wheel, and bumper cars. The park was well attended, and the owners were pleased with the results.

Allot: O'Gara, Lexington, Neb.; Pelton, New Mexico; 2101 South Broadway, St. Louis, Mo.; 222 South Broadway, Chicago, Ill.; 2211 South Broadway, St. Louis, Mo.; 2213 North Broadway, Kansas City, Mo.

Food Developments: New Machine Introduced for Coated Frankfurters

HOLLYWOOD, Calif.—A new machine that cooks four batter rolls at a time quickly and efficiently in 30 minutes has been developed. After they are cooked, an infra-red lamp melts the cheddars and keeps them warm until sold. The batter, heated, buns and handmade rolls are sold under a franchise operation and also includes merchandising and sales. According to the franchisor, the batter does not absorb moisture or change in texture. The rolls are in demand from diners, drive-in restaurants, clubs, and bars. They are also available at large chains, such as Cushman’s, who have recently purchased the machine.

It is estimated that this machine can produce up to 250 rolls per hour, depending on the demand. The machine is said to be able to produce between 75 and 100 rolls per hour, depending on the size of the rolls. The machine is also said to be able to produce 200 rolls per hour, depending on the demand. The machine is said to be able to produce 200 rolls per hour, depending on the demand.

Following dinner, entertainment was provided by Harriet's Little Theatre, which presented a play by W. S. Van Dyke titled "The Man Who Wasn't There." The play was performed by a cast of four, and was well received by the audience.

Mr. and Mrs. William Atcham and Mr. and Mrs. William Coval attended a social event by the day when they were delayed on route here from cafe for Danville. Demondel Atcham reported on out, suggesting that his wife, Helen, presented him with a son.

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MERCHANDISE TOPICS

Those whose operations use trick novelties are urged to write to Lee Plastic Company, 4677 North 45th Street, Milwaukee 10. Lebo has a plastic ice cube with a real egg inside it. Another item is a shot glass with a real egg imbedded in the glass. The firm will send you a sample for 50 cents.

You can get 10 assorted watches that have been reconditioned and guaranteed like new from Midwest Watch Company, 5 South Wabash, Chicago, Ill. Each sells for 50 cents. Included in this group are Benrus, Dietz-Fleton, and each with expansion band. The firm says this is a $1.50 value down the line and a sample for 95 cents. Write for the firm's 1956 catalog.

A couple of flashy items at low prices that will prove a good acceptance by consumers include the George Miller Company 2 Powers Way, Youngstown, O. One is a portable electric chrome hot plate priced at $1.75 each in dozen lots. A sample is $1.75. The other is a Traveling Emma, Little Traveler, which folds for packing. These are offered at $5.50 each in dozen lots. A sample is $2.75. Both items are guaranteed for five years.

Merchandise such as lamps, clocks, enamelware, aluminum ware, decorated tinware, toys, glassware, blankets, hangers, has plunks, fishing flies, birds, Laloonie, hats, canes, etc., are stocked by Acme Premium Supply Corporation, 1111 South 10th Street, St. Louis. Write for their catalog.

An unusually fast selling pocket secretory is being developed by Paul Bros., 960 31st Street, Des Moines. Called Show Case, the firm says it will make ordinary wallets obsolete as it shows 12 cigarette cards and photos instantly. Show Case eliminates hunting and fumbling, as it flips open in one second. Contains ample compartments for cash, checks, pictures, and includes monogrammed card for name. Made of vinyl plastic, this alligator finish pocket secretory retails for $1.95. Write for trade prices.

The House of Stapleton, 2230 Madison, New York, is receiving good acceptance from its long-established specialization in novelties and carnival merchandising to operation of a chair and table rental business, according to Mrs. Mildred Stapleton, proprietor. The firm was founded by her husband, the late Charles Stapleton, and Mrs. Stapleton herself is now a partner in the Joyland Midway Attractions.

Ace Toy Manufacturing Company has moved to larger quarters at 23 Boro Park, New York. Present users are urged to write to Ace for new on the market and a few of the latest is trick toys it carries outstanding.

PIPPES FOR PITCHMEN

By BILL BAKER

RAY COFFEEN... Sitting in my boat, says that he’s scheduled to do a stretch in a local hospital in the very near future. He hopes to be up and out again and available for work in a month or so.

LEO (HAPPY) HELLER... the genial grouch from Romeo, Mich., is a bit obscure of the shamans that traipse in and around the Detroit area, has this interesting piece of information. He has a trip to the Motor City, "The 20 and under show" on November 10th. He has been coming here in Michigan has been working in Detroit last year. When they list the great workers of this age, there’s no doubt but what Edna and Will will wind up very near the top. J. Arthur McCoo, Mr. and Mrs. Eileen Kraft and Miss Roberta Shuster were noticed as visitors at the Boulevard. Mrs. Kraft celebrated her twentieth birthday on the closing day by scattering all over the place. The John Shuster was noticed as visitors at the Boulevard. Mrs. Kraft celebrated her twentieth birthday on the closing day by scattering all over the place. The John Shuster was noticed as visitors at the Boulevard. Mrs. Kraft celebrated her twentieth birthday on the closing day by scattering all over the place. 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INTCENT BEAVER: 720 47th Street, Home of the Clarion. 220 47th Street, Home of the Clarion.

MERCHANDISE
CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual width of style, one paragraph, no display. First line 50¢ per word, repair 50¢ per word and lower cases.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow an additional 25¢ per insertion additional to cost of handling replies.

RATE: 20¢ a word—Minimum 50¢.

CASH WITH COPY

(for cash that has been established)

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results than the use of larger type and white space.

Terms to 14 points may be used for reverse plates, logos or other decorative material. 1-point rules bordered permitted on ads at 12 lines or more. Minimum $4.

DISPLAY RATE: $1 per agate line—Minimum $8.00.

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, Ohio

ST-R-T-E-H

MEN'S NYLON

50¢ - T.C.-H.-HOSE

BEER TO FIT, T. 19, TAURUS AIR LINK MACHINES

FOR INDUSTRY!

FOR INDUSTRY!

MACHINES

WILL DOWNSIZE

FOR INDUSTRY!

FOR INDUSTRY!

HOSE TO FIT

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MACHINES

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FOR INDUSTRY!
ATTENTION DEALER SALESMEN
69 Kinds of Novelty Souvenirs Worth $3.95 Each
2000 DIAMOND CLOSET ITEMS

Join the Fun! Maybe you'll be a GAGSTER Winner, too! Every winner gets a handsome 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 words or less to fit the cartoon border. Use the coupon on your own stationery.
2. All gags become the property of The Billboard Publishing Company. No entries will be returned.
3. Name, occupation and address of sender must accompany all entries.
4. Gags received by Wednesday, December 15th, will be judged for the contest ending that current week. Those received after that time will be held over until the following week.

TWO PRIZE DRILL LTD.
From 4 1/2" to 11 1/2" holes in a single stroke. Designed especially for the trade. Also a good sales item.Handle, depth stop, chuck, bit included. $7.29 per dozen.

STILLS ON PATTERN WRENCH
Solid T Shape for 4 1/2" to 11 1/2" holes. Depth stops included. With wrench. Sizes 0.0 - 8.0...

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STILLS ON PATTERN WRENCH
Solid T Shape for 4 1/2" to 11 1/2" holes. Depth stops included. With wrench. Sizes 0.0 - 8.0...

WE MANUFACTURE
New type sculp Pape Boots, Pink, yellow, white, blue Pamelia Boots.
$3.00 Doz. 3 Doz. Postage, $0.50
Regular for Pape Boots, $3.00 Gross 25 Cents each. In bag each color. Earnings to match, $2.00 Doz. Minimum quantity. Salesmen, write for territory.

BESSER PRODUCTS CO.
Phone: Jefferson 3-9460

1000 PIECE SLUM
$675

OPTICAL BROTHERS
30 W. NINTH STREET.
New York, N. Y.

All the news of your industry every week in The Billboard...
HOT DIGGITY

...thank you operators!

perry como
HOT DIGGITY
(Dog Ziggity Boom)
b/w
JUKE BOX BABY

rca victor

GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON
Music Goes 'Round 25,000,000 Times in Juke Boxes’ Day

440,000 Machines in Nation Now; Bigger Figure Promised Tomorrow

Continued from page 1

I felt had the best chance of success in 1956. The winners in the latter questions are very interesting to that most of the talent named and has already made it a permanent reflection of the backlash of the musical business (those many names picked are relatively new).

Here are the favorite artists occupying the first and second spots in the popular voting: Kay Starr and the Platters, one and two respectively in pop balloting; Elvis Presley and Webb Pierce in country and western; the Platters and Little Richard in rhythm and blues (see full listings in special section).

Operators' Choice

Voted in by operators as having the best chance of success in pop category are Pat Boone and Cale Storm in a tie for first; Elvis Presley first in country and western; Little Richard in rhythm and blues.

Besides all this, a cumulative total of The Billboard's “Most Played on Juke Boxes” chart from January thru March April this year did close the top five money-making records in each category operators selected during that period. First and second place winners in this classification for the period named are:

Kay Starr’s “Rock and Roll Waltz” and the Platters’ “Great Pretender,” first and second place respectively, in pop category; Platters’ “Great Pretender” and Clyde McPhatter’s “Seven Days,” first and second in rhythm and blues; and in country and western, the Platters’ “I Forgot to Remember to Forget” and Ten-}

THE BILLBOARD'S 1956

M. O. A.

CONVENTION

SPECIAL

with

THE NINTH ANNUAL

JUKE BOX OPERATOR POLL

EDITORIAL

Nine Years of MOA

As this is written, the curtain is ready to go up on the ninth annual convention of Music Operators of America. To those who raised the curtain in bringing the association into being nine years ago, that fact itself is heartwarming. They can be proud they built well. For MOA has shown it fulfills an important need, and it is growing.

That growth is surely reflected in the broadening scope of services which this convention is set up to provide. The program agenda includes not one but a host of subjects of vital interest to every operator. And the fact that these meetings are moderated and guided by a number of operators themselves is testimony enough of interest in them.

We'd like to be able to say that MOA has done the impossible. We'd like to say that in the past fast-moving years of its existence, it has done what no association with an ambitious program has ever managed to do in a short time. But we can't, and we're sure that those who appreciate the most what MOA has done would be the first to admit. We live in a real world and the impossible doesn't happen often.

MOA has done much, but it hasn't so far grown to the place thoughtful members of the trade envision for it. That's not to say it's a long way off. This year's show is clear evidence of that.

But while it has not so far accomplished all the objectives set out for it, in reaching for them it has done much. True, its activity in representing music operators in julus has copyright legislation has been its major one. But in shouldering the responsibility of speaking for operators, it has shown the potential dimension in being their voice in other matters. State and local legislation and taxation, public relations—these are matters, too, where it could—and should—be an effective voice in the same measure as in national legislation.

MOA has reached a stage in its development when it can broaden its services. Again, this convention is a sign it's moving in this direction.

The burden of responsibility for further progress rests not only with its operators who have not yet given it active and financial support, but who have still enjoyed its benefits share this responsibility.

MOA is proving itself; the potential is present. Operators should consider well what their responsibility is in relation to it. Convention time is so good a time as any for all operators to do just that.

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Current Release

CIMARRON (ROLL ON)

SAN ANTONIO ROSE
Capitol 3444

Thanks Ops
Les & Mary

On TV Film Coast to Coast
For LISTERINE

Les Paul & Mary Ford

Personal Management
Gray Gordon • Mel Shauer
37 West 37th St.
New York 19, N. Y.

Direction
G A C

Exclusively
CAPITOL
RECORDS

GIBSON
GUITARS

www.americanradiohistory.com
**1956 JUKE BOX OPERATOR POLL**

**Part 1: Trade Analysis**

**QUESTION 1: Is operating your full-time occupation?**

**ANSWER:**
- Yes .................. 72.1%
- No .................. 27.9%

**COMMENT:**
This is the second straight year that the Poll indicates an increase in the number of part-time operators. The 1955 Poll showed an increase for the first time in seven years. Last year 24% of operators polled classified themselves as part-time operators, just 11.4% per cent did so a year earlier. Altogether, specific reasons for this continued increase could be learned from the poll questionnaire, it would be wrong to assume that it indicates only that more people are entering the operating business on a part-time basis. This fact may simply account for part of the increase. But increased costs—equipment, records, labor—demand too large an investment today for the average person on a part-time basis. Another possible reason for the increase: Poll results for the last three years show that an increasing number of established operators are moving into other businesses, usually retail record stores, one-stops (see Question 2). For both reasons, however, the trend is a very interesting one to note.

**QUESTION 2: How many juke boxes do you now operate?**

**ANSWER:**
- An average of .................. 47.8

**COMMENT:**
These two facts—the average number of machines owned by operators, the number of employees an operator has, and the fact that most operators are in debt—strongly suggest the structure and character of the music operating business. That it is composed of small, independent businessmen. This average itself serves as a guide to check total investment, gross margin. Significantly, this is the third straight year this average figure has declined—last year the Poll showed the average at 60.6 machines, a year earlier, 68.8. A good reason for the increasing decline: Higher operating costs which force operators to drop marginal locations. Another: Stiffer competition, with at least slightly more newcomers entering the business on a part-time basis (see Question 1). Obviously, with an increased number of operators reporting themselves as part-timers in this Poll, the average would be lower for this reason alone.

**QUESTION 3: Do you operate any types of other coin machines?**

**ANSWER:**
- Yes .................. 83.3%
- No .................. 14.7%

**COMMENT:**
The nature of the music operating business lends itself easily to diversification. An operator who is operating a juke box in a tavern or restaurant is a logical prospect for operating amusement equipment; vending machines such as cigarette and candy vendors which do not require highly skilled service personnel. A package deal—whereby an operator handles all this equipment in a particular location—gives him a better cost ratio and selling wedge. The percentage of operators who answered yes to this question has remained constant the past three years of the Poll.

**QUESTION 4: If you operate any types of coin-operated equipment other than music machines, please check as many as apply.**

**ANSWER:**
- Amusement Games Other Than Pinball .................. 67.0
- Pinball Machines .................. 55.2
- Cigarette Venders .................. 19.0
- Venders Other Than Cigarette .................. 10.5
- Kiddie Rides .................. 9.2

**COMMENT:**
For the first time since the Poll was begun, this question was altered so that operators could answer to both pinball machines and to other amusement games. In previous years pinball games were grouped under the latter. In last year's Poll, 83.5% per cent of the operators replied they operated amusement games, 97 per cent a year earlier. Taxes, restrictions and faster turnover in this equipment are all reasons for the decrease. In an additional question in the Poll, operators were asked what equipment—other than juke boxes—they planned to buy during 1956. All categories except "venders other than cigarettes" were reduced from 5 to 10 per cent. Of course, the above figures add to more than 100 per cent because many companies operate two or more types of equipment.

**QUESTION 5: On the basis of investment, do you classify yourself primarily as a music operator?**

**ANSWER:**
- Yes .................. 71%
- No .................. 29%

**COMMENT:**
Since the price of a new coin-operated phonograph is usually from two to five times that of amusement games and cigarette venders, operators with a substantial number of phonographs will naturally classify themselves primarily as music operators. The percentage ratio thus the years of the Poll has been constant. The stability of the juke box business during the past seven years is underscored by this large group of operators with substantial investments in music machines who devote most of their time and attention to developing their music operations.
QUESTION 6: I employ approximately the following number of people in my juke box operation:

<table>
<thead>
<tr>
<th>No. of People</th>
<th>% of Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.</td>
<td>36.1</td>
</tr>
<tr>
<td>1</td>
<td>26.1</td>
</tr>
<tr>
<td>3</td>
<td>24.9</td>
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<td>4</td>
<td>8.8</td>
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<td>6</td>
<td>1.8</td>
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<tr>
<td>8</td>
<td>0.6</td>
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<tr>
<td>10 or more</td>
<td>1.7</td>
</tr>
</tbody>
</table>

COMMENT: These figures dramatically show that the music operating business is small; they show better than anything else the relative size of the average music operating company. A "none" classification was added to this question this year, thus eliminating the possibility of an operator counting himself as an employee. Notice that more than one-third of those polled are one-man operations and that 51 per cent of operators polled employ from just one to three. In short, an impressive 95.9 per cent fewer than six, 87.1 per cent fewer than four (compared to 89 per cent and 78 per cent, last year, respectively).

QUESTION 7: Of the total number of phonographs on your routes, what percentage are 1950 models or newer?

ANSWER: An average of 76.5%.

COMMENT: The Poll figure shows that the average replacement rate for machines is almost 13 per cent, less than the 20 per cent required to turn over a route every five years—which operators will understand as the ideal rate. But it's still a creditable rate and is up several percentage points from several years ago. Besides, the 29 per cent who classify themselves as part-timers pull the percentage down in this question.

QUESTION 8: Of the total number of phonographs on your routes, what percentage are 80 or more selections?

ANSWER: An average of 71.3%.

COMMENT: The enormous strides that the trend to multi-selection equipment has made in the last few years is impressively confirmed with the above figure. This year's figure represents a substantial increase over last year's Poll figure of 54.5 per cent. Today, of course, phonograph manufacturers are concentrating on multi-selection equipment—80, 100, 120 and 150 selections, and three manufacturers are now marketing 200-selection machines.

QUESTION 9: Of the total number of phonographs on your routes, what percentage play 45's?

ANSWER: An average of 73.7%.

COMMENT: The 78 r.p.m. disk is now being used in the U. S. almost entirely. Juke box production for several years has been almost exclusively 45's, with only the export market and a few domestic areas still using 78's. It is estimated that roughly 325,000 of the nation's juke boxes are geared for 45's. In just six years, 45's have almost completely changed the juke box market, with only about 50 per cent of the machines now operating in the U. S. on the larger disks.

QUESTION 10: Do you currently operate any of your music equipment on dime play?

ANSWER: Yes .................. 69.5%
No ........................... 30.5%

COMMENT: The growth of dime play in just several years has been tremendous. In last year's Poll, for example, the percentage ratio was almost 1:10 the reverse of this, with 64.7 per cent answering no, 35.3 yes. As we stated then, 25.5 per cent of those answering no reported they were either on the verge of switching to dime play or were planning to do so within the next 12 months. That this number did not show is strikingly borne out by this year's figures. In the face of increasing operating costs, the overwhelming majority of operators are converting to dime play as one means of correcting shrinking profit margins. It should be carefully noted that the above figures do not stand for percentage of the total number of machines already on dime play. The figures only show the percentage of operators who operate at least some of their equipment at a dime. Operators answering "yes" may operate only several of their machines at a dime or their entire routes (see Question 11 for a breakdown).

QUESTION 11: If you do operate some equipment at a dime a play, what percentage?

ANSWER: % of Machines % of Operators
Under 25% .......................... 36.9%
25.00% ............................ 18.8%
50-75% ............................. 16.2%
75-100% ............................ 20.1%

COMMENT: This is the first year that this question was included in the Poll. It helps pin down the progress of dime play in terms of numbers of machines and not just numbers of operators who operate "yes" at a dime. This question, then, offers a breakdown of the 60.5 per cent of the operators polled in Question 10 who reported they do operate some of their equipment at a dime. These figures definitely show that while growth has been great, dime play is still a long way from being established practice in many areas. Notice that over 55 per cent operate less than half their machines at a dime, over one-third "barely" 25 per cent. Very encouraging, however, is the fact that almost a third have converted 75 to 100 per cent of their machines, 42.3 per cent over half their routes.

QUESTION 12: Please check the type of commission arrangement you use when installing brand-new equipment:

ANSWER: Flat percentage .......................... 61.4
First money plus percentage .................. 16.9
Guarantee plus percentage .................. 7.9
Rental .................................. 3.1
All types .............................. 16.7

COMMENT: Percentages in the answers to this question are substantially the same as last year's Poll indicated. It is interesting to note, however, that flat percentage contracts appear to be on the increase. In the last three years the Poll has shown that 11.9 per cent, 15.8 per cent, and 20.1 per cent respectively. It appears significant that flat percentages once accounted for 90 per cent of the commission arrangements, gradually dropped to just 47 per cent as indicated in the 1954 Poll and now appear to be climbing. Increased equipment and operating costs were responsible for many operators moving to commission arrangements more favorable than the flat percentage. The only tentative conclusion to draw from this apparent new trend is that stiffening competition has led to more operators returning to the flat percentage. First money plus percentage is relatively few and is taken by an operator taking a predetermined and agreeing to the commission fee for depreciation purposes and then splitting the balance with location owners. A guarantee percentage—the location owner guarantees the operator that collections will reach a certain amount—though used in marginal areas were also to pay the service and records on the machine. Rentals-location owners pay operators fixed amounts regardless of collections—are seldom used on new
THE ONLY ARTIST IN THE HISTORY OF THE MUSIC BUSINESS TO BE ON THE "BEST SELLING RETAIL RECORD CHARTS" 38 OUT OF 52 WEEKS IN HIS FIRST YEAR ON RECORDS

CURRENT RELEASE: Long Tall Sally • Just as Long as I'm With You DOT 15457

EXCLUSIVELY Dot
QUESTION 13: For the past 12 months, what has been your average weekly share of gross collections per machine?
ANSWER: An average of $12.38 per week

COMMENT:
It is highly significant that the growth of dime play to the past year (as revealed in Question 10) parallels an increase in the average weekly gross collections during the same period as indicated by the above figure. Last year's Poll showed that the average was 80.50 per week. Also this exact amount of increase by no means true everywhere, the fact that there has been an increase is clearly indicated. Dime play has surely played an important role in reversing a declining trend as revealed in last year's Poll which was gotten down from the 1954 Poll of 90.50. It must be remembered that from gross operators must make all funds for paying new records, depreciating equipment and paying all overhead expenses.

QUESTION 14: What percentage of your weekly gross do you spend in salaries and wages?
ANSWER: An average of 18.4%

COMMENT:
Also this figure is slightly under last year's Poll figure of 25.9 per cent, it should be noted that operators polled this year included a larger number of operators who do not operate full time to operating and a sizable group of operators who have no employees. Both these factors would pull the percentage down. A figure of 20 to 25 per cent for this question is considered average. Since previous Polls have indicated that operators spend approximately 15 per cent of their gross collections on new and replacement records, it can be seen that these two expenses alone—records and salaries—of the average operator's gross receipts are almost halved immediately. Of course, other fixed costs that must be met are depreciation, rent, parts, taxes and licenses account for large sums, too.

QUESTION 15: To maintain your route in A-1 condition, what percentage of your music equipment do you believe you should replace each year?
ANSWER: An average of 16.5%

COMMENT:
As stated in Question 7, the actual replacement rate currently for the average operator is almost 13 per cent. So while the above figure does not favor the operators by far, since they are actually replacing which is answered in Question 7, it does show convincing that operators are well aware that a route a year and replacement which usually will be at least a 12-month period should be completed before a year period. The fact that the actual replacement rate is slowly decreasing as indicated by the Polls in evidence that operators are striving toward the ideal goal, i.e., to maintain the route in "A-1 condition." Again, increased costs all down the line—without increases in gross—has kept most operators from moving more rapidly to an ideal replacement rate.

QUESTION 16: How do you pay your employees?

ANSWER:

<table>
<thead>
<tr>
<th>% of Operators</th>
<th>Salary only</th>
<th>Salary plus commission</th>
<th>Commission only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operators</td>
<td>79.3%</td>
<td>16.6%</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

COMMENT: This is the first time the Poll shows that the percentage of music operators who pay their employees a straight salary has not shown an increase, but has in fact dropped a few points. Last year's Poll showed 83 per cent paying a straight salary. This difference is not enough to be significant. But it does appear that the percentage of operators using this plan has pretty much stabilized at around 80 per cent. There are good reasons why this plan is used by the majority: lower labor costs, employees are happy, etc. A point one is the need for anticipating income so that operators can tell at any time how much equipment can be scheduled for purchase and how many records can be bought in any one month.

QUESTION 17: Is your music operation free from debt?
ANSWER: Yes 11.54% No 88.46%

COMMENT:
The percentage of operators reporting their operations free from debt varies considerably during the past year. From 22 per cent to 31.55 per cent. This is probably a direct result of dime play. Lessor operations who can depreciate their equipment by stopping machines down from location to location stand to gain the most with an increase in the price of the jube box play. Other things remaining equal, the larger operator can work on the same depreciation or trade-in plan on dime play that he could on nickel play, thus boosting net earnings and cutting costs. However, neither last year's figure which had practically doubled because of the 31.55 per cent is alarming. With nearly all new equipment purchased on installment plans, the test is not how much operators are in debt, but how many find it difficult to meet their payments.

QUESTION 18: If your operation is not free from debt, are you having difficulty today meeting your payments when they are due?
ANSWER: Yes 28.01% No 71.99%

COMMENT:
The percentage of operators answering that they have trouble meeting their payments varies only slightly from year to year. In 1954 the percentage was 30.2, last year it rose slightly, hit 32.5. Possibly one of the reasons for the decline can be attributed to the gradual increase of dime play. However, were the two factors—dime play and payment ease—to move progressively in the same direction, the percentage of operators having difficulty in meeting payments would be considerably less this year since dime play made a healthy gain. What actually seems to be the case is that the smaller or part-time operator who does not have enough equipment to step machines down to locations is forced to buy new machines before he is financially ready so that he can keep up with competition. Larger operators are usually in a position to avoid the "no" answer on the questionnaire.

QUESTION 19: What percentage of your phonographs are in taverns?
ANSWER: An average of 59.3

COMMENT:
The percentage of phonographs located in taverns continues to hold steady around the 50 per cent mark, last year the total was 51.4. It is natural that the percentage of phonographs located in taverns only every tavern depends on a juke box as a form of entertainment for its customers. It is interesting to note, however, that as recent as 10 years ago, the percentage of juke boxes in taverns was closer to 75 per cent. This decline is a direct result of better equipment—which is acceptable in large taverns which have previously used phonograph operators to their advantage for any number of reasons, color, styling or sound—and operator diversification. Operators have come to be considered as part of the restaurant, and diversification is advisable in types of locations as well as types of equipment.

QUESTION 20: On the basis of earnings, what are the three top types of locations on your route?

ANSWER:

<table>
<thead>
<tr>
<th>Types</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taverns</td>
<td>14.33%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>12.33%</td>
</tr>
<tr>
<td>24-Hour Cafes</td>
<td>6.49%</td>
</tr>
<tr>
<td>Other (See Comment)</td>
<td>56.58%</td>
</tr>
</tbody>
</table>

COMMENT: Taverns, restaurants and 24-hour cafes continue to be the three types of locations which most operators feel bring in the biggest returns. However, each of these stations is different this year. Taverns fall from 49 per cent to 34 per cent, restaurants dropped less, from 27 per cent to 22 per cent; 24-hour cafes received only half of what they did in 1954. Part of the reason for this is the great interest in location diversification. Locations which were previously thought of as marginal locations—such as drive-ins, beer gardens, gas stations, and snack bars—are now being considered as potential locations. The election which was previously considered a great location for phonographs is becoming a great location for phonographs. However, the operators are không được phép dùng trong trường hợp nào không có sự đồng ý của Mỹ更大的美國
Thanks, Ops—
for keeping them spinning

JULIUS
LA ROSA

current release
I'VE GOT LOVE
b/w
AUGUSTINE
(OW—GOOSE—TINE)

RCA Victor
20/47-6499

Personal Management
FRANK P. BARONE
515 Madison Avenue
New York 22, N. Y.

Exclusively on
RCA VICTOR
QUESTION 21: In addition to your juke box route, do you have any other type of business?

ANSWER: Yes .............. 24.25%
No ................... 75.75%

COMM: The number of operators who have other types of businesses other than coin machine routes gets larger every year. In 1954 11.6 per cent indicated other-than-coin machine businesses, this figure rose to 18 per cent last year. This year's number almost hits the quarter mark. The following question pin points the major types of businesses operators seem to be drifting into.

QUESTION 22: If you do have another business in addition to your juke box route, what is the nature of your second business?

ANSWER: Retail Record Store ............ 79%
One-Stop .................................. 9%
Distributorship ............................. 9%
Other (See Comment) .................... 9%

COMM: The three types of businesses being conducted by most music operators who have added interests are retail record stores, one-stops and distributorships. This was the first year that this question was included in the poll, and while it certainly does not pin point any one business as the overwhelming favorite, it does show that over one-third of this group have divided into the sale of records. Other types of businesses reported ran the gamut—Included gas stations, cafes, taverns, restaurants, radio repair shops, print shops, finance companies, etc.

Part 2: Record Analysis

QUESTION 1: Where do you buy most of your records?

ANSWER: Wholesale from distributors .... 43.3
At less than retail from one-stop(s) .... 52.8
At regular retail from dealers .......... 2.9

Comm: The influence of the "one-stop" in the buying habits of operators—already very noticeable in last year's poll—shows up even more strongly in this year's survey. Operators now are getting slightly more than half of their disks from sub-distributors. Compared with a percentage of 55.6 scored for "one-stops," the purchase of disks from distributors is pegged at 44.3 per cent, according to the survey operators. In last year's poll, the percentage of operators buying from "one-stops" was 68.5, as against 49.4 per cent obtaining disks from distributors.

QUESTION 2: How do you buy most of your records?

ANSWER: Buy in person .............. 56.3
Order by mail, phone or telegram .... 43.7

Comm: By and large, the route operator does not delegate the important function of purchasing new disks. Chief reason his program ming is too vital a function and can best be handled when personal attention is given by the operator. In last year's poll results on this question were quite similar to the current study, with 71 per cent of the operators answering that the route owner purchased the new disks.
To the MUSIC OPERATORS of AMERICA:

"Happy days in Chicago! Wish I could be with you to say 'thanks' personally for all your kindnesses to me."

[Signature]

Eddie Fisher
HITS! JUKEBOXES ARE HAPPIEST WITH HITS FROM THE GREAT CATALOGUE OF MILLS

In the TOP 10 pops MOONGLow
SENSATIONALLY FEATURED IN THE COLUMBIA PICTURE "PICNIC"

George Cates Orchestra and Chorus—Coral
Morris Stoloff and the Columbia Pictures Orchestra—Decca
Bob Eberly with Enoch Light Orchestra—Grand Award
Jimmy Carroll Orchestra and Chorus—Bell

In the TOP 10 R&B
Corrine Corrina
Joe Turner—Atlantic
Swingin’ Sam—Coral

Headin’ for TOP 10 MIDNIGHT BREEZr
Sid Feller Orchestra and Chorus—ABC-Paramount
Robert Maxwell—Harp and Orchestra—MGM
Eugene Blanco—Harp and Orchestra—Tico

Short’nin’ Bread Rock
Kay Cee Jones—American
The Goyles—ABC-Paramount
Etta James—Modern

CHINA BOOGIE
Helmut Zacharias—Decca

Small Town
Kay Cee Jones—American

NEW RECORDS OF PERPETUAL STANDARDS
STARS FELL ON ALABAMA
Tony Romano—Sycamore

STAR DUST
Ray Conniff Orchestra and Chorus—Columbia
THAT’S MY DESIRE
Piano Red—Groove
Gal Storm—Dot

MILLS MUSIC, INC.
1619 BROADWAY, NEW YORK 19, N. Y.
6322 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIFORNIA

QUESTION 7: Which three of the following sources of information are the biggest aids to you when buying records?

**ANSWER:**
- Trade paper charts, editorial features and advertisements.............. 111.9
- Location requests.............................................. 51.9
- Your own personal opinion.......................................... 46.8
- "One-stop" salesman's advice........................................ 21.9
- Actual machine count........................................... 20.1
- Current wild popularity........................................... 19.3
- Distributor's advice............................................ 7.2
- Dish jockey recommendations....................................... 6.9
- Distributor, manufacturer free sample records.................. 4.8
- Distributor manufacturer direct mail and release sheets........ 4.2
- Trade association bulletins.................................... 3.9
- Retail dealer recommendations.................................... 3.0

**Total** ......................................................... 300.0

**COMMENTS:**
Answers to this question total 300 per cent, because each operator was asked to check his three most important buying aids. Following the pattern set by previous surveys, trade paper charts and features again rank far and away the most used source of programming information. Location requests, third most popular source last year, now rise to the second spot, while the category of "One-stop" salesman's advice continues to move up the list.

QUESTION 8: Of the chart material available to you in trade papers and other sources, which are the most valuable?

**ANSWER:**
- Reviewers' opinion of the best new releases
  (Example: Billboard "Spotlight").......................... 1285
- "Best Buy" recommendations after new release has been out two or three weeks.......................... 1143
- Most played on National Juke Box Chart.................. 1062
- Coming up chart.................................................. 916
- Record reviews................................................. 504
- Territorial best sellers in certain cities................. 485
- Nation's most played by disk jockeys..................... 371
- Nation's best sellers in store.............................. 285

**Total** ......................................................... 300.0

**COMMENTS:**
Indicating, perhaps, that operators have become increasingly conscious of the time factor, the "Reviewers' Opinion" category moves up as the most popular trade paper programming feature. This section indicates that each week's review is the most likely disks. Operators indicate here that they feel this feature is accurate for their programming needs. Very close behind comes the "Best Buy" choice, which indicates records beginning to move.

QUESTION 9: Are you currently using more, less or about the same number of records as last year in these categories?

**ANSWER:**

<table>
<thead>
<tr>
<th>POPULAR</th>
<th>COUNTRY &amp; WESTERN</th>
</tr>
</thead>
<tbody>
<tr>
<td>More....</td>
<td>34.8</td>
</tr>
<tr>
<td>Less....</td>
<td>7.3</td>
</tr>
<tr>
<td>About the same</td>
<td>57.9</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RHYTHM &amp; BLUES</th>
<th>OLD FAVORITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>68.3</td>
</tr>
<tr>
<td>Less</td>
<td>7.6</td>
</tr>
<tr>
<td>About the same</td>
<td>24.1</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CLASSICAL &amp; OPERETTE-CLASICAL</th>
<th>INTERNATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>12.6</td>
</tr>
<tr>
<td>Less</td>
<td>30.6</td>
</tr>
<tr>
<td>About the same</td>
<td>58.5</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**COMMENTS:**
The most noticeable trends this year are in the rhythm and blues and the country and western categories. Operators, for the second straight year, reported a heavy increase in the use of r & b disks—about 9 per cent more this year over last. C & W, continued to drop off rapidly. Also noteworthy is the fact that the percentage of ops reporting increased classical usage virtually doubled.
Anyway you look at them

AMERICA'S GREATEST COIN CATCHERS

TELEVISION • RADIO • RECORDS • NITE CLUBS • MOTION PICTURES

The FOUR ACES

Current Juke Box Favorite
the theme from the Columbia Picture "The Eddie Duchin Story"

TO LOVE AGAIN
b/w
CHARLIE WAS A BOXER
Decca 29889 • 2-29889

Personal Management
HERB KESSLER
1674 Broadway
New York, N.Y.

AFTER THEY LEAVE LAS VEGAS

Copyrighted material
QUESTION 10: Who are the favorite artists or bands in your locations?

ANSWER:

**POPULAR**

1. Kay Starr 
2. The Platters 
3. Dean Martin 
4. Nelson Riddle 
5. Les Baxter

**COUNTRY & WESTERN**

1. Elvis Presley 
2. Little Richard 
3. Porter Wagoner 

**RHYTHM & BLUES**

1. The Platters 
2. Little Richard 
3. Clyde McPhatter 

**OTHER**

1. Pat Boone 
2. Gale Storm 
3. Platters 
4. Elvis Presley 
5. George Jones

COMMENT:

The turnover in these listings in one year has been truly revolutionary. Of last year's top artists in all three categories, only Webb Pierce shows up in a top five grouping, and Pierce was tumbled from the top c.d.w. perch by the new rock and roll phenomenon, Elvis Presley. Another thing that's really apparent is the overlapping market appeal of many names. The Platters, for example, placed in both the pop and r & b. categories. Treasury Emile, a strong pop name, reassured his c.d.w. strength this time around. The r & b. artists: the Platters, Little Richard and Fats Domino—all had disks on the pop charts in 1955.

QUESTION 11: Which new artists or bands have the best chance of success in 1956 in your opinion?

ANSWER:

**POPULAR**

1. Pat Boone 
2. Gale Storm 
3. Platters 
4. Elvis Presley 
5. George Jones

**COUNTRY & WESTERN**

1. Elvis Presley 
2. Carl Perkins 
3. Johnny Cash 
4. Porter Wagoner 
5. George Jones

**RHYTHM & BLUES**

1. Little Richard 
2. Frankie Lymon & the Teenagers 
3. Platters 
4. Elvis Presley 
5. Fats Domino

**OTHER**

1. Pat Boone 
2. Gale Storm 
3. Platters 
4. Elvis Presley 
5. Fats Domino

COMMENT:

A glance at the talent listed by the ops as having the best chance for success in 1956 is interesting on several counts. Firstly, most of talent listed has already made it—even the many of the names are relatively new. This is a reflection of the fast-moving pace of today's disk business. Secondly, a look at the listing in each of the categories proves the extent to which the old boundaries are breaking down. Some of the newer artists are selling in all these fields and many of them in two fields. Thirdly, the listings generally show the great impact on the general consumer market made by so-called rock and roll-type talent of the newer school, such as Pat Boone, Elvis Presley, Carl Perkins, Johnny Cash, etc. Finally, the listings document the theory that the major record companies have no corner on talent or on the building of talent.

QUESTION 12: To what extent do you use printed title strips (do not include typewritten strips as printed ones)?

ANSWER:

No printed title strips used: 39.1
All title strips are printed: 26.2
About 1/2 of title strips are printed: 15.8
About 1/4 of title strips are printed: 15.3
About 1/8 of title strips are printed: 5.4
Total: 100.0

COMMENT:

There’s evidence here of a move to dress up the box. Last year about half of the operators used no printed strips at all, and only 19.1 per cent used printed strips exclusively. This year 28.2 used nothing but. It’s likely that the printers have been out selling more aggressively, but there’s still a big untapped market for their wares.
OPENING IN JUNE AT JONES BEACH MARINE THEATER
GUY LOMBARDO'S EXTRAVAGANZA PRODUCTION OF
"SHOWBOAT"

GUY

lombardo

and his Royal Canadians

CURRENT JUKE BOX FAVORITE
CHARLESTON PARISIEN
b/w
RINKA TINKA MAN
Capitol 3411

Dear Ops—
If you get a chance, tune in to our new CBS-TV "Diamond Jubilee" series, Tuesday nights.

Guy.

Exclusive Direction
NOW

Publicity
DAVID O. ALBER ASSOCIATES, INC.
Gene Shefrin

Copyrighted material
QUESTION 13: What per cent of the printed title strips you use are received free from manufacturer, distributor or other source?

ANSWER: An average of 74.2 per cent

COMMENT:
The increase in usage of free title strips by operators this year—up 33.2 per cent over last year's 61.2 average—points up the intensified competition among labels and distributors for the operator's patronage. The fact that almost 75 per cent of all printed title strips now used by operators are given them free of charge provides a striking illustration of how successful a promotion venture are the gratis tags and have been for record sellers.

QUESTION 14: Are you using any EP records on any machines?

ANSWER:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>56.7</td>
<td>43.3</td>
<td>100.0</td>
</tr>
</tbody>
</table>

COMMENT:
A comparison of the current replies received on this question and those received last year provides dramatic testimony to the progress made by EPs in the coin machine field in one short year. More than 50 per cent of operators surveyed are currently using EPs on their machines. By contrast, last year only 21.2 per cent were stocking their bins with EPs, and even that figure was considered indicative of a definite swing toward extended play wax.

QUESTION 15: Are you using any location displays or other material to stimulate play?

ANSWER:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>88.8</td>
<td>11.2</td>
<td>100.0</td>
</tr>
</tbody>
</table>

COMMENT:
The "no" answers are in overwhelming majority, thus underscoring the need for record manufacturers and distributors to increase their efforts to sell operators on the advantages of utilizing location displays and other promotional material to stimulate play.

TOP JUKE BOX HIT RECORDS

January-April 1956

A recap of the top records on The Billboard's pop, country and western and rhythm and blues most played on juke box charts during the first four months of this year.

POPULAR
1. Buck and Roll Waltz... Kay Starr... Victor
2. Great Pretender... Platters... Mercury
3. Lisbon Antigua... Nelson Riddle... Capitol
4. Memories Are Made of This... Dean Martin... Capitol
5. Poor People of Paris... Les Baxter... Capitol

COUNTRY & WESTERN
1. I Forgot to Remember to Forget... Elvis Presley... Victor-Sun
2. Sixteen Tons... Tennessee Ernie... Capitol
3. Why, Baby, Why?... Red Sovine-Wells Pierce... Decca
4. Love, Love, Love... Webb Pierce... Decca
5. Eat, Drink and Be Merry... Porter Wagoner... Victor

RHYTHM & BLUES
1. Great Pretender... Platters... Mercury
2. Seven Days... Clyde McPhatter... Atlantic
3. Tutti Frutti... Little Richard... Specialty
4. Drums In My Own Teeth... Ray Charles... Atlantic
5. Why Do Fools Fall In Love?... Teen-Agers... Gee
current release

GOODBYE, AU REVOIR, ADIOS

1/4

BECAUSE I LOVE YOU
Columbia 40695
4-40695

Exclusively

COLUMBIA RECORDS

Personal Management

BERNIE LANG

www.americanradiohistory.com
Big Wis. Juke Firm Thrives On Route-Office Teamwork

- Staff Pin-Points Details of Operation, Routine De Fat, Thoro Servicing Job
- Full History of 500 Music Machines At Finger-Tips of Pierce Management

BY BEN OLMAN

BROOKLYN, Wis. — C. S. Pierce, pioneer Wisconsin juke box operator, who started in the music business in 1910, last made his firm, the C. S. Pierce Music Company here, a slice of the juke box operation.

This has been accomplished by his relentless and thoroughgoing operation.

Keeping accurate and complete business records, demanding top level route servicing and maintenance from employees, and making certain that equipment on locations is at all times in working condition.

A study of this building enterprise verifies that a big music operation can be conducted to a small town (population, 2,500),

and that a woman's touch (that of Mrs. Pierce) in the predominantly male field can be a big help.

Here's how the Pierce system works:

The payroll includes a full-time staff of seven route men. Their fleet of nine distinctive panel truck covers routes in Brookfield, Madison, Jefferson, Whitewater, Beloit, Sun Prairie, Monroe, and a number of small Illinois cities. These full-time office girls complete the roster.

Route men and office employees function as a team and work together with flair-like efficiency. Most of the route men are college graduates, and all are convinced that their jobs are too valuable and secure careers. Veteran em-

C. E. FRIECE

playhouse Studios Wright has been on the payroll for 24 years and serves as general trouble shooter. Largest numbering employees in the firm.

(Continued on page 109)

All-Time Juke Box Favorites

<table>
<thead>
<tr>
<th>TITLE AND ARTIST</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;My Foolish Heart&quot;</td>
<td>RCA Victor 20:1433</td>
</tr>
<tr>
<td>&quot;Sweet Dreams Are Made of You&quot;</td>
<td>Decca 15614</td>
</tr>
<tr>
<td>&quot;(Is This) the Way to Amarillo&quot;</td>
<td>Capitol 15614</td>
</tr>
<tr>
<td>&quot;Take Me Home, Country Roads&quot;</td>
<td>RCA Victor 20:1433</td>
</tr>
<tr>
<td>&quot;You Are My Sunshine (You Make Me so Happy)&quot;</td>
<td>Decca 15614</td>
</tr>
</tbody>
</table>

You must be signed in to view this content.
MAY 12, 1956
THE BILLBOARD
MOA CONVENTION SECTION

EXCLUSIVELY
CURRENT SMASH RELEASE

DELILAH JONES
THEME FROM PICNIC

Coral 61627 • 9-61627
P-L Legislation & Assn. Companics

- Presenting Facts to Public Ties Closely With Presenting Facts to Legislators

- Community Relations and How to Use Public Relations Successfully

- P-B, Legislation & Assn. Companics

- P-R, Legislation & Assn. Companics

- Operator Assn. P-R: The Answer

Detroit Operators Show How Radio and Television Can Be Used as Public Relations Tools

Steps Involved in Setting Up Operator Program

- Detroit Operators Show How Radio and Television Can Be Used as Public Relations Tools

- Steps Involved in Setting Up Operator Program

Radio stations, and to a lesser ex- tent, television stations, can be used to good advantage as public relations tools. The United Music Operators of Michigan has proven this to be true. By working closely with DT and TV disk jockeys, Detroit radio operators have found success in public relations campaigns in the country during the past year and a half. In Detroit, "teensy activity" is an important item which made operator-disk jockey cooperation work so well. And because the objective was to get wide interest, the press and civic leaders added their support as well.

The United Music Operators (continued on page 104)

(Continued on page 104)

UNIONED VOICE
Utah Operators Mull P-R Push

SALT LAKE CITY—Music machines distributors and operators alike in this area have one answer to a problem which concerns public relations in your business—public relations just don't exist.

But there is a growing realization among thoughtful members of the music machine business that there is a need for a public relations program on a broad basis, and these men are ready to do something about it. And since the music business is in such a state of dynamic motion, the future of the business is in the hands of the people today.

Discuss Diane More Operators from northern Utah gathered at the first local P-R meeting in Salt Lake City. Since that time they have met informally each week to consider placing disk playing in the public relations department. As one operator put it, "If we can’t get anything done or anything other than talking over local problems, it will be worth the effort.

"Since the old organization disappeared, public relations just hasn’t been thought about in the past. It was the old way, "one man put it this way. "It has been hard to get our people together. Public relations is something that can’t be handled by a small group of people. Most operators in the business have made their money in the Cities: I, of the fact that they work just as hard nowadays as they did before. They don’t have time to worry about public relations.

Some hope was expressed that with the increased use of television in the future there will grow an organized public relations department. A few have already been suggested: Music Operators of Utah, Idaho, and Nevada. The hope came suggested problems the association could dis- charge, and hope is growing.

Among them would logically come the problem of getting the public on the simple fact that music operators are in business to make a profit.

Copyrighted material
The Dime Creeps Up On Miami Ops

- Few Who Have Converted
- Offer Convincing Results
- Growth More, Less Hinged
  To New Equipment

MAMM—Dime play is coming to the Miami area, but it's coming slowly.

Up to this time there has been little visible change but there are no unanswered questions to convert operators to equipment. All conversions are being made on an individual basis, with no particular attention given to the change-over in relation to previous decisions. In fact, more emphasis has been placed on the idea of finding locations such as better cocktail bars, restaurants, and in a few instances drive-ins.

A survey reveals that the heaviest concentration of dime play has been made in the sections of the city, where:

- Increases Steam

The there are perhaps fewer than 10 cents in a nickel is the area converted to dime play, the amazing increase in revenue that has been realized by those who have changed is causing many others to review their reason for not changing.

As a result of these higher sales, there will be a concerted effort to gain the remaining pinball customers. A very large number of establishments have operated dime play, and now have dime play on a permanent basis. The survey is made on dime play on every location that gets a new dime play location. This survey is in effect, that locations that will not accept the improvement in equipment. This has not held true, however, in those instances where these have already been converted.

Sectional Changes

There has been no complete change-over by any one operator in Miami. On those routes that have dime play the percentage of conversion falls anywhere from 30 to 50 per cent.

In every instance collections have gone up from 25 to 90 per cent of the players are of nickel machines from nickel play to dime play. Operators state, "We have not, changed machines from nickel to dime play, and they then decide which nickel will play back," he stated.

The picture together, it seems the dime play will play where it is here until operators get together.

Dime Play Progress Report: There's Still Much to Do

- What's Happening in Key Cities
- Around the Country Tells the Story
- There's Steady
- Activity But Growth Is Slow.

Moving to Dime Is Mainly a Sales Job, But
Stiff Competition Makes Back-Sliding Easy.

Chicago—It has been stated before, this year's Jake Box Operator Poll (which appears elsewhere in this issue) bears it out: "The big question concerning dime play is not can it be adapted, but when will it be adapted?"

As this year's Poll shows, 60 per cent of all music operators reporting have added dime machines to set their dime play. Five years ago this percentage could count on being above 10 per cent. Next year it will probably be 75 per cent or more.

Certainly the 60 per cent figure does not imply that this many music operators have done dime plays or does, however, closely reflect the dime-dall trend.

Convention Highlights

During this year's Music Opera-

ator Convention, American Radio-

ists got under way Sunday (9), the sub-

ject of dime play will probably receive more discussion than any other single topic, including the rate of recovery on dime play.

Dime play to a music operator is real, current, and in most cases, essential to his business. Mounting operating costs, equipment costs and just plain higher living expenses make dime conversions necessary to an operator if he wants to stay out of the red.

The job of converting dime play to dime play will vary from location to location. Different operators will have different problems, but almost everyone has not converted, the 10-cent trend continues.

The spot reports from key cities around the country—such as Des Moines, Baltimore, Memphis, Miami and Birmingham—feature in this section tells the story. Five years ago a spot check of dime play activity would have been a dreary job. Today, in one big city trying it then.

Baltimore Story: Sketchy Dime Play

Estimate Only 15% Set
For Increased Price

Operator Co-Operation
Needed to Get Results

BALTIMORE—Dime play in the Baltimore area is still sketchy, with plenty of potential.

Base of the trouble, operators and distributors seem to agree, is:

10c Move Near
In New Orleans

- Tourist Sections Enjoy
Healthy Dime Prices

- Neighboring Parishes
Changing Gradually

NEW ORLEANS—Reports are passing around that a movement will get under way in the very near future to convert dime machines to dime play.

Operators agree that the campaign to get 100 per cent operator co-operation before it can be carried out.

About 75 Jake box operators tried to get the move under way last spring of 1955, but the drive died.

The campaign was not a comp-

lete failure, however. About 25

per cent of the music boxes in the city are of dime play. As a result, by summer, half of those that had converted, chose to go back to the nickel play...which leaves New Orleans now on about a 10 per cent conversion basis.

10c Converted

New Orleans has about 3,000 music boxes on location. Approximately 200 of these are on dime play, and are located in several areas in Vieux Carre, famed tourist attraction of the city.

The distributors are anxious to promote dime play. They are in ac-

cord in their belief that without the conversion, the little operators will go out of business.

Conversion towns in Louisiana have been steadily converting their music play. New Orleans has almost 100 per cent dime play. Baton Rouge, Shreveport, Winnipesaukee Lake Charles are just about completely converted. Some cities, outside of the state, New Orleans have also converted. Some of these are in Caddo parish, the

northeast Louisiana, is about 30 per cent converted.

But the conversion is going slow and slow

but surely in the towns of Jack-

son, Vidalia, New Iberia, Abbeville,

and College Point, all in Missis-

sipi.
Memphis Ops Mark 1st Dime Play Year

**Location Owners, Public Accepts New Price**

**Liberal EP Use Breaks In Movie's Start**

MIDWEST—Dime play, three for a quarter, was introduced early in May by an operator in Memphis when he selected the Front Street location of the Automatic Phonograph Owners' Association. A combination of larger companies tried to convert to dime play, but other operators refused to follow suit. The result was that complaints from location owners having the play and other operators forced the buyers to go back to nickel play.

**The Front Street**

Westhaven Center, whose operations cover several Southwestern counties, has already tried changing to dime play. The firm has a black list of nickel operators, but few of them had any luck in this area. The operator has tried changing to dime play in several areas, but the nickel will stay there.

"The next few months will be telling, and we want it too," said Company X, which is one of the best nickel operators in the area. But, according to reports obtained by the members of the Automatic Phonograph Owners' Association, "the public will resist the change to dime play and we want it too."

Specialty Company Y, one of the largest nickel operators in the area, has rejected nickel plays in an area, but he resisted nickel plays among the operators. Some nickel operators, however, are still experimenting with dime play.

All were of the opinion that the public and location owners have accepted nickel plays.

Some operators reported gross collections up as much as 30 per cent as a result of the increase in price, others pinpointed the increase in prices. In any case, nickel plays are becoming more popular, and the nickel will stay there.

All said the volume of plays dropped sharply when the change was made. 

**Dime play change-over here is discussed by operators and distributors alike at a meeting held by the Memphis Phonograph Operators Association. George Simmons, at one of these meetings, presented the operators with a comparison chart of operating profits from 1938 to 1950.

Simmons' chart showed that in 1938 in the Front Street location the operators made a profit of $8 per box on nickel plays. In 1950, the operators made a profit of $12 per box on dime plays.

**Estimates of the number of machines and nickel plays, in the area, operator to operator, range generally from 30 to 60 per cent of the nickel plays.**

An operator reportedly is said to have lost $15 per box on nickel plays in his location, while another reported a $20 per box profit on dime plays.

**10c Play Will Help**

While a few machines have been operating on dime play, the change is not complete. The new price, in effect, most efforts to make the change-over were made during the nickel plays.

Estimates of the number of machines and nickel plays, in the area, operator to operator, range generally from 30 to 60 per cent of the nickel plays. In 1950, an operator reportedly is said to have lost $15 per box on nickel plays in his location, while another reported a $20 per box profit on dime plays.

**10c Play Will Help**

However, he said that he has a number of nickel plays, and feels confident that if the entire area would switch to that price, the nickel operator would be the only one to benefit.

"Each nickel play has a better chance of survival than a dime play. With the nickel operators, we have less to lose," said Simmons.

**Another took an opposing view.**

He said, "Dime play is not going to be very well at all. It is only a matter of time before dime play is converted."

The location owners who heeded the advice of their operators.

**High Costs, 5c Play To Collide in Ala.**

**BIRMINGHAM—Seventy-five box costs and nickel plays appear to be raising toward a head-on conflict over changes that operators are making.**

Despite the fact that everything seems to be going well, reports have advanced in cost many fold, operators have clung tenaciously to nickel plays. The argument continues to be made by nickel operators that dime play is more profitable and that nickel operators have a better chance of survival than dime plays.

Will Birmingham eventually go to dime play? The answer is indicated that they would continue to push dime play and that nickel play will eventually be converted.

Several Milwaukee firms operating in Wisconsin have converted to dime play, and a number of other nickel operators are reported to be planning to convert.

"We make a dime play about as well as a nickel play, but that we would not make any attempt to set a price," said Chris-
Little Miss Hitmaker . . .

Teresa Brewer

Current Juke Box Favorite:

"A TEAR FELL"
and
"BO WEEVIL"

Coral 61590 & 9-61590
# Report of State Juke Box Licenses

<table>
<thead>
<tr>
<th>State</th>
<th>License Tax</th>
<th>Annual Amount Per Machine (see elsewhere noted)</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>$x</td>
<td>$8 (10% tax on gross receipts)</td>
<td>Yes</td>
<td>No</td>
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<td>Yes</td>
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<td>Arkansas</td>
<td>$x</td>
<td>$0.50 for nickel play</td>
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<td>$x</td>
<td>$0.75 for nickel play</td>
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<td>Colorado</td>
<td>$x</td>
<td>(Personal property - 15% of original price)</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Connecticut</td>
<td>$x</td>
<td>$2 for nickel play</td>
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<td>No</td>
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<td>$x</td>
<td>$0.50 for nickel play</td>
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<td>District of Columbia</td>
<td>$x</td>
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<td>(Retail Sales Tax - 5% of gross collections)</td>
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<tr>
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<td>$x</td>
<td>$2 for nickel play</td>
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<td>Louisiana</td>
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<td>$10 for each additional subscriber</td>
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</tr>
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<td>New Mexico</td>
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<td>No</td>
</tr>
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<td>Ohio</td>
<td>$x</td>
<td>$100 per machine</td>
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<td>No</td>
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<tr>
<td>Oklahoma</td>
<td>$x</td>
<td>$100 per machine</td>
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<td>No</td>
</tr>
<tr>
<td>Oregon</td>
<td>$x</td>
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</tr>
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</tr>
<tr>
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<tr>
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<td></td>
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<td>No</td>
</tr>
<tr>
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<td>$10 for nickel play</td>
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<td>No</td>
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<td>Texas</td>
<td>$x</td>
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<tr>
<td>Utah</td>
<td>$x</td>
<td></td>
<td>Yes</td>
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<tr>
<td>Vermont</td>
<td>$x</td>
<td>$5</td>
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</tr>
<tr>
<td>Washington</td>
<td>$x</td>
<td>(1% registration fee)</td>
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<td>No</td>
</tr>
<tr>
<td>West Virginia</td>
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<td>$5.50</td>
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<tr>
<td>Wisconsin</td>
<td>$x</td>
<td>$5</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Wyoming</td>
<td>$x</td>
<td>(2% use tax)</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

# Bird's Eye View

- **Alabama**: There is an annual license fee of $10 per machine to be obtained from the county in which the machine is located.
- **Arizona**: No tax or regulations on juke boxes. Gross receipts are subject to 2% per cent tax, however.
- **California**: No tax or regulations on juke boxes. The tax is subject to personal property taxes, however.
- **Colorado**: No license, tax or regulations on juke boxes. No tax on revenue from juke boxes. There must be payment of sales and use taxes.
- **Delaware**: A license fee of $20 for each machine operated by a nickel. A license fee of $40 for each machine operated by a dime. Application for license is made to State Tax Department of the county where the operator is a resident.
- **District of Columbia**: No tax, license or regulation on juke boxes.
- **Florida**: Each machine must have a license which costs $7.75. This license is a combined State and county Occupational License and is purchased from the county tax collector of the county in which the machine is to be located.
- **Georgia** and **Mississippi**: There is an annual State tax of $10 per machine, payable to the Department of Revenue at the State capital.
- **Maine**: License for juke boxes is subject to local property taxes, as is other property.
- **Michigan**: There is no State tax or regulation on juke boxes. Juke boxes must be subject to the assessment of the local assessor as personal property at an assessed value of approximately 20% of the current and new price of the machine. The tax will be collected by county and taxing districts within each County. There is no State tax or license for juke boxes.
- **Iowa**: An operator of juke boxes must hold a retail sales tax permit and report the entire gross receipts received from the operation of each machine and devices and retail 2% per cent tax thereon. The operator must place a sticker, ST 100, on each unit he operates within the State. These stickers must show his retail sales tax permit number. No juke box shall be operated without this sticker being attached in a prominent place.
- **Kansas**: No State license is levied on juke boxes. Gross receipt subject to 2% sales tax, however.
- **Kentucky**: A license of $10 per machine is required for every juke box. This license may not be transferred from one machine to another. Licenses are valid from July 1 to June 30 of the following year. A license stamp receipt evidencing payment of the license tax must be permanently fixed to the machine. A license is obtained for January 1 of any year. A $1 license fee is imposed for any machine $5 or $5.
- **Louisiana**: There is an annual State tax of $10 per machine, payable to the Department of Revenue at the State capital.
- **Missouri**: License for juke boxes is subject to the assessment of the local assessor as personal property at an assessed value of approximately 20% of the current and new price of the machine. The tax will be collected by county and taxing districts within each County. There is no State tax or license for juke boxes.
- **Rhode Island**: An annual license fee of $10 for each machine issued by the Rhode Island Commissioners of Taxes. This license is effective July 1 to June 30 of each year. There is a $2.50 tax per nickel juke box brought into that State from outside of the State for storage or sale but not for consumption. In addition there is a 2 per cent sales tax.

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# City License Fees

### Cities in Brief

- **Atlanta**: There is an annual city license fee of $10 for each machine. This license is effective from January 1 through December 31 and cannot be prorated.
- **Baltimore**: There is an annual license fee of $10 for each machine and $2 for each additional speaker. This license is obtained from the city treasurer.
- **Birmingham**: License fees per machine Birmingham, Ala., Jefferson County, $4.50. A license operator must have a Saturday permit for each machine. These may be obtained on a week basis. On the weekly basis, the fee is $4.50 for the city and $4.25 for the State. On the yearly basis, the fee is $100.50 for the city and $97.50 for the State.
- **Buffalo**: There is an annual city license fee of $20 per machine. **Charlotte**, N.C.: The annual license fee per juke box is $5. The installation of all machines must have police approval. All machines are taxed with an annual tax on the gross receipts found by the city and county tax assessor.
- **Chicago**: There is an annual city license fee of $25 per machine. **Cincinnati**: License fee for juke boxes is $10 for each machine. **Cleveland**: License fee for juke boxes is $10 for each machine. **Detroit**: The annual license fee for operators on juke boxes is as follows: $10 to 50 machines, $25; over 50 machines, $50; over 100 machines, $100; over 200 machines, $150. All juke boxes must have the operator's identification number and address. If ownership of the machine is transferred, the operator must file with the city treasurer within 10 days after the date of transfer.

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**The new owner may secure a transfer of the operator's number for the remainder of the year for $1.**

**Harford, Conn.:** There is an annual license of $10 per machine in total; $3 is paid by the operator and $7 by the location owner. The operator and location owner must be posted permanently and constantly at the location of the machine.

**Hattiesburg, Miss.:** There is an annual city tax of $2.50 and a county tax of $1. **Hartford, Conn.:** There is an annual license of $10 per machine. **Indianapolis**: There is a registration fee of $1 for each juke box. A recent registration must be affixed to each machine. **Kansas City, Mo.**—There is an annual blanket tax of $12.50 per juke box. **Los Angeles**: There is an annual license fee of $7.50 per juke box. This license must be affixed to the machine and be in the name of the location owner.

**Louisville**: There is an annual license fee of $15 per juke box. In addition, the license tax is charged on the profit just as there is on all sales or profits earned within the city limits.

**Memphis**: There is a city license fee of $30 per machine, either license or regulation on juke boxes. **New Orleans**: License fees: $15 for each fixed instrument or musical machine is $2.50 per month for patrons after 11 p.m. per machine fee of $2.50 per machine. License fee of $3 must be paid in state and city tax. **New York**: There is no city license fee on juke boxes.

**Nashville**: There is an annual city license fee of $5 and a county fee of $11. City police and highway patrolmen maintain a continuous supervision. Only one complaint is allowed before the machine is ordered to cease. **Oklahoma City**: There is a state license tax of $1 per machine. **Portland, Ore.**—There is an annual registration fee of $2 per machine. **Providence**: There is a city license fee of $10 per machine. **Salt Lake City**: There is an annual city license fee of $10 per machine. **Seattle**: There is an annual city license fee of $20 per juke box. **St. Paul**: There is a city license tax of $3 per machine. **Washington, D.C.**: There is a city license tax of $10 per machine.
thanks Operators for putting us in the Big League!

the CREW-CUTS

BOOKED BY PRESS RELATIONS D. J. RELATIONS PERSONAL MANAGEMENT MUSICAL DIRECTOR
MCA VIRGINIA WICKS AMY MORGAN FRED STRAUSS MORTY JAY

Mercury RECORDS
Location Taste--Key To High Juke Box $$

- Shift With Tune Trends Programming Success
- Vary Check Hours, Guide To Record Selection

DETOUT--How does an opera-
- tor get good programming? Some
- one personal opinion; the more
- practical minded say hard work and
- experience. But Sam Willis, of
- Willam Music Company here,
- seven to have bled the two to-
- gether for some very satisfying
- effects in the dollar column.

"By the sheer process of experi-
- mentation, I seem to have hit on
- the head," says Sam. Close to his

DICS DISKS
Op Rigs Own
Record List
- Programs Disks Via Juke
- Meters, Music Pop Charts
- Route Gets Fast Action
- 'Best Seller' Selection

SALT LAKE CITY—Robert L.
- Holt, Northern Utah music oper-
- ator, has worked out a programming
- system thru which he feels he can
- predict his hits up to six weeks

ROBERT L. HOLT
before a record makes the "best
- seller" list. His system is based on 20 years
- in the business, the last 10 of
- which he has owned and operated
- the Rainbow Music Company.
- His system is a combination of
- personal judgment, meter readings
- on records and popularity charts

Hit Records Spark
Memphis Juke Play

- Variety in Quantity Adds
- Spice to Fans' Desire
- Clean Machines, Clear
- Sound Adds Sales Appeal

MEMPHIS—Probably the most
- successful independent music op-
- erator in the South is Ozzie
- Liggins, a young man who started
- working in the cloth store as the
- number of trucks, at his stores.
- Liggins is well known and liked
- by men in the music business
- locally and by having representatives
- who travel the territory. He
- has almost 100 photographs on
- location.

To his success is his superior
- programming which gets excep-
- tional care and attention from his staff
- of right employees, all under his
- personal direction.

Canale has a sale ear for what
- the public likes to hear. He is
- quick to get on his juke boxes new
- records in the right style. In
- this way he gets maximum play
- from the past quarter on Beale Street.

Because Memphis is the only
city in the world with a colored
- population almost as great as
- white, Canale picks music
- designed for the local audience.
- Half of his original juke guitar
- part of juke box play is on Beale
- Street and a second quarter is in the
- downtown area. Here's the programming
- breakdown: a third of the play on white
- and colored locations.

White: Rhythm and blues or rock
- and roll, 45 per cent; pop, 25
- per cent; country and western, 20
- per cent; old standards, such as "I

OZZIE THUOMPSON
Canale's success is put an av-
- erage of 34 records a month on
- each machine. This averages a lit-
- tle more than one a day, a very
- good result. He has complete
- control over all phases of the
- operation and is in charge of
- the complete operation of the
- location.

WIDE CHOICES
TAC's Tunes—From A to Z
- Firm Operates 400 Jukes,
- Has 100,000 45 rpm disks
- Business Built on Sound
- Public Relations System

NEW ORLEANS—You name
- the time, and chances are 10 to 1
- that he boys at the TAC Music
- Company here can pick it out
- on 100,000 45 rpm disks.

"These disks are considered more valuable than the
- newer ones, because they're hand
- selected," says the firm's publicist.

The TAC firm, one of the first
- to enter this field, celebrates its 25th Anniversary
- next year, and as they approach
- $50 when a location is about to be
- located that is located in a
- Equipment Suits Locations
- Troppman feels an operator
- should never attempt to operate
- equipment that is shaky, lugging
- dirt, not in the best working
- order, and, more important, not
- to the potential take of the indi-
- vidual location.

"A location should be the
guaranteed equipment in keeping with its
- region. This will insure top income
- from the location and good will on
- the part of the customers and
- the people who play the machine," he
- asserted.

High Caliber Personnel
- Operators and servicemen
- employed on the TAC staff are the
- highest caliber, Troppman says.
- They must be conscientious, have
-
DEAN

Current Capitol Release
"STANDING ON THE CORNER"
Cap. #3414

Thanks Again, Fellas

JERRY

Watch for our new Paramount Picture
"PARDNERS"
George A. Miller
President
George Miller first entered the coin machine business in 1932 as an operator. In 1933 he played a major role in forming the California Music Merchants' Association, was elected president at its inception and has been re-elected ever since. He was instrumental in the formation of the National Association of Operators as well, and was elected president of the National Voice Box campaign and meeting. Miller divided his time between the State association and MOA until last December, when he withdrew from active office in CMMA to become Fulltime President and General business manager of MOA. Miller is a native of California, married and the father of three children. He is active in nearly every major charitable organization in the country.

Sidney Levine
Legal Counsel
Sidney Levine has been legal counsel for MOA since its inception in 1948. He has handled all the association's legal matters and has been a key figure in the coin box industry's many victories in the annual copyright battle. Levine has served as counsel to the Musicians of New York City since 1937. He first defended the box operators in the evenings after working on the Copyright Act in 1943, which led to the development of the modern jukebox.

Clint S. Pierce
Vice-President
Clint Pierce, President of Brookfield, Wis., looks upon all other MOA officers as probably his own in the coin machine field. Clinton started in the business in 1910, by selling machines to a jeweler's shop in recreation of music publishing. Hallinger has been a member of the Board of Directors of the Wisconsin Music Publishers' Association and was once the founder of the MOA. Pierce has also been mayor of Brookfield. His operation today consists of 1,000 pieces of equipment throughout Wisconsin. He is an active athlete.

William Hullinger
Vice-President
Bill Hullinger joined MOA in 1929 after leaving his newspaper business ever since. He is currently vice-president and a member of the association's executive board. He is strictly a music operator, his route is in Delphos, Oh. Bill entered the coin-operated phonograph business in 1945. Locally he is very active in both juke box public relations and community activities. Hullinger has also appeared before Congress in connection with Copyright Legislation. Bill believes that the industry will continue to grow as long as the 1939 Copyright Act remains intact. He feels that MOA is a very valuable part of this industry.

Martin Britz
Treasurer
Martin Britz entered the coin machine business after the war in 1945. He was a part of Hullinger's team at the first MOA meeting at the Sherman Hotel in Chicago and played a big part in getting the association rolling. He was formerly a director and a vice-president of MOA, too, over the treasurer's responsibility last year. Britz operates music machines only, has a large route in MOA in 1949 and has served on about every committee imaginable at one time or another. The local association has been organized in his territory. Britz has been instrumental in forming various operators' programs to improve juke box public relations. Prior to his entry into the juke box business, he was a high school general science teacher. Tom thinks the phonograph business has a very good future, believes the MOA key to such success lies in better business methods and operator cooperation.

20 MOA Officers, Directors Pool 436 Yrs. of Experience

which supports seven employees in
Great Falls, Mont. Martin believes that the julek box has a bright future, making steady gains on all fronts. He feels that with manufacturers, distributors and operators working together, any problem can be overcome.

Harry Snodgrass
Secretary
Harry Snodgrass joined MOA in 1949. Shortly thereafter he was made a director and two years ago was elected secretary. His coin machine experience dates back to 1930, when he began operating amusement machines. Today Snodgrass operates a diversified route, consisting of amusement machines, phonographs and vending machines—a total of 1,200 machines. He is a director of the Sunshine Novelty Company, employs 33 office and service staff. Last year, 1952, along with a few other operators, he helped form the New Mexico Music Guild. Snodgrass is a member of the Albuquerque Chamber of Commerce, the Lions Club and the Elks. Harry, like many other progressive operators, feels that the phonograph business is sound and looks good for the future. He is married and the proud papa of two children.

Tom Withrow
Sergeant at Arms
Tom Withrow, Music operator, sergeant at arms of MOA, Texas, has been in the phonograph business in 1939, liked it as well as been in it ever since. He joined recently he was cited—as head of MOA—by the president of the United Central Fidelity Foundation for the outstanding cooperation given to the UCF by Massachusetts music operators.

Victor Ostergren
Director
Vict Ostergren joined MOA in 1952 and has been a director since 1954. In addition, he has served on various committees. In 1947 he was instrumental in forming the Automatic Equipment & Coin Machine Operators' Association in Indiana and was elected president, a position he still holds. Vic also served tine time in his area. He entered the juke box business in 1935. Ostergren takes a very optimistic view regarding the future of the juke box business. He states it is certain to be good for years to come.

Hirsh de La Viez
Vice-President
Amusement operators and record people, probably no one needs introducing, Hirsh de La Viez. Hirsh is a vice-president of MOA, the man formerly served as treasurer. He is a member of the Eagles, Local 1948, PT's, the country club in Manhattan, Kan. In the family department, he heads the complex makes, children and two girls.

John A. Wallace
Director
John Redell Wallace, Oak Hill, W. Va., in addition to his MOA director post, is president of the West Virginia Music Operators' Association. He is a great believer in the phonograph business, in particular, a born-again juke box enthusiast and a member of the Phonograph Operators' Guild. He is married to the coin machine business in 1928 and is a member of the Phonograph Operators' Guild. He has had a career of over 1,000 pieces. He is a true phonographist. He played a key role in forming the Washington Music Guild. In 1941, in cooperation with the Variety Club, Hirlk helps conduct a teen-ager juke box drive once a month. He hails from Baltimore, Md., is married and has two children.

Dale Baker
Director
Dave Baker, Boston, is new on the MOA scene, joining the national association in 1954. His drive and enthusiasm are unexampled and once he became a member, quickly became a director. Baker is no newcomer to the coin box business. He started in the field in 1940. Dale is also president of the Massachussetts Music Operators' Association and is a member of the Massachusetts Music Operators' Association and is a member of the Massachusetts Music Operators' Association.

Les Montooth
Director
Les Montooth has been in the coin box business for 19 years. He entered the phonograph business in 1939, liked it as well as been in it ever since. He joined recently he was cited—as head of MOA—by the president of the United Central Fidelity Foundation for the outstanding cooperation given to the UCF by Massachusetts music operators.

Howard Ellis
Director
For the past four years Howard Ellis has served as President of MOA, has served in that capacity ever since. In addition, he has served on various committees. In 1947 he was instrumental in forming the Automatic Equipment & Coin Operators' Association in Indiana and was elected president, a position he still holds. Vic also served time in his area. He entered the juke box business in 1935. Ostergren takes a very optimistic view regarding the future of the juke box business. He states it is certain to be good for years to come.

James Tolisano
Director
Jimmy Tolisano added his well-earned directorate in 1953 when he was named a director and has served in that capacity ever since. He was instrumental in forming the Automatic Equipment & Coin Machine Operators' Association in Indiana and was elected president, a position he still holds. Vic also served time in his area. He entered the juke box business in 1935. Ostergren takes a very optimistic view regarding the future of the juke box business. He states it is certain to be good for years to come.

Albert Denver
Vice-President
Al Denver, in addition to being president of MOA and running his own operating business, is president of Music Operators of New York, the largest local association in the country. He has served as vice-president of MOA since the association was formed and as president of MOY for 11 years. Edhiles in the coin box business in 1931, Al started out with games, later switched to music and cigarette machines. Denver has a strong support of all types of coin box public relations—arranging good will program between MOY members and the public. In addition, Denver's son, a director and has three children—a daughter and two grandchildren.

(Continued on page 105)
Current release:
"JACQUES D'IRAQUE"
b/w
"TOO CLOSE FOR COMFORT"
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9-29861

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and

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Thanks, Ops—
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Dick
MENDLESOHN: VIOLIN CONCERTO
MOZART: VIOLIN CONCERTO NO. 4 IN D (1-2) — Daniel Oistrakh, Violin; Philadelphia Orchestra; Eugene Ormandy, Cond.
Columbia ML 5605

This will be the big violin package of the next few months. The best qualities of Oistrakh—beautiful tone and flawless technique—are fully displayed here, and the repertoire is huge. The set is Columbia’s $3.98 "Buy-of-the-Month," in May and slated for heavy advertising, which should push it even faster into the best-seller ranks.

ALBUMS

**Classical**

**Jazz**

BLUE ROSE (1-12) — Beatrice Chones, Duke Ellington Orchestra, For the Birds. This is a well-endowed jazz package. Columbia has scheduled heavy promotion to back it up, as the $2.98 pop "Buy-of-the-Month," and it has name artist power and excellent performers. The combination of Chones’ vocals and the Ellington band will attract viewers both in the pop and jazz markets. With the band are the usual fine instrumentalists, of which there are three featured in the arrangements noted in the liner notes. Tunes are: "Hey Baby," "Me and You," "Sophisticated Lady," etc.

**Reviews and Ratings — New Classical Releases**

ESCAPE IN SOUND — www.americanradiohistory.com
Victor LPM 1166
Al Poison of the Three Sons, has temporarily moved out of his maternal nest to branch out on his own as producer and musical director

SECO MA RE BIRTH” (12") LP
"A NIGHT IN CABACAS” 1957
LATIN DANCE PARTY

SECO PRES. CORP.
29 W. 45th St., New York 19, N. Y.
SECO the Major Latin-American Label

REPRINTED FROM THE BILLBOARD, APRIL 21, 1956
"TRADE SEES 50% VOLUME GAIN IN RACK JOBBING DURING ’56"

"Rack jobbing, a subject of fierce contention to the record dealer, will increase in sales volume by at least 50% in 1956. The amount of the record dealer is understandable, to a great extent, justifiable. The record dealer is often understaffed and underutilized. Many instances are known where he has little choice left but to improve his own position by adopting stronger merchandising tactics."

**Best Selling Popular Albums**

1. ELVIS PRESLEY — RCA Victor LPM 1254
2. THE MAN WITH THE GOLDEN ARM — Sound Track — Decca DL 1637
3. BELAFONTE—Harry Belafonte — RCA Victor LPM 11350
4. GILBERT O’SULLIVAN—For The Birds — Capitol W 653
5. CAROUSEL—Sound Track — Capitol W 694
6. FOUR FREEMEN AND FIVE TRONBONE — Capitol T 893
7. PICNIC—Sound Track — Decca DL 1252
8. MY FAIR LADY—Original Cast — Columbia OL 1008
9. OKLAHOMA—Sound Track — Columbia CL 5695
10. THE BENNY GOODMAN STORY—Sound Track — Decca DL 1323
11. JULIE IS HER NAME—Julie London — Liberty 3006
12. THIS LUSTY LAND—Tennessee Ernie Ford — Capitol T 700
13. BUBBLEGUM—Walter Yetnikoff — Columbia CL 57063
14. SO SMOOTH—Perry Como — RCA Victor LPM 1085
15. SPARKLING STARRINGS—Lawrence Welk — Capitol CLR 57011

**Reviews and Ratings — New Classical Releases**

KODALY—HARY JANOS SUITE, RAGS, FEATURING ANNE MISSA — RCA Victor LPM 1258

The music of Kodaly is one of the most original and appealing in the repertoire. The CD has an excellent performance, with the orchestra of the Hungarian State Opera, conducted by Erich Leinsdorf. The violinist is the virtuoso Joseph Szigeti, who is well known for his interpretations of Kodaly’s works. The recording is in stereo, which adds to the overall listening experience. Overall, this is a highly recommended release for fans of Kodaly’s music and for those interested in discovering new and exciting works.

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(Continued on page 74)
MORE OF THE "JACK" IN THE JUKE BOX COMES FROM DISCS PRESSED BY RCA VICTOR CUSTOM RECORDS

It's no secret in the industry - RCA Victor presses most independent label hits. We supply the quick, complete and competitively priced services that this business demands. With more than 60 years of experience, the latest in equipment, and 3 plants - strategically located in the East, Midwest, and West - we're ready to service your every need.

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155 East 21st Street, New York 10, New York - Murray Hill 8-7200
445 N. Lake Shore Drive, Chicago 11, Ill. - Whitehall L-2813
1016 N. Santa Monica Avenue, Hollywood 28, Calif. - Hollywood L-6171
1555 McGavock Street, Nashville 1, Tenn. - Nashville 5-6691

In Canada, call Record Department, RCA Victor Company, Ltd., 1001 Lorne Street, Montreal, Quebec.
Hormel Forms Zephyr Disks

Hollywood—George Hormel, owner of the meat packing chain, has organized Zephyr Records, the firm expected to get under way early next month. The company, which has been in the works for some time, was planned by George Hormel, owner of Hormel's. Among the artists planned for the label are "Old Ironsides" and "Pixy." The label is expected to be one of the stronger in the field of jazz and pop music. The label will be distributed to the trade in the near future.

This is HAMPSON
HAWES, VOL. 2. (Frankie, 1952)

Contemporary jazz leader Jimmy HampsHawes was somewhat famous in 1950, but there is nothing positive or avant-garde about this one. It has been played in a number of places, but without much success. A few copies have sold, but the general public seems to have lost interest in this type of music.

Milt Jackson* (c. 1947)
Blue Note NPL 1503
Dixieland's most famous trumpet player, Milt has recorded a number of successful albums with this label. His latest release, "Round Midnight," is one of his best efforts to date. The music is strong and the trumpet solos are excellent. It is a must for any fan of Dixieland jazz.

OPINIONS

The new package is an excellent one. A few of the songs are too slow, but most of the others are well done. The album certainly is an improvement over the previous records. It is recommended for jazz fans everywhere.

New Talent Inked By Bethlehem Disks

New York—Bethlehem Records, the jazz label, has signed the Pat Martino Organization at the suggestion of producer, Fred B. Stewart, to discing contracts.
HERE:

"THE BLUES IS MAN"
"TROUBLES"

COMING:
ONCE WAS A DREAM • EDEN
THERE'S A SOUND • MAN SMART
LEAD MAN HOLLER • I'M A MAN

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45 RPM EXTENDER PLAY

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EPA 694—JUMP DOWN, SPIN AROUND • IN THAT GREAT GETTIN' UP MORNIN' • SYLIE
EPA 695—WATER BOY • SUZANNE • NOAH

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Custom Duplication of wire and canfaros control.

THE ART OF ARNIE SCHOETZ (2-17)

As a test of the "Condition's "a" quality of which were earlier released, it is
satisfactory. The tenor's voice is fine, and gracefully pure, and directors should
not hesitate to call this set to the attention of vocal radio stations. Schoetz is
now successful in the lighter role, it is,

Fystack and "Christmas Carols',

a" is now reserved for the better,

but here. His own

in the New

and

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B/W

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"HANDWRITING ON THE WALL"

Bally 1006 (7-1006)

Jimmy Hilliard

and his orchestra

"VERANO AMOR"

"MY ONE AND ONLY LOVE"

Bally 1007 (7-1007)

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<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<td>1</td>
<td>Heartbreak Hotel</td>
<td>By Arthur Aragon &amp; Paul - Published by Time (BMI)</td>
<td>BEST SELLING RECORDS: E. Precy, 36-3422.</td>
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<td>2</td>
<td>Poor People of Paris (Jean's Song)</td>
<td>By La Goulue et Jean-Marguerite Monet - Published by Maurice Payot (BMI)</td>
<td>BEST SELLING RECORDS: O. Basset, 37-3326.</td>
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<td>Hot Diggity</td>
<td>By Al Hoffman &amp; Dick Mannix - Published by Record (ASCAP)</td>
<td>BEST SELLING RECORDS: F. Cowan, 41-9152.</td>
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<td>4</td>
<td>Blue Suede Shoes</td>
<td>By Carl Perkins - Published bySounds from the West (BMI)</td>
<td>BEST SELLING RECORDS: E. Press, 51-226.</td>
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<td>5</td>
<td>Ivory Tower</td>
<td>By Jack Yellen and Lee Rowell - Published by R. H. Morris (ASCAP)</td>
<td>BEST SELLING RECORDS: C. W. Rogers, 61-880.</td>
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<td>10</td>
<td>Magic Touch</td>
<td>By Dick Beau - Published by Fox (ASCAP)</td>
<td>BEST SELLING RECORDS: Fox Records, 64-3219.</td>
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<td>11</td>
<td>Main Title Molly-O</td>
<td>By Sylvia Fine and Ben Hecht - Published by Vogue (BMI)</td>
<td>BEST SELLING RECORDS: R. Martin, 38-816.</td>
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<td>15</td>
<td>Mr. Wonderful</td>
<td>By Dick Whittington-Stevens - Published by Valdosta (ASCAP)</td>
<td>BEST SELLING RECORDS: L. Joseph, 67-960; P. Demkoff, 67-960.</td>
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<td>19</td>
<td>Rock and Roll Waltz</td>
<td>By Dick Ware and Sony Allen - Published by Solaris (BMI)</td>
<td>BEST SELLING RECORDS: R. Stearns, 73-2629.</td>
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<td>21</td>
<td>Standing On The Corner</td>
<td>By Frank Lesher - Published by Frank (ASCAP)</td>
<td>RECORDS AVAILABLE: Four Lads, 46-1616; N. Hefi, 46-1616.</td>
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<td>26</td>
<td>Walk Hand In Hand</td>
<td>By J. Cowl - Published by Royal (BMI)</td>
<td>RECORDS AVAILABLE: T. Martin, 46-1349; D. Vaughn, 46-1349.</td>
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<tr>
<td>24</td>
<td>Wayward Wind</td>
<td>By Bob Lasatto-Willis - Published by Warner (BMI)</td>
<td>RECORDS AVAILABLE: G. Grady, 32-1239.</td>
<td>24</td>
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<tr>
<td>22</td>
<td>Piecien</td>
<td>By George Dunston &amp; A. Allen - Published by Skokie-Bronce (ASCAP)</td>
<td>RECORDS AVAILABLE: A. Allen, 46-1239; B. Bregman, 46-1239.</td>
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<td>10</td>
<td>T-Bone Baby</td>
<td>By Bud Frazee and Joe Marcus - Published by Warner (BMI)</td>
<td>RECORDS AVAILABLE: T. Johnson, 32-1239.</td>
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<td>6</td>
<td>Moonglow and Theme From Picnic</td>
<td>By Harold, Ernest &amp; Mills (Dancing) - Published by Mills-Columbia Pictures Music Corp. (ASCAP)</td>
<td>BEST SELLING RECORDS: O. Core, 46-1316; M. Stewart, 46-1316.</td>
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<tr>
<td>7</td>
<td>Why Do Pools Fall In Love?</td>
<td>By Lynn-Douglas - Published by Public Music (BMI)</td>
<td>BEST SELLING RECORDS: T. Parke, 46-1326.</td>
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<td>8</td>
<td>Lisbon Antiguin</td>
<td>By Galahar-Vera-Petra - Published by Southern (ASCAP)</td>
<td>BEST SELLING RECORDS: R. Shider, 32-1326.</td>
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<td>9</td>
<td>Second Ten</td>
<td>By Dick Reardon &amp; Eugene Randolph - Published by Popular (BMI)</td>
<td>BEST SELLING RECORDS: T. Levine, 46-1326.</td>
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<td>13</td>
<td>Island Line</td>
<td>By Louis Jordan - Published by Mills (BMI)</td>
<td>BEST SELLING RECORDS: L. Delmar, London 126.</td>
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<td>18</td>
<td>Theme from the Three Penny Opera</td>
<td>By Earl W. Braden - Published by Home (ASCAP)</td>
<td>BEST SELLING RECORDS: D. Herson, 46-1326.</td>
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<td>17</td>
<td>My Love</td>
<td>By Sammy Davis - Published by MCA (BMI)</td>
<td>BEST SELLING RECORDS: P. Blythe, 32-1312.</td>
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<td>20</td>
<td>Happy Whistler</td>
<td>By Ted Robertson - Published by Blackwood Music (ASCAP)</td>
<td>BEST SELLING RECORDS: D. Robertson, 46-1312.</td>
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<td>26</td>
<td>I'm In Love Again</td>
<td>By Donna &amp; Brimmer - Published by Remain (BMI)</td>
<td>RECORDS AVAILABLE: P. Dennis, Imperial 964; Fonzie Morris, 32-1326.</td>
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<td>23</td>
<td>He</td>
<td>By Richard Moll &amp; Jack Richards - Published by Metro (BMI)</td>
<td>RECORDS AVAILABLE: K. A. A. A. A., 46-1324; G. Moll, 46-1324.</td>
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<td>25</td>
<td>Can You Find It In Your Heart?</td>
<td>By Willard &amp; Allen - Published by Warner (BMI)</td>
<td>RECORDS AVAILABLE: E. B. Inwood, 46-1324.</td>
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<tr>
<td>29</td>
<td>Church Bells May Ring</td>
<td>By Bill &amp; Pat - Published by Ray Marshall-Hills &amp; Rags (BMI)</td>
<td>RECORDS AVAILABLE: C. Classic, 46-1324.</td>
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<td>28</td>
<td>On the Street Where You Live</td>
<td>By Les Hoppe &amp; Bruce - Published by Chess (BMI)</td>
<td>RECORDS AVAILABLE: V. Dennis, 46-1324; F. Weste, 46-1324.</td>
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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disc jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.
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CAPITOL HITS
for the nation's jukeboxes

THE HAPPY WHISTLER
Don Robertson
record no. 3391

TANGO OF THE DRUMS
Les Baxter
record no. 3504

STANDING ON THE CORNER
Dean Martin
record no. 3414

THE ROVIN' GAMBLER
"Tennessee" Ernie Ford
record no. 3421

HOPING THAT YOU'RE HOPING
The Louvin Brothers
record no. 3413

PORTUGUESE WASHERWOMEN
Joe "Fingers" Carr
record no. 3410

FRIENDSHIP RING
Patty Andrews
record no. 3403

GRADUATION DAY
The Four Freshmen
record no. 3410

HOW LITTLE WE KNOW
FIVE HUNDRED GUYS
Frank Sinatra
record no. 3412

SHE'S THE MOST
I DREAMT I DWELT IN HEAVEN
The Five Keys
record no. 3395

TEX RITTER
THE WAYWARD WIND

MILT BUCKNER
THE LATE, LATE SHOW
HEY NOW, ZORINA!
record no. 3424

VICKI YOUNG
LET THERE BE YOU
(I'M) ALL SHOOK UP
record no. 3425

RAY ANTHONY
CHUBASCO
THE SLEEP-WALKER
record no. 3416

THE PHANTOM
FIVE FOOT TWO, EYES OF BLUE
WHISPERING
record no. 3427

THE JUMPING JACKS
ABOUT A QUARTER TO NINE
LADY, PLAY YOUR MANDOLIN
record no. 3415

PEE WEE HUNT
SWEDISH RHAPSODY
THE OBJECT OF MY AFFECTION
record no. 3436

HELEN FORREST
I LOVE YOU MUCH TOO MUCH
TAKING A CHANCE ON LOVE
record no. 3417

THE JORDANAIRES
ROCK 'N ROLL RELIGION
DO UNTO OTHERS
record no. 3420

BERT CONVY
HEAVEN ON EARTH
record no. 3409

JERRY REED
WHEN I FOUND YOU
MISTER WHIZ
record no. 3429

Thanks Op's
See you at the MOA rm. 25
Tagged for Stardom!

Carol Richards

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"FIRST ROW BALCONY"

and

"MY SWEET LITTLE MUSIC BOX"

Victor #47-6497

Record Promotion: LEONARD L. WOLF Enterprises  Publicity: MICKEY FREEMAN

HEARD!
EVERY SUNDAY NIGHT
CBS-RADIO
Coast-To-Coast
on
The Edgar Bergen Show

SEEN!
5 TIMES WEEKLY
CBS-TV
Coast-To-Coast
on
The Bob Crosby Show

RCA Victor
One of America's Outstanding Composer-Artists of HIT Songs Has Another SMASH HIT!
His Version of

'*JOHN HENRY'*

recorded by
Tennessee ERNIE FORD
Cap. No. 3421

Thanks . . . OPS,
D. J.'s and DEALERS for . . .
all the help—

Merle Travis

CAPITOL RECORDING STAR

Published by
AMERICAN MUSIC, INC.

Just Released! Merle's Guitar Solo Album: "THE MERLE TRAVIS GUITAR"
Best Sellers in Stores

for survey week ending May 2

**HEARTBREAK HOTEL** (BMI) - E. Presley.
**JUKE BOX BABY** (ASCAP) - Vic 20-8417.
**BLUE SUEDE SHOES** (BMI) - C. Peterson.
**MISS SALLY** (ASCAP) - From "Heartbreak Hotel" (BMI) - Cap 3354.
**POOR PEOPLE OF PARIS** (ASCAP) - L. B. Ramsey.
**BLUE SUEDE SHOES** (BMI) - C. Peterson.
**HEARTBREAK HOTEL** (BMI) - E. Presley.
**JUKE BOX BABY** (ASCAP) - Vic 20-8417.
**A TEAR FELL** (BMI) - T. Beverly.
**BE MOONCLONE** (BMI) - Cap 36150.
**MAGIC TOUCH** (ASCAP) - Flatters.
**SALLY** (ASCAP) - N. Riddle.
**ROLL AND ROCK WALTZ** (BMI) - K. S. Shatt.
**HEARTBREAK HOTEL** (BMI).
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Most Played in Juke Boxes

for survey week ending May 2

**HEARTBREAK HOTEL** (BMI) - E. Presley.
**I Was The One** (BMI) - Vic 20-8445.
**POOR PEOPLE OF PARIS** (ASCAP) - L. B. Ramsey.
**From "Heartbreak Hotel" (BMI) - Cap 3354.
**BLUE SUEDE SHOES** (BMI) - C. Peterson.
**BE MOONCLONE** (BMI) - Cap 36150.
**MAGIC TOUCH** (ASCAP) - Flatters.
**SALLY** (ASCAP) - N. Riddle.
**ROCK AND ROLL WALTZ** (BMI) - K. Shatt.
**HEARTBREAK HOTEL** (BMI) - E. Presley.
**HEARTBREAK HOTEL** (BMI) - E. Presley.
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**HEARTBREAK HOTEL** (BMI) - E. Presley.

Most Played by Jockeys

for survey week ending May 2

**HEARTBREAK HOTEL** (BMI) - E. Presley.
**I Was The One** (BMI) - Vic 20-8445.
**POOR PEOPLE OF PARIS** (ASCAP) - L. B. Ramsey.
**From "Heartbreak Hotel" (BMI) - Cap 3354.
**BLUE SUEDE SHOES** (BMI) - C. Peterson.
**BE MOONCLONE** (BMI) - Cap 36150.
**MAGIC TOUCH** (ASCAP) - Flatters.
**SALLY** (ASCAP) - N. Riddle.
**ROCK AND ROLL WALTZ** (BMI) - K. Shatt.
**HEARTBREAK HOTEL** (BMI) - E. Presley.
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Best Selling Sheet Music

For survey week ending May 2

**HEARTBREAK HOTEL** (BMI) - E. Presley.
**I Was The One** (BMI) - Vic 20-8445.
**POOR PEOPLE OF PARIS** (ASCAP) - L. B. Ramsey.
**From "Heartbreak Hotel" (BMI) - Cap 3354.
**BLUE SUEDE SHOES** (BMI) - C. Peterson.
**BE MOONCLONE** (BMI) - Cap 36150.
**MAGIC TOUCH** (ASCAP) - Flatters.
**SALLY** (ASCAP) - N. Riddle.
**ROCK AND ROLL WALTZ** (BMI) - K. Shatt.
**HEARTBREAK HOTEL** (BMI) - E. Presley.
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GREETINGS TO MOA FROM

BEST SELLING RELEASES • TOP FLIGHT ARTISTS

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>WESTERN</th>
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| THE PLATTERS | 70819 |
| "The Magic Touch" AND "Winner Take All!" |

| THE DIAMONDS | 70835 |
| "The Church Bells May Ring" AND "Little Girl Of Mine" |

| GEORGINA | 70830 |
| "Kiss Me Another" AND "Fool Of The Year" |

| CREW CUTS | 70840 |
| "Honey Hair, Sugar Lips, Eyes Of Blue" AND "Out Of The Picture" |

| 70820 |
| "Hot And Cold Runnin' Tears" AND "That's Not The Kind Of Love I Want" |

| SARAH VAUGHAN | 70839 |
| "Too Young To Go Steady" AND "My First Formal Gown" |

| JERRY MERCER | 70864 |
| "Who's Gonna Take You To The Prom" AND "Bella Bambinella" |

| THE GAYLORDS | 70834 |
| "Theme From "The Swan" AND "Miss Powder Puff" |

| DORI ANNE GRAY | 70857 |
| "Beginner's Luck" AND "I Surrender" |

| FRANKIE CASTRO | 70873 |
| "Whistling The Blues" AND "My Whistling Heart" |

| JIMMY RANDOLPH | 70869 |
| "You Are My Sunshine" AND "Margie" |

| GEORGE AULD | 70864 |
| "Anything Goes" AND "End Of A Love Affair" |

| RON TERRY | 70848 |
| "Heywood's Bounce" AND "Soft Summer Breeze" |

| THE CARLSTENS | 70845 |
| "The Disc Jockey Blues" AND "A Happy Marriage" |

| ANN MCCORMACK | 70848 |
| "Gloria" AND "On A Night When Flowers Were Dancing" |

| GEORGE AND EVELYN | 70852 |
| "Good-Goode Do Do" AND "Pickin' Peas" |

| THE CARLSTENS | 70848 |
| "Goo-Goo De Do Do" AND "Pickin' Peas" |
CURRENT...RELEASE
two great hits from TV!

"PLEASE DON'T FORGET ME, DEAR"
Written and performed by Johnny Desmond
on "Robert Montgomery Presents"

b/w

"A LITTLE LOVE CAN GO A LONG, LONG WAY"
from Goodyear TV Playhouse "Joyy"
CORAL 61632 & 6-1632

EXCLUSIVELY ON

DIRECTION: WILLIAM MORRIS
RECORD PROMOTION: Wm. JERRY JOHNSON
Mid-West: JOE DILL
East: BUDDY BASCH

**Territorial Best Sellers**

For survey week ending May 2

- Top dealers in each of the marked cities

**Atlanta**
1. Moonlight & From Theme From "Picnic" M. Stoloff, Dec.
2. I've Got You (I Don't Want Nobody Else) E. Frank, Car.
3. Love Theme From "The Love Boat" S. Weingart, Car.
4. You Needed to Go Someday F. King, Cos.
5. Happy Whistle, D. Robertson, Car.

**Baltimore**
2. It's Only Love for a Little While C. Fields, Vict.
3. I Want You to Be My Girl T-Ar-Ay, Geo.
4. Moonlight & Theme From "Picnic" G. Cory, Car.
5. My Little Angel, Four Lads, Car.

**Boston**
1. Moonlight & From Theme From Picnic M. Stoloff, Dec.
3. Poor People of Paris, L. Banner, Car.
4. Moonlight on the Crescent, Four Lads, Car.
5. Happy Whistle, D. Robertson, Car.

**Chicago**
1. Heartbreak Hotel, E. Proctor, Vic.
2. Moonlight & Theme From "Picnic" G. Cory, Car.
3. Wayward Wind, G. Great, Era
5. Heartbreak Hotel, E. Proctor, Vict.

**Cincinnati**
1. Hot Diggity, F. Cona, Vic.
2. Heartbreak Hotel, E. Proctor, Vic.
3. Moonlight & Theme From "Picnic" G. Cory, Car.
4. Poor People of Paris, L. Banner, Car.
5. Heartbreak Hotel, E. Proctor, Vict.

**Cleveland**
1. Moonlight & Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Proctor, Vic.
3. I Want You to Be My Girl T-Ar-Ay, Geo.
4. Little Angel, Four Lads, Car.
5. I've Got You (I Don't Want Nobody Else) E. Frank, Car.

**Dallas-Fort Worth**
1. Moonlight & Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Proctor, Vic.
3. Hot Diggity, F. Cona, Vic.
4. Little Angel, Four Lads, Car.
5. I've Got You (I Don't Want Nobody Else) E. Frank, Car.

**Denver**
1. Heartbreak Hotel, E. Proctor, Vic.
2. I've Got You (I Don't Want Nobody Else) E. Frank, Car.
3. Happy Whistle, D. Robertson, Car.
4. Poor People of Paris, L. Banner, Car.
5. Milk Top (With the Golden Arm), L. Rigat, Car.

**Detroit**
1. Moonlight & From Theme From "Picnic" G. Cory, Car.
2. Heartbreak Hotel, E. Proctor, Vic.
3. If You Need It in Your Heart T-Ar-Ay, Geo.

**Kansas City**
1. Moonlight & From Theme From "Picnic" M. Stoloff, Dec.
3. Moonlight & Theme From "Picnic" G. Cory, Car.
4. Poor People of Paris, L. Banner, Car.
5. Love Theme From "Picnic" J. Hansen, Car.

**Los Angeles**
1. Heartbreak Hotel, E. Proctor, Vic.
2. Poor People of Paris, L. Banner, Car.
4. Moonlight & From Theme From "Picnic" M. Stoloff, Dec.
5. Why Do Fools Fall in Love? T-Ar-Ay, Geo.

**Milwaukee**
1. Heartbreak Hotel, E. Proctor, Vic.
2. Wayward Wind, G. Great, Era
3. Moonlight & Theme From "Picnic" G. Cory, Car.
5. Moonlight & Theme From "Picnic" M. Stoloff, Dec.

**Minneapolis-St. Paul**
1. Heartbreak Hotel, E. Proctor, Vic.
2. Moonlight & Theme From "Picnic" G. Cory, Car.
3. Hot Diggity, F. Cona, Vic.
5. Hot Diggity, F. Cona, Vic.

**New Orleans**
1. Poor People of Paris, L. Banner, Car.
2. Heartbreak Hotel, E. Proctor, Vic.
3. Hot Diggity, F. Cona, Vic.

**Philadelphia**
1. Poor People of Paris, L. Banner, Car.
2. I'm in Love Again, M. Williams, Del.
3. I'm in Love Again, M. Williams, Del.

**San Francisco**
1. Heartbreak Hotel, E. Proctor, Vic.
2. Moonlight & From Theme From "Picnic" M. Stoloff, Dec.
4. Moonlight & Theme From "Picnic" G. Cory, Car.
5. Hot Diggity, F. Cona, Vic.

**St. Louis**
1. Moonlight & From Theme From "Picnic" G. Cory, Car.
2. Poor People of Paris, L. Banner, Car.
3. Moonlight & Theme From "Picnic" G. Cory, Car.
4. Poor People of Paris, L. Banner, Car.
5. Little Angel, Four Lads, Car.

**Seattle**
1. Heartbreak Hotel, E. Proctor, Vic.
2. Moonlight & From Theme From "Picnic" M. Stoloff, Dec.
3. Poor People of Paris, L. Banner, Car.
4. Little Angel, Four Lads, Car.
5. Why Do Fools Fall in Love? T-Ar-Ay, Geo.

**Toronto**
1. Heartbreak Hotel, E. Proctor, Vic.
2. Poor People of Paris, L. Banner, Car.
3. Hot Diggity, F. Cona, Vic.

**Washington**
1. Heartbreak Hotel, E. Proctor, Vic.
2. Poor People of Paris, L. Banner, Car.
5. Poor People of Paris, L. Banner, Car.
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. To Love Again          The Four Aces (ASCAP) Decca 29899
2. Tango of the Drums     Les Baxter (ASCAP) Capitol 3404
3. Picnic                The McGuire Sisters (ASCAP); (ASCAP) Coral 61637
4. How Little We Know     500 Guys               Frank Sinatra (ASCAP); (ASCAP) Capitol 3423
5. It Only Hurts for a Little While The Ames Brothers (ASCAP) RCA Victor 8481
6. Ivory Tower            Gale Storm              (ASCAP) Dot 15458
7. A Little Love Can Go a Long, Long Way The Dreamweavers (ASCAP) Decca 29905
8. Walk Hand in Hand      Tony Martin             (BMI) RCA Victor 6493
9. Graduation Day         The Rover Boys          (BMI) ABC-Paramount 9700
10. On the Street Where You Live Vic Damone (ASCAP)—Columbia 40654

THIS WEEK'S BEST BUYS

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

HOW LITTLE WE KNOW (E. H. Morris, ASCAP)

500 GUYS (Sherwin, ASCAP)—Frank Sinatra—Capitol 3423—It isn't until this past week that the steamroller started moving to put over another big one for Sinatra. Sales reports from Los Angeles, St. Louis, Detroit, Philadelphia, Baltimore, Buffalo, Boston, Chicago and New York were excellent and indicated volume rapidly picking up in pace. "How Little We Know" was the preferred side in a majority of areas checked, although the flip is attracting considerable attention, too. A previous Billboard "Spotlight" pick.

GRADUATION DAY (Sheldon, BMI)—The Rover Boys—ABC-Paramount 9700—Competition on this tune is keen, and bound to become more so. At this point, the Rover Boys are benefiting from early timing, and have a comfortable lead on the opposition. In Boston, Providence, Philadelphia, Baltimore, Pittsburgh, Los Angeles, St. Louis and Cleveland the flip is already reported a strong seller with considerably more potential. Flip is "I Hear Music" (George George, BMI). A previous Billboard "Spotlight" pick.
"The play's the thing..."

...and

Dot

gets the plays

The Commodores
the Classmates

In behalf of the Dot organization, our sincere appreciation for your wonderful cooperation.

Randy Wood

Stop by and say hello at the Dot Booth, Hotel Morrison, and meet the Dot Artists.
THE TOP 100

for survey week ending May 2

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

Pos.  Song                        Artist    Label

1. HEARTBREAK HOTEL               B. Perry     Victor
2. I FEEL FUNNY                     P. Como     Victor
3. POOR PEOPLE OF PARIS           L. Jordan   Capitol
4. BLUE SUEDE SHOES               P. Turner   Capitol
5. DYE MY HAIR RED                 L. Andrews  Capitol
6. LONELY AVENUE                   N. Reddy    Decca
7. I'LL NEVER FALL IN LOVE        E. Fitzgerald   Mercury
8. SONGS AND THEMES FROM "JOINER"  G. Carter     Columbia
9. SONGS AND THEMES FROM "PENIC"   M. Snoddy    Decca
10. SONGS AND THEMES FROM "SUICIDE" M. Snoddy    Decca

11. A TEAR FELL                       T. Brewer    Coral
12. I WISH I'D NEVER HAD YOU TO FALL IN LOVE  J. Wilson   Decca
13. LONG TALL LUCY                  L. Russell   Capitol
14. FILL ME IN                        P. Bussell   Decca
15. MY NOT HUNGRY                     F. Law      Decca
16. HAPPY WHEELER                       D. Robinson Capital
17. LONG, TALL LUCY                   F. Law      Decca
18. MAIN TITLE (MAN WITH THE GOLDEN ARMS) E. Bernand    Decca
19. IVORY TOWER                         R. Mathey   Vik
20. WHY DO BOYS FALL IN LOVE?     J. Greene    Capitol
21. EDDIE MY LOVE                      F. Turner   Columbia
22. JUKE BOX BABY                       M. Snoddy    Decca
23. STANDING ON THE CORNER            F. Law      Decca
24. I'M IN LOVE AGAIN                  T. Bernard  Columbia
25. BLUE SUEDE SHOES                   P. Turner   Capitol
26. RICH AND ROLL WALTER             E. Percival  Victor
27. CAN YOU FIND IT IN YOUR HEART    T. Bernard  Columbia
28. WATVER-WEEN                        M. Grant    EMI
29. ME LOST, YOU O'BEAUTY (MAN WITH THE GOLDEN ARMS) D. Jacobs    Coral
30. ME WONDERFUL                      O. Loughead Coral
31. WILD CHERRY                        D. Carter    Decca
32. MAIN TITLE (MAN WITH THE GOLDEN ARMS) E. Bernand    Decca
33. ROCK, ROLL                        T. Webb     Capitol
34. CHICHEL BELLS MARY BING          D. Monroe    Mercury
35. NO WORRY                          H. Weavers  Coral
36. TWO GUNS TO GO STEADY            J. Jordan   King (King Cole, Capitol)
37. I WANT YOU TO BE MY GIRL          E. Potsman  Victor
38. THREE FROM "THE THREE PENNY OPERA" D. Mamie    MGM
39. GRADUATION DAY                     F. Frankham    Capitol
40. TO LOVE AGAIN                      A. Dean    Decca
41. PECUNIA                            M. McGuire  MGM
42. HAPPY AND OLD                      R. Wilson    Decca
43. MR. WONDERFUL                      A. Vaugn    Mercury
44. MY LITTLE ANGEL                     F. Law      Decca
45. MR. NEGRO AND THE LITTLE WHILE    D. Martin   Capitol
46. WALK HAND IN HAND                   T. Martin   Capitol
47. TO THE STREET WHERE YOU LIVE      D. Womenton  Columbia
48. MAN TITLE "MAN WITH THE GOLDEN ARMS" E. Bernand    Decca
49. EDDIE, MY LOVE                       T. Queen   RPM
50. EDDIE, MY LOVE                       T. Jordan Capitol
51. GREAT PRETENDER                     P. Furber  Victor
52. I'M NOT ON THE HOOK FOR ALLEGATION  D. Martin   Capitol
53. WITHOUT YOU                          F. Fisher   Victor
54. INNAMORATA                          M. Martin   Capitol
55. POOR PEOPLE OF PARIS              E. Jordan Capitol
56. MAIN TITLE "MAN WITH THE GOLDEN ARMS" E. Bernand    Decca
57. HELD FOR QUESTIONING                F. Victor   Capitol
58. LOVELY ONE                          H. Jordan   Capitol
59. CORDUROY                                    T. Turner    Capitol
60. COULD I HAVE DANCED ALL NIGHT?    D. Brown    RCA
61. LITTLE GIRL OF MINE                  C. Williams Columbia
62. I FEEL LIKE I'M IN LOVE AGAIN       C. Williams Columbia
63. MY BLUE HEAVEN                       P. Bussell   Decca
64. I FANTASIZE                              E. Jordan Capitol
65. TOO CLOSE FOR COMFORT              E. Correa   Paramount
66. POOR PEOPLE OF PARIS              E. Webb     Coral
67. LP MACHINE                           B. Jordan Capitol
68. CLEAN UP PALACE                     R. Williams  Capitol
69. LET ME LIE AS I'M NOT WITH YOU       M. Martin   Capitol
70. OUR LOVE AFFAIR                     C. Williams Capitol
71. RICH AND ROLL WALTER               E. Potsman  Victor
72. NEVER LET ME GO                     J. Jordan Capitol
73. MEAN GIRLS OF FORTUNE               M. Martin   Capitol
74. INNAMORATA                          M. Martin   Capitol
75. I COULD HAVE DANCED ALL NIGHT?    D. Brown    RCA
76. A LITTLE LOVE CAN GO A LONG,       D. Martin   Capitol
77. SOMEONE TO WATCH OVER ME            E. Jordan Capitol
78. MONEY MONEY                          E. Potsman  Victor
79. I FEEL LIKE I'M IN LOVE AGAIN       C. Williams Columbia
80. THE TWIN GEM BOX                      B. Jordan Capitol
81. A GRADUATION DAY                    B. Jordan Capitol
82. CHERRY BELL'S MARY BING             D. Monroe    Mercury
83. AM I NOT WORTHY                     R. Williams Capitol
84. WALK HAND IN HAND                   T. Martin   Capitol
85. TO THE STREET WHERE YOU LIVE        D. Womenton  Columbia
86. MAN TITLE "MAN WITH THE GOLDEN ARMS" E. Bernand    Decca
87. HELD FOR QUESTIONING                F. Victor   Capitol
88. LOVELY ONE                          H. Jordan   Capitol
89. CORDUROY                                    T. Turner    Capitol
90. COULD I HAVE DANCED ALL NIGHT?    D. Brown    RCA
91. LITTLE GIRL OF MINE                  C. Williams Columbia
92. I FEEL LIKE I'M IN LOVE AGAIN       C. Williams Columbia
93. MY BLUE HEAVEN                       P. Bussell   Decca
94. I FANTASIZE                              E. Jordan Capitol
95. TOO CLOSE FOR COMFORT              E. Correa   Paramount
96. POOR PEOPLE OF PARIS              E. Webb     Coral
97. LP MACHINE                           B. Jordan Capitol
98. CLEAN UP PALACE                     R. Williams  Capitol
99. LET ME LIE AS I'M NOT WITH YOU       M. Martin   Capitol
100. OUR LOVE AFFAIR                     C. Williams Capitol

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.
BIGGER THAN "ROCK ISLAND LINE"!

A NEW BIG SMASH BY

LONNIE DONEGAN

"LOST JOHN"

AND

"STEWBALL"

MERCURY 70872

NOW EXCLUSIVELY ON MERCURY RECORDS

In Cooperation With Nixa Of London

OPERATORS! GREAT FOR YOUR BOXES!
LISTEN TO THIS HIT!
VOX JOX
By JUNE BUNDY

GIMMIX In an effort to clarify thinking on rock and roll, Norman Sales, WCOK, Cleveland, reports that the station went on the air last week and from 8 a.m. on asked listeners to call in and say simply "Make it" or "Break it." The station is transmitting results and will be guided by them in programming, e.g., a new one or the others.

...Norm Prescott, WBZ, Boston, recently aired his Saturday afternoon show from the floor of a local Packard showroom, during the

YESTER YEAR'S TOPS—
The nation's top tunes as recorded in The Billboard
MAY 11, 1956:
1. Old What It Seemed to Be
2. Laughing on the Outside (Crying on the Inside)
3. The Gypsy
4. Blow Fly Pin and Apple Pan Dowdy
5. All Through the Day
6. Prison of Love
7. One-Z, Two-Z, (I Love You)
8. Sioux City Sue
9. I'm a Big Old Man Now
10. Seems Like Old Tigers

11. You Won't Be Satisfied
12. Personalities
13. Cement Mixer (Put 'n' Pull)
14. Day by Day
15. Love in Vain

MAY 12, 1951:
1. Mocking Bird Hill
2. How High the Moon
3. On Top of Old Smoky
4. I
5. Sparrow in the Tree Top
6. "The One I Love You"
7. Be My Love
8. Too Young
9. I Apologize
10. Aha Haha Honeymoon

course of which he offered gifts to any of his listeners who came in with a mop or broom. One elderly lady contributed a mop she claimed was as old as she was—82 years.

...Also on the give-away kick is David Dreis, KENT, Shreveport, La., who is broadcasting every Friday afternoon from the Florehm Shoe Store Window of his "I Hate David Dreis" contest rate a free shine with Drexel himself handling the polishing chores.

Joe Byes, WALL, Middle-
town, N. J., interviewed Gorden Maiano on the air, via long-distance telephone to Hollywood to discuss the wab-
ner's "Carousel" movie, which was opening at the local Paramount Theater. The movie house paid for the call.

...Jim Symons, WLIB, Jackson-
ville, Ill., loves his job. Last week he interviewed eight beauty contestants from a local girl school and sent next month's set to interview "Miss America" entries in the local "Miss Jacksonville" con-
test.

Dean Ward, KNOR, Normal, Ill., recently conducted a 60-
hour continuous marathon broad-
casting program on WABU, a local Dish of Dimes, and wonders how this record stacks up with other marathon artists.

...When Ken Collins moved from an all-night show to an afternoon spot over KVYV, Houston, last month, he showed up for work the first day in pa-
gamas. Going along with the gag was fellow deejay Ken Bagwell, who served him on the side-
walk for the benefit of local new-
paper cameramen.

RECORD HOPS: Bill Fowell, WBLY, Wilk, had hummed the wearing of jeans or dungarees by either
gals or boys at his record hops. Latter must wear dress slacks and former skirts.

...Joe Danner, WFAR, Farrell, Pa., recently raised money for a local cancer drive by emcee-
ing a record dance. King Rec-
dords donated 150 discs, which were sold at half price to those attending, with proceeds also going to the fund.

...Gene Platt, KELO, Sioux Falls, S. D., celebrated the fourth year of his "Record Den" program last week with a special record hop at the lo-
cal YWCA. The gate went to the Student Exchange Coun-
cell. Platt's record hop audi-
ence selected a new "Record Den Sweetheart" from six high school girl finalists. The former "sweetheart," Marilyn Rush, will attend college this fall. Last week's winner will appear regularly on Platt's show and also take over music librarian chores at the station.

CHANGE OF THESE: Monte Lang, former promotion manager at H-H Representatives, Inc., has joined new station WCAT, Akron, as a deejay. Paul Howard, ex-WTIX, Wheeling, W. Va., has moved into a 3:37-
A.m. slot at WUCE, Akron, O.

...Ken Fuller, formerly with WJW, Opelika, Ala., recently joined WRRL, Columbus, Ga., Walter Hofer on a deejay promotional trip thru Pennsylvania... Ed Bonier, KNOX, St. Louis, has a new publishing firm tagged Radrub... Red Bees, WPEN, Philadelphia, signed to a new three-year contract.

...Freddy Marshall, WHBQ, Melbourne, Fla., the only on-
air newsman, on a weekly jazz show in his market... "Sunday Session,"... Webster-Chicago has signed to sponsor six weekly half-hour shows emceed by deejay Jerry Collins over WIBC, Bloomington, Ill., for the next 26 weeks.

Another successful teen-age TV show is "Red Davies Dance Party" on WMJW-TV, Detroit, from 9:30 to 10:30 p.m. daily... Eddie Dillon, WMUR, Manchester, N. H., conducting record hops thru-
out Western Pennsylvania, West Virginia and Maryland...

...Stan Sanders, WCAT, Utica, N. Y., conducts record hops for local sororities and fraternity in Utica and Hart-
ford... Also active in the popular approach of the show is Ken Rowland, KSAI, Salters, Kan., who emcees eight hour talent shows last March and has five more booked this month.

Mike McManns has left WKOP, Birmingham, N. Y., to pilot a three-
hour afternoon show over WINH in the same city... Ray Starr, former program director of WJAN, Spartanburg, S. C., is that station's new manager, replacing W. Ernie Brax, who will continue to head the Spartanburg Broadcasting Company in its president and owner. Starr won three national awards during his programming days, this month.

Bob Needowmer, former student spinner on WPGC, the University of Virginia's radio stat-
ion, Charlottesville, Va., has

graduated in a regular deejay slot at WEIR, West.

...Tracy Carneal, WN R J, Woonsocket, R. I., was on a "put on the back" for the good-mood" programming of Jim Mendel, WICR, Provid-
ence, R. I., notes that Steve Meyers has retained WNBC's morning deejay slot...

...Bill Leach and his friends are starting a new Mr. and Mrs. show over WBCB, Flint, Mich.
THESE THREE LABELS
CHESS CHECKER ARGO
HAVE EARNED THEIR TOP

Reputation

TOP TALENT
TOP TUNES
TOP HITS

WITH BIG DOLLAR
PROFITS FOR EVERY-
ONE. WHEN YOU
WANT THE FINEST
AND MOST PROFIT-
ABLE PROGRAMMING
BE SURE TO INCLUDE
OUR LATEST RECORD
RELEASES.

"MY STUBBORN HEART"
Danny Overbea
#5252 ARGO

"ONE MORE CHANCE WITH YOU"
Little Walter
#838 CHECKER

"A KISS FROM YOUR LIPS"
The Flamingos
#837 CHECKER

"WE GO TOGETHER"
The Moonglows
#1619 CHESS

CHESS • CHECKER • ARGO
4750 South Cottage Grove Ave.
Chicago 15, Ill.
Phone: KEnwood 8-4342
Meet GLORIA WOOD
at Booth 11—M.O.A. Convention

ROCK-etting
To The
TOP!

With Her
Vocal Magic

ON
#3001

'HONEY BEE'
and
'The Rock & the Roll'

6446 Santa Monica Blvd.,
Hollywood 38, Calif.

German Music Biz Booms

Continued from page 12

The West's Most Outstanding
Record Distributor

Central Records Sales Co.
2104 Washington Boulevard
Los Angeles, Calif.

TOP PLAYERS
IN THE TAVERN
FRANZ SCHERMANN
and
The ALPINERS

Authentic Bavarian Folk Music
Can't Lose It!

ALPINERS-WALTZ

VIENNA LIFE

JOHNNY PETER

ERDEWALT-WALTZ

TALES OF THE VIENNA WOODS

FRANZI POLKA

LiME-COCA-WALTZ

CIUCU-COCA-WALTZ

DI LIEDER MUS IN VIENNA

HINUS-CHANDEL

HOL HSeeELEHEN RSICSIC

HOFBEAUL HANS

LARKIS

MUI CHREDN DEN STADL

LUAUS

OLD COUPS

SAN DIEGO POLKA

TWO FOR THE MONEY
TEENAGE HOLIDAY

VICKY EVANS

1913

LOVE LEADS A FOOL

DON BRUCE

and the FOUR BEATS

1916

TUXEDO RECORDS
112 Hankey St.
New York 20, N. Y.

GREETINGS
BEST WISHES TO EVERYONE
AT THE
MOA CONVENTION
DIAMOND RECORD DISTRIBUTING CO.
9905 W. Pico Blvd., Bldg. 1-A-33
Los Angeles 6, California

Greetings, M.O.A.
MODERN DISTRIBUTING CO.
Coral—Brunswick—UP
Mike Blakemore

JAY RAY DISTRIBUTING CO.
KAPP—CLIFF—HOGAN

2978 W. Pico Blvd.
Los Angeles, Calif.

DISTRIBUTORS
RECORD PRESSING
Originiors of the
Noiseless Flexi
Research Craft Co.

Los Angeles 5, Calif.
tic-tac-toe
let's go
with
J O E

for more
plays
JOE CLAY'S
SIXTEEN CHICKS
B/W
DUCK TAIL
X/AX-0211

get on
it quick!
it's on

V I K  r e c o r d s
**Review Spotlight on...**

**RECORDS**

**ELVIS PRESLEY... RCA Victor 6490... MY BABY LEFT ME**
(Presley, BMI)

I WANT YOU, I NEED YOU, I LOVE YOU. (Presley, BMI)

Another pair of exciting Presley sides have the big-money look. The top features a real blues with that wild r.a.b. introduction so well calculated to hit the all-market pay-off. On the flip, it's a different, more gentle Presley, but he still vibrates with that husky, coin-pulling charm. Either one or both could be the big "Heartbreak Hotel" follow-up.

**DOLORE COLLINS... Coral 61067... I'M GONNA HOOK, LINE AND SINKER**
(Reeve, BMI)

**TREASURE OF LOVE...**
(Monument-Progressive, BMI)

Miss Collins has a pair of classy covers here, each with a large bank of potential. On top she hops on a swinging, winning little ditty that figures to grab off the pop loot on the tune cut by Smiley Lewis in r.a.b. The flip covers Clyde McPhatter's dishing which is moving fast. This can hit for plenty, too.

**RICHARD HAYES... ABC-Paramount 3708... MY GIRL AND HIS GIRL**
(Dofford, BMI)

**BLUE BOLEDO...**
(Statton, BMI)

Hayes, one of the smartest singers around, has two of his choice sides in this pairing. On top, he sings a plaintive lament of the typical triangle and it's smooth and sincere. The flip, almost equally appealing, blends the distinctive sounds of rock and roll and bop for a unique and listenable job. Either one could be the big one for Hayes, fresh out of the Army.

---

**Reviews of New Pop Records**

**Ratings—Commercial Potential**

Each record that appears on this page is rated in reference to the number of Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, production, originality, adaptability, potential, and general commercial appeal. The ratings are expressed in numerical form and grouped under the over-all group of Good, Satisfactory, Good, and Limited. Each record is given a rating of 0-50. Poor.

**TOMMY LEONETTI**

Free... 81

CAPITOL 3442—A most engaging ballad by Larry Conley and Johnny Marks (of "Rudolph" fame) sung warmly by the vocalist. It's Leonetti's strongest entry to date, and one that could break into the money. (Laurel, ASCAP)

It's Wild... 70

This side is a hip rhythm ditty done much as Sinatra might have done it. The flip is the one to watch. (Crawfords)

**ROBERTA SHERWOOD**

Easy Rider... 80

DECCA 29911—This side gets a big TV send-off by the Miami gal. Here is definitely an offbeat style, but one that's likely to pay off. That husky approach demands listening and the jocks will probably get behind this side. (Peer, BMI)

This Train... 75

Miss Sherwood's distinctive husky, catchy style works magic on this infectious, rhythm-flavored tune. Wild excitement jumps from the wax. Adds up to a solid impression on the side's second single for the label. (Mills, ASCAP)

**PERCY FAITH ORK**

The Rain in Spain... 77

COLUMBIA 40698—The infectious tango theme from the new hit musical, "My Fair Lady," is wrapped up in a fast-pace instrumental treatment, which should grab off considerable play. Good conversation piece for jockeys. (Chappell, ASCAP)

With a Little Bit of Luck... 78

Another excellent Faith treatment of another tune from the "My Fair Lady" score. This one's a catchy little ditty with a folky, lilting treatment that makes the first single versions of both tunes. (Chappell, ASCAP)

**GEORGIE SHAW**

What a Fool Was I... 77

DECCA 29806—The singer's soft, expressive tones on this lilting ballad add up to a top-notch performance. The guy can do a standout job with good material and this is definitely that. Watch this one. (Goldsmith, BMI)

Run, Run, Run... 76

Shaw Belt's spirited moral lesson on the different kinds of love. His is the true kind of course, and he sells the imaginative lyric with excitement. Good commercial appeal. (Treble, ASCAP)

**LENA HORNE**

From This Moment On... 77

VICTOR 6512—Exciting condition by the exciting Lena Horne of the magnetic Cole Porter rhythm tune from his Broadway musical of a few years ago, "Out of This World." Fine backing job. Deejays will give this one plenty of spins. (Eumart, ASCAP)

Running, Running, Running... 74

The thrill sells an attractive rhythm song with maximum drive and showmanship. (Maurice, ASCAP)

1-10: Top
11-40: Excellent
41-70: Good
71-100: Satisfactory
101-150: Limited
151-50: Poor

(continued on page 95)
**The Billboard's Music Popularity Charts... Pop Records**

**MAY 12, 1956**

**Breaking Big In All Markets!**

**In A Shanty In Old Shanty Town**

**Reviews of New Pop Records**

*Continued from page 94*

**THE MORRISON SISTERS**

When It's My Love... 76

DEED 1029—The girls offer pleasing arrangements on this new and convincing material, plus a charming vocal by both sisters. With better promotion, it could sell. (RENEE & RGNEE, BMI)

The Crescent Is So High... 77

The girl-boys sound along on a dizzy with down-to-earth flavor, relating what happens to that tall, tall man. It's light and bright but it must never cease to be the continued (SHEPP, BMI)

DON COWELL

Fast Sons... 76

COAS—This song is that the girl is worth more than all the gold in Fort Knox. The whole job has a bright, handy approach that appeals alone. Rhythm will like the tune. (LORRAINE, BMI)

But Love Me (Label B Side)... 75

Here's a slow, triple-sized dream song in vigorous, meaningful tones. The flip, however, has an edge.

(Leeds, ASCAP)

**JOHNNIE RAY**

Because I Love You... 76

DEED 1030—Ray rides across an inviting love song with an incidental note to the girl that has unexpectedly found herself. (AMAL, BMI)

Goodness, Gracious, Father... 76

Anotherinner vocal job by Ray on a simple, strong with effective words and a strong beat. (PROMO, ASCAP)

**RALPH WALDO CUSHING**

The Blackbird... 76

ABC-Paramount 9007—If all the songs that deal with romantic laying aside that a love affair is over for good and happily, one of the most original and musical of its kind in the form of a folk ballad. It has a memorable melody, quite catchy and could easily catch on.

(DIAMOND, BMI)

How Come... 76

This attractive tune has the basic make-up of a country Westerner. Commercially it is too tender and softly to be a hit easily. (Diamond, BMI)

**DANNY KNIGHT**

The Smoother (Elly Almy)... 75

MAG-1722—<a href="https://www.bbc.co.uk/drama/" rel="noopener noreferrer" target="_blank">singing on a dramatic Western-film</a> with an insistent beat reminiscent of "High Noon." A big promotional push behind the merits of the same title should help the disc gain acceptance. (MAYNER, ASCAP)

The Steamboat Voice... 78

Another picture-perfect western (the TV drama "Frontier") is handed a thoughtful and expressive vocal treatment by Knight. The quality record, pretty helplessly has a distinctive folk quality. (Dubois, BMI)

**MICHEL LEGRAND ORK**

(From the film "Moulin Rouge")

Isa... 74

(From the film "Moulin Rouge")

MAY 12, 1956

**FRED ASTAIRE**

Don't Do No Time Like The Present... 74

VERVE 2009—Whether Astaire sells or not, it'll go great on the air. It boomerangs and jumps and you can almost use the tune and call it Astaire Filly. It will give this a film. (General, ASCAP)

**LAWRENCE WELK ORK**

What A LittleBit Of Luck... 74

(From the film "Seven Brides For Seven Brothers")

Here's a slow, danceable stuff with a charming rhythm. Astaire gives its big own special brand of schmaltz. Will win the file for daily rotation. (General, ASCAP)

**LAWRENCE WELK ORK**

On The Street Where You Live... 74

COAL 1046

LAWRENCE WELK (Continued on page 99)

**COAL DUST ON THE FIDDLE**

ORCHESTRA UNDER THE DIRECTION OF O. B. MASINGILL

EPIC 5-9168

**Kitty Nation**

**The Sleeper Hit Of The Year**

**ING RECORDS**

**"HALF YOUR HEART"**

b/w

"GOODIE BYE-BYE BABY"

**90059**
Follow London Records for the hits!

MY SEPTEMBER LOVE
DAVID WHITFIELD 1654

ROSES OF PICARDY

LOOK HOMeward ANGEL

THE JOHNSTON BROS. 1616

THE FOUR ESQUIRES 1692

MERRY GO-ROUND WALTZ
MANTOVANI B/W HEARTS OF PARIS #1669

New! WINIFRED ATWELL
and FRANK CHACKSFIELD
PORT AU PRINCE B/W STARLIGHT #1667

MAY IS MANTOVANI MONTH

LONNIE DONEGAN 1650
EVERY OTHER WEEK

To put your top pop sales 
way out front! Enter this 
fast-moving merchandising 
promotion today.

YOU GET THIS COMPLETE NEW KIT 
EVERY OTHER WEDNESDAY for only 50¢ each!

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

3 FULL-SIZE 
AD REPRINTS 
Colorful posters to build bigger sales for the 
"coming-up-strong" disks.

5 COPIES OF 
"THE NATION'S 
TOP TUNES"

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

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

---

THE BILLBOARD
2160 Pershing St.,
Cincinnati 21, Ohio

THE DISK DERBY PROMOTION KIT

---

ADVERTISING MATERIAL

Send for your free kit today! The Disk Derby is a complete retail promotion service designed to attract the attention of your customers with eye-catching, colorful, merchandise-quality posters of the week's hottest tunes. It features the 10 top hits and 10 of the week's up-and-coming hits, all based on Billboard's coast-to-coast surveys. Each kit contains five copies of "The Nation's Top Tunes" poster, plus three full-size ad reprints. The kit is sent by return mail so it will be there on the dot!
MAY 12, 1956
THE BILLBOARD
MOA CONVENTION SECTION

THANKS TO YOU OPERATORS
JUBILEE and JOSIE
BUILDS A SOLID FOUNDATION!

Steve Clayton
THE MAN WITH SEVEN LOVES
b/w STRAIGHT FROM
THE SHOULDER
Jubilee 5242

The Four Tunes
DANCING WITH TEARS
IN MY EYES
b/w FAR AWAY PLACES
Jubilee 5245

The Capri Sisters
AFTER SCHOOL ROCK
AND ROLL
b/w THE OCCARINA ROLL
Jubilee 5244

The Cadillaccs
ZOOM
Josie 794

Vinni Monte
YOUR CUTE
LITTLE WAYS
b/w WITHOUT
YOUR LOVE
Josie 793

Day, Dawn
& Dush
WHO ARE YOU
KISSING
b/w ANYTIME
Josie 794

Jimmy Ricks
Jesse Powell
Coney Island
Kids
Kansas City
Tomcats
The Limelighters
HOW LITTLE I ACTUALLY KNEW!

To have one of the really big records in the Country, I once thought, must be just about the greatest thing that could ever happen to a person. For this I am truly grateful.

However, during Jay's (my brother) and my stay in the hospital we really found out what is truly the greatest feeling we have ever experienced... "Having hundreds of thousands of friends from every state in the Union remember us in their prayers and thoughts... the disc jockeys undoubtedly are the greatest bunch of fellas with big hearts... hardly a letter came in that didn't remind us of the kindly things they said about us."

Please accept our heartfelt thanks, our life has been made better through your kindnesses.

Always grateful.

CARL and BAND

JOHNNY CASH

ANOTHER TWO-SIDER BY ONE OF THE TRULY GREAT TALENT FINDS

I WALK THE LINE

b/w

GET RHYTHM

SUN RECORD 241

EXCLUSIVE MANAGEMENT:

BOB NEAL
MANAGER

SUN RECORD COMPANY, INC.

SUN RECORD COMPANY, INC.

704 Union Ave. Memphis, Tenn.

CONTINUED FROM PAGE 98

JOEY GILL—Mercury

BOOGER RED’

SID KING & FIVE STRINGS—Columbia

FAIRWAY MUSIC CORP.

6365 Selma Ave.

Hollywood, Calif.

Albert Pick Hotels
NOW IN 21 MAJOR CITIES

EXCLUSIVE MANAGEMENT:

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704 Union Ave. Memphis, Tenn.
### BEST SELLING POP SINGLES

1. *Can You Find It In Your Heart—Forgive Her...Tony Bennett*...40667. 4-40667
2. *Wild Cherry—I'm Still a King In You...Den Cherry*...40665. 4-40665
3. *I Could Have Danced All Night—I've Grown Accustomed to Your Face...Rosemary Clooney*...40676. 4-40676
4. *On the Street Where You Live—We All Need Love*...Vic Damone...40654. 4-40654
5. *Somebody Somewhere—We'll Love Again...Paris Day*...40673. 4-40673

### BEST SELLING POP ALBUMS

1. *My Fair Lady...Dex Harrison, Julie Andrews, Original Cast*...CL 5090. A 5090
2. *Ambassador Satch—Louis Armstrong and His All Stars*...CL 840. B 840

### BEST SELLING MASTERWORKS

1. *Goldberg Variations—Glenn Gould*...ML 5069
2. *Virgilii Double Concerto—Oistrakh, Stokowski, Philadelphia Orchestra*...ML 5087
3. *Purcell—Omandy, Philadelphia Orchestra*...ML 5088
4. *Shostakovich: Violin Concerto—David Oistrakh*...ML 5077
5. *Brahms: Double Concerto—Weiler, Stern and Romberg*...ML 5076
6. *Beethoven: Symphony No. 6...Smet, Philharmonic Symphony Orchestra of N. Y.*...ML 5057

### BEST SELLING FOLK RECORDS

1. *Answers—My Dream of the Old Rugged Cross...Carl Smith*...21507...4-21507
2. *Honky-Tonk Man—I'm Ready, If You're Willing...Johnny Horton*...21504...4-21504
3. *Make Him Behave—The Backyard Band...The Collins Kids*...21514...4-21514
4. *I've Changed—If You Do Dear...Carl Smith*...21493...4-21493
5. *Run Boy—You Never Will Be True...Ray Price*...21474...4-21474

### NEW POP RELEASES

1. *The Rats in Spain—With a Little Bit of Luck...Percy Faith*...4-40696
2. *Goodbye, Au Revoir, Adieu—Because I Love You...Johnny Ray*...40495...4-40495
3. *Don't Cry—Ticky Ticky Tick...Frannkie Laine*...40493...4-40493
4. *If I Forget You—Walk Past...Jerry Adams*...40690...4-40690

### NEW FOLK RELEASES

1. *Big Sandy—It Scares Me Half to Death*...21515...4-21515
2. *Take a Look at Yourself—Send for My Baby...George Morgan*...4-21517
3. *Tennessee Two Step—Guitar Rock and Roll...Joe Maphis*...4-21518

### SPECIAL RECORDINGS

- **FOR OPERATORS ONLY** EP RECORDS.

### See you at the

**MOA CONVENTION**

Morrison Hotel
Booth #16

*Check with your Columbia Distributor for the new "FOR OPERATORS ONLY" EP records.*
**Reviews of New Pop Records**

- **Continued from page 100**

BOB HARMAN

Kingfish Boogie .......................... 64
ELEPHANT 2987—A fine and firms... 55
CIRCULATION

TO MARGARET'S DEMISE BEFORE
THE GROUP DISAPPEARED (RCA
VICTOR, Little pepperl... 79

JEAN SWAN

DECCO 26747—A fine and firm... 83
KENTUCKY HOUSE BOUNCER 82
Another pianist's... 25

JOHNNY HODGES TRIO

Blackboard Jungle 30
JATUN 1505—A fine and firm... 39
REGIS 5056—An... 89

THE JOHNNY PATE TRIO

I'm Gonna... 70
Hills Academy 715—A fine and firm 79

* Despite evident evidence and
* compared records
* before the group disappeared
* (RCA Victor, Little pepperl, etc.)
* Their credentials.

**Reviews of New Jazz Records**

ANITA O'DAY

Boogie Woogie 79
VQR-787 1956—A fine and firm... 55

GAUDENTI

I'm Getting Myself Together 90
I'M GONNA 70
HILLS ACADEMY 715—A fine and firm... 79

THE JOHNNY PATE TRIO

I'm Gonna Get... 70
HILLS ACADEMY 715—A fine and firm... 79

**WANTED FOR CASH**

Masters, Tapes, All Types of
Records, Show Tunes, Classical, Light Classical, etc.

**BOX 54**

The Billboard, 1504 Broadway
New York 24, N. Y.

**BETHLEHEM RECORDS**

**NEW LOW PRICES**

BETHLEHEM RECORDS

You have become famous in American culture. The growth of jazz records... 55

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You have become famous in American culture. The growth of jazz records... 55

**WANTED FOR CASH**

Masters, Tapes, All Types of
Records, Show Tunes, Classical, Light Classical, etc.

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The Billboard, 1504 Broadway
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**BOX 54**

The Billboard, 1504 Broadway
New York 24, N. Y.
Goody Launches Record Club

Music Rights

No More Crying Towels

BILL PHIL TED DAVE "THE DIAMONDS" (MERCURY RECORDING ARTISTS) "CHURCH BELLS MAY RING" * BOOKING OFFICE General Artists Corp. PERSONAL MANAGER Ed Goodman 19 Hilltop Road Toronto, Ontario, Can. Phone: Orchard 0449

We thank you in our humble way for helping to make our records a hit.

MAY 12, 1956

THE BILLBOARD

MOA CONVENTION SECTION

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Goody Launches Record Club

continued from page 11

and dealers explained that they can take part in the Goody Club.

Two separate plans, carrying annual memberships of $12 and $25 respectively, provide for identical offers during the year's 52 weeks. Under the more expensive plan, the new member also receives a diamond-studded, needle, with a retail value of $25 to $31, depending on the unit to be fitted.

Payment of the service fee under each of the two Goody plans brings immediate free record and entitles the club member to purchase selections from the LF selections of the month at an average discount of 30 per cent. Titles priced at $2.47, while those listed at $4.98 each, will have discounts of 40 per cent. These records will be available at $3.80.

Considering the $12 annual service fee, a minimum of eight records, normally selling for $3.98 each, would have to be purchased in order for the buyer to come out even in terms of regular list prices.

Following this, he would start reaping the benefits of the savings and would, in effect, save more on records purchased.

A monthly bulletin containing 50 "best of the month" selections will be mailed to all club subscribers, who can have their pick of any, all, or none. There is no obligation to take any "minimum" number of records during the year.

Selections will be made by the Goody Record Club Board of Experts, headed by Ahner Levin, manager of the Goody store and head of Phonophones, a recorded tape firm.

A strong indication that hit or potential hit albums will be among the regular offerings was apparent in the May selection.

In the pop category, the list-up includes the "My Fair Lady" original cast album, Sinatra's "Songs for Swingin' Lovers" and the album from Sammy Davis' latest, "Mr. Wonderful."

Among the jazz selections are "Count Basie Swings," "Joe Williams Sings," "K and J J," and the "Pye Christmas Singer" and "Pye Concert" package. Classical material includes "Beethoven Violin Concerto," with Jascha Heifetz and the Philharmonia Orchestra and Minneapolis Symphony's wailing of Tchaikovsky's "1812 Overture" and "Capriccio Ibérico."

Goody will pay a flat commission of $1 for every new club member signed up by other dealers. Dealers will be sent brochures on the club in any reasonable amount for a $2, "good faith" fee, however, this fee will be mailed along with the $5 commission at the time the dealer signs his first member.

It was noted that one of the few labels of substance not to be represented among selections offered was Angel. Asked why, Goody said that Dario Senta, Angel's owner, has never allowed him (Goody) to serve his customers in the same manner that he serves them with all other labels. "On any label," said Goody, "I can't give my customers the service they are entitled to, I would rather not handle the line."

In addition to ad announcing the club in the New York Times and New York Herald Tribune, follow-up promotions has already been set for a number of national magazines, including Exquire, the Saturday Evening Post and the Saturday Review of Literature. Goody's regular mail order customer lists will also be solicited via direct mail efforts.

Traders can be expected to watch with great interest for dealer reactions to the Goody Club plan.

In some circles, it was felt that retailers would be hesitant to offer anything approaching full support. It is reasoned that the full will bring a $5 dealer commission, when buyers once get ac-

Music Rights

continued from page 11

lation of approximately ten-and-one-half million would also be the used. The acquisition of four TV and five radio stations by Crowell Collier last is was looked upon as an important adjunct of the company's upcoming record operation. Collier President Paul Smith also disclosed that a new consumer publication, similar in nature to the Time-U. S. format, is on the drawing board.

The possibility also existed. Smith disclosed, that the acquisition of recording rights to in primary fast magazine rights would be considered in all future literary properties. An artists LF series of important literary and dramatic works is reported to be considered.

No More Crying Towels

continued from page 11

The well-schooled educational tacticians have noted, however, that many pop publishers, lacking experience in the field, are starting to flood the market with unsuit-

able material. It is pointed out that each choral or instrumental category has its own specialists, with official acceptance among the educators who attend the various music conventions, clinics and camps. Most of the old line firms have their representatives attend these events. An outfit like Sam Fox, for example, has six such repre-

sentatives.

One of the biggest pop firms told The Billboard that it's still prefer a couple of pop tune hits a year, but since these are not always forthcoming: "Thank God for the educational business."
How Ops, DJ's Can Co-Operate

Continued from page 61

talent contests among teen-
egers.

Radio Help
Small's first task was to set up a meeting with radio personnel who might be interested in the teen-age campaign. Accordingly, he arranged a luncheon with Austin's new analyst, CCLW, and Larry Gristle, disk jockey, WBJK. The idea was kicked around, and as a result of this informal get-together the event got rolling.

Leading disk jockeys were asked if they would sponsor teen-age events at regular intervals—over a fence, from five radio stations, stated they would.

With radio cooperation assured, UMO took its plan to the police commissioner for endorsement. The commissioner liked the plan so well that he suggested that he make a formal news release to all the papers in the area announcing the planned program.

At the next association meeting, operators, radio personnel, the press, city officials, and leaders of local business organizations were in hand. The entire plan was outlined, with each group represented given a special assignment. It was here that the first teen-age fete was scheduled.

Paper Co-Operate
Stories of the teen-age party were featured in all the papers, radio commentators and disk jockeys chatted about the event on their programs. Representatives of the City Park and Recreation Department offered a gymnasium as a site for the event.

Record companies were contacted by UMO in an effort to entice their co-operation. Such artists as Rusty Draper, the Checkers, Bunny Hall, Ray Hamilton, Tony Martin, Pat Boone, Frankie Carro, Jaye P. Morgan and Bill Dannel, all fanned out to make the event a success.

The teen-age parties were originally scheduled to be weekly events, but were later re-scheduled for every other week.

During all the preparation meetings, operators and disk jockeys became well acquainted. Before long, UMO changed its bylaws so that disk jockeys could be made honorary members.

To control the attendance at the teen-age shows, a limited number of tickets were distributed for each event. The tickets were distributed by three groups—UMO, the city Youth Bureau and the Parks and Recreation Department. The first show pulled approximately 2,000 teen-agers, subsequent shows drew about 1,500.

Op Contribute
The task of installing speakers in the gymnasium fell to UMO operators. Before every event, different operators would wave speakers and install one or two joke boxes.

The same program was also developed in surrounding suburban communities. It drew such widespread publicity that even Toledo operators and disk jockeys went for the program. Fred Mitchell, WOIO, Toledo, asked UMO to assist him organize a similar teen-age program there.

At each of the teen-age shows in Detroit, announcing talent contests were held. The winners, local teen-agers, were given the opportunity of appearing on local disk jockey shows. Bob Maxwell, who headed the Bob Maxwell Show, WWJ-TV, which is currently off the air, had winners of the teen-age talent contest on his show every week.

All in all, about 30 disk jockeys in the Detroit area participated in the UMO campaign. The the events do not now get the newspaper publicity that greeted the program when first introduced, it has solidly supported the station and civic officials. Censored during the winter months, the program will begin again this summer.

Op Assn.
Continued from page 61

Company, presented a box to a veterans' organization for their youth group.

Maintenance of the machines so donated is also underwritten by the UMO, providing a continuing public relations contact. This has been financed from part of a special assessment of $3 per machine paid by UMO members. In addition, the organization has recently gone into operating itself to provide a fund for such maintenance.

Detroit music operators appear confident that public relations work is definitely building up the prestige and recognition accorded their business, and that it is best accomplished thru organized effort.

P-R Legislation
Continued from page 61

Reid, Atlas and Associated Amuse-
ments have won considerable con-
vocation for their donations to Catho-
ic, Protestant and Jewish or-
ganizations. Operators also are grow-
ing constant favorable opinion by supplying equipment to youth and other groups.

Adolph Dunas, who operates a reoter out of Welastor, recently was cited by the Catholic Youth Organiza-
tion for giving more than 100 show in 1953. Anthony, Crazio, of Globe Vending Machine Company, Ostrlcy, has been a strong supporter of boy's groups in the Quincy area with records, equipment and personal help in re-
building sound systems.
Nickel Play, High Costs Collide

Steady growth market has kept pace with advancing costs here. In the midst of a tremendous period of growth, the area for the past 10 years has produced locations for juke boxes almost as fast as new locations in the district could finance and place new machines.

Explanes Reasons

Reasons for dime play were neatly summed up by one operator who was quoted as saying: "I can remember a time when all of these machines could be sold for five machines operating. Now your lucky if you can equal the 3 per cent sales tax. I have in the neighborhood of 100 machines. At $3,50 net license fees per machine a year, I have to shell out $3,500 before I can even start operating."

"If we are ever going to work into dime play, now in the time," said operator Nathan Allen, owner of Ten Ball Novelty Company, adding, "I think the new 200-selection machines give us a perfect entry into dime play. All locations want the new machines, and most seem willing to go to dime play provided they get them."

A spot check of location owners revealed that most would welcome the advent of dime play if their competitors were to switch too.

Allen pointed out that the capacity on the part of the location owners could work to the advantage of operators. "Some of us can afford to replace all of our equipment over night," Allen said, "if operators would change equipment or a new machine at a time, the new equipment could be gradually introduced.

Allen has some of his equipment in dime play. He admits that the total number of players has declined slightly, but adds hurriedly that collections are up in every instance. Allen, who has been in the business since 1929, said he believed a positive attitude was needed in selling locations on dime play.

Operators should explain to location owners how the location owner's profit will increase, not how rising costs are forcing the operator out of business, he suggested.

However, the general timbre of feeling is that dime play will eventually come back to Birmingham. The only questions are how and when.

Westm'er Producers

Artists' series will offer poetry story and play readings by such as Alfred Lunt and Lynn Fontanne, Anthony Quayle, etc. The "Golden Treasury of Verse" series will include readings in German, French, Spanish and Italian chosen by university professors and read by leading actors in each tongue. There will include Jean Villier, Jean-Louis Barrault and Madeleine Renaud, Pastrane Cogan and Henry Shtillies.

A "Playwright's Series" will start with Arthur Miller in excerpts from "Death of a Salesman" and "The Crucible," and will continue with dinks by John van Druten, Lillian Hellman and Paul Green. There also will be a "Distinguished Teachers" catalog, in which top professors will discuss important phases of their work. Subjects will include biology, zoology, economics and literature.

The dinks will all be 15-inch LP's and will retail at $4.98.

Utah Dime Play

Continued from page 63

co-operation for the slow dime move in Utah.

A distributor in Salt Lake City estimates that only 30 per cent of all the machines in the area are set for dime. "There has been a lot of talk about dime play, but only recently have Salt Lake operators really tried to get together."

Switch Back To $?

Another distributor noted the attempt to switch to the 10-cent price, but added, "Some operators started out with new machines with a dime and had to switch back to a nickel."

One of the large operators here said: "I can't see any future in the music business unless there is a switch to dime play."

He said operators were trying to switch to dime play but are afraid they will lose listeners.

He said that costs have gone up so much that dime play is necessary if "we are going to stay in business."

 Operators in Northern Utah are meeting regularly now to hash out the problem in a co-operative manner.

Memphis Dime Play

Continued from page 63

operators used EPs extensively, some filling their machines with as much as 40 per cent of the longer playing disk. Nearly all operators agree that the dime is served as a cushion during the conversion period.

As dime play became entrenched operations began using less and less LPs. A few still use them extensively, tho the majority have at the percentage down to around 5 to 10 per cent.

Bay State Gains

Continued from page 63

of dime players problems all come up at association meetings and are discussed.

With regard to dime play, we intend to keep plugging away. Currently, we are stressing proper programming to operators as a means of increasing collections. The association also urges members to keep their equipment as up-to-date as possible for better collection results.

A large, hard fight is ahead of us all if we are to continue to operate and receive a fair return on our investments. As stated before, our 10-cent machines are up in collections despite the fact that they are surrounded by nickel machines. We would like to close by citing one true incident:

Recently one of our better customers, who would not go on dime play because the juke box is for our customers' convenience only, the money is secondary to us," decided to buy their own machine. They did, and immediately put it to dime play. Asked why, they replied: "The machine is very expensive and records cost a lot of money. We'll never get our money back operating it at a nickel."

MUSIC BOX OPERATORS EVERYWHERE

Sell us used 45 rpm. Records. We buy regularly 12 months a year. Call us for details. We promise a SOLID offer. This is our 16th year in business.

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They're First Release on Verne Records

Don't Dick 'n Jimmy

Sing

"You've Gotta Have Eyes"

B/W

"I Never Knew"

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Orchestra Arranged and Conducted by Buddy Bregman

The Most Exciting New Label in the Record Industry

VERNE Records

451 North Canon Drive

BEVERLY HILLS, CALIF.
**MOA Biographies**

*Continued from page 89*

**William Blatt**
Director

Willy Blatt entered the coin machine business in 1928. He started a service and operating Arcade equipment and personnel line. His route consists of about 500 photog raphs, in the form of vending machines and novelty-type machines. His firm, So- dain Distributors, Inc., Miami, supports eight employees. In addition to his MOA post, Blatt is a member of the board of directors of the Automatic Music Operators' Association of the Southwestern States. He was instrumental in AMOA's adoption of a public relations program which calls for regular juke box donations to charitable organizations. In addition, the firm of the phonograph business is good, too, as he feels that the industry needs time to play it's way out.

**Max Hurvich**
Director

Max Hurvich, assisted by his brother, Harry, who is his business partner, started in the coin machine business in 1931 with a couple of peanut machines. Today he heads one of the largest phonograph and vending enterprises in the country. He was one of the founders of the National Phonograph Association in 1941 and has been active in the industry for the past two years. Max hailed from Boston but is a staunch Southerner from Birmingham, Ala. He is married and has three children.

**Norman Gefke**
Director

Norm Gefke first became aware of the coin machine business when he was an orchestra leader. It just naturally followed that Gefke would come to music a music operator. He entered the business in 1940 with a handful of photographs. At that time he was not only added photographs, but vending machines, amusement games and pin ball as well. Gefke has been a member of MOA since 1935 and a director of the board since 1934. He played a key role in forming the South Dakota Phonograph Operators' Association in 1943, and currently is vice-president. Oddly enough, his hobby is collecting records, and was made a dad last St. Pat's Day.

**Larry Marvin**
Director

Larry Marvin entered the music machine business in 1941. He's a native of California and another out of Sacramento. Once in the business, Larry decided to form a local association affiliation was agreed upon and the Sacramento royalty of the California Music Merchants' Association in 1942. A year later he was elected president. Marvin has served as president ever since. He joined MOA in 1946 and was named a director two years later. His California operation consists of two full-time employees and a part-timer. Larry is married and has two children.

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**State Licenses**

- Continued from page 85

- Due on the gross receipts taken from the machines.

  - Oregon: There is an annual license fee of $10 per machine and an additional $1 for each additional machine, up to a maximum of 100.

  - Rhode Island: There is no State tax, license or regulation on juke boxes.

  - South Carolina: There is no State tax, license or regulation on juke boxes.

  - South Dakota: There is no State tax, license or regulation on juke boxes. Receipts are subject to sales tax, however.

  - Tennessee: For each machine that requires a minimum deposit of 5 cents the annual license fee is $1. For each machine that requires a minimum deposit of 10 cents, the annual license fee is $10. These license fees are payable in the county where the machine is in operation. The license receipt shall be attached to the machine, and the entire contents of the license shall be visible to the public so as to be readily visible at all times.

  - Texas: The State levies an annual license fee of $5 on each juke box. No other regulation on juke boxes except that a tax receipt must be displayed on the machine.

  - Utah: There is no State tax, license or regulation on juke boxes.

  - Vermont: There is no annual license fee or $25 for each machine in operation, which fee extends from January 1 to December 31 of each year. A receipt for each license must appear on each machine. When juke boxes are licensed to be operated at carnivals or fairs, the fee is $50 per week for each concession.

  - Virginia: The State license tax of $5 per year on each juke box. A license receipt sticker must be displayed on each machine.

  - Washington: Each machine must be registered with the State Tax Commission. This is accomplished by filing a completed application form 2041 and the payment of $1 to cover the fee. It is also necessary to apply for and obtain a certificate of registration to be attached to each machine operation. There is no change in these certificates of registration.

  - West Virginia: A license fee of $15.50 per year is required for each box.

  - Wisconsin: There is no State tax, license or regulation on juke boxes.

  - Wyoming: There is no State tax, license or regulation on juke boxes.

**City License**

- Continued from page 85

- A strict censureship on records played, with a long list of titles not allowed. This includes "bee-boo" style of music.

- New Orleans—The annual city permit for juke boxes is $10.50 per machine. There is also a $2.50 Charity Hospital permit.

- New York City—There is a $1 per machine occupancy tax.

- Newark, N.J.—There is no city tax or regulation.

- Oklahoma City—There is an annual license fee of $5 per machine. The machine must be purchased by May 1, and tags indicating the purchase of license must be on machines by May 15.

- Philadelphia—There is an annual license fee of $2.50 per machine.

- Providence—There is no city tax, license or regulation on juke boxes.

- Richmond, Va.—There is an annual license fee of $10 per machine.

- Salt Lake City—There is an annual license fee of $15 per machine. This license must be affixed in each machine.

- Seattle—Each operator must have a mechanical or mechanical, radio, motion picture or phonograph machine manufacturer or agent. The fee is $100 per year per operator. There is also an annual license fee for each juke box of $10.

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**Charter Music Assn. in N. C.**

Asheville, N.C.—Western North Carolina Music Operators Association, Inc., with its principal office here, has obtained a charter from Secretary of State That Rare. It is a non-stock corporation. Organizers are C. L. and C. W. Blevins, both of Franklin, and Gladys Underwood, Asheville, were listed as the incorporators.

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**Duplicated in Quantity**

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**Music**

- 6-8 Music strictly for Dancing
- By Art and Dotty Todd
- New 12" LP's

---

**Dance Band**

- By Pete Lofthouse and his Danceable Music.
- Yes, you'll want to dance . . . and listen.
- Vocals by David Street.

---

**D-7 Light Music**

- By Ronnie Kemper with songs we never forget—yes in your own living room.

---

**D-8 Prelude to Passion**

- By the Blustone Orchestra.
- Moods created by masterful strings where 38 musicians combine to give many hours of colorful, danceable, rich music.

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**ALL ON THE FASTEST GROWING LABEL IN THE COUNTRY**

- Diamond Records
- 6446 Santa Monica Blvd., Hollywood 38, Calif.

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**GIVE TO DAMON RUNYON CANCER FUND**

- Your generous donation is vital to research. Every dollar you give brings us closer to a cure. Thank you!
Wide Choices
Continued from page 67

their silver celebration, they're making big plans for a gala occasion.

In Garden District
The firm, headed by John (Tae) Ellis, is in the city's swank Garden District section. Ellis picked up the nickname "Tae" as a kid, and the same remained with him ever since.

"The funniest part of it," says Ellis, "is that my mother, who first took that name on me, or how it came about, but it struck with me, and Ellis became the trade name for our firm.

The firm is built on a foundation of service, dependability and quality. A host of service trucks work around the clock to insure prompt and efficient service whenever a location calls.

The TAC firm operates 400 juke boxes, a staff of 28 trained technicians. They wear see-through uniforms—a familiar sight everywhere when the record men gather to sort their records.

Lining Up Selections

Thursday morning the routine men visit every record shop. They buy new discs, and later that evening, about 6, they sort to 3,000 records and line up the selections for their routes.

The store is a music store. In the middle—a room containing a large workable table, with plenty of space for the men to lay out the new records, with a 30-lb. box, containing 3,000 records each, blank the tables on four sides.

The TAC plant is a spacious one, containing a display room, several offices, a print and cabinet room, a record shop, and the library, or record room.

The company has proved it believes in a good public relations program. Their personnel is uniformly described as a wine artist in the person of Joe E., the shopkeeper at the stylishly named "Juke Box Week in N. O." and who is eternally assuming a role and nourishing the city's recreation spots with great gusto. (See story elsewhere in this issue).

This, in addition to a softball team (kids) which TAC sponsors, and the "TAC boys" in the National Box Derby, show conclusively that the record shop's "public relations" foremost in thought.

3 REGIONAL OFFICES UNDER 1 OWNERSHIP
Providing EXCLUSIVE NATIONAL COVERAGE TO THE northern Illinois, southwestern Michigan, and northwestern Indiana areas. Write or phone for appointment. Personal coverage. Weekly reports, syndicated on television.

* * *

Hit Records
Continued from page 67

three months. Some hits cling to popularity for a long time. Rock, roll and country and western music has been longer than pop in most cases.

Cassette Amusement Company (TAC) holds a log on each supplier's phonograph needle. An electric recording device notes how many times it has played a record. When it goes up 10,000 plays it is re-stored. This enables the best possible sound reproduction.

There is a year a crew of three men sell records. The record is played over the usual machines, a clean machine not only has an eye appeal and brings more plays—but it functions better mechanically, says Cassette.

Where MEMPHIS Light's operators changed over to disc play a year ago, Cassette, had half of his units on 45 r.p.m. and half on 78. He bought 45's and replaced the 78's. The present 45's were geared to take twines, two nickels, or quarters.

A helpful caution to Cassette and other operators during the conversion period was the use of EP's. He had 15 to 20 per cent on each machine are played in cooking, but is now using only a few. Each disc is a 45-78.

The public likes singles just as well or better, he believes. Too, EP's cost more and slow down play on the machines.

All Cassette operators have a separate stock of phonograph records. In each store, in the middle—a room containing a large workable table, with plenty of space for the men to lay out the new records, with a 30-lb. box, containing 3,000 records each, blank the tables on four sides.

Another good feature, Cassette believes, is high fidelity. He has in most of his machines to give the customer the ultimate in music. He能不能 say the best record shop in the country.

Cassette started in the music business after meeting George Simmons, president of Simmons-Pennington Company, in 1949. Simmons is the Seeburg distributor here. Cassette was then a junior in law school.

He took on several photographs and put them on location. By the time he was a senior in law school he had 40 units. He realized little profit during the first three years, and the money, but was building equity.

He graduated and became a lawyer in 1951, but he never practiced. He built the machines and the business, and in 1951, he took over as manager. He has been a good man, liked the music business, and in 1951, he took over as manager.

Digs Disks
Continued from page 67

such as those carried by The Billboard.

"I start by listening to the commercial copies of records sent in by the various labels. Then I place them in a spot that caters to the public of people I feel the record should appeal to, such as juvenile, western, ballad, etc.

Checks Disks Three Ways
"By weekly checks of the meters, close scrutiny of charts such as the Billboard carries and some personal observation, I can form a judgment whether I should put a record in the particular list and machines," he says.

Alfie Bob Holt classes himself as a "middle of the road" operator for his area. He says in programming and business operation is reflected in the fact that he has progressed from a virtual conceit operation to one of his staff of four, with whom, he is busy full time.

Bob believes in keeping up to date not only on records, but on equipment as well. "That is the different side, what with prices the way they are today," he said. However, he now handles one of the most successful machines (Seeburg), eliminating the large inventory of parts he carried when his route consisted of several makes.

He estimates that with his programming system, he often comes up with a hit record and a good money-maker from four to six weeks before they are termed "hits" by listeners. "That way I have a balanced programming system, whereby I take into account the record popularity charts and my own judgment and meter readings—and that is what counts—those meter readings," he said.

He noted their reports on records are not always true of any given area. It is up to the operator to discover and cater to the tastes in his area, Bob feels.

"After we get a program set up for a trend, we immediately start looking forward to the next trend and for records to match. On our best spots we change records once a week, even on all others we change at least every two weeks," Bob told.

He said he pulls the four low meter readings each week at good locations, replacing with four that think will have top ratings soon. Not missing any spot for longer than two weeks, he said, the operator keeps equipment clean. Also regular checks after help the work service called before the machine breaks down and lets the customers down.

When his servicemen run into trouble, they have orders to do a complete check, rather than to "set-em-up" the machine.

"I have found that by locating the trouble—no matter how small—and connecting it on the spot, a recall to service the machine again is prevented. With each service call coming out about $1, every one that can be prevented by a thorough check during regular record changes saves us that much money in operations," Bob concluded.

Disks are grouped in categorical groups on the machine (if ordered), and people can easily find the kind of music they like. This he feels important in building a business and appealing to consistent customers—before being on编出于 categories, he believes, because people will stay within one field of music selection.

The listing is compiled for the individual location on-the-spot, not rigidly planned in advance. One record of results may be that some of his numbers stay on the same machine and by counting on this to do business for over a solid year.
MOA CONVENTION SECTION
THE BILLBOARD
MAY 12, 1956

Teamwork Keynote Of Wis. Jake Firm

*Continued from page 58*

Service, but has seen the importance of sales, and new ones are printed if the same record is ever re-used.

Systematic records are kept of each location. A system of checks at a glance the history of each machine from the moment it is unpacked from the crate. Each file card notes the type of machine, its manufacturer, model number, serial number, quantity of records it holds, color of machine, from whom purchased, price, accessory equipment such as volume control knobs, serial numbers of locks for front and back doors and the coin box. Also listed is a description of the type of light fixtures on the machine, the type of needle curl, and whether the machine is set for nickel or dime play.

Handy Record Catalog

In addition, a continual running list is kept of each record used on the machine. If the record has been put on as the result of a location request, it is followed by the letter ‘R’. The disk listing includes a remark concerning the location’s preferences in music to guide the routemen in programming.

A good Pierce location receives an average of five new records a week, if it uses 78’s; or eight replacements if it is a 45 rpm machine.

Like every other route operator in the industry, Pierce is faced with the problem of accumulations of old records. With approximately 500 juke boxes spotted, heavy quantities of used records are apt to create a space problem unless they are somehow disposed of. Used record jobbers take most of them off their hands—30,000 of them recently were sold to a Chicago firm. A systematic procedure of filling out a few of each number that Marie Pierce feels may possibly be used again at some later date, is followed. Currently, the shelves lining the first floor of the plant hold about 83,000 assorted records.

For Dish Play Factor

The Piercees are convinced that dish play is the key to successful music operation in these days of high equipment and labor costs.

"GREETINGS, MOA CONVENTIONERS!"

From
THE SOUTH DAKOTA PHONOGRAPH OPERATORS ASSOCIATION

Many of us will be seeing you at the convention.

GORDON STOUT, Pres.; NORMAN GEPKE, Vice-Pres.; HARROLD SCOTT, Secy.

BOUND TO MAKE A BIG SPLASH!

MAD'N VIN' PRAIRIE

B/W

MR. BLUES

BOB HAYES
Gen'l Mgr.

MSM 12240 • K12240

Seabreeze Music Inc.

MGM

112 E. 5th St., Chester, Pa.

---

PIERCE'S POINTS

*Continued from page 13*

1. Keep accurate and complete record books.

2. Demand top level routine servicing and maintenance performances from employees, who must first of all be selectively hired.

3. Make certain that equipment on location is at all times in working condition.

4. The salesmen have been instructed to see that all location requests are followed up on by the person making the request, to assure satisfaction to the customer. Among improvements that have been made recently is the installation of a juke box in the home of the village president in the city of Lawrence. The Piercees say that the juke box is the recipient of a great deal of praise, and that the people of the city are quite pleased with the service.

5. Pierce's present system of filling out the demands for new records is also being used by many other route operators in the area. It is a simple system, which can be used by any route operator, and it is a system which is easy to follow. The system is used by the Piercees to fill out the demands for new records, and it is a system which is easy to follow. The system is used by the Piercees to fill out the demands for new records, and it is a system which is easy to follow.

6. Pierce's present system of filling out the demands for new records is also being used by many other route operators in the area. It is a simple system, which can be used by any route operator, and it is a system which is easy to follow. The system is used by the Piercees to fill out the demands for new records, and it is a system which is easy to follow.

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**This Week's Best Buys**

**MAY 12, 1956**

UNCLE PEN (Macon, GA)—Forty Wagoner—RCA Victor 6404—Those who are led to believe that rock and roll has swamped the country field should observe how well commercially an outstanding piece of traditional material like "Uncle Pen" is currently doing. Not only in Southern areas like Atlanta, Richmond, Nashville and the Carolinas, but in Chicago, Buffalo, Cleveland and other Northern territories, Wagoner is making a very fine showing. Flp is "I've Hope I've Tried" (Baton, BML). A previous Billboard "Spotlight" pick.

HOPTONG THAT YOU'RE HOPEFUL (Cedarwood, MD)—The Leovia Brothers—Capitol 3413—Also in the traditional country vein, the Leovia Brothers are enjoying success with the latest entry. Important dealers and one-stops on both sides of the Mason-Dixon line reported a fast take-off in the direction of the charts. Flp is "Childhood Love" (Aufti-Rose, BML).

**FOLK TALENT & TUNES**

**By BILL SACHS**

**Around the Horn**

Jim Beck, of the Jim Beck Studio, Dallas, died there suddenly Thursday (3), according to word received at press time from Charles Wright, Dallas talent broker. For further details see story in next section.

"Consolation Prize," new tune just-released by Ford Styrer's Fairway Matie, has been cut by Eddy Abchiga for Capitol, Terry Tell for Victer and Joey Gillis for Mercury, ... Bob J. Nikkays, promoter, performer and manager of country talent, had a narrow escape from death recently when his recently purchased plane crashed and burned in North Dakota. He escaped with minor bruises but is already back in harness.

The Williams Brothers and Justin Tubb began a swing thru Mississippi, Louisiana and Georgia, under the direction of Gabie Tucker, at Laurel, Miss., May 21. Remainder of the route steps up as follows: Legtown, Miss., 22; Bogalusa, La., 23; Memphis, Miss., 24; Meridian, Miss., 25; Gainsville, Ga., 26; Mayville and Jeffersonville, Ga., 27; Tiptonville, 28, and Monroe, La., June 1.

Jack Turner, until recently on the Victor label, has joined a recording pact with Hickory Records and is necking with "excellently ever the first release, "Everybody's Rockin' But Me," done out this week. Turner is still a feature on WSPA TV, Montgomery, Ala., with "Alabama Jubilee" from nighty nights and the "Jack Turner Show" on Tuesday and Thursday at 5.... Jimmy Newberry's recent release on the Dot label, "Come Back To Me," b-e "I Wanna Tell All The World," has the rocks this week. Jimmy pocketed both ditties. Newman and his personal ma, singer, Dick Novell, will make the Jannie Rodgers Day celebration in Meridian, Miss., May 23-26.

Merle Travis (Capitol) was a recent guest on Hank Thompson's TV show, which originates from Oklahoma City each Saturday night. The show is carried on four Oklahoma TV stations. W. Jackson (Decen) and Floyd Tillman were also recent guests on the TV show. Theguys double at the Trianna Ballroom, Oklahoma City, on the same night, ... Russell Simms flew into Dallas from Hollywood May 1 to sing and record Jackie Cochran, rock 'n' roll, on the Decca label. Deal was handled by Charles Wright, Dallas.

Diana Flanagan, 14-year-old country singer of KVIN, Fort Smith, Ark., appeared as guest on "Ozark Jubilee," May 8. In addition to her radio work at KVIN, Lira is a feature on "Brother Bob's Auction Ranch Party," hourly TV show heard on KTVA, Tulsa, Okla., every Sunday night. Others on the latter show are the Foggy River Boys, Jimmy Helm, the Osborne Twins and Virginia Byrd. Miss Flanagan is carded to appear on the main show at the Jannie Rodgers Day celebration in Meridian, Miss., May 26.

Following a report from WSM officials in Nashville last week that the NBC network portion of "Grand Ole Opry" would be broadcast from the Jannie Rodgers Day celebration in Meridian., Miss., May 26, comes the news that Ernest Tubbs' "Midnight Jum- bers" will originate from Meridian on the same date. Both WSM broadcasts will be co-ordinated with the Saturday night stage show.

Sylvester Cross, of American Music, Inc., Hollywood, reports that the firm's newly released "Merle Travis III" Potential for Field No. 1 moved into its second edition within two weeks after the first 3,000 copies were put on the market. The 8-page book contains 20 of Travis' most popular songs, in addition to some 30 photos, caricatures and stories. Boy Anoff heads up the Prince Albert portion of "Grand Ole Opry" over the NBC radio network from Nash- ville Sunday (12), when Johnny and Jack and Kitty Wells will be the special guests. ... Mae Cartis' new release for King Records, "Tell Me So You Call Me" is "I Had a Woman," hit the music rocks last week, some two weeks ahead of the original release date. Both sides were written jointly by Joe Price and Jim Shill.

Red Foley and his "Ozark Jubilee" gang, including Mervin Balwater, Buddy Laed, "Cabby West, Uncle Cyp Bras- field, Leonnie and Gus Goo, the Foggy River Boys and Bill Wimberly and His Country Rhymers Boys, returned to Springfield, Mo., April 28 after one of the most successful tours ever experienced by an "Ozark Jubilee" unit. The troupe is reported to have chalked up an average business in Cedar Rapids, Iowa, Austin, Minn., Milwaukee and Springfield, Ill.

Despite inclement weather, Jimmie Skinner's show and show, celebrating the fourth anniversary of his Cincinnati Music Center alias, Verona Lake Ranch, near Wal- ton, Ky., Sunday (20), attracted more than 3,000 country and western music addicts. Verona Lake Ranch is operated by Thos. Moore and Sonnway Warren. Among the artists on the show for the week, already or about to be Jimmie Osborne (King), Betty Foley (Decen) the Davis Sis- ters (RCA), Jannile Williams (M-G-M), Eico Hulbros (Mercury) and Claude Sweet of Rongo Valley, the Country Parthners (RCA); Marty Roberts and Nelson King of WCKY, Cincinnati, Ray Scott of WNOF, Newport, Ky.; Estill Low.

**'DON'T SHOW ON ME'**

Pep #105

Dealers & Operators


**WRITE, WIRE OR PHONE**

PEP RECORDS

9652 Winchell St.

Riverside, Calif.

Phone: OXford 23224

Published by

PAMPER MUSIC
Thanks, Ops, for all your efforts.

Ferlin Hussy
My latest Capitol release
"ALADDIN'S LAMP"
and
"THAT BIG OL' MOON"
Capitol #3428

FOlk TALENT AND TUNES
• Continued from page 109

Mary Lou Williams, 42; Blackwell, Okla.; 17; Oklahoma City, 18-19; Seminole, Okla.; 18-19; Tulsa; Oklahoma City, 20; Topeka, Kan.; 20; Oswego, Neb.; 20; Lincoln, Neb.; 20; and Salina, Kan. 

Ernest Tubb shows his wares at Waco, Tex., May 12, and follows with Penfields, Fla., 15, and at St. Louis, 20.

Jimmy Key, formerly with WOOF, Dothan, Ala., is now holding forth with a disc over WMAK, Nashville, Tenn., 14.

Starting the week with a rock and roll feeling, but this time with the impact of both old and new (Capitol, ASCAP).

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Starting the week with a rock and roll feeling, but this time with the impact of both old and new (Capitol, ASCAP).
TO MY FRIENDS, THE JUKE BOX OPERATORS—
I am sincerely grateful to you for being so wonderful to me.

HAVE YOU HEARD MY LATEST DECCA RELEASE?

**HOOT OWL and HANDFUL OF RICE**

*Decca 29892 9-29894*

---

**RED FOLEY**

Featured
Saturday Nights
over
ABC-TV
in the
"OZARK JUBILEE"
from the
Crossroads of
Country Music,
Springfield, Mo.
Congratulations, MOA......

It's New......
It's Different!

FOLK TALENT AND TUNES

* Continued from page 110

Promoters William H. King, Paul Baker and Frank Affleck have an ambitious country and western extravaganza set for two performances at Chicago International Amphitheater next Sunday (13). Talent brigades will comprise the Pee Wee King unit, with Red Stewart, Neal Burns and Little Elmer Long; Red Foley, the Fifer River Boys, Bobbie Loo, Minnie Pearl, Golli Hill, Audrey Williams, Red Blanchard, Dorothy Ann Ferguson, Boyd Bennett and His Rackets and Hon Terry and His Polka Band.

Jim Reeves returned to Nashville May 1 and the following day a day for the U.S. Navy. Last Saturday (6) Jim embarked on a Midwest tour at Oklahoma City, following with Kansas City, Minn., Sunday (6), Tupelo, Okla., Monday (7), Omaha, Tuesday (8); Lincoln, Neb.; 6, Safina, Kan.; 10, and Wichita, Kan., 11, after which he heads back for Nashville and the “ Opry.” Reeves’ personal manager, Fred Slesher, joined him in Kansas City Sunday and then flew to Chicago for the MCA convention.

Hank Thompson, who for the last three years has been working radio, TV and personal for Paul F. Boyer, has just entered into a new three-year pact with the spun firm. Hank’s personal manager, Jim Halsey, also has Thompson and His Brazos Valley Boys set on a long string of radio dates, including the 1958 Days Celebration and Rodeo, Guthrie, Okla.; Colorado A. & M. Rodeo, Fort Collins, Colo., and the Wyoming A. & M. Rodeo, Laramie, Wyo, Hank and band are also booked as a feature for the Edmonton (Alta.) Exhibition and are tentatively set for the Frontier Days Celebration, Cheyenne, Wyo., and the Texas State Fair, Dallas, both of which they have played the last three years.

The June issue of TV Star Parade magazine features a front-page story on “Grand Ole Opry,” illustrated by 10 shots of “Opry” stars in action. . . Glenn Trent, the Missouri Mountain Boy, is back in Southern California after a tour of the northern part of the State, accompanied by his guitarist, Gary Lambeth. . . Betty Lee and Walter Biddle, currently displaying this wares over WPG, Fern Walaah, Ind., are planning to set drums in Dallas, Tex., for radio and club work.

With the Jockeys

Cousin Mack Flower, KTTC.

New Kentington, Pa., for the past three months has been running as a part of “RED Jamboree” a 15-minute segment called “Country Star Time,” in which he features a quarter-hour of songs by a different top glee, artist each day. He injects information concerning the artist appearing each day, giving most of the info from The Billboard. Response, thus far, has been good, he says. “Record service has been good from small labels,” writes Mack, “but I could use more co-operation from the major, especially on gospel and sacred songs.

Bob McKinnon, KTKT, Tucumcari, N.M., reports that station will go out 10,000 watts soon and that he'd appreciate artists and deejays sending him tapes or disks comments.

(Continued on page 114)
JUKE BOX OPS, sure happy about the way you liked my "Run Boy."
I hope you'll find my latest is equally good.

"CRAZY ARMS"
PAMPER MUSIC

"YOU DONE ME WRONG"
CEDARWOOD PUBLISHING CO.
COLUMBIA 41510

Ray PRICE

EXCLUSIVE MANAGEMENT:
AL FLORES
1526 BATTLEFIELD DRIVE
NASHVILLE, TENNESSEE
Cypress 7-0728 — Alpine 4-5656
Wichita, Kansas, April 10, 1956

**FOLK TALENT AND TUNES**

*Continued from page 113*

William R. McDaniel, director of public relations for WSM, Nashville, letters: "We have been receiving many complimentary expressions from listeners who have appeared on our show, "Mighty Miss Nashville," which is heard over WSM. The program, which features traditional country music on Saturday mornings, has been well received by listeners. We are also receiving requests for an appearance on 'Mr. DeeJay,' and the show will be broadcast on April 15.

Peter Hunter started a daily "Music Closet" show on KBOZ, Hammond, Ind. The show features a variety of music from the 1950s and early 1960s.

**Best Wishes... FOR A SUCCESSFUL CONVENTION**

M. O. A.

Wichita Falls, Texas

Just Released on Decca

Sugar Baby

For Bookings... SAM GIBBS

1031 Covington

Wichita Falls, Texas

Ask for these at your record store... Play them on your Juke Box...

W.D.J. copies available.

**Miller Bros. 4 STAR Recording Artists**

America's Fastest Rising Most Exciting Western Swing Band

Voted #5 Band of the Nation

Exclusive Management

S. A. GIBBS

1031 Covington

Wichita Falls, Texas

Now booking dates in Pacific for August.

**C & W Territorial Best Sellers**

For survey week ending May 2

Reports received from top country and western disc jockeys in each of the major radio markets.

**Most Played Records**

For survey week ending May 2

Sellers are ranked in order of the greatest number of plays on disc jockey radio stations. The listings are based on the results of a weekly survey of top disc jockeys in all key markets.

**C & W Territorial Best Sellers**

**Most Played Records**

**Going GREAT!**

**BLUE RIDGE WALTZ**

/Lyric by BILL and MARY REID

and the DELROY MOUNTAINERS

on Columbia #21497

**Thank you, Radio Operators, for programming our record. We appreciate it.**

Shaggy Mason, WICK, Parsons, Pa., said, "The new record segment of our early-morning country show (Continued on page 124)"
They practically meet themselves coming back!

WSM’s Grand Ole Opry stars again broke all previous roadshow records in 1955. Opry talent groups logged almost 4,000,000 miles (and an individual mileage total would be about six times as much). They put on 2,977 shows for 8,931,000 country music fans—and between trips added to their national fame with regular appearances on coast-to-coast television and with more over-the-counter country music record sales than all other artists in this field in the nation put together!

Those are just a few of the many reasons why these Opry stars consistently pull crowds and make money for talent-seeking show planners!

WSM Artists’ Service Bureau
Jim Denny, Manager
NASHVILLE, TENNESSEE
**Best Sellers in Stores**

For survey week ending May 2

**Records** are ranked in order of their current national selling interest at the small record chains in the Billboard's weekly survey of dealers around the nation with a high volume of sales in rhythm and blues records. When significant action occurred on records by artists not represented, prices, records, and sales were combined to determine position on the chart. In such a case, both data are listed in bold type, the leading side on top.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Price</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> LONG TALL SALLY</td>
<td>Little Richard</td>
<td>BMI</td>
<td>$1.66</td>
<td>1</td>
</tr>
<tr>
<td><strong>2.</strong> I'M IN LOVE AGAIN</td>
<td>F. Domino</td>
<td>BMI</td>
<td>$1.66</td>
<td>2</td>
</tr>
<tr>
<td><strong>3.</strong> MY BLUE HEAVEN</td>
<td>Imperial</td>
<td>BMI</td>
<td>$1.66</td>
<td>3</td>
</tr>
<tr>
<td><strong>4.</strong> WHY DO FOOLS FALL IN LOVE?</td>
<td>E. Presley</td>
<td>BMI</td>
<td>$1.66</td>
<td>4</td>
</tr>
<tr>
<td><strong>5.</strong> CARRINE</td>
<td>J. Turner</td>
<td>BMI</td>
<td>$1.66</td>
<td>5</td>
</tr>
<tr>
<td><strong>6.</strong> HEARTBREAK HOTEL</td>
<td>E. Presley</td>
<td>BMI</td>
<td>$1.66</td>
<td>6</td>
</tr>
<tr>
<td><strong>7.</strong> MAGIC TOUCH</td>
<td>BMI</td>
<td>BMI</td>
<td>$1.66</td>
<td>7</td>
</tr>
<tr>
<td><strong>8.</strong> I WANT TO BE MY GIRL</td>
<td>Teen-Agers</td>
<td>BMI</td>
<td>$1.66</td>
<td>8</td>
</tr>
<tr>
<td><strong>9.</strong> IVORY TOWER</td>
<td>D. Williams</td>
<td>BMI</td>
<td>$1.66</td>
<td>9</td>
</tr>
<tr>
<td><strong>10.</strong> PLEASE, PLEASE</td>
<td>B. Brown</td>
<td>BMI</td>
<td>$1.66</td>
<td>10</td>
</tr>
<tr>
<td><strong>11.</strong> EDDIE, MY LOVE</td>
<td>Teen Queens</td>
<td>BMI</td>
<td>$1.66</td>
<td>11</td>
</tr>
<tr>
<td><strong>12.</strong> DROWN IN MY OWN TEARS</td>
<td>R. Charles</td>
<td>BMI</td>
<td>$1.66</td>
<td>12</td>
</tr>
<tr>
<td><strong>13.</strong> DOWN IN MEXICO</td>
<td>Counters</td>
<td>BMI</td>
<td>$1.66</td>
<td>13</td>
</tr>
<tr>
<td><strong>14.</strong> NEED YOUR LOVE SO BAD</td>
<td>L. John</td>
<td>BMI</td>
<td>$1.66</td>
<td>14</td>
</tr>
<tr>
<td><strong>15.</strong> BABY BURY</td>
<td>BMI</td>
<td>BMI</td>
<td>$1.66</td>
<td>15</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending May 2

**Records** are ranked in order at the present survey of play of juke boxes throughout the country, as determined by The Billboard's weekly survey of juke operators using a high degree of discretion and these records. Prices given in parentheses indicate that both sides of a record, prices are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

<table>
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<th>Label</th>
<th>Price</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> LONG TALL SALLY</td>
<td>Little Richard</td>
<td>BMI</td>
<td>$1.75</td>
<td>1</td>
</tr>
<tr>
<td><strong>2.</strong> SLIPPIN' AND SLIDIN'</td>
<td>Little Richard</td>
<td>BMI</td>
<td>$1.75</td>
<td>2</td>
</tr>
<tr>
<td><strong>3.</strong> HEARTBREAK HOTEL</td>
<td>E. Presley</td>
<td>BMI</td>
<td>$1.75</td>
<td>3</td>
</tr>
<tr>
<td><strong>4.</strong> MAGIC TOUCH</td>
<td>BMI</td>
<td>BMI</td>
<td>$1.75</td>
<td>4</td>
</tr>
<tr>
<td><strong>5.</strong> I WANT TO BE MY GIRL</td>
<td>Teen-Agers</td>
<td>BMI</td>
<td>$1.75</td>
<td>5</td>
</tr>
<tr>
<td><strong>6.</strong> IVORY TOWER</td>
<td>D. Williams</td>
<td>BMI</td>
<td>$1.75</td>
<td>6</td>
</tr>
<tr>
<td><strong>7.</strong> PLEASE, PLEASE</td>
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<td>BMI</td>
<td>$1.75</td>
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<td>R. Charles</td>
<td>BMI</td>
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<td>Counters</td>
<td>BMI</td>
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<td>9</td>
</tr>
<tr>
<td><strong>10.</strong> NEED YOUR LOVE SO BAD</td>
<td>L. John</td>
<td>BMI</td>
<td>$1.75</td>
<td>10</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending May 2

**Records** are ranked in order of the greatest number of plays of disc jockey radio stations, which serves clients according to The Billboard's weekly survey on top disc jockey stations to all key markets.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Price</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> LONG TALL SALLY</td>
<td>Little Richard</td>
<td>BMI</td>
<td>$1.85</td>
<td>1</td>
</tr>
<tr>
<td><strong>2.</strong> SLIPPIN' AND SLIDIN'</td>
<td>Little Richard</td>
<td>BMI</td>
<td>$1.85</td>
<td>2</td>
</tr>
<tr>
<td><strong>3.</strong> I'M IN LOVE AGAIN</td>
<td>F. Domino</td>
<td>BMI</td>
<td>$1.85</td>
<td>3</td>
</tr>
<tr>
<td><strong>4.</strong> HEARTBREAK HOTEL</td>
<td>E. Presley</td>
<td>BMI</td>
<td>$1.85</td>
<td>4</td>
</tr>
<tr>
<td><strong>5.</strong> MAGIC TOUCH</td>
<td>BMI</td>
<td>BMI</td>
<td>$1.85</td>
<td>5</td>
</tr>
<tr>
<td><strong>6.</strong> I WANT TO BE MY GIRL</td>
<td>Teen-Agers</td>
<td>BMI</td>
<td>$1.85</td>
<td>6</td>
</tr>
<tr>
<td><strong>7.</strong> IVORY TOWER</td>
<td>D. Williams</td>
<td>BMI</td>
<td>$1.85</td>
<td>7</td>
</tr>
<tr>
<td><strong>8.</strong> PLEASE, PLEASE</td>
<td>B. Brown</td>
<td>BMI</td>
<td>$1.85</td>
<td>8</td>
</tr>
<tr>
<td><strong>9.</strong> DROWN IN MY OWN TEARS</td>
<td>R. Charles</td>
<td>BMI</td>
<td>$1.85</td>
<td>9</td>
</tr>
<tr>
<td><strong>10.</strong> DOWN IN MEXICO</td>
<td>Counters</td>
<td>BMI</td>
<td>$1.85</td>
<td>10</td>
</tr>
</tbody>
</table>

**Songs in the News**

**Sensational NEW RELEASES!**

**DARK IS THE NIGHT**

Parts 1 and 2

**B. B. KING**

RPM 459

**SHORT'N' BREAD**

**ROCK**

**Goes Strong**

**Tears of Joy**

**ETTA JAMES**

Mod. 988

**3 HOURS PAST MIDNIGHT**

**JOHNNY 'Guitar' WATSON**

RPM 455

**YOUR LOVE SO BAD**

**L. W. John**

RPM 450

**GEORGE SMITH**

RPM 456

**ARE YOU ON OUR MAILING LIST?**

**VEE-JAY RECORDS**

2129 S. Michigan Ave., Chicago

Phone: Calumet 5-6411

**SPECIAL AOA PREVIEW HIT**

**UP ON THE MOUNTAIN**

**VEE-JAY 2132**

**THE MAGNIFICENTS**

www.americanradiohistory.com

116 - The Billboard's Music Popularity Charts . . . RHYTHM & BLUES RECORDS

MAY 12, 1956
ATLANTIC'S Jackpot of Hits!

"RUBY BABY"  THE DRIFTERS - 1956
"OFF SHORE"  THE CARDINALS - 1950
"ATEAR FELL"  IVORY JOE HUNTER - 1956
"MARY ANN"  RAY CHARLES - 1955
"SWEET BABY OF MINE"  RUTH BROWN - 1951
"IN PARADISE"  THE COOKIES - 1954
"YOUR PROMISE TO BE MINE"  THE DRIFTERS - 1956
"DROWN IN MY OWN TEARS"  RAY CHARLES - 1955
"CORRINE, CORRINA"  JOE TURNER - 1958
"FEE-FEE-FI-FO-FUM"  LAVERN BAKER - 1953

"TREASURE OF LOVE"  CLYDE McPHATTER - 1952

"Thanks, see you at the M.O.A.

ATLANTIC RECORDING CORP.
234 WEST 56TH ST., NEW YORK 19, N. Y.

www.americanradiohistory.com
**Reviews of New R & B Records**

**Flamingos**
A Man From Your Past... 
**Checker**
—Too bad the material on this platter for this fine group, the recordings should carry them into the money. This one is A1, handled with an especially tender vocal handling by the lead and choruses, Chas., BMI
Get With It... 

**The Penguins**
Racket of Dreams... 
**Wingfoot**—A moving rendering by the boys on a samba record handled with impressive force. Excellent job by the lead singer. (Checker, ASCAP)
Peace of Mind... 

**Arnie**
**Herald** 478—Willie shows more promise than anything he has cut so far in a samba style with a bit of that old sound treated by Chas. (BMI)

**Chuck Edwards**
Just Joe Is He... 
**Apollo** 494—A slow blues. Chuck Edwards could use a change of set this style, with tasteful instrumentation with a bit of that old groove. (Blue &金色, BMI)

**Mama Chili**
**Emerald** With BOO健康, apply denominator here his material has been handled with long, creative jazz influenced, swing samba and a wild full with a spirited lead. (Continued, BMI)

**Charlotte**
Endy Taw, O.Williams, Del... 
**Apollo** 486—Endy's material has been handled with the same kind of precision that he played it. BMI

**Cincinnati**
I Want You To Be My Girl... 
**Teen-Age** (Are, BMI)

**Chicago**
Blues Soothing Song... 
**Teen-Age** (Are, BMI)

**Detroit**
Lon, Tall Sally, Little Richard, Soo... 
**Teen-Age** (Are, BMI)

**Washington, D.C.**
Lon, Tall Sally, Little Richard, Soo... 
**Teen-Age** (Are, BMI)

**Los Angeles**
Blues Soothing Song... 
**Teen-Age** (Are, BMI)

**GROOVE** is looking forward to seeing all of you at the RCA Booth at the MoA Convention

**TREMENDOUS ADVANCE SALES**
Destined To Be a National Hit!
AMOS MILBURN
I NEED SOMEONE
FRENCH FRIED POTATOES AND CATSUP

**SAVORY**
**SAVORY**'s Berkeley Mills, Calif.

**THE AWARD OF THE WEEK**
"SAVORY" SAVOY
**SAY YOU'RE MINE**
**SAVORY** SAVOY
A DEFINITE HIT!

**GREETINGS**
COIN OPERATORS
from
**GROOVE**
THANKS FOR ALL THOSE FAST FLATS AND FOR SOME REAL COIN CATCHERS.

**VARETTA DILLARD**
**CHERRY BLOSSOM**

**AL SEARS**
**LOVE CALL**

**PIANO RIO**
I'M NOBODY'S FOOL

**FAT DOMINO**
"I'M IN LOVE AGAIN"
"MY BLUE HEAVEN"

"FOXY" LIVELY INSTRUMENTAL
"YOUR KISS" KENNIE FREEMAN'S COMBO

"I PROMISE" SONDY WOODS

"DON'T FALL IN LOVE WITH ME..."

**THE DREAMERS**
Like Never Before for Miss... 
**MANHATTAN**
"This new group is breaking in style with a wild full with a spirited lead. (Continued, BMI)"

**R & B Territorial Best Sellers**

**Atlanta**
I'm in Love Again, P. Dimon, Imp... 
**Chicago**
Blues Soothing Song... 
**Detroit**
Lon, Tall Sally, Little Richard, Soo... 
**Washington, D.C.**
Lon, Tall Sally, Little Richard, Soo... 

**GROOVE** is looking forward to seeing all of you at the RCA Booth at the MoA Convention.

**THE BILLBOARD'S MUSIC POPULARITY CHARTS... RHYTHM & BLUES RECORDS**

**MAY 12, 1956**

**RECORDS** 155 EAST 24TH ST., NEW YORK, N.Y.

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES**
This Week's Best Buys

TREASURE OF LOVE—Monument-Progressive, BMJ—Clay McPhatter—Atlantic 1982—McPhatter, out of the Army only about a month, has scored a hit. His fans are no doubt thankful. This is a big hit for BMJ. (New York, Philadelphia, Baltimore, Buffalo, Cleveland, Detroit, St. Louis, Nashville and Durham reported strong sales to both pop and R&B.) (Progressive, BMJ). FEVER—(Jay & Cole, BMJ)—Little Willie John—King 4935—Of the singers developed in the past year, hardly any have shown the versatility of this young man. His voice has developed to the point that he is certaintly waiting no time in making his way to home plate. "Fever" is on the Detroit territorial chart, and is becoming established in Cleveland, Cincinnati, St. Louis, Nashville, and Chicago. In the South and on the East Coast, the disc is also beginning to break. Flip that Letter From My Darling—(Jay & Cole, BMJ). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . . . . RECORDS

ELVIS PRESLEY

My Baby Left Me (Presley, BMJ)—Tica Victor 6540—See under Review Spotlight on Pop Records. DINAH WASHINGTON

The First Time (Nimrod, BMJ)—Carla Taliaferro (Tia Poe, ASCAP)—Mercury 70668—The exciting Miss "O" takes off on two solid blues jobs. The top rates a slight bit because it's real Depression, but it certainly has that longing, soulful feel. The flip has almost equal promise, however, and at the get-go, it makes her favorite blues idiom. Hardly smooth dynamics on both sides.

THE TURBANS

I'm Nobody's (Angel, BMJ)—Herald 478—The crooning, melody-tuned "I'm Nobody's" finds a fine side rival in a sharp vocal. This is a great performer and his partner with a solid vocal backup makes this a strong contender. The flip, a Parisian "Black Walk," a luminous rock 'n' roll idea. (Angel, BMJ).

TALENT

The Carpettes—Chicken Tracks (Armo, BMJ)—Lonely Me (Armo, BMJ)—Federal 12289—This group has improved solidly in an earlier wax outing. But here particularly they come in a new style. In fact, it's a teen-age package and they really knock themselves out on the top side. The flip switches to the weeper school and the lead voice sounds fine. In both modes the group has class.

RHYTHM-BLUES NOTES

The Gale Agency is putting together an all-star package for Eastern theater bookings. So far, the Teen-Agers and Clyde McPhatter are confirmed according to Gale's Irving Siders, this is only the beginning. The first date will be New York's Apollo the week of June 6. Siders also informs us that Wink, which is next in line, has been booked solid — an open date — right thru October. Fyrock's bookings, for the most part, are in weekly eye.

Jos Liebowitz has signed two new artists, including Archie Lattner, whose style is described as a cross between Ray Charles and Al Hibbler's. Liebowitz' new discovery is named "Lover Zaza" and is billed as "The Wheels" of "My Heart's Desire" is starting to click in the East. A Full Rose of Glory Records has been signed another young singer, Sidney Poliner. Latte's first consistency of lettuce. As the "Lover of the Negros." — Baton Records, which has reported some success there, and "The Breakfast Club," a well-dressed band which is issuing the seven turners label. This is a two-sided affair named "After Breakfast." Frank Rodden, who is a new addition to the agency, is doing WFLK, Richmond, Va., and has an advance copy of the disc and has made his theme. Culture's last big single was "Coloredes," released on Atlantic several years ago.

Tommy Smalls, well known "De-Jive" of New York's WWRL, was elected Mayor of Harlem in the annual poll run thru several local newspapers. This is the honor that once went regularly to Willie Bryant, who now is cutting a new rhythm, for himself up in Detroit. Smalls' "Inauguration" will be held May 16 at Smalls' Paradise, the Harlem speakeasy he purchased four months ago. . . . Evelyn Johnson of the Buffalo Agency in Houston informs us that Bobby Blue Bland is singing with an "Adequate" Junior Parker, who currently are touring the South and Middle East, will make their first appearances on the West Coast next month.

Rob Roberts has signed several new talents for Conno. One is "The West Coast through Beverly Wright. He also is headlined "The Twisters," New York boys, will make their first appearance on the label, and the Johnny Byrd orchestra. Let's see the following bands: Lillian Childs, "Mr. Blues," who will be known by his former name, says Bolone. Conno sale chief Ray Clark, is the road boss in last week to visit his distributors in Pittsburgh, Cleveland and Detroit. He'll end up at the MFA meet in Chicago.

Gladdy (Dizzy Little) Hill, has a new single at KYD, Houston, formerly was vocalist with
TO THE EDITOR:

Steve Allen Answers BB and Vice Versa

To the Editor:

"I have many friends on the staff of your publication I wish to say "thank you" to for your close cooperation in regard to a paragraph in the May issue of Cosmopolitan. I respectfully submit that the caption added by your printer was motivated by deliberate ill will which, I feel, has caused me grief and which I intend to make you aware of by the publication of this letter."

When your doctor points out that there is a cancer on, say, your knee, you usually do not take offense. The same is true of body. When The New York Times prints articles and ..." (Continued on page 122)

Assn. Letter

Gives W. Va. Ops 10c Hints

CHARLESTON, W. Va.—The West Virginia Music Operators Association, in an effort to promote sales throughout the State, and the following recommendation was made in a news letter to all West Virginia music operators:

1. Prepare your location. The first step is to prepare your location for the increase in price. Talk with the location owner. Reasonable percentages can usually be worked out.
2. Make up a list of your customers. Give the location a different make, and do the very best you can with your model. Buy a new machine or a good used machine for a good location, then step the equipment down. One purchase can usually accomplish this."

(Continued on page 112)

AMI Details 200-Selection Phonograph, Auxiliary Units

GRAND RAPIDS, Mich.—Details of the new AMI 200-selection phonograph and auxiliary equipment were released by the factory here last week. The new model was introduced at a press conference in Chicago, Sunday (6), at the Music Operators Association meeting.

The 200-selection model has refined the basic cabinet design used in the AMI 125 model. The phonograph magnets are the same as those used in the AMI 150 and 150-Model 4000, and the new phonograph represents a drastic departure from previous AMI phonographs.

Highlighting the model is the all-new record mechanism. Whereas previous AMI machines featured a vertical record storage assembly and horizontal scanning, the new phonograph has a record mechanism which operates on a paddle wheel principle.

The record movement has been completely redesigned. A new tone arm has been supplied, and all parts are constructed with the most rugged materials available. The tone arm uses a heavy-duty, double-throw mechanism, and is designed to handle the wear of many records.

The tone arm assembly is mounted on a sturdy frame which supports the tone arm and provides the necessary support for the record and tone arm. The frame is made of heavy-duty steel, and is designed to withstand the wear and tear of constant use.

The record mechanism is a rugged, heavy-duty component, and is designed to handle the wear of many records. The mechanism is built with the most rugged materials available, and is designed to withstand the wear and tear of constant use.

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WELCOME...

MUSIC OPERATORS of AMERICA

You are cordially invited to visit the ROCK-OLA Booth at the MOA Exhibit. We will display our complete line of phonographs and accessories for your inspection and members of our Sales Staff will be present at all times to answer your questions and to be of service.

on display at the
MOA Exhibit
Morrison Hotel, Chicago
May 6th, 7th, and 8th.
Allen's Reply to the Editor

To the Editor

certain labor unions have been taken over by notorious criminals; their report may not logically be construed as an attack on organized labor. If a man writes an editorial taking exception to the remarks of any Father Coughlin, it may not in logic be concluded that his statement constitutes an attack upon the Catholic Church.

"I deliberately belabor this point for the reason that it is obvious to me that this is the only one of these two parts of my story is but another indication of the fact that your initial deliberately ignored facts in your letter are in themselves so
to the current New York City investigations into labor racketeering (the Victoria Serial attack) and as forth.

"Your writer deliberately falsifies when he says STEVE ALLEN COMPARES JUKE INDUSTRY WITH GOGGLE PEDDLING." In fact, the post is based on the observation of being some sort of being possibly the most flagrant example of editorial distortion of the title. Now, for the reasons for the success of this attack, I assure you of this highest secret information to describe my reference to gookers owning night clubs and engaging in other activities, since I prefixed and later post everyone already knows that...

...The only bit of news in my article was the juke box items, and hence the disposition of these two parts of my story is but another indication of the fact that your initial deliberately ignored facts in your letter are in themselves so.
Music Goes 'Round
25,000,000,000 Times

*Continued from page 43*

suggested as a certain area of change and adjustment. Another effect which larger-con-
vention association will have in the future is to increase in the number of operators who are pro-
gressing semiclassically. At the present moment, however, the Poll shows that only operators of similar pop-
categories made gains, i.e., for the number of operators who are pop-
growing numbers. All other categories either showed the same or showed no significant increase over last year. It would seem that the change in the number of operators will make the opportunity to program a broader variety of music which more and more operators will select.

New Outlook

Selectivity is the joke box, in selectivity lies the basis for the dominance of the joke box in the world of pop music. With increased numbers of selectivity on machines five years ago, the industry showed a definite upswing again. The fact of increased selectivity—specifically, 200 selection records per machine per week—was one of the most important factors in the new thinking and planning in music today. In record buying analysis, these trends were pointed out: That the single is increasing in importance, and that in selling disks to operators, that increasing numbers of operators are buying records every other week instead of every week. In music today, the Poll showed that an average of almost 1500 models are new: that almost 72 per cent are 50 or more selections; that about 74 per cent play 45s. The other big factor in today's outlook is that the joke box operator faces the problem of how to keep pace with climbing costs. Changing the price per selec-
tion from 15 cents to 25 cents, the three-and sometimes four-for-a-quarter, is the most popular mean by which operators are currently using to reduce their costs.

Results of the Poll confirm re-
ding that dinle play is continuing to spread, and that in the past year, it has registered impressive increases. The Poll shows a significant increase in the percentage of operators—70 per cent—who reported they operate some of their equip-
ment at a dime.

The number of machines on a dime appears to be much lower than those that may be expected. The Poll indicates that well over half of the machines do not have more than 50 or per cent of their routes at a dime, over 50 per cent of which is 25 per cent. A special report on dime play is already in the works, and further evidence that dime play is now growing and will continue to increase is coming in from operators.

Other methods of keeping in- connection with distributors and arrangers which provide “guardian” on “list money”—are avenues which the Poll does not in-
clude. It is interesting to note, however, that the Poll showed that 13 per cent of the flat percentage commission is used, that 6 per cent of the flat percentage commission is used by brokers.

Because of the association's growing numbers, James A. Gera-
dy, president of the Billboard Operators' Association at its recent meeting held in Hotel Beaconfield, Brooklyn.

David J. Baker, president, said that they are looking toward a value of meaningful value of not only ex-
isting but potential advertisers for the reporting of losses by un-
paid bills, advance commissions and other vital problems that operators have in common.

The move has received the cooperation of the directors, Baker said, that a definite recommen-
dation is expected shortly.

Discussion

Because of the growth of the Association since January 1, it was voted to reduce the dues from 45 cents per machine per month to 25 cents. It was also agreed that a maximum be set on the assessment against any member based on the number of machines on which he paid. With all operators operating more than 1000 machines would be assessed for only 100.

A blueprint for the plan for MMOP's support of the 1956 Cer-
son during the recent by-election. Theoretically, definite plans were drawn up for the distribution of machines, which will be supplied by distributors, in locations desired by the organization. This also calls for the donation of used electrical equipment, the distribution of coin collection containers at locations and possibly the donation by operators of a few 20-selection machines that are no longer in use.

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COINMACHINES

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THE BILLBOARD
MAY 12, 1956

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MUSIC MACHINES
THE BILLBOARD
MAY 12, 1956

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COINMACHINES

MUSIC MACHINES
THE BILLBOARD
MAY 12, 1 by
That's all you need to prove that for Quality Construction, Cabinet Beauty, true Hi-Fi Tone, this wonderful Wurlitzer has it over the rest like a tent.

See Us at
BOOTH 6
at the
MOA
Convention

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
Cold Dollar & Cent Facts To Key 6th NVA Convention

Contab Opens Thursday in Chicago; 7 Speakers Set; 23 Firms to Exhibit

By BILL MASLOWE

CHICAGO—From across the nation representatives of the bulk vending industry, operators, distributors, and manufacturers of various products will meet here this week at the Herron Hotel for the sixth annual National Vending Association convention.

The gathering of "500" of the four-day conclave gets under way Thursday (10), with seven speakers slated to discuss in detail every phase of the coin and nickel and token business. Paul Crisman, convention chairman, announced this program elsewhere in this section.

Of great interest will be the exhibits and showcases in the exhibition area. Two manufacturers will show new bulk vending machines for the first time, Crisman stated.

23 Exhibitors

At press time, 23 exhibitors had been confirmed, including 10 equipment manufacturers, four product suppliers, seven charm firms and two trade publications. See exhibitors listing elsewhere in this section.

VENDING MACHINES

National Vending to Be Publicly Owned

Firm Seeks Listing on Exchange; Merger In Works; $20 Million Volume Seen in ’56

NEW YORK — The National Vending Corporation, parent company of the Continental Vending Corporation, is publicly owned. National’s holding company, The Continental Vending Corporation, is scheduled to be listed on one of the two major stock exchanges early in June.

The proposed entry will make the company one of the major merchandising firms so listed. The other two are the ARC Vending Corporation and the Automatic Canteen Company of America, both on the New York Stock Exchange.

The Rowe Corporation was listed on the American Stock Exchange after acquisition by Century, the Rowe Corporation ceased to exist and the Rowe Manufacturing Company became one of the Century divisions.

National’s public ownership will come in the form of a merger, with a firm known as The Biblical. The Biblical “bought” National for $20 million, the amount listed on the Biblical’s balance sheet.

The Biblical “bought” National for $20 million, the amount listed on the Biblical’s balance sheet.

National had its beginnings in the early 1930’s, when Harold Roth started with a small cigarette operation in New York. Today, the company’s name is associated with the backbone of the firm’s operating subsidiaries, with 15,000 units in location in metropolitan areas throughout the nation.

Among the most amazing growth the company has experienced is the manufacture of the Continental automatic canteen by Continental, with 8,000 units turned out a week. The company had its first production run in 1931 and today produces 15,000 to 20,000 units a year.

Complete Line

Last week Continental announced plans to go into the production of a complete line of food vending machines. Plant space in Westbury, L. I., will be doubled, with an additional 100,000 square feet to be added by the fall. The original

LOGAN APPOINTS RICHARD BOYLAN GEN. SALES MGR.

CHICAGO — Richard (Dick) Boylan, noted general sales manager for Logan Distributing Company here last week.

Jack Nelson, Logan’s president, said Boylan will handle sales of the firm’s vending machines, charm products and bulk vending supplies. Sales in these lines, according to Nelson, have been spectacularly expanded.

The firm, he added, has been with Logan nine months.

Previously was on the automotive field.

The firm, is its 10th anniversary year, has completed its showrooms to include a supermarket with a "coin-operated" system for operators.

NVA EXHIBITOR LIST

Equipment Manufacturers

Atlas Manufacturing & Sales Company, 12225 Triskett Road, Pittsburgh.

Dean Manufacturing Corporation, 3888 Archer Avenue, Chicago.

Exhibit Supply Company, 4943 W. Lake Street, Chicago.

Jennings & Company, 4307 W. Lake Street, Chicago.

Midwest Vending Company, 355 S. Dearborn Street, Chicago.

Northwestern Corporation, 916 Armstrong Street, Morris, Ill.

Oak Manufacturing Company, 1411 Knightbridge Avenue, Columbus, Ohio.

Voorhees Vending Corporation, 5701 W. Grand Avenue, Chicago.

William Manufacturing Company, 4242 W. Fillmore Street, Chicago.

World Wide Manufacturing Company, 174 S. 17th Street, Pittsburgh.

Product Suppliers

Beech-Nut Packing Company, Canajoharie, N. Y.

Curtiss Candy Company, 1101 W. Belmont Avenue, Chicago.

Leat Brands, Inc., 1132 N. Cicero Avenue, Chicago.


M. J. Aebel Company, 2033 Fifth Avenue, Pittsburgh.

L. M. Becker Vending, 124 E. Dewey Avenue, Brilliant, Ohio.

Samson Distributing Co., 1241 Market Place, Detroit.


Penn King Company, 3558 Milton Street, Pittsburgh.

Plastic Processes, Inc., 83 Harris Avenue, Forest Park, Ill.

Price Company, 315 North Michigan Avenue, Chicago.

Royal Coin Company, Inc., 47 W. 34th Street, New York.

Trades Publications

The Billboard Publishing Company, 188 W. Randolph Street, Chicago.

...introducing OAK'S "PREMIERE"
Combination Ball Gum and Picture Card Vendor

Large Capacity
The "Premiere" holds 800 cards and 1000 ball gum.

Simplicity of Design
The "Premiere" was designed to provide maximum service with a minimum of servicing.

Cash Box Feature
The "Premiere" features a separate cash box to allow easy handling of collections.

Separately Locked Cash Box
This feature permits location owner to refill cards and ball gum in your absence.

Trouble-Free Coin Mechanism
The "Premiere" has the same fool-proof coin mechanism that has been proved best in thousands of the famous "Acorn" Vendors.

from the makers of the famous ACORN all purpose vendor


OAK'S FAMOUS "ACORN" ALL PURPOSE VENDOR
Here is the all-time favorite of the vending business. The "ACORN" 1c and 5c all purpose vendor vends all bulk merchandise—tarts, ball gum, candy, etc. Its equally features include, polished, easy to clean mechanism chute, tamper proof with a pick-proof lock, rotates stock, fills from hop through wide globe opening, dispenses from bottom, die-cast aluminum precision built with all parts interchangeable and perfect fit. The "ACORN" provides positive merchandise agitation with an easy portion adjustment and all materials used have been approved by health authorities. Can be used without fear of contamination. Guaranteed to be mechanically perfect and offers interchangeable coin control for penny, nickel, dime, quarter or foreign coins. The "ACORN" is one machine with virtually no depreciation—today's machine appears the same as the original model!

OAK'S "GOLDMINE" TAB GUM SELECTOR
Vends all popular tab gum... Wrigley's, Adams, Beach Hut, Chicle, Charms candy, etc. Check these quality features, polished easy to clean mechanism chute, tamper proof with pick-proof lock, easy loading columns, merchandise rotators automatically, one piece plastic globe, merchandise can be seen from any angle, coin refused when column is empty, coin control interchangeable for penny, nickel, dime, quarter or foreign coins. The "GOLDMINE" is guaranteed mechanically perfect by the largest manufacturer in the world devoted exclusively to the manufacture of bulk vendors. The "GOLDMINE" is die-cast aluminum precision built machine with all parts interchangeable and is shipped complete, ready to operate. One lock secures both money and merchandise and the "GOLDMINE" is extra easy to clean and service... it fits upright.

Contact Your Distributor
Pacific Coast Distributor
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave., Los Angeles
M. J. ABELSON
2033 Fifth Ave., Pittsburgh

MANUFACTURING CO., INC.
11411 Knightsbridge Ave.
Culver City, Calif.

send for free illustrated catalog
Hugh C. Howes Dies Suddenly

Detroit—Hugh C. Howes, 45, vice-president in charge of vending for Howes-Bowers for a quarter of a century, died and dignity April 8 of a heart attack.

Prominent long in the industry, Howes was chairman of Region V, National Automatic Merchandising Association, and a long-time president of the Greater Detroit Vending Machine Operators Association.

Surviving are his widow, two daughters, and his father, E. L. Howes, president of the company.

Benoy Koon, sales manager who has been with the firm for more than 20 years, has been elected to succeed Howes.

Blumenthal's sensational new sugarshell, milk chocolate peanuts!

Here's the greatest vending item since penny gum, Joey's! The new, high-count-per-pound, sugarshell, chocolate covered peanuts. A wonderful summer vending item, IT CAN'T MELT!

Minimum shipment: 200 lbs. Smaller shipments routed through your nearest distributor.

WRITE TODAY FOR FREE SAMPLES

Blumenthal Bros. Chocolate Co.
Famous for Goodies, Raisins, Sea-Caps and Malters

MARGARET & JAMES STREETS
PHILADELPHIA 37, PA.

A few excellent Joey's distributorships are still open in various sections of the country. Write for details today!
Glass Containers Up
Machine-made glass containers shipped during March totaled 12,470 thousand boxes, an increase of 20 per cent from the February total and 8 per cent above shipments in March, 1955, according to Commerce Department.

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 IN VENDORAMA has four channels easy to remove and interchangeable. Fill machines on location or at your store. 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 2" x 1/4"... 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 March 10th to 13th

WORLD WIDE MANUFACTURING COMPANY
1474 S. 50TH STREET
PITTSBURGH 3, PA.
PENNIES PAY OFF
with greatest money making scale on the market
$79 deposit pays it to work for you.
Good indoors or out.
Product up to 20% profit.
Wins Customers for Locations.
Two machines in one-weight.
Sells fortunes.

Penn King Bows
New Spec's Charm
PITTSBURGH — The Penn King Company has gone into mass production on Spec's charm, which are 2.5 inches long but made of a robbery plastic which can be folded and attached to bill vending machines.

The firm has pioneered the use of plastic charms which may be folded on to large items which may be dispensed thru vending wheels.

First such item was the Snowman, followed by Your Old Man's Mustache and Beer Teeth.

Something new has been added
"EVER FRESH"
"MIXED NUTS"

KING & COMPANY
2700 W. Lake Street, Chicago, Illinois. Tel.: Edgewater 3-3302

Secrets of successful vending
- window shows beans, peanuts, interchangeable merchandise, gumballs, picture,tm.
- repeat order.
- good service.
- start low.
- giant capacity.

$28.95
per 10 lbs. of 100

Everyting the operator needs

INTRODUCING... N.V.A. SHOW ITEMS!

SPECTACLES
GENIE LAMP
RUBBER FINGERS
OWL WITH JEWEL EYES
NEW LARGE BABY SHOE
PLATED SKULL WITH EYES

World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2538 MISSION ST., PITTSBURGH 3, PA.
Bev-Vend to Launch Op Sales Campaign

CENTREVILLE, Md. — Bev-Vend, manufacturer of post-mix and pre-mix machines for syrup manufacturers, plans to launch a sales program in October.

When the firm goes into full production at its new factory, Cain estimates that the factory will have a capacity of 5,000 machines a month on a three-shift basis.

Same as Before

The post-mix units will be the same as those previously produced for syrup manufacturers — a 400-capacity single-flavor unit, and a 400-capacity dual-flavor unit.

List for the dual-flavor machine is $67.00. Broken down, this is $18.00 for the main motor, $18.00 for the 240-volt conversion, another $14.00 for the CO2 regulator, $13.00 for the CO2 cylinder, and another $25.00 for the five-year guarantee on the components. The single-flavor model sells for $157.00.

In production is a 200-capacity single-flavor pre-mix machine, while a 500-capacity pre-mix unit is in test location. Plans call for a three-flavor, pre-mix unit with a cop capacity of $67.00 to $90.00.

Sales Force

When operation production begins, sales will be handled directly through the office. Sales engineers will have already been hired, and a direct sales force will be organized.

New equipment for Bev-Vend was made under contract by the Victor Products Corporation, Brooklyn, N.Y. Bev-Vend officers are Cain, president; Frank McCune, vice-president and secretary, and V. O. Crane, vice-president and treasurer.

Gaiety Part Of NVA's '56 Convention

CHICAGO Three social events will highlight the three-day convention of the National Vending Association here beginning Thursday (19) at the Morrissey Hotel.

The convention will open with an informal party with the kick-off cocktail party and dinner and entertainment program at 8:30 p.m. Thursday in the Venetian Room. Sponsored by eight exhibitors, the cocktail party and dance, according to Paul Cowman, convention head, will permit members to renew acquaintances before taking over the atmosphere of serious business.

The second event will be the budget dinner sponsored by Label Brands, Inc., Chicago, at 7:30 p.m. Saturday in the Golf Room. It will be by invitation only, with gala program of dancing and comedy to follow the dinner.

Finally, the convention will close also on an informal note with a dance at 11 a.m. on Sunday in the Venetian Room. On the program will be the installation of new officers, and a movie, "Wide, Wide World," taken by Rolee M. Label, Leaf Brands, Inc., on his recent tour around the world.


When answering ads... SAY YOU SAW IT IN THE BILLBOARD!
BULK VENDER HEADQUARTERS

- Everything in Vending Supplies.
- Serving Operators for over 10 years.
- New and Used Machines, Parts, Stands, Charms and Vending Merchandise.
- See us at N. V. A. Show Room 524 for the latest in vending.
- WRITE FOR OUR PRICE LISTS OR COME IN TO OUR SHOWROOM.

LOGAN DISTRIBUTING CO.
916 Milwaukee Ave.
Chicago 22, Ill.

TAYLOR 8-6150

SUPER MART VENDORAMA

"SYMBOL OF PROGRESS IN THE BULK VENDING FIELD"

U. S. Patent Pending

The most versatile bulk vendor ever designed for combination ball gum and capsule vendor...One vendor, in combination, 319-cent gum and a 12.5-cent gum, and a capsule filled with merchandise. Each machine is self-explanatory. Capacity: 300 capsules and 6 pounds 3 ounces of 319-gum. Takes is approximately $5.50 when emptied.

SUPER MART assures you the greatest improvements in bulk vending AND the fastest turnover of merchandise which means Greater Profit! Super Mart will take over and operate the bulk of penny and nickel played in other vendors in every location.

SPECIAL TREATS FOR M'LUDY AT NVA CONCLAVE

CHICAGO — M’Lady, attending "Vendorama of ’56," the sixth annual convention of the National Vending Association this week, will be treated to a special showing of the latest vending machine apperance and a demonstration in modern cooking.

A special tour has been arranged for M’Lady, Friday of the modern kitchen display at the People’s Gas, Light & Coke Company, which will be followed by a demonstration in cooking.

However, Saturday M’Lady will be treated to a showing of the latest styles in apparel. At 11 a.m. they will be conducted on a "behind the scenes" tour of Marshall Field & Company, which will be followed by a fashion show and luncheon. Gifts will be presented to those making the trip.

Frostie to Plug Finance Plan on Drink Vendors

BALTIMORE — The Frostie Company, manufacturer of root beer drinks, is showing for a large share of the vending market by promoting its finance plan to cup drink operators.

Tom DeCone, Frostie vice-president and general manager, said the firm will continue with its policy of no direct sales to operators, with local Frostie franchisees handling all vending transactions.

Right now the firm has 184 franchised bottlers, with distribution in every section of the country except the Great Northwest.

DeCone said the finance plan would be handled the local banks.

S&F Cent Facts

- Continued from page 126

Merchandising Association, Chicago, will discuss "The Real Meaning of Industrywide Organization," and at 1:30 p.m., Frank Moss, vice-president, Exhibit Company, Chicago, will speak on "Operating Potential—Then Diversification.

The business session will close with an open discussion on problems confronting the industry at 12:30 p.m.

Concluding the convention will be the Farewell Banquet and installation of new officers at 11 a.m. Sunday at which time the convention will present a movie, "Wide, Wide World," based on his recent trip around the world.

Peanut Stable Supply

Equivalent farmers’ stock of uncracked peanuts is estimated at 831,000,000 pounds on March 31, according to Agriculture Department figures. Total includes 2,143,000,000 pounds of uncracked peanut, 751,000,000 pounds of shelled seed and shelled oil stock.

SCHONBACH STAMP VENDORS

Folder Type

UP TO $5 ALLOWANCE ON ANY MACHINE

In Trade for VICTOR'S NEW SUPER MART!

MARBLE SEASON

Will soon be here—order now

Agate—Glass—Assorted Colors
2,000 size 9/16 $12.00
5,000 size 9/16 $40.00
10,000 size 9/16 $80.00
40,000 size 5/8 $350.00

SHIPS FAST FROM FACTORY

ROY TOLL Lansdowne, Pa.

GIVING FRIENDLY SERVICE & LIBERAL FINANCING SINCE 1919

SAVES MORE MONEY—MAKE MORE MONEY

Subscribe in The Billboard Today!
**Advertised Used Coin Machine Prices**

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**BALLY**

**PINBALL GAMES**

**HIGH**

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**FULLY MECHANICAL GAMES**

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**GOTTLEBEY**

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**Explanation of Coin Machine Price Index**

Prices given in the Index are in no way intended to reflect the "true market rate," but rather an authoritative reflection of what prices should be on used equipment. Prices in the Index are derived from 1947-48, to be a handy guide for price ranges. Any price obviously depends on the conditions of the equipment, age, time on location, the territory and other related factors.

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**'Heartbreak' Tops MOA Show List**

*NEW YORK — "Heartbreak Hotel," with Elvis Presley on RCA-Victor, was chosen as the nation's favorite juke box disk Saturday night (5) on "National Juke Box, Stars on the Carousel," which was presented by the Music Operators of America.


Voted the most promising disks were "Tears for Comfort," with Edge Comma on Ampex, and "Get the Green," with the Four Lads on Columbia.

---

**COINMEN YOU KNOW**

*Detroit* by HAL BEYES

**NEW OF FIRMS ORGANIZED.** Food-O-Matic, Inc., has been organized as a Michigan corporation to operate Heinz Soup Vendors in the Detroit area. The company is headed by Howard Kink as president-genera manager, Kink is also general manager of the Heinz Soup Vending, of which Food-O-Matic will be an affiliate. The Michigan Milk Company has been established by Charles J. Harris with officers of the above, to operate coffee trucks and ice cream vending machines. . . . A new jive firm here is the Top Music Company, headed by Charles G. Mellen and Edward Karapetian, newcomers to the business. They started with a small route, buying a portion of the route operated by Edward W. Leonard under the Midland Music Company.

J. W. Meek, formerly a partner in Web Service, has withdrawn from the firm to form his own business, Special Services-Vending, which will supply a diversified line of machines. Headquarters will be at 27 Mound Ave., with offices and a warehouse at 17400 Merrick and 17450 John Wayne. Director E. Button, who founded about five years ago, remains as sole proprietor. . . . Gay L. Bichler, who formerly ran a music store in Miami about 10 years ago, and now a manufacturer's agent since, is returning to the business, establishing the B & G Music Company in the western suburb of Hubbard. He has purchased two established routes: The Doc Music Company and the Boyd Music Company.

Alfred Jessua is revising the name of the Imperial Music Company, at one time used by his brother, Felix F. Jessua, who operated a juke and game route in the suburb of Hamtramck. . . . Martin Siegel has renounced his interest in the Michigan Milk Company and is making a new partnership under the name of Ford Coin Music Company, with offices at 1000 Highland Park, Ann Arbor. . . . A new company is operating a mixed route of juke boxes and shuffleboards.

Frank V. Kolbeck disposed of his tavern interests to go into the game field, starting a small route of shuffleboard and pinball games. Encouraged by results, he has decided to expand into the juke field, forming the Fireside Music Company, specializing in West Side locations. . . . Inspector Herbert W. Cast, for years in charge of licensing activities, is a candidate for secretary of the Detroit Bowling Association... The juke industry was represented at the testimonial dinner for James C. Haffa, of the Teamsters' International, by Roy Small, chairman of the United Music Operators. Pat Patton, Pat's Music, and William E. Blvdin, president of the Service Drivers Local UBS.
AMUSEMENT MACHINES

Baltimore Game, Music Collections
At Record Level, Mostly 5-Cent Play

Location Loans Highest in Nation; With Pins
Ruling Roost; Game Ops Adding Cigarettes

Baltimore — Nearly everybody connected with the coin
equipment industry here, particularly the location owners.
Pinball machines, backbones of the industry here are piling
up more money than they ever have and just like box collections
are at a record level.

The only fly in the ointment is the tremendous amount of loan
money outstanding to locations. While the practice of operating
leading money to good stops is not unknown in the East, it apparently
has reached a level here which

Gottlieb Ships
Derby Day, New
Five-Ball Game

Chicago — Tipped with the record sales of the May 3, Gottlieb & Company
sale, to be held, the Double-U Derby Day, to distribution
just went on.

The Derby has four ball targets and rollovers that advance
lights indicating four balls with a second and third
combination.

Two flipper buttons are pushed by players to shoot balls back up the
playfield for added action. The balls move into new molds, now on standard Gottlieb
standard.

Derby Day has two ball kick mechanisms, a mechanical ball boot
and two ball roll-over button for high scores.

Fisher Adds
New Pool Unit, Double Bank

Chicago — Fisher Sales & Manufacturing Company here
added to their coin pool line a new one play side play
mechanical game, Double Bank.

Players shoot balls from one end and pockets all coins and bumpers at three playfield holes.
A special kick mechanism hits the balls against the
wings of the "V" standing back to back.

Object is to bank shots through the bumpers, off catchers, and line up shots at the pockets. The game
requires players to bank balls twice to
one pocket.

Each of two players or teams has five balls of red or white color to load in pockets to win
balls at three playfield holes.

Double Bank has the same dimensions as the regular bumper
play game. A light fixture which
attracts attention to the unit is standard equipment.
Light-up is almost automatic.

Double Bank is slated to be dis-
played at the Fisher booth at the Music Operators of America show
here at the Morrison Hotel May 8.

BLENDOW RUNS
BLACK SALES CO.

New York — Al Blendow, has resigned from Capitol Pro-
tectors to accept the management of Black Sales Com-
pa, a new distributorship owned by Simon Rosenberg. Blendow
had been sales manager at Capitol and formerly had been vice president with the Meteor Machine Corporation.
Simon Rosenberg, president of the new company, announced the appointment or on the new
distribution.

Williams Bows
Piccaddily, New
Five-Ball Game

Chicago — Piccadilly, a new five-ball Pinball game, was shipped to distributors this week
by Williams Manufacturing Company.

The game combines rollovers, four ball bumpers, trip lanes and ban-
charged flippers to run up scores.

All playfield bumpers when hit are good for one point until made
out of the six that the last four
are worth enough in the form of out-
right gifts and loot to cover the entire amount. One location reportedly
reaps $25,000 to operators.

But Baltimore operators aren't shellfing out the large amount of
green just to act as fairy god-
mother to their customers. They have continued the practice because the location are doing such large
business that they can afford to tie
up vast sums of money and still
come out on top.

One machine executive pointed out that a man can buy a car in the city for $10,000 without
investing any of his own money. The entire grabbing of this owns money.

Easy Credit

The prospective bar owner can sign long-term contracts with game
owners and music operators and come out of the deal with enough money in the form of out-
right gifts and loot to cover the entire amount. One location reportedly
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Value at $100,000, at some other
interest.

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reaps $25,000 to operators.

Value at $100,000, at some other
interest.

Cigarettes

A six-socket cigarette machine, which is quickly becoming popular
is a tremendous game. Wherever
Cigarettes is connected, it has made the game more
than an average cigarette machine.

The machine does not pay out money, but payment is required at
the time the Cigarettes is purchased.

The game is run with a special permit, which is not required
for all cigarette machines.

Glove Insurance

All there are about 5,000 joke
boxes on location in Baltimore, mus-
ic is regarded by many operators as having good
insurance for good locations.

The operators don't know that joke
boxes aren't doing well. It's just
that the game is taking in so much money that operators think primarily in terms of pinball
machines.

This situation mitigates strongly
against 10-cent joke box play.

(Continued on page 128)

Cincy, Toledo Pin Ops
Await High Court Rule

Toledo — Pinball games have been at head center of
judicial battle in recent
weeks. A court order en-
lawing pinballs and sacrificing
3,000,000 in annual revenue
is expected to take effect July 1.

However, in Toledo and throughout the state, the operators
are not ready to give up the fight.

Last April, the 9th Circuit Court of Appeals in Cincinnati
ruled that pinball games be
put on display. Operators have
brought the case to the United
States Supreme Court.

Lawyers have licensed pinball
as "ammunition devices" for about 20 years. Currently, pinballs are
allowed under a special license covering them until June
1954. The city has an estimated
1,000 pinball machines.

Earlier the Toledo Council had voted down a proposed ban on
pinballs, (The Billboard, April 7). But city council continued to press
for such legislation, and the coun-
nel subsequently passed the ordinance banning the games.

Columbus, O., City of Can-
sidering a strong ordinance
before the Supreme Court. A
case decided in the Supreme
Court case is not ex-
nected to come for a few months.

Arguments in the case are to be
underway in front of seven judges watching
Cincinnati attorney put $15,000 in nickels in a pinball, James Far-
rell had a net $8 in 20 minutes.

The end of the demonstration led to the game's claim

(Continued on page 130)

Nyack Slate Launches Drive for Distributors

Nyack, N. Y. — The Nyack Slate Company, Inc., is currently
listing distributors to handle pool table sales to coin ma-
ufacturers, this company is advertised in two issues
in production two weeks and has been in the business
for 10 years.

Current plans call for weekly production of from 200 to 200
of these machines, which
is the company's largest production to date.

A new slate machine, which is
the company's largest production to date.

A new slate machine, which is
the company's largest production to date.

A new slate machine, which is
the company's largest production to date.

A new slate machine, which is
the company's largest production to date.

A new slate machine, which is
the company's largest production to date.
CORRECTION!  We will allow $100 on Warl. 1015's and $35 on Warl. 1100's in trade for Warl. 1000's and 1550's, now selling at only $325!

MUSIC DISTRIBUTING CO.
Call Atlantic 1-145


Your Most Reliable Source for

COIN MACHINE BILLIARD BALLS
WE MANUFACTURE
ALL STYLES & COLORS
OF REAL HIGH PRECISION
IN STOCK FOR IMMEDIATE DELIVERY

PLASTIC PIONEERS

 Guarantees, Ready for Locations

Daily Variety
Daily Miami Beach
Daily Atlantic City
Daily Revere
Daily Beach Club
Daily Yale Club
Daily Duke Ranch
Daily Palm Springs
Daily Surf Club
Daily Gayety
United Files
United Jumbos
United Classic Bowlers
United Mrs. America

For a full list of Sizes and Colors, send for our Free Catalogue.

MICKEY ANDERSON
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ED RAYBEE SAYS: SEE US AT THE M.O.A. SHOW FOR OUR MAY SPECIALS OVER 200 Kiddie Rides OVER 1500 United and Bally

BINOS Arcade - Music at extra low prices! VISIT US AT OUR ARCADE - 8 RUGG BLVD. ALLSTON, MASS.

associated amusements, inc.
Telephone Station 3-0955

POOL ON PARADE FOR MOA MEET EXPRESSES 9 UNITS

CHICAGO — The coin-operated pool game is expected to play a big role at the Music Operators of America Convention scheduled for March 11th through 17th (S.S.), with more than 30 different machines expected to appear among the 9,000 to 10,000 pool game exhibits.

Some of the machines being displayed will be equipped for the first time to the trade, and others will be displayed for the first time at the convention hall.


Nyack Slate
Continued from page 134

...for $99.50, and 32 inches by 66 inches listing for $107.50. Note that the machines are priced with large or small plastic lock-in plates. Van Wyck warns players not to hit any pool table on the market.

The factory models have wooden legs under the felt. According to Van Wyck, the fact that they are large and heavy is a plus, making the smaller table a better buy in the long run.

He said that manufacturers have been using slate base not only in Europe. The only black and gray slate available in this country is quarried in Pennsylvania and it is frequently used in 11-foot bags of 300 pounds each.

A recent study by Van Wyck states that the slate top will last an out, and the slate top allows operators to run their equipment indefatigably. He added that the slate top may be installed in a location in 10 minutes.

Van Wyck said that a range to be used in Europe may be made to have the slate shipped to distribution points throughout the country for assembly.

It will handle the distribution, and the distribution organization, which Van Wyck said was a very important factor.

Also, he said that he is negotiating with a manufacturer to have the slate used in new machines.

Van Wyck also operates 200 pool tables in Rockland County.

Rotation Pool
New Chi Coin 4-Side Game

CHICAGO—Rotation Pool, a new format for play coin pool game with numbered balls, was shipped to distributors throughout the week by Chicago Coin Company.

It is the first time, according to Ed Levin, director of sales, that numbered pool balls have been used on a coin pool game. List price is in the $100's.

Each player or team has five balls, numbered from 1 to 5, to his disposal, and they can be used in a closed or an open pocket, depending on which pocket he is shooting for.

As in the standard game of rotation, the number 1 ball must be shot first, then the number 2, etc.

Players, however, can shoot the proper numbered ball against other balls in the game and hit or knock away opponent's balls.

To begin the game, both balls are spotted, players shoot at their own numbered balls, and one player shooting at the opposite end pocket, depending on pocket he is shooting for. The numbered balls sizes must continue to hit number 1 ball first until that number ball is sunk, and then it is 9 feet by 5 feet in dimensions, 8 inches longer than standard pool table, but not as long as the Jumbo models.

The game is equipped with a

Dual-Use Move
Continued from page 134

Until three years ago Double-U used to market both game of Europe to South America, but facilities at the present location were too cramped to allow the export business to expand. The new facility will allow production of the orders fast enough.

With the completion of the new building, Rosenberg feels that the space will be available and the company will be able to expand the line of games to 35—will be adequate to process foreign orders and double the national scope.

Meanwhile, Sam Weinman, Director of Sales, said that the new sales are substantial ahead of a year ago and prospects for the balance of the year are bright.

Ralph E. Younger is the latest addition to the sales force of this company. He covers the District of Columbia, Virginia, South Carolina, North Carolina, and West Virginia. He had previously been on the sales force of a pinball distributor for two years.

Reported heavy sales in his area is Al Nyberg, who covers Southern Pennsylvania, Western Maryland, and Northwestern West Virginia.

THE BILLBOARD

COIN MACHINES

135

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Jump $7.50

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Guttenburg

Ivanhoe

CARNIVAL

Shuffle alleys

10 Cents

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Quarter

Going for Dollars

Bingos

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$30.00

$60.00

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Hamburg

Pittsburgh

BINGO

Richmond

Philadelphia

Cleveland

Denver

Los Angeles

San Francisco

Chicago

New York

S. Howes

A. A. & L.

J. B.

A. S.

J. E.

W. & L.

B. & L.

J. B.

A. S.

J. E.

W. & L.

B. & L.

J. B.

A. S.

J. E.

W. & L.

B. & L.
Emco to Bow Slate Top Pool

CHICAGO — Emco, newly formed coin game manufacturing firm (The Billboard, April 28) plans to have five distinct designs of slate top pool machines ready in the market within the next 10 days.

T. F. Emery, Emco’s president and Carl Johnson, sales and promotion, already have manufactured a regular-wood slate top coin pool game, and added a Senior model which has larger slate tops than the regular game.

The Senior model will have pockets equipped with steel ball return rails.

Both the regular and Senior models have light-up bumpers, center hole for two or three hole play, and other standard features. Jumbo bumpers are to be added in the near future to all Emco games.

Johnson said the firm intends to add a new game to its product line, including a variation of the standard pool game.

Chi Distribs Hold MOA Open House

CHICAGO — Announced game distributors here are staging “open houses” during the Music Operators of America show here May 2-8, both at their coin machine headquarters and at sites in Morris Hotel, convention site.

Among the brewers distributors who will be giving visiting columnists at sites in the Morris Hotel will be Emco, Wurlitzer, Coin Machine Exchange, and Purveyor Distributing Company.

Columbus

• Continued from page 134

that free-play pinballs are for gamblers. As a rule, free-play pinballs are not used in the areas.

After an hour-long hearing en-
lightened by questions from the pa-

ticipants, a panel of witnesses throughly endorsed the argument.

The case came before the high court on an appeal of the West- 10.40.00, of Westerners Corporation, from a ruling by the Appel- late Court that the games were not ‘gam- ble devices.’ The Appel late Court had reversed a decision in the Mon- ""rally County Common Pleas Court ruling.

Westerners went to Common Pleas Court for a declaratory judgment on legality of free-play pinball games after Columbus passed a pinball law. The panel of attorneys, Westerners also asked the Common Pleas Court for an injunction against pinball machines for the city.

Judge Charles Bell granted the injunction. The city of Columbus then appealed to the Eighth Dis- trict Court of Appeals. The Appel late Court reversed Judge Bell, ruling the machines “gambling de- vices” and dissolving the injunc- tion.

The High Court’s ruling could determine whether politics will-award patrons with free games are “gambling devices” per se. There is no evidence before the court that free-play games have been used to make a profit or that there have been profits in pay or other.

Robert L. Horan, former Ohio Supreme Court Justice, and the Westerners Corporation.

The only question before this court is “whether there is a free-play machine which converts a pinball into a gambling device.”

Horan added the action of the city is clearly outrageous in that “it is trying to ban all pinball games under the general definition.”

He pointed out there are about 53 different types of pinballs now in operation.

Farrar argued that earlier court decisions have held that amusement is a thing of value, and free plays add to the price factor to the definition of gambling.

He added: “Anyone who plays these machines does it as a pastime. It’s pretty ob- scure but it does not that much money in a machine just to win free games.”

GAMES AT LOW COST FOR BIG PROFIT!

VENUS $145

MARK 175

COMET 150

ELEVENTH FRAME 135

SPEEDY 150

WALSH 95

COUSINS 175

ROYAL FIREBALL 175

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Seabury, Pa. & CL, KY, 100-SS, AMI Models A, B, C, D & E.

ALL MAKES OF FIVE BALLS AVAILABLE.

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Write or call for lowest prices is S. S.
NEW MODEL

Nickel Dispensers

Ready Now for Immediate Delivery

* Single 5c tube holds 200 nickels with feather touch operation.

* All die-cast parts in mechanism.

* Chrome-plated mechanism.

* Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).

* All "wearing" parts of old model eliminated.

* Single 10c Tube with base attached available in quantity.

* Guaranteed accurate.

* Wall or Counter mount.

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Write

The Billboard

BOX 853

Chicago, Ill.

WANTED

COIN MACHINES

MAY 12, 1956

COIN MACHINES
Cup Vendors Boost Dr. Pepper Sales

DALLAS—Sales and earnings of the Dr. Pepper Company in the first quarter of 1958 were more than 10 per cent above the same period of 1957. Licensed president, announced.

Facing the overall rise with a gain of nearly 7 per cent per share were cup vending machine operators and fountain outlets, Green reported.

Net earnings were equal to 14.3 cents per share. Last year's earnings for the same period were 13.7 cents. It was the 58th consecutive quarter in which sales were higher than they were in the corresponding previous quarter. 

SHREW OPERATORS rely on REDD
For Machines that PRODUCE PROFITS!

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COIN MACHINE PARTS & SUPPLIES

Exclusive National Representatives for Hudson, Daniels, Comstock, Chatham

MONEY WRAPPERS
AVAIL. IN 1c, 5c, 10c, 25c & 50c

PRECISION PUCKS
Get Parker, Bally, Mutoscan, Chance. 100,000, 100,000, STANDARD OR MIDDLE 2-100 (Window) And Bis. Price. 1.85 ea.

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SERVICE and
QUALITY—
LOW IN PRICE
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BUDWEISER WAX

CASE OF 24

.$5.50

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HEATH'S DROP

CHUTE and SWITCH

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$30.00 EACH

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It's YOUR OPPORTUNITY—Mr. Operator—to DOUBLE your PROFITS with Keeney's ARCADE and FLICKER POOL. Here's why you give your locations twice as much action:

ARCADE has changing values on all pockets with each ball scored. Scoring drums on Rumble. One or two players, two or teams of players.

FLICKER POOL has changing pocket values of 100 to 600 by matching Flicker lines. Center Hole good for 600 with color lit. 3-Way toggle adjusts to regular Fascination Pool or Flicker Pool principle of play.

See Your Keeney Distributor Today for These Two Fast-Moving Pool Tables.

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J. H. Keeney & Co. Inc.
3400 W. Fifteenth Street
Chicago 37, Illinois

See TV Tube Tester As Op Sales 'Extra'

DETROIT—Vidaat, Inc., here has developed a TV tube tester unit which it is offering to operators as an added means of location revenue. According to the firm, operators can put these units on location, paying a commission to the location for selling the tube.

POOL TABLES

New Delivering the Latest Models by UNITED—VALLEY—FLICKER

CONTACT US FOR THE VERY BEST DEALS

BINGOS

Yes name it—we have it

See it for the very latest numbers

—Priced to Sell—

SHUFFLE ALLEYS

Yes name it—we have it

—Priced to Sell—

RIDES

See our location revenue.

—Priced to Sell—

COUNTER GAMES

New—Latest Models—Angles

—Priced to Sell—

POOL TABLES

15 Late Hours $3.50

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MODERNIZE your old style Pool Game Tables.

With New Recoveries Playfields. The latest style beds to convert your obsolete tables of low value. Be sure to stop in now.

RECONVERSION PLAYFIELDS COMPLETED

Col. $130. Regular Sin. $3250. Col. $140. King Sin. $4950. 4 or more $29.50 4 or more $24.50

Table with legs, custom made. Cots: Rackback and bumper Billiard Cloth, Nickel, with Whispering Bumpers and Legs. Style no. 150: Rolls style to cushion to cushion. Special Orders take 5 to 7 days. BUMPER POST LITE SYSTEM KIT Regular Sin. $9.50 Jumbo King Sin. $10.50

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$14.50 Per Table Bed
We will replace your old pool table tops with new genuine cloth or holly rings within 48 hours after receipt of order. Size and style may be selected. We will add charge to bill, if no special order. MINT condition. $8.50

Plastic Light-up Bumpers included, per set 10.00

DO YOU HAVE DEAD RUBBER CUSHIONS?
Interchangeable Complete Set Rails $15.75

Don't fret: complete set of LIVE rubber cushions installed on our wood strips will put that old dead rail back to life again. Order new Rails on or your old table.

Luxor Balls 2½"
Flashy - Top Quality Plastic Finish
Pause at 10-15 lbs pressure, and test with your finger. Ours are $1.10 each

Cues, Ball, Red or White

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ELK Master 10 tips, $1.35 box

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Sensational BUMPER-TYPE Pool Games ........ 2 Sizes

Center Hole Has Removable Plug for 2 or 3 Hole Play!

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Pool Game Playfields

- 4 Artillery Action Models, ready for installation.
- 2-hole models, center hole equipped with plug for 2 or 3 hole play, each $25.00

Pool Supplies

- 4 Artillery Action Models, ready for installation.
- 2-hole models, center hole equipped with plug for 2 or 3 hole play, each $25.00

Silver Skillet V-P

Skokie, Ill.—Appointment of Arthur A. Frooman as vice-president of sales and advertising was announced by Silver Skillet Brands, Inc. An authority on merchandising and institutional foods, Frooman currently is developing a new approach to marketing prepared foods for the consumer and institutional fields.

Cleveland Coin Machine Exchange, Inc.

American Shuffleboard Distributors

201 Prospect Ave., Cleveland, Ohio

write for details.

"because it's the best..."

We asked scores of jobbers and distributors why they prefer to SELL Valley Bumper Pool, and they replied, "Because it's the best!" We asked hundreds of coin men why they prefer to OPERATE Valley, and they answered "Because it's the best!" We asked the public—everywhere—why they prefer to play Valley Conventional Bumper Pool, and they said, "Because it's the best!"

Pool Game Playfields

- 4 Artillery Action Models, ready for installation.
- 2-hole models, center hole equipped with plug for 2 or 3 hole play, each $25.00

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- Durable molded Fiberglass horse
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COMPLETE with latest lock-in plastics and finest wool cloth available!

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NEW YORK—Negotiations for the control of the Scientific Machine Corporation may be near completion (The Billboard, May 5). When Max Levine, who founded the firm 25 years ago, died on March 5, it was disclosed that the Levine estate had 50 per cent of the common stock and Dave Simon, Simon Sales, owned the other 50 per cent.

With no one owning controlling interest, there was some question as to who should assume the management. Walter Feldesman, attorney for Dave Simon, and Dr. Charles Levine, executor for the estate of Max Levine, announced that Simon has offered to sell his interest.

The offer must be accepted by Dr. Levine by Wednesday (9), or Simon said it would be withdrawn.

Cleveland Coin Machine Exchange, Inc.

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**UNITED**

**POOL GAMES**

- WILLIAMS
  - Imperial Pool
  - Star Pool
  - Victory Billiards
  - Bank Pool
  - Senior Bank Pool

- GENC0
  - Baseball Pool
  - Deluxe Tournament
  - King Size Tournament
  - Supreme Tournament

**GUNS**

- Polar Bear
- Polar Cat
- Bear Cat
- Big Cat
- Cat

**5 BALLS**

- Gottlieb
  - Rivington
  - Sluggin Champ
  - Sluggin Champ
  - Cats Tail
  - Cats Tail
  - Cats Tail
  - Cats Tail

- Williams
  - Piccadilly
  - Piccadilly
  - Piccadilly
  - Piccadilly
  - Piccadilly
  - Piccadilly
  - Piccadilly
  - Piccadilly

**ARCADE**

- United Star Slugger
- Williams 3000
- Flying Monkey
- Flying Monkey
- Flying Monkey
- Flying Monkey
- Flying Monkey
- Flying Monkey
- Flying Monkey
- Flying Monkey

**SHUFFLE GAMES**

- United Regulation
- Big Boppers
- Big Boppers
- Big Boppers
- Big Boppers
- Big Boppers
- Big Boppers
- Big Boppers
- Big Boppers
- Big Boppers

**POOLS**

- Williams
  - Derby
  - Derby
  - Derby
  - Derby
  - Derby
  - Derby
  - Derby
  - Derby
  - Derby

**SPECIFICATIONS**

- 4-Side Play
- Alternate Pocket
- One-Ball Play
- Superior Rule
- Advanced Blank

**PHONOGRAPH**

- AMI
  - HP 1000
  - HP 1000
  - HP 1000
  - HP 1000
  - HP 1000

**PORTABLE COIN COUNTERS**

- KLOFF Model 0-2
- KLOFF Model 0-2
- KLOFF Model 0-2
- KLOFF Model 0-2
- KLOFF Model 0-2

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- 2 Super Powered Flippers

**BINGO**

- United STARDUST
- Williams STARDUST
- Williams STARDUST
- Williams STARDUST
- Williams STARDUST
- Williams STARDUST
- Williams STARDUST

**COINS**

- 25c Light
- 25c Light
- 25c Light
- 25c Light
- 25c Light
- 25c Light
- 25c Light

**MAY 12, 1956**

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<td>M100 C</td>
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