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Ol' Rabbit Foot Still Hoppin' Thru South

Minstrel Show's Been Going 44 Years; Silas Green From N.O. Only Competitor

By TOM PARKINSON

CHICAGO — Search the South long enough in the summer time and you'll find the Rabbit Foot. It's nearly unique in modern show business and a tradition of 44 years in Negro communities from Alabama to Arkansas.

Its full title is F. S. Wolcott's Original Rabbit-Foot Minstrel Show. Playing under canvas and making mostly one-day stands, it's bringing live entertainment of a style most show people don't dream still exists and flourishes. Its only competitor is a similar show with an equally unusual moniker—Silas Green from New Orleans.

Cast of the Rabbit Foot is all-Negro. In the featured comedian spot is Memphis Lewis, now a name along the show's route. Hosea Sapp heads the band, and he, too, is known to the patrons. Star of the show is blues singer Mary Jones. There is a chorus line of 10 girls and a total cast of 28. Add to that the 10-piece band and the operating personnel which brings the payroll to 50.

Minstrel Terms Stick

Producer Leonard Rogers, who previously was with the Rhythm Rockets and lays claim to having been a top apache dancer, explains that the old, traditional minstrel format was dropped years ago, but some of the terminology is retained around the show. Thus, on the heels of this year's opening scene of dialog and music will come the olio. As in pure minstrel days, that's the aggregate of song-and-dance, chorus work and novelty acts. It comprises a 90-minute show climaxed by a finale with jungle scenery and all the cast.

Stage is at one end of the big top, an 80 by 110-foot tent which is the responsibility of old-timer Dave Harper, boss canvasman of

Minstrel Acts Achieve Fame

CHICAGO—In all its years of trouping, F. S. Wolcott's Rabbit-Foot Minstrels has developed talent which went on to reach name attraction status nationally.

Owner Eddie Moran states that the Rabbit Foot has several notable graduates to its credit. Among them is Louis Jordan, who once played in the Rabbit Foot band and whose father still is a regular patron, according to Moran. He also reports that jazz singer Bessie Smith is among the famous alumni of the Rabbit Foot.

Moreover, he says, the show likes to stay "hidden" so as to minimize the problem of other shows bidding for present-day Rabbit-Foot talent.

the Rabbit Footers since 1924. The canvas theater seats 2,500, and in most towns the customers are all Negro. In standard Rabbit-Foot territory like Greenwood, Vicksburg, Jackson, Miss., and Tuscaloosa or Florence, Ala., the show operates as independently as a circus, hauling its own power plants, ticket office, stake driver, canvas loader and other equipment on 12 trucks. Exception to the usual operation for the show is Little Rock, where it appears annually in an auditorium.

Third Owner Starting

For its first 38 years, the Rabbit Foot show was under management of the founder, F. S. Wolcott. He has retired to his Mississippi home, and for the past five years the show has been operated by Earl Hendrin. The coming season will mark its first tour under ownership of Eddie Moran, who also owns other outdoor attractions.

Beside the owners, some other staffers are white. Included is advance agent E. J. Caupert, formerly ahead of the Ringling-Barnum circus, Bisbee's and other tent shows. Caupert signs local auspices in each city. These are churches, veterans' organizations, junior chambers of commerce, police depart-

(Continued on page 38)

BEG PARDON, WHAT'S THAT LINE AGAIN?

NEW YORK — The English version of "What's My Line?" tops its American parent when it comes to presenting people with odd occupations. This was disclosed by Eamon Andrews, the moderator of the English show, in town to appear as a "What's My Line?" panelist Sunday (13) on CBS-TV. He cited some of the more unusual vocations uncovered by the English show.

Among them are a sagger-maker's bottomknocker (a pottery molder), cask smeller (brewery worker), panel beater (who beats car panels in motorworks), haggis mixer (handles cow's intestines), cat's whisker crimper (bends wires on radio sets), tailor's dummy (model), a quack doctor (who appeared in the flesh), a flea catcher (who did just that) and a knocker-upper (wakes people up).

Andrew's other mission while here is to see whether he can sell a new quiz show he created. Titled "The Million-Dollar Touch," the program is focused around contestants who want to borrow money.

Is Package Record Promotion Creating A Frankenstein?

Manufacturers Take Calm View of Special Gimmicks' Trade Effect

By PAUL ACKERMAN

NEW YORK — The package record market is being tested, probed and merchandised as never before. Admittedly, it is in lush condition. Yet, some apprehension has developed at manufacturer, distributor and dealer levels, where a very sensitive question is being pondered.

Are the various promotional gimmicks — the special pricings, clubs, coupon deals, samplers, Buy-of-the-Month, etc., creating a Frankenstein? Are these promotions conditioning a growing mass of record buyers to expect quality disks at less than list prices—and will this ultimately force a cut in price from \$3.98 to \$2.98?

Answer's No

Key manufacturers say NO—emphatically. Victor and Columbia, it is known, see eye to eye on this matter. Jim Conkling, Columbia Records' president, regards the promotions as traffic stimulators

designed to acquaint the buyers with various items in the Columbia line. In his view, the promotions are roughly similar to a department store's "loss leaders." The Buy-of-the-Month, he pointed out, is similar to a pre-publication price, because the item is available at \$2.98 for one month only. "I don't see how records can be sold at \$2.98 in an economy where most prices are going up," Conkling stated.

Columbia's over-all thinking with regard to merchandising techniques is to establish a more stable year-round sales pattern, to flatten out the peaks and valleys. The label also points out that the price of the traffic stimulators has tended to go up. At the sampler price of 98 cents, nobody came out well, it was stated, with the result that this year the price for traffic stimulators was bounced up to \$2.98.

Hal Cook

Hal Cook, Columbia sales chief, stated, "I sense no alarming trend in the direction of devaluing the price. We have tried traffic stimulators and they have worked. All other industries have done this very well by off-season sales and other methods."

Victor has made no direct statements on the matter. It was learned, however, that the diskery believes that the recent merchandising techniques will contribute towards a more stable sales pattern, that there is no cause for panic and that the industry is in a sad condition if manufacturers cannot experiment with merchandising methods designed to broaden the over-all dollar volume. Altho Victor and Columbia are sharply competitive, it is known that Victor regards Columbia.

(Continued on page 13)

Disk Buyers' Bargain Days

NEW YORK—During the past season, the record buying public has been offered a broad assortment of bargains.

There have been the low price labels, such as Camden, Entre, Remington and Royale at \$1.98 and Bluebird and Allegro-Elite at \$2.98.

Among the labels which have issued "samplers" are Victor, Camden, Mercury, EmArcy, Columbia, Seeco, Bethlehem, Period, Debut and London. Vanguard has put out two hi-fi demonstration records at \$1.98 each.

The various clubs, via "free" bonus records for every two sold at \$3.98, have in effect established a price of \$2.65 per disk.

NEWS OF THE WEEK

Performer Strike Sends Beatty Circus to Quarters . . .

Clyde Beatty Circus closed down when AGVA union members among its performers went on strike, claiming the show was in arrears on wages. Show train was being returned to winter quarters, where the show was to be reorganized for another start. . . . Page 54.

ABC-TV Build-Up Portends Tougher Fall Rating Fight . . .

It will be harder to get higher ratings on TV next season. The competition among the three networks will probably be more balanced in view of the continuing program build-up taking place at ABC-TV now. . . . Page 2

NBC-TV Sets Longer Daytime Programs for Next Fall . . .

NBC-TV will put longer shows on its daytime schedule next season. Tennessee Ernie and "Queen for a Day" are being extended to 45 minutes, filling time canceled by Colgate-Palmolive and Borden. . . . Page 3

Record Dealers' Discount Demands Grow: Pose Problems . . .

Record dealers' demand for discounts pose a grave industry problem, with indications of growing unrest among dealers. Demands for discounts seem to be heavily concentrated in the Eastern area of the country, and in several West Coast cities. . . . Page 2

Legal Actions by Cleffers Spotlight Concern on Renewals . . .

Songwriter Rube Bloom sues Mills Music for declaratory judgment on copyright renewals. Viewed against background of Billy Rose suit versus Bourne, Inc., action spotlights growing trend for songwriters to overthrow traditional belief that the original publisher holds renewal rights via the original writer-publisher contract. . . . Page 12

Unions Produce Opposition Show To Ringling in Boston Arena . . .

Stiff opposition at cut prices has been charted in Boston for the Ringling circus. Two unions seeking to organize the Big Show have rented the Boston Arena and will day-and-date with Ringling, as the blow-off in a negotiation dispute which began last winter. . . . Page 38

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ABC Fall Schedule Portends Greater Net Ratings Split-Up

By JACK SINGER

NEW YORK—"How competitive can you get?" is the question that's troubling many of the crystal ball gazing network and agency TV executives who look forward next season to an even sharper decrease in network ratings than has been experienced this past season.

What's got them concerned is the knowledge that the heavily strengthened ABC-TV programming shaping up for next season will require slicing the available audience for network programs even thinner than has been the case this past season. It's no secret that ABC's inroads have been responsible to a considerable extent for the heavy programming switches being made in the CBS and NBC line-ups for next season.

With costs of time and programs still rising, the prospect of additional rating decreases occasioned by the growing power of ABC to lure audiences is a bleak one for many CBS and NBC bank-rollers.

New Entrants

For not only is ABC-TV throwing in stronger programs in time slots where it already has been competing with CBS and NBC shows, but next season will see its entry into time slots where CBS and NBC have been able up to now to split up the available audience between just the two of them.

A fast glance at how ABC's programming line-up for next season compares with this season will give some indication of why some advertising executives are concerned.

The shows that have aired on ABC-TV this season but which have been discarded for next season are "Talent Parade," "The Name's the Same," "Stop the Music," "Topper" reruns, "Down You Go," "M-G-M Parade," "Star Tonight," "Life Begins at 80," "Ethel and Albert," "Dollar a Second," "Break the Bank," probably "TV Reader's Digest," maybe Danny Thomas and probably "The Vise" and "Amateur Hour."

New for Fall

The new shows set to hit the air under ABC's banner next season are "Omnibus," "Bold Journey," a new Lawrence Welk show for teenagers, "Ford Theater," "Wire Service," "Adventures of Jim Bowie," "Treasure Chest" and perhaps "International Theater."

General Electric is expected to add another important property to this list, as are other major bank-

rollers who are expected to pick up time that is still unsold.

Among the properties which are set to return to do battle again are "Disneyland," "Wyatt Earp," "Warner Bros. Presents," "Wednesday Night Fights," Lawrence Welk, "Masquerade Party," "Crossroads," "Voice of Firestone," "Cavalcade of America," "Famous Film Festival" and probably "Ozzie and Harriet," "Rin Tin Tin," Bishop Sheen and Lone Ranger.

New Times

In the area of time, ABC will undoubtedly be sporting commercial programs in time slots where it offered CBS and NBC little or no competition this season. Monday night, for instance, it aired "Medical Horizons" on a limited station line-up 9:30-10, while 10-10:30 was devoid of commercial programming. For next season, these two periods will carry a new Lawrence Welk show for Dodge. A similar filling in of other time periods with commercially sold, relatively strong programming is in the making.

What will be the result of this intensified ABC competition and the resultant decrease of ratings of CBS and NBC shows? That there will be heavier pressure on producers to turn out shows that will continue to deliver a satisfactory post-per-thousand is certain. That many more shows will be unable to do so is probably true, a fact which carries with it the probability of an even greater programming turnover on all the networks than has yet been seen.

'Could Be You' Sells 1/2 Hour

NEW YORK — NBC-TV last week sold another quarter hour of "It Could Be You," the new Ralph Edwards property which goes into the 12-12:15 strip shortly. Welch and Brown & Williamson each have bought an alternate quarter once a week.

Since Brillo had already bought a quarter hour of the show each week, one half hour of the stanza has been sold. NBC is looking at another Edwards stanza for its 12:30-1 strip to replace "Feather Your Nest."

IRONING TO DO

Clients Not Aligned On Gleason Hour

NEW YORK—Jackie Gleason's return to the hour-long format he had the season before last is practically set, the problem now remaining is to iron out the sponsorship picture on the show, which will air Saturday nights 8-9 p.m.

A surprise twist that's accompanied Gleason's re-expansion to an hour is a report that Buick has decided to drop Gleason. Even though he has done fairly well on ratings this season Buick, according to the report, is unhappy over Gleason's return to a 60-minute show. Unable to retain complete sponsor identification, Buick has thrown in the towel and is reportedly looking for another property.

CBS has found no dearth of interested clients. Sheaffer Pens and Schick, two former Gleason bank-rollers, are already said to have put in bids, and the Remington

typewriter division placed an order which it canceled almost immediately. Should Sheaffer move into Gleason, it would solve the CBS Tuesday night problem, because that sponsor is not interested in the Herb Shriner show which goes 8:30-9:30 next fall, if everything falls into place.

Another big question still remaining to be answered is where does Nestle go on Saturday nights? The advertiser reportedly still wants to buy "Oh Susanna," but the network hasn't been able to clear a half hour of time for it. It considers Gleason too expensive a property.

NBC MAKES INITIAL CUT ON SPECS, AXES SUNDAY

NEW YORK — NBC-TV took the first step toward retrenching its production of spectaculars when it canceled plans this week for a Sunday spectacular next season. The network feels that its programming of a Friday night spectacular 8:30-10 once monthly will compensate for its failure to program a Sunday "big" next season.

Instead, Hallmark will present about six hour-and-a-half specials on Sunday evenings thru next season. They will be produced by George Schaefer and Mildred Freed Alberg and star Maurice Evans in two shows. Evans will be unavailable for the producer's slot because he will be starring in

COMING UP

Producers Prep Six New Pilots

HOLLYWOOD—A half dozen new pilots are scheduled to go before the cameras within the next few weeks. First to roll will be "The Great Mouthpiece," a Roland Reed production, which begins shooting Wednesday (16).

Brian Donlevy will star in the stories by Gene Fowler Sr. Maurice Zimm and Gene Fowler Jr. will write and direct, with Guy Thayer acting as executive producer. The Wm. B. White Agency packaged the show.

Screen Gems is working on two pilots, "Shore Leave" and "The Body, the Face and the Brain," with eight scripters assigned. Harry Sauber will produce the comedies. Sol Lesser Productions and Dougfair Corporation are prepping "The Gaucho," based on the old Douglas Fairbanks Sr. starrer. Stories will be set in Argentina, with the pilot to roll this summer.

Wm. Morris Agency is packaging "The Process Server," which will cast Jess White in the leading role. Jack Chertok Production has "Mr. Big," story of a tycoon, scheduled. Thor Brooks and Melvin Wald, who produced "Hans Christian Andersen," have a July starting date for their new series, an adventure titled "The Story of the Crusades."

Caesar Gets New Clients

NEW YORK — NBC-TV has come up with four new sponsors for Sid Caesar's Saturday night 9-10 stanza next season. Quaker Oats and R. J. Reynolds have each bought one-third of Caesar.

One-sixth of the comedian's show has been bought by Bab-O and Knomark shoe polish. Caesar's current client's are American Chiclé, Remington and Helene Curtis.

Borden Signs 'Choice' Again

NEW YORK — Repeatedly reported as being canceled, "People's Choice" last week was renewed by Borden. The program will remain in its Thursday night 9-9:30 time period on NBC-TV next fall.

The show started out with low ratings but has improved greatly since its shift into its present time period from a half hour earlier. Young & Rubicam is the agency.

Ford Time Set By ABC, Wed.

NEW YORK — ABC-TV has concluded the deal with Ford which will see "Ford Theater" firmly embedded in ABC-TV's Wednesday night line-up next season in the 9:30-10 p.m. slot.

The show, a Screen Gems property, is closing out its fourth season on NBC-TV. It becomes the third show to move over to ABC from another network. ABC will take over "Omnibus" from CBS-TV and Eastman Kodak's "Screen Directors' Playhouse" from NBC for a summer ride.

'Lucy' Hiatus Subs Weighed

NEW YORK—The summer replacement for "I Love Lucy," Monday 9-9:30 p.m. on CBS-TV, may be one of two shows. Procter & Gamble and General Foods are considering a vidfilm series to star Charles Farrell which would be filmed at his Palm Springs Racquet Club and serve up general slices of celebrity ham.

Also in the running is a former summer replacement titled "Nothing But the Best." This variety show would be hosted by either Peter Lawford, Ricardo Montalban or Johnny Johnston. It would be produced by Roy Winsor.

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'Stage Show' Strike Off

NEW YORK—A possible strike against "Stage Show" on CBS-TV was averted on CBS-TV Saturday (19) when Tommy and Jimmy Dorsey agreed to perform only as musicians. Henceforth they will not speak any lines without first joining the American Federation of Television and Radio Artists.

The union put the pressure on Jackie Gleason Enterprises, the packager, to see to it that the brothers became union members or surrendered their emceeing duties. The American Federation of Musicians opposed the move.

Lever Buys 1/2 Of 'Lancelot'

NEW YORK—Lever Bros. this week purchased alternate weeks of "Lancelot" from NBC-TV which will slot in the 8-8:30 time period Monday evenings next fall. The other bankroller of this vidfilm series will be Whitehall Pharmaceutical.

In the 8:30-9 p.m. period will be "Stanley," the new comedy series which features Buddy Hackett. Its sponsors next season will be Helene Curtis and Pall Mall.

Kodak Near to 'Ozzie-Harriet'

NEW YORK—Eastman-Kodak has all but decided to put "Ozzie and Harriet" into its newly purchased ABC Wednesday 9-9:30 p.m. time slot next season as a replacement for "Screen Directors Playhouse," which it's putting into the spot for the summer.

The sale of "Ozzie and Harriet" to Eastman-Kodak represents a triumph by ABC. Every important producer in the business has been pitching properties to Kodak for its new ABC time, but the network got the business.

Olympic Sponsors Must Give to Fund

NEW YORK—Instead of paying the program cost, sponsors who purchase the telecasting of the Olympic tryouts on June 30 on NBC-TV will be required to make a contribution to the Olympic Fund.

The network will telecast the 4-6 p.m. portion of the second day's tryouts from Los Angeles Stadium, and charge for only time and pick-up.

NBC Pockets \$4,000,000 In College Grid Sales for Fall

NEW YORK—NBC-TV last week had toted up close to \$4,000,000 in its coffers as a result of its virtual sellout of college football—nationally, Eastern, Big 10 (Midwestern) and West Coast—for next fall.

Sponsoring the telecasting of the Eastern college games will be Minneapolis-Honeywell, L&M cigarettes, Sunbeam and United States Rubber. Big 10 will be sponsored by Minneapolis-Honeywell, Sunbeam, L&M and American Machine & Foundry. The three sponsors of Pacific Coast gridiron games are American Ma-

ABC Offering 'Daddy' Mon.

NEW YORK—ABC-TV has all but given up hope that Studebaker-Packard will be able to renew its Monday, 8-8:30 p.m., show, "TV Reader's Digest." It is out pitching the time period to other bankrollers for the Danny Thomas show, "Make Room for Daddy."

Studebaker-Packard, hard hit by competition from the major auto companies, is reportedly in financial straits. The firm is known to be seeking additional capital to stay in business, but as yet has been unsuccessful in getting it. Under the circumstances, it's considered certain it will not renew its stake in network programming next season.

2 Foods May Take 'Howdy'

NEW YORK—"Howdy Doody" will probably be sponsored by Continental Baking and Standard Brands when it starts its new career as a Saturday morning show in the 10-10:30 slot on NBC-TV slot shortly. Both advertisers have sponsored "Howdy" in its 5:30 p.m. strip.

The show may be lengthened to an hour in the fall. Compton is the agency for both clients.

NBC Eyes 'People' For Wednesday, 8

NEW YORK—"People Are Funny" is one of the newest contestants for the Wednesday 8-8:30 time period on NBC-TV. The show will be moved out of its Saturday night 9-9:30 time period to make way for the first half of the Sid Caesar show which starts next fall.

"Impact" is the other property getting consideration for the time period.

Advertisers Have Time On Hands, Hunt Shows

NEW YORK—Tho the past two weeks has seen a spate of network programming buys by bankrollers, there's still a batch of advertisers who own time but are not yet firmly committed to programs.

Lorillard and Bulova, for instance, are on the prowl for show to replace "Two for the Money" Saturdays 9-9:30; Campbell similarly is looking for a show which it can fit into the NBC Friday 9:30-10 p.m. spot. General Foods is understood searching for two shows—one for NBC Sundays 7-7:30 p.m. and another to replace "Our Miss Brooks" on CBS Fridays 8:30-9.

Seeks Alternate For 'Wide World'

NEW YORK—NBC-TV is already playing around with several program ideas for a show to alternate with "Wide, Wide World" next season on Sunday afternoons.

Among the contributions is a Ben Park-Ted Mills format which would tell the stories of the various arts—ballet, music, sculpture, etc. Another format is titled "Galaxy" and would be much along the lines of "Omnibus."

COLGATE EXIT EFFECT

NBC-TV Develops Longer Daytime Program Patterns

NEW YORK—A pattern of longer daytime shows is seen developing as a result of programming decisions being made by NBC-TV last week. The pattern will most strikingly be in evidence at NBC, where only three shows will fill the 2:30-5 strip. Tennessee Ernie will go 2:30-3:15, "Matinee Theater" 3:15-4 and "Queen for a Day" 4:15-5.

The decision to lengthen both "Queen" and Ernie was taken as a result of a major cancellation of programs and time at NBC by Colgate last week. Colgate gave up its quarter hour of "Howdy Doody," three quarter hours of

"Feather Your Nest" and three quarter hours of "Modern Romances." Colgate consequently will be without any daytime shows at NBC for the first time in many years. Borden also quit on its sponsorship of three quarter hours of "Date With Life," 4-4:15, but is expected to spend its money on other NBC daytime shows.

NBC Better Off
NBC claims that the Colgate cancellations will give it an opportunity to improve its financial position, because it will not have to give the numerous new daytime sponsors it hopes to attract the same contiguous rates. And the

network also believes its solid line-up of strong shows in the afternoon will do much to arouse the interest of daytime sponsorship prospects. Both Ernie and "Queen" are currently sold out in their half-hour strip-format. And "Matinee" should benefit from Ernie's strong lead-in.

What is the reason for the Colgate daytime cutback? The advertiser evidently feels that its two current properties on CBS-TV, "Strike It Rich" and "The Big Pay-off," are substantial enough to bear the brunt of its daytime effort. And Colgate will now have an estimated \$4,000,000 available for a stronger nighttime programming effort. This should enable it to purchase several more nighttime shows in addition to "My Friend Flicka" and "The Millionaire," both being entirely sponsored, and halves of "The Crusader" and Bob Cummings. All these shows are on CBS. Colgate's newest purchase for next season is one-quarter of "Wire Service," Thursday 9-10 p.m. on ABC-TV.

'Feather' Molts

The Colgate cancellation will most likely mean the end of "Feather Your Nest." A place in daytime, however, may be found for the Wilbur Stark-Jerry Layton package, "Modern Romances," which was the top-rated daytime show on NBC for two years. NBC must now find two new daytime strips—10:30-11, which Ernie Kovacs vacates shortly, and 12:30-1, the "Feather Your Nest" spot.

NBC Sundays 7-8 P.M. Sold

NEW YORK—NBC-TV has wrapped up next season's sponsors for Sunday night 7-7:30-8 p.m. The first half hour has been sold to General Foods for a kid show as yet unselected.

Reynolds Metals will return for another season in the 7:30-8 time period, but with another program. It is dropping "Frontier," and has bought "Circus Boy," the new Screen Gems property, from NBC to replace it.

Gottlieb Named CBS Programs' Gen. Exec

NEW YORK—Lester Gottlieb last week was appointed general executive for the CBS-TV program department. His replacement as director of daytime programs is Bertram Berman, former executive producer for Procter & Gamble productions.

taking over the second quarter hour.

Wednesday: Lever Bros. and Chevrolet are staying put with their respective segments.

Thursday: Toni is retaining its half of both the first and second quarter hours, the other half of the first quarter hour is open for sale, and Chun King is remaining as alternate sponsor of the second quarter hour.

Friday: General Mills is dropping its first quarter hour, which is available for sale; Lever Bros. will continue in the second quarter hour, Hazel Bishop and CBS-Hytron will continue to share the third quarter hour, General Mills takes over the fourth quarter hour, Yardley has renewed the fifth quarter hour and SOS and Converted Rice become the new partners of the last quarter hour.

CBS CLIENTS PLAY GAME OF CHESS

Network Makes Radical Shifts in Line-Up Of Daytime Sponsors; Ins and Outs Fast

NEW YORK—The pattern of CBS-TV's daytime sponsorship line-up for the coming season has been radically changed over the past few weeks in moves that resemble a game of checkers. Tho the end result leaves CBS-TV's daytime schedule just as solidly bankrolled as ever, it makes the present line-up of who's sponsoring what quarter-hour segments completely obsolete.

The new sponsorship line-up on the Arthur Godfrey show, for instance, which takes effect early in July, is as follows:

Monday: Easy Washer will sponsor the first quarter hour, Standard Brands will take over the second quarter hour, Bristol-Myers the third and also the fourth 15-minute segments.

Tuesday: Bauer & Black will bankroll the first segment, Norwich Pharmaceutical the second, Kellogg and Pillsbury will continue with the third and fourth quarter hours, respectively.

Wednesday: Easy Washer will stay with the first segment, the second is all but sold to an undisclosed sponsor, Bristol-Myers will take over the third and the fourth segments.

Thursday: Manhattan Soap assumes ownership of the first quarter hour; American Home, Kellogg, and Pillsbury will stay put with the second, third and fourth 15-minute segments, respectively.

Lever Quits

The gist of the changes is that Lever Bros. is bowing out of its stake on two Godfrey quarter hours, Pillsbury is reducing its holdings from four to two segments, and Corn Products is canceling one period. New bankrollers coming into the show are Standard Brands, Bauer & Black and Manhattan Soap, while Bristol-Myers is expanding its holdings by one quarter hour.

Other daytime sponsorship changes include Standard Brands replacing Scott Paper as bankroller of the Monday segment of "Valiant Lady," the purchase by Best Foods of an alternate quarter hour on Tuesday of Johnny Carson, Pillsbury's retirement from its Monday and Wednesday quarter-hour slots in "House Party" and its replacement by Campbell's and Swift, respectively.

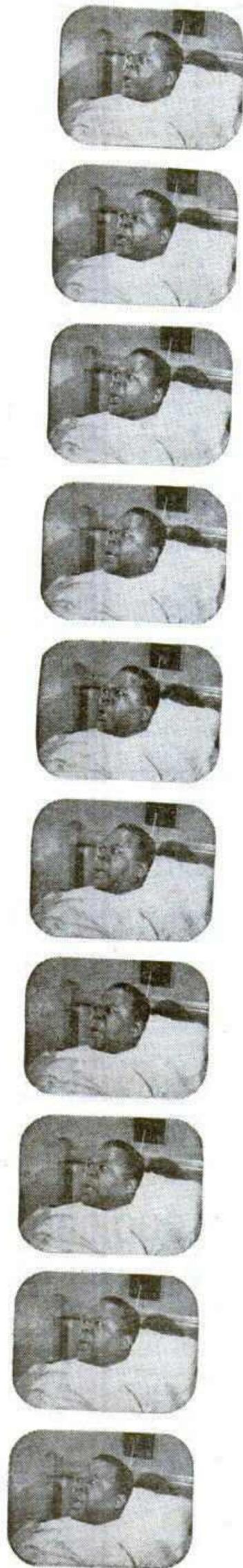
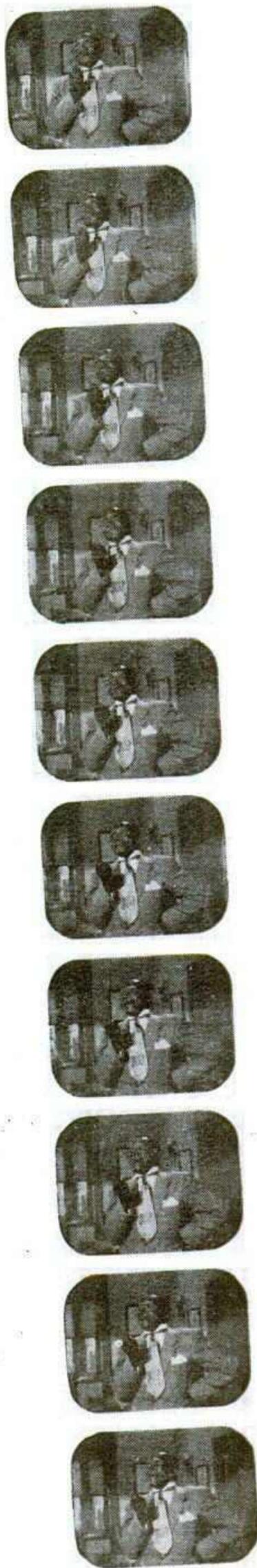
Other changes include the withdrawal of Scott Paper from its Monday quarter hour of Bob Crosby and its replacement by Campbell's Soup (after a seven-week interim sponsorship by 7-Up). Alka-Seltzer's withdrawing from its Tuesday segment of Crosby and is being replaced by Best Foods. Scott Paper's anking Crosby on Thursday and is being replaced by Procter & Gamble.

Moore Line-Up

Garry Moore also has gone thru an extensive realignment of sponsors, the end result of which leaves him with two quarter hours available for sale after June. The new Moore sponsor line-up is as follows:

Monday: Campbell takes over the first quarter hour; Bristol-Myers takes over as alternate bankroller of the second quarter hour, partnered with A. E. Staley.

Tuesday: Miles Labs is dropping out of the first quarter hour, which is available for sale; Best Foods is





FASTEST-MOVING COMEDY TEAM IN SYNDICATION

Amos 'n' Andy, after 28 years, are still adding new pages to their fabulous history. The fastest-moving comedy team in the syndicated film field, Amos 'n' Andy have appeared in *more than 200 markets* to date...and they're still going strong, growing stronger!

Daytime or nighttime, weekday or weekend, first run or re-run—regardless of market size or program competition—the 78 Amos 'n' Andy half-hours now completed consistently draw top ratings in their time period. Ratings like these: Atlanta 28.4; Detroit 24.6; Toledo 25.6; Washington, D. C. 22.8; Los Angeles 21.7; Providence 27.8; Indianapolis 39.3.*

Naturally such audience favor means a fast-growing list of satisfied sponsors. Food Fair, Sav-on Drugs, Sears Roebuck, Sinclair Dealers, Safeway, Tri-State Motors are just a few of the important local and regional advertisers currently sponsoring Amos 'n' Andy.

For quick sales action in *your* market, join America's most endearing, most enduring comedy team. Call or write the distributors of the fastest-moving films in television...

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

This One



C02X-JZ5-TX8P

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PROJECTION FOR '56

Spot Buying to Zoom Ahead; First Quarter \$100-Million

NEW YORK — Based on the industry estimate for the first quarter of this year, spot TV spending in 1956 will probably zoom out far ahead of last year. There is no authoritative estimate of the total amount spent in spot in 1955. The first industry accepted estimate was made by the Television Bureau of Advertising for the last quarter of the year. It was \$103,872,000.

The last quarter of any year, it is generally understood, gets the heaviest spot advertising because of Christmas. It was to be expected that the gross spot time expenditure for the first three months of this year would be considerably less than the final month of 1955. But when TvB completed its compilations last week, it found that the total for January thru March was only \$3,500,000 less than for October-December. TvB's total gross estimate of spot time expenditure in the first quarter of 1956 is \$100,209,000.

Procter & Gamble was again the top spot spender, having increased its expenditure by over \$1,500,000 to \$5,782,800.

Down \$1-Mil.

The amount spent for program time was down \$1,000,000 to \$22,017,000, representing 21.9 per cent of the total spent for spot time of all kinds.

TvB also estimated the amount spent for program time by the top 200 spot advertisers. (See accom-

panying chart). Of these 200, 53 bought no programs during the 13-week period covered. Of the other 147, Kellogg's was far and away the biggest buyer of station program time, having spent \$687,520, almost half of its total spot time expenditure, in program time. Kellogg's sponsors "Superman" and "Wild Bill Hickok" in about 150 markets, each on a spot basis. It has been sponsoring the latter show exactly five years.

Kellogg's ranked fifth in over-all spot time spending, up from 11th last quarter.

The big three auto makers ranked second, seventh and 18th as spot program sponsors. They get into spot sponsorship thru their dealers on a co-op basis.

Falstaff, currently sponsor of "Celebrity Playhouse" and "City Detective," was the top regional and the top beer sponsor, ranking ninth. Next in this category was Piel's Beer in 17th place, Lieberman Breweries, sponsor of "Douglas Fairbanks Presents" and "Code Three, in 19th place, and Ballantime, sponsor of "Highway Patrol," in 22d place.

The list does not show program time expenditure of smaller regional sponsors who spent less than \$94,700, total, for spot time during the 13 weeks. That includes such syndicated film sponsors as Ohio Oil, Standard Oil of California and Interstate Bakeries, since they ranked lower than 200th in total spot spending.

MCA Near Several Big Deals on 'Hawk'

NEW YORK — MCA-TV this week was reported close to several more important regional deals which, if accomplished, would give it a total of three new properties sold on the syndicated market this year. Roland Reed's "The Sea Hawk," starring George O'Brien, is said to be near a buy from MCA-TV by Standard Oil of California for 15 Far Western markets, and by Phillips Petroleum for about 60 Southern and Midwestern cities. Both would begin in the fall.

The property would still be available in the East. Standard Oil of California would most likely cancel its sponsorship of "Stage 7," the Television Programs of Amer-

ica series, and Phillips might end its three-year association with "I Led Three Lives," the Ziv property.

Several weeks ago MCA-TV wrapped up a deal with Falstaff beer for sponsorship of the new Rod Cameron vehicle, "State Trooper," in 70-odd markets. And Foremost Dairies has another MCA-TV film package, the Rosemary Clooney show, for more than 55 cities. Clairol has also bought this show for eight major Eastern and Midwestern cities.

Bob Maxwell Inks Excl. TPA Pact

NEW YORK — Box Maxwell has signed an exclusive production contract with Television Programs of America. It runs to July 1, 1957. The first show under this deal is "Waldo," a comedy about a chimp. The pilot was completed a week ago. Maxwell produces "Lassie" for TPA.

Audio-Video Business

NEW YORK — The Billboard in its May 5 issue incorrectly identified the Audio & Video Company of New York, one of the purchasers of the new Ampex Tape recorders, as being in the pre-recorded audio tape and manufacturing and instrumentation business. The firm's major business is recording commercials for advertising agencies.

Officials' 'Star' Earns \$1.7 Mil

NEW YORK — Official Films has sold the "Star Performance" library in 38 markets for a gross return of \$1,750,000. The 153 dramatic films were acquired by Official's purchase of Four Star Productions in February in exchange for 690,000 shares of Official stock. Since the bid price on Official stock has remained at \$2 a share, Official has already made back more than the cash value it paid.

In 10 of the markets, the films were sold to Budweiser Beer thru the d'Arcy agency. Budweiser is sponsoring them in Boston, St. Louis, Pittsburgh and New Orleans, among other cities. The films were also sold to stations in Philadelphia, San Francisco, Dallas, Denver and Minneapolis.

'Hudson' Segs In Renewal

HOLLYWOOD — Another 39 episodes of "Dr. Hudson's Secret Journal," starring John Howard, will be produced by Eugene Solow and Brewster Morgan for distribution by MCA-TV. First of the new shows rolls at California Studios June 11.

The series, which debuted last fall, has already been renewed in approximately 20 markets by Bowman Biscuit Company out of Denver. It is currently rated third among syndicated dramatic programs, with 39 half hours in the can.

TOP SPOT SHOW SPONSORS BY TVB TIME \$ ESTIMATES

The following chart shows the amount spent for program time by the 147 national and regional advertisers who spent the most in spot TV during the first quarter of 1956. This, the first authoritative estimate of individual gross spending for spot sponsorship, was compiled by the Television Bureau of Advertising. It was derived from the second quarterly survey of national spot time spending done by the N. C. Rorabaugh Company. Program time purchases during the 13 weeks covered represented 21.9 per cent of the total spent for spot time.

Rank	Advertiser	Estimated Expenditure
1.	Kellogg Co.	\$687,520
2.	General Motors Corp.	576,890
3.	Warner-Lambert Pharma Co.	541,070
4.	Eso Standard Oil Co.	530,730
5.	Charles Antell, Inc.	424,090
6.	National Biscuit Co.	367,480
7.	Ford Motor Co.	343,040
8.	H. J. Heinz Co.	323,240
9.	Falstaff Brewing Corp.	309,660
10.	Seven-Up Bottlers	291,680
11.	Shell Oil Co.	283,510
12.	Brown Shoe Co.	271,100
13.	Tafon Dist., Inc.	242,470
14.	Anheuser-Busch, Inc.	229,760
15.	Standard Oil Co. of Ind.	218,080
16.	Pacific Coast Borax Co.	212,770
17.	Piel Bros., Inc.	205,610
18.	Chrysler Corp.	204,990
19.	Liebmann Breweries, Inc.	201,620
20.	Socony-Mobil Oil Co.	197,320
21.	Radio Corp. of America	185,610
22.	P. Ballantine & Sons	181,720
23.	Carnation Co.	168,140
24.	Phillips Petroleum Co.	155,950
25.	Jackson Brewing Co.	151,960
26.	Continental Baking Co.	149,580
27.	Duffy-Mott Co.	142,650
28.	Grant Co.	139,970
29.	Kroger Co.	139,600
30.	Duquesne Brewing Co.	138,220
31.	National Brewing Co.	137,140
32.	American Bakeries Co.	131,820
33.	Carling Brewing Co.	130,310
34.	Household Finance Corp.	128,800
35.	Theo. Hamm Brewing Co.	125,540
36.	Gunther Brewing Co.	124,470
37.	Ward Baking Co.	120,700
38.	Bond Stores, Inc.	120,480
39.	Carter Products, Inc.	120,340
40.	Drewrys, Ltd.	116,330
41.	Mennen Co.	112,200
42.	American Tel. & Tel. Co.	108,930
43.	Jacob Ruppert Brewery	108,750
44.	General Cigar Co.	108,570
45.	Emerson Drug Co.	107,600
46.	E. I. Du Pont De Nemours	104,670
47.	Mars, Inc.	103,190
48.	Jos. E. Schlitz Brewing Co.	100,660
49.	Rev. Oral Roberts	96,960
50.	Sealy Mattress Co.—Dealers	96,600
51.	General Electric Co.	94,870
52.	Lucky Lager Brewing Co.	91,870
53.	Stroh Brewing Co.	91,470
54.	Ralston-Purina Co.	89,800
55.	Miles Laboratories, Inc.	88,980
56.	Pillsbury Mills, Inc.	85,540
57.	Standard Oil Co. of Ohio	84,490
58.	George Wiedemann Brewing	80,490
59.	S. A. Schonbrunn & Co., Inc.	74,200
60.	Pharmaceuticals, Inc.	72,230
61.	Eastern Guild	70,200
62.	Richfield Oil Corp.	68,910
63.	G. H. P. Cigar	68,140
64.	Great A. & P. Tea Co.	67,320
65.	Coca-Cola Co.—Bottlers	65,780

Rank	Advertiser	Estimated Expenditure
66.	Lever Bros. Co.	64,970
67.	American Home Foods	63,490
68.	Anahist Co. Inc.	63,230
69.	Petri Wine Co.	61,740
70.	Paxton & Gallagher Co.	61,670
71.	Lagendorf United Bakers	61,520
72.	American Stores Co.	59,670
73.	Sterling Drug, Inc.	57,450
74.	Procter & Gamble Co.	56,540
75.	Bristol-Myers Co.	53,210
76.	Libby, McNeill & Libby	53,070
77.	Safeway Stores, Inc.	51,210
78.	Lewis Food Co.	50,950
79.	Armour & Co.	50,510
80.	Colgate-Palmolive Co.	48,740
81.	G. Kruger Brewing Co.	48,500
82.	Oscar Mayer & Co.	44,310
83.	Pabst Brewing Co.	44,150
84.	Continental Oil Co.	42,743
85.	Schoenling Brewing Co.	41,980
86.	Rival Packing Co.	41,820
87.	Jim Clinton Clothing Stores	41,470
88.	Walgreen Co.	40,630
89.	Best Foods, Inc.	40,310
90.	Gold Seal Co.	40,110
91.	Greyhound Corp.	38,330
92.	P. Lorillard & Co.	37,880
93.	General Foods Corp.	36,520
94.	General Mills, Inc.	34,690
95.	E. & J. Gallo Winery	34,770
96.	Swift & Co.	34,760
97.	Borden Co.	34,680
98.	Simoniz Co.	34,290
99.	Rath Packing Co.	33,090
100.	Assoc. Hospital Service	32,790
101.	R. J. Reynolds Tobacco Co.	32,530
102.	Robert Hall Clothes	30,340
103.	Gordon Baking Co.	30,200
104.	Sunshine Biscuit Co.	29,460
105.	Nestle Co., Inc.	28,920
106.	Pepsi Cola Co.—Bottlers	26,740
107.	V. La Rosa & Sons, Inc.	24,560
108.	Malt-O-Meal Co.	23,670
109.	Florida Citrus Commission	21,650
110.	Buitoni Products, Inc.	20,580
111.	Better Living Enterprises	20,200
112.	Hills Bros. Coffee, Inc.	19,890
113.	Frito Co.	19,820
114.	M. J. B. Co.	18,720
115.	U. S. Tobacco Co.	18,590
116.	Peter Paul, Inc.	18,540
117.	Williamson Candy Co.	15,960
118.	Stokely-Van Camp, Inc.	14,820
119.	Holsum Baking—Bakeries	14,640
120.	American Chicle Co.	12,990
121.	San Francisco Brewing Corp.	11,130
122.	F. & M. Schaefer Brew. Co.	9,050
123.	Quality Bakers of America	8,910
124.	Kraft Foods Co.	7,800
125.	Liggett & Myers Tobacco	7,210
126.	Wm. B. Reilly & Co., Inc.	7,110
127.	Wildroot Co., Inc.	6,240
128.	J. A. Folger & Co.	6,200
129.	New England Confectionery	6,040
130.	Chock-Ful-O Nuts	5,850
131.	Hawley & Hoops, Inc.	5,500
132.	General Baking Co.	5,400
133.	Brown & Williamson Tob. Co.	5,200
134.	National Enterprises, Inc.	5,000
135.	Monarch Wine Co., Inc.	4,680
136.	Rayco Mfg. Co.	4,680
137.	International Cellucotton	4,440
138.	Blue Plate Foods, Inc.	3,600
139.	Chesebrough-Ponds, Inc.	3,510
140.	Galmorene, Inc.	3,260
141.	Remington Rand, Inc.	2,730
142.	B. C. Remedy Co.	2,640
143.	Top Value Enterprises	2,370
144.	Campbell Soup Co.	1,080
145.	Harold F. Ritchie, Inc.	380
146.	Minute-Maid Corp.	210
147.	Bulova Watch Co.	90

ALL HANDS STATUS QUO

New Warner Owners Won't Nip PRM Deal

NEW YORK — The change in ownership of Warner Bros. Pictures will not affect the sale of over 750 pre-1948 pictures to PRM, Inc., which is now offering them to TV stations thru Associated Artists Productions. Nor is it likely to affect the present management in any substantial way nor the operation of its TV subsidiary, headed by Jack Warner Jr.

A spokesman for the group that last week bought 700,000 shares in the movie company from the three Warner brothers stated that the investment was made with complete confidence in the present management and with no intention to interfere in any way. He added that they also had no intention of changing the PRM deal.

Interchange

However, the change in Warner ownership again raises the possibility of a merger of the TV rights to the Warner and RKO libraries. The group, which now controls over 28 per cent of the outstanding shares in Warner Bros., is headed by Serge Semenko, senior vice-president of the First National

Bank of Boston, and David Baird, financier. They are the same who financed C&C Television, distributor of the 740 RKO pictures. They are said to be representing Si Fabian, president of Stanley-Warner, which is owner of International Latex, which is buying spot time acquired by C&C thru the sale of the RKO pictures.

The Internal Revenue Service has yet to rule on whether the PRM is a capital gain, a fact which has given rise to rumors that that deal might yet fall thru. A PRM spokesman said as far as they were concerned the chances of such a development are about 100,000 to one.

Malamed Named By Screen Gems

NEW YORK — Screen Gems has named Sy Malamed its director of fiscal affairs. He reports to Burt Hanft, director of business affairs.

Malamed recently came over from Television Program of America, where he was treasurer.

ZIV HAS THE HOT SHOWS!



IN 4-STATION CHICAGO

beating Milton Berle, Robert Montgomery, Godfrey and Friends, Ford Theatre and many others.

ARB—Jan. '56

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



TV Program and Time-Buying Guide

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

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

ARB Audience Composition Studies

• Network Adventure Shows

APRIL RATINGS		AMONG WOMEN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	Lassie Kellogg, Campbell (CBS).....32.8	1.	Big Town Lever, A. C. Spark Plug (NBC)....1.02
2.	Robin Hood J & J, Wildroot (CBS).....31.4	1.	Crusader R. J. Reynolds (CBS).....1.02
3.	Wyatt Earp Genl. Mills, Parker Pen (ABC)....28.7	3.	Lassie Kellogg, Campbell (CBS).....1.00
4.	Rin Tin Tin National Biscuit (ABC).....24.6	4.	Frontier Reynolds Metal (NBC)......97
5.	My Friend Flicka Colgate (CBS).....21.6	5.	Warner Bros. Presents Genl. Elec., Monsanto, L&M (ABC)......96
6.	Tales of the Texas Rangers Genl. Mills, Curtiss Candy (CBS) .21.2	6.	Wyatt Earp Genl. Mills, Parker Pen (ABC).... .86
7.	Fury Genl. Foods (NBC).....21.0	7.	Brave Eagle Sust. (CBS)......77
8.	Roy Rogers Genl. Foods (NBC).....20.5	8.	Robin Hood J&J, Wildroot (CBS)......75
9.	Sgt. Preston of the Yukon Quaker Oats (CBS).....19.5	9.	My Friend Flicka Colgate (CBS)......70
10.	Frontier Reynolds Metal (NBC).....19.4	9.	Sgt. Preston of the Yukon Quaker Oats (CBS)......70

AMONG MEN		AMONG CHILDREN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	Frontier Reynolds Metal (NBC)......99	1.	Fury Genl. Foods (NBC).....1.73
2.	Wyatt Earp Genl. Mills, Parker Pen (ABC).... .85	2.	Tales of the Texas Rangers Genl. Mills, Curtiss Candy (CBS) .1.62
3.	Warner Bros. Presents Genl. Elec., Monsanto, L&M (ABC) .83	3.	Captain Midnight Wander (CBS).....1.57
4.	Big Town Lever, A. C. Spark Plug (NBC).... .80	4.	Rin Tin Tin National Biscuit (ABC).....1.46
5.	Crusader R. J. Reynolds (CBS)......78	5.	Lone Ranger Genl. Mills (CBS).....1.45
6.	Captain Gallant H. J. Heinz (NBC)......76	5.	Gene Autry Wrigley (CBS).....1.45
7.	Lassie Kellogg, Campbell (CBS)......72	7.	Roy Rogers General Foods (NBC).....1.42
8.	Sgt. Preston of the Yukon Quaker Oats (CBS)......71	8.	Wild Bill Hickok Kellogg (CBS).....1.40
9.	Robin Hood J&J, Wildroot (CBS)......69	9.	Lassie Kellogg, Campbell (CBS).....1.38
10.	Brave Eagle Sust. (CBS)......65	10.	The Lone Ranger Amer. Dairy, Genl. Mills (ABC) .1.27

Web Winners

LASSIE—CBS-TV
NBC-TV has been trying to persuade "Lassie's" sponsors to bring the show over to that web next season. A look at its latest American Research Bureau rating report shows why. The program is not only the top-rated, network, adventure show — it pulled a 32.8 rating for April — but also is among the top 10 in viewers per set it pulled in among men, among women and also among children. It ranked seventh among men with .72 men per set, third among women with 1.0 women per set and ninth among kids with 1.38 children per set.

Films to Watch

HIGHWAY PATROL—Ziv TV
Ballantine Beer continues its powerful penetration with "Highway Patrol." Its WRCA-TV slotting, for instance, on Monday, 7-7:30 p.m., is the highest syndicated rating in the market, 15.8. Assuming that the WPIX slotting, Wednesday, 9:30-10 p.m., does not duplicate any audience, the show has a total rating of 21.7 here. On the national average its weighted 16.4 Telepulse makes it one of the three top syndicated shows, by far the strongest adventure or mystery. Its male appeal is also appropriately strong, 86 per 100 viewing sets, which is exceeded only by "I Led Three Lives" among the adventures.

• ARB Top 25 Network Shows

April Ratings of Leading Web Programs

This breakdown of network program ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. For additional information on audience size and coverage, please consult ARB, National Press Building, Washington, D. C.

(* Indicates Film)

Rank	Show, Sponsor & Web	April Rating
1.\$64,000 Question, Revlon (CBS).....	51.9
2.Ed Sullivan, Lincoln-Mercury (CBS).....	50.8
3.*I Love Lucy, P&G, Genl. Foods (CBS).....	49.5
4.*You Bet Your Life, De Soto-Plymouth (NBC).....	43.9
5.*Jack Benny, Amer. Tobacco (CBS).....	42.4
6.*Disneyland, Partic. (ABC).....	41.3
7.Perry Como, Partic. (NBC).....	39.3
8.I've Got a Secret, R. J. Reynolds (CBS).....	38.0
9.*December Bride, Genl. Foods (CBS).....	37.9
10.*Dragnet, L&M (NBC).....	37.3
11.Red Skelton, Pet Milk, S. C. Johnson (CBS).....	36.0
12.*Phil Silvers, Amana, R. J. Reynolds (CBS).....	35.3
13.\$64,000 Challenge, Revlon, Kent (CBS).....	35.0
14.*Judy Garland, G. E. Dealers (CBS).....	34.8
15.Big Surprise, Purex, Speidel (NBC).....	34.5
16.*Honeymooners, Buick (CBS).....	34.4
16.What's My Line? Montener, Remington Rand (CBS).....	34.4
18.Godfrey's Talent Scouts, Lipton, Toni (CBS).....	33.8
19.*Ford Theater, Ford (NBC).....	33.1
19.George Cobel, Pet Milk, Armour (NBC).....	33.1
21.*Lassie, Campbell, Kellogg (CBS).....	32.8
22.*The Millionaire, Colgate (CBS).....	32.2
23.*Fireside Theater, P&G (NBC).....	31.5
24.Lineup, P&G, Brown & Williamson (CBS).....	31.4
24.*Robin Hood, J&J, Wildroot (CBS).....	31.4

The Billboard Scoreboard

NETWORK TV PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

MARCH RATINGS		AMONG MEN		AMONG TEENS	
Rank	Show & Distributor	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Highway Patrol (Ziv).....16.4	1.	I Led Three Lives (Ziv).....87	1.	Foreign Intrigue (Official)....26
2.	Superman (Flamingo).....14.5	2.	Highway Patrol (Ziv).....86	2.	Long John Silver (CBS).....25
3.	I Led Three Lives (Ziv).....13.9	3.	The Falcon (NBC).....84	2.	I Search for Adventure (Bagnall).....25
4.	Waterfront (MCA).....13.8	3.	Foreign Intrigue (Official)....84	2.	Superman (Flamingo).....25
5.	Count of Monte Cristo (TPA) .12.7	5.	Waterfront (MCA).....80	5.	Jungle Jim (Screen Gems)....24
6.	Jungle Jim (Screen Gems)....12.0	6.	Passport to Danger (ABC)....79	5.	Soldiers of Fortune (MCA)....24
7.	Soldiers of Fortune (MCA)....11.4	6.	Crosscurrent (Official).....79	7.	Passport to Danger (ABC)....23
7.	Crunch & Des (NBC).....11.4	8.	Dangerous Assignment (NBC) .78	7.	Waterfront (MCA).....23
9.	Crosscurrent (Official).....9.4	9.	The Hunter (Tafon).....77	9.	Highway Patrol (Ziv).....22
10.	Ramar of the Jungle (TPA) .9.0	9.	Secret File, U.S.A. (Official) .77	10.	Count of Monte Cristo (TPA) .21

VIEWERS/100 HOMES		AMONG WOMEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Highway Patrol (Ziv).....232	1.	Dangerous Assignment (NBC) .94	1.	Superman (Flamingo).....98
2.	Soldiers of Fortune (MCA) .224	2.	Foreign Intrigue (Official)....92	2.	Ramar of the Jungle (TPA) .95
3.	Foreign Intrigue (Official) .219	2.	Crosscurrent (Official).....92	3.	Long John Silver (CBS).....92
3.	I Led Three Lives (Ziv).....219	4.	I Led Three Lives (Ziv).....86	4.	Jungle Jim (Screen Gems)....83
5.	Crunch & Des (NBC).....214	5.	Waterfront (MCA).....84	5.	Sheena, Queen of the Jungle (ABC).....69
6.	Crosscurrent (Official).....210	6.	I Spy (Guild).....82	6.	Soldiers of Fortune (MCA) .67
7.	Dangerous Assignment (NBC) .208	7.	The Falcon (NBC).....81	7.	Crunch & Des (NBC).....49
7.	Waterfront (MCA).....208	7.	Highway Patrol (Ziv).....81	8.	China Smith (NTA).....39
9.	The Hunter (Tafon).....206	9.	Crunch & Des (NBC).....79	9.	The Hunter (Tafon).....34
10.	China Smith (NTA).....204	9.	The Hunter (Tafon).....79	10.	Biff Baker, U.S.A. (MCA) .31

• Pulse Top 25 Non-Net Shows

March Ratings of Leading Film Shows

This breakdown of non-network film ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. The Average Rating is based on the rating scored by each show in the 23 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank	Show & Distributor	Avg. March Rating
1.Eddie Cantor (Ziv).....	20.3
2.Life of Riley (NBC).....	18.1
3.Highway Patrol (Ziv).....	16.4
4.Mr. District Attorney (Ziv).....	16.2
5.Annie Oakley (CBS).....	15.8
6.Superman (Flamingo).....	14.5
7.Amos 'n' Andy (CBS).....	14.4
8.Badge 714 (NBC).....	14.3
9.I Led Three Lives (Ziv).....	13.9
10.Waterfront (MCA).....	13.8
11.Doug, Fairbanks Jr. Presents (ABC).....	13.7
12.Dr. Hudson's Secret Journal (MCA).....	13.1
13.Buffalo Bill Jr. (CBS).....	13.0
14.Stars of the Grand Ole Opry (Flamingo).....	12.8
15.Confidential File (Guild).....	12.7
15.Count of Monte Cristo (TPA).....	12.7
17.Science Fiction Theater (Ziv).....	12.6
18.Man Called X (Ziv).....	12.5
18.Wild Bill Hickok (Flamingo).....	12.5
20.Cisco Kid (Ziv).....	12.1
21.Celebrity Playhouse (Screen Gems).....	12.0
21.Jungle Jim (Screen Gems).....	12.0
21.Little Rascals (Interstate).....	12.0
24.Crunch & Des (NBC).....	11.4
24.Soldiers of Fortune (MCA).....	11.4

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The Billboard Scoreboard

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

BIRMINGHAM (2 Stations).....142,400 TV Homes

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

- | | |
|---|---|
| 1. Ed Sullivan Show, WBRC, Su.49.5 | 6. Godfrey's Talent Scouts, WBRC, M.42.3 |
| 2. I Love Lucy, WBRC, M.48.8 | 6. Millionaire, WBRC, W.42.3 |
| 3. \$64,000 Question, WBRC, T.46.8 | 8. Burns and Allen, WBRC, M.39.8 |
| 4. Red Skelton, WBRC, T.44.8 | 9. Climax, WBRC, Th.39.3 |
| 5. I've Got a Secret, WBRC, W.43.3 | 10. Fireside Theater, WABT, T.39.0 |

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

- | | |
|--|--|
| 1. *Dinner Theater, WABT, M-F.30.6 | 6. *Circle 6 Ranch, WBRC, M-F.18.2 |
| 2. Mickey Mouse Club, WABT, M-F.23.4 | 7. *Patti Page, WABT, M, F.17.8 |
| 3. News Caravan, WABT, M-F.20.8 | 8. Arthur Godfrey, WBRC, M-Th.17.0 |
| 4. *Circle 6 Theater, WBRC, M-F.19.7 | 9. Eddie Fisher, WABT, M, F.14.8 |
| 5. *News, Sports, Weather Man (6:30 p.m.), WABT, M-F.19.6 | 10. Search for Tomorrow, WBRC, M-F.14.5 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|--|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Badge 714 (NBC), WBRC, F-10:00.....32.5 | 15. †Patti Page (Oldsmobile), WABT, M, F-10:0017.8 |
| 2. Elery Queen (TPA), WBRC, F-9:30.....29.3 | 15. Stars of the Grand Ole Opry (Flamingo), WABT, M-9:3017.8 |
| 3. Highway Patrol (Ziv), WBRC, T-10:00.....27.8 | 18. Count of Monte Cristo (TPA), WBRC, W-10:3017.0 |
| 4. Celebrity Playhouse (Screen Gems), WBRC, Th-9:0027.3 | 19. Abbott and Costello (MCA), WBRC, M-6:0016.5 |
| 5. Amos 'n' Andy (CBS), Th-10:00.....26.8 | 20. Crunch and Des (NBC), WABT, Th-10:00.....16.3 |
| 6. Ramar of the Jungle (TPA), WBRC, Su-5:3024.3 | 21. The Pendulum (Koch), WBRC, S-10:00.....15.8 |
| 7. Racket Squad (ABC), WBRC, M-10:00.....24.0 | 21. Cisco Kid (Ziv), WBRC, S-12:00.....15.8 |
| 8. Dr. Hudson's Secret Journal (MCA), WBRC, Th-9:3022.3 | 21. I Spy (Guild), WBRC, F-10:3015.8 |
| 9. Eddie Arnold Time (Schwimmer), WABT, F-6:0021.8 | 24. Mr. District Attorney (Ziv), WBRC, M-10:3014.3 |
| 10. Cisco Kid (Ziv), WBRC, Su-1:00.....21.0 | 25. Buffalo Bill Jr. (CBS), WABT, S-12:00.....13.8 |
| 11. Science Fiction Theater (Ziv), WABT, Th-8:0020.8 | 26. Hopalong Cassidy (NBC), WABT, S-8:00 a.m.13.5 |
| 12. †Death Valley Days (Pacific Borax), WABT, S-10:0019.5 | 27. Looney Tunes (Guild), WABT, M-F-3:30.....12.4 |
| 13. Waterfront (MCA), WABT, Su-9:30.....18.5 | 28. Long John Silver (CBS), WBRC, F-6:00.....11.8 |
| 14. Mr. and Mrs. North (Schubert), WBRC, T-10:3018.3 | 29. The Ruggles (Corradine), WABT, Su-12:15.....11.0 |
| 15. Annie Oakley (CBS), WBRC, T-6:00.....17.8 | 30. †The Hunter (Tafon), WABT, Su-11:00..... 8.3 |

PHILADELPHIA (4 Stations).....1,092,000 TV Homes

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

- | | |
|---|---|
| 1. \$64,000 Question, WCAU, T.41.9 | 6. Jack Benny, WCAU, Su.31.7 |
| 2. Ed Sullivan, WCAU, Su.38.3 | 7. Disneyland, WFIL, W.31.4 |
| 3. I Love Lucy, WCAU, M.38.3 | 8. Climax, WCAU, Th.30.8 |
| 4. Judy Garland, WCAU, Su.34.5 | 9. Alfred Hitchcock, WCAU, Su.30.2 |
| 5. Perry Como, WRCV, S.32.0 | 9. December Bride, WCAU, M.30.2 |

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

- | | |
|---|---|
| 1. Mickey Mouse Club, WFIL, M-F.22.4 | 6. *Star Theater, WFIL, M-F.12.7 |
| 2. *Little Rascals, WRCV, M-F.18.6 | 7. Art Linkletter, WCAU, M-F.12.6 |
| 3. Guiding Light, WCAU, M-F.14.1 | 7. Love of Life, WCAU, M-F.12.6 |
| 4. Search for Tomorrow, WCAU, M-F.13.9 | 7. Valiant Lady, WCAU, M-F.12.6 |
| 5. Arthur Godfrey, WCAU, M-Th.13.4 | 10. Strike It Rich, WCAU, M-F.11.6 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|--|
| 1. Waterfront (MCA), WCAU, Su-6:30.....21.9 | 17. Man Called X (Ziv), WCAU, F-7:00.....11.5 |
| 2. Annie Oakley (CBS), WCAU, S-5:30.....21.7 | 18. My Little Margie (Official), WRCV, M-F-10:4520.7 |
| 3. Madison Square Garden (Winik), WRCV, F-10:4520.7 | 19. Studio 57 (MCA), WFIL, S-7:00.....11.0 |
| 4. Superman (Flamingo), WCAU, M-7:00.....19.7 | 20. Amos 'n' Andy (CBS), WRCV, Su-2:0010.8 |
| 5. Buffalo Bill Jr. (CBS), WFIL, Su-6:00.....19.2 | 21. Confidential File (Guild), WRCV, Su-10:30.....10.5 |
| 6. Wild Bill Hickok (Flamingo), WCAU, T-7:0018.0 | 22. Liberate (Guild), WRCV, S-11:00..... 9.9 |
| 7. Little Rascals (Interstate), WRCV, M-F-6:0017.5 | 23. Mr. and Mrs. North (Schubert), WFIL, Su-3:00 9.7 |
| 8. Soldiers of Fortune (MCA), WCAU, S-6:00.....15.9 | 24. Mr. District Attorney (Ziv), WRCV, T-10:30 9.5 |
| 9. Looney Tunes (Guild), WCAU, S-10:00 a.m.15.5 | 25. I Spy (Guild), WRCV, M-10:30..... 8.5 |
| 10. Passport to Danger (ABC), WCAU, Th-10:3015.4 | 26. †Patti Page (Oldsmobile), WCAU, S-11:15..... 8.3 |
| 11. San Francisco Beat (CBS), WRCV, W-10:30.....15.3 | 26. Dr. Hudson's Secret Journal (MCA), WRCV, Su-6:00 8.3 |
| 12. Cowboy G-Men (Flamingo), WCAU, S-4:00.....13.9 | 28. Police Call (NTA), WFIL, Su-3:30..... 8.2 |
| 13. I Led Three Lives (Ziv), WCAU, Th-7:00.....13.9 | 28. The Three Musketeers (ABC), WFIL, Su-6:30 8.2 |
| 14. Badge 714 (NBC), WCAU, W-7:00.....13.7 | 28. †The Hunter (Tafon), WFIL, Su-4:00..... 8.2 |
| 15. Life With Elizabeth (Guild), WFIL, Su-4:30.....12.7 | 28. My Hero (Official), WCAU, T, Th-3:00 8.2 |
| 16. Highway Patrol (Ziv), WFIL, M-10:30.....12.5 | |

WASHINGTON (4 Stations).....457,700 TV Homes

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

- | | |
|---|---|
| 1. Ed Sullivan Show, WTOP, Su.39.8 | 6. Judy Garland, WTOP, Su.30.4 |
| 2. I Love Lucy, WTOP, M.39.7 | 7. Jack Benny, WTOP, Su.30.2 |
| 3. \$64,000 Question, WTOP, T.36.3 | 8. December Bride, WTOP, M.28.7 |
| 4. Groucho Marx, WRC, Th.35.9 | 9. Climax, WTOP, Th.28.3 |
| 5. Perry Como, WRC, S.35.4 | 10. Greatest Show On Earth, WTOP, T.28.1 |

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

- | | |
|---|---|
| 1. Mickey Mouse Club, WMAL, M-F.13.6 | 6. CBS News, WTOP, M-F.11.3 |
| 2. *11 p.m. Report, WTOP, M-F.13.5 | 7. Guiding Light, WTOP, M-F.11.1 |
| 3. *Cisco Kid, WTOP, M-F.12.0 | 8. Search for Tomorrow, WTOP, M-F.10.8 |
| 4. News Caravan, WRC, M-F.11.8 | 9. Eddie Fisher, WRC, W, F.10.7 |
| 5. Dinah Shore, WRC, T, Th.11.4 | 10. Bob Crosby, WTOP, M-F.10.4 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|--|--|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Waterfront (MCA), WTOP, T-10:30.....21.0 | 17. Dr. Hudson's Secret Journal (MCA), WMAL, Su-6:3010.2 |
| 2. Count of Monte Cristo (TPA), WTOP, S-6:3020.0 | 18. †Patti Page (Oldsmobile), WTOP, S-5:45.....10.0 |
| 3. Badge 714 (NBC), WRC, F-7:00.....18.7 | 18. Buffalo Bill Jr. (CBS), WMAL, Th-6:00.....10.0 |
| 4. Public Defender (Interstate), WTOP, Th-10:3017.4 | 20. Life With Father (CBS), WTOP, Su-2:30..... 9.9 |
| 4. Wild Bill Hickok (Flamingo), WRC, Th-7:0017.4 | 21. My Little Margie (Official), WTOP, M-F-5:00 9.3 |
| 6. San Francisco Beat (CBS), WTOP, Th-7:00.....16.0 | 22. †Sky King (Nabisco), WMAL, W-6:00..... 8.5 |
| 7. Mr. District Attorney (Ziv), WRC, M-10:30.....15.0 | 23. Little Rascals (Interstate), WRC, M-F-9:00 a.m. 8.2 |
| 8. Superman (Flamingo), WRC, T-7:00.....14.4 | 24. †Patti Page (Oldsmobile), WTOP, Su-2:15 8.0 |
| 9. Highway Patrol (Ziv), WTOP, F-7:30.....14.3 | 25. Steve Donovan, Western Marshal (NBC), WTOP, T-7:00 7.9 |
| 10. Sherlock Holmes (UM&M), WRC, M-7:00.....14.0 | 25. Man Called X (Ziv), WMAL, Su-10:30..... 7.9 |
| 11. Annie Oakley (CBS), WTOP, F-7:00.....13.2 | 25. Police Call (NTA), WTOP, Su-12:00 noon..... 7.9 |
| 12. Little Rascals (Interstate), WRC, W-7:00.....12.0 | 28. Madison Square Garden (Winik), WTTG, M-10:45 7.7 |
| 12. Cisco Kid (Ziv), WTOP, M-F-6:00.....12.0 | 29. Guy Lombardo (MCA), WTTG, F-9:30..... 7.4 |
| 14. Ramar of the Jungle (TPA), WTOP, W-7:00.....11.9 | 29. Studio 57 (MCA), WMAL, F-9:00..... 7.4 |
| 15. Science Fiction Theater (Ziv), WMAL, Su-6:0011.0 | 29. Confidential File (Guild), WMAL, Th-10:00..... 7.4 |
| 16. Jungle Jim (Screen Gems), WMAL, F-6:00.....10.3 | 29. Beulah (Flamingo), WMAL, M-7:30..... 7.4 |

CLEVELAND (3 Stations).....457,100 TV Homes

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

- | | |
|---|--------------------------------------|
| 1. Ed Sullivan Show, WXEL, Su.40.5 | 6. Perry Como, KYW, C.32.3 |
| 2. \$64,000 Question, WXEL, T.40.0 | 7. Jackie Gleason, WXEL, S.31.9 |
| 3. I Love Lucy, WXEL, M.37.9 | 8. Climax, WXEL, Th.31.6 |
| 4. Disneyland, WEWS, W.37.3 | 9. Groucho Marx, KYW, Th.31.2 |
| 5. What's My Line? WXEL, Su.32.4 | 10. Judy Garland, WXEL, Su.30.4 |

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

- | | |
|---|--|
| 1. Mickey Mouse Club, WEWS, M-F.24.0 | 8. *Reporter, Sports Final (11 p.m.), WXEL, M-F.11.5 |
| 2. *Looney Tunes, WXEL, M-F.12.4 | 7. *News, Weather, Sports (11 p.m.), KYW, M-F.11.3 |
| 3. *Sports Desk, Misc. (6:15 p.m.), WXEL, M-F.12.1 | 8. *Weather, Reporter, Sports (6:45 p.m.), WEWS, M-F.11.2 |
| 4. *Ramar of the Jungle, KYW, M-F.11.9 | 9. *Dinner Theater, WEWS, M, W, F.10.9 |
| 5. *Hittes of the News (6:30 p.m.), WEWS, M-F.11.5 | 10. CBS News, WXEL, M-F.10.3 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|--|---|
| 1. Range Rider (CBS), WEWS, Su-7:00.....25.2 | 17. Great Gildersleeve (NBC), WXEL, W-7:00.....12.9 |
| 2. Kit Carson (MCA), WEWS, Su-6:30.....23.7 | 18. Science Fiction Theater (Ziv), KYW, T-7:00.....12.7 |
| 3. Highway Patrol (Ziv), WXEL, T-10:30.....23.5 | 19. Wild Bill Hickok (Flamingo), WEWS, T-6:0012.4 |
| 4. My Little Margie (Official), KYW, M-7:00.....21.0 | 19. Looney Tunes (Guild), WXEL, M-F-6:00.....12.4 |
| 5. Buffalo Bill Jr. (CBS), WXEL, S-5:30.....20.5 | 21. Ramar of the Jungle (TPA), KYW, M-F-6:0011.9 |
| 6. Annie Oakley (CBS), WXEL, S-6:30.....20.4 | 22. Studio 57 (MCA), KYW, Th-7:00.....11.5 |
| 7. Badge 714 (NBC), WXEL, F-7:00.....18.2 | 22. Superman (Flamingo), WEWS, Th-6:00.....11.5 |
| 8. Hopalong Cassidy (NBC), WXEL, S-6:00.....17.4 | 24. Looney Tunes (Guild), WXEL, S-11:00 a.m.11.2 |
| 8. Dr. Hudson's Secret Journal (MCA), WEWS, F-9:0017.4 | 26. Mr. District Attorney (Ziv), WEWS, Th-7:3010.9 |
| 8. Man Behind the Badge (MCA), KYW, M-10:3017.4 | 27. †Patti Page (Oldsmobile), WXEL, W, F-6:3010.0 |
| 11. Cisco Kid (Ziv), WXEL, Th-7:00.....16.0 | 28. I Led Three Lives (Ziv), WEWS, S-10:30..... 9.9 |
| 11. †Sky King (Nabisco), WXEL, S-5:00.....16.0 | 29. Col. March of Scotland Yard (Official), KYW, Su-11:00 9.4 |
| 13. Doug Fairbanks Presents (ABC), KYW, W-7:0015.7 | 30. Championship Bowling (Schwimmer), WEWS, M-11:00 9.2 |
| 14. San Francisco Beat (CBS), WXEL, T-7:00.....13.9 | |
| 15. Mobil Theater (Socony-Mobil), WXEL, M-7:0013.5 | |
| 16. Racket Squad (ABC), KYW, S-7:00.....13.4 | |

Top Show Pluggers

WBZ-TV, Boston: "Jungle Jim"

The station won first place this year in The Billboard's 18th Annual Promotion Competition in the three-channel market. Unlike any of its competition, the station's entry reflected a strong sense of humor in its top-flight promotion. Of course, with "Jungle Jim" to tout in conservative Boston, the station had a natural. That WBZ-TV recognized it as such is to the staff's credit.

The station had a problem in that a favorite news show aired at 6:30, and "Jim" would not be able to start until 6:45, when the opposition's thriller had already been under way 15 minutes.

Undaunted, the team went about it in this fashion: First a modern huntress and a "gorilla" were obtained for parading thru the streets. Smaller animals and mysterious crates began arriving at the station addressed to the program.

All of this was climaxed with a shindig at the Mogambo Room, where exotic foods imported from North, South, East and West Boston were served, such delicacies as Indian Ocean Prawns, Egret Livers, African Boar Strips, etc.

The while, of course, station breaks made much use of pre-debut ads. The stress was on Johnny Weismuller for those who remembered his Tarzan days and on Skipper for the kiddies.

Staff members for the Westinghouse Broadcasting Company station are F. A. Tooke, general manager, and E. J. Muriarty, promotion manager.

(Next week: WBNS-TV, Columbus, O.)

All But Four Vitapix Outlets Take 'Blondie'

NEW YORK—All but four of the 58 Vitapix stations have now committed time for "Blondie." The four holdouts, all in one-station markets, will offer the best time they can open. Hal Roach Jr. will be here next week to begin the sales effort on the show. In New York, Vitapix has a time offer from WABC-TV.

Meanwhile, all 58 Vitapix stations have offered time availabilities for the "RKO Finest 52" package of feature films. Most of the availabilities are post-network-option time, a few are late Sunday afternoon.

NEW YORK — National Telefilm Associates has sold the first run of the 13-episode "Secret Mission" to ABC-TV to run as a summer replacement in Friday, 8-8:30 p.m., the "Ozzie and Harriet" time.

NTA has at the same time begun to make syndication sales of the reruns to begin next fall, one of the first deals being with WPIX here. NTA took on distribution of the World War II adventure series last month.

Gross Up 33% At Guild Films

NEW YORK — Guild Films' gross sales during its fiscal year ending November 30, 1955, were up 33 per cent over the previous year. They totaled, \$6,279,123, according to the report sent to stockholders this week. Guild's profit from TV film sales were \$89,782.

In his letter to the stockholders, President Reub Kaufman stated, "The company's financial position was greatly strengthened by the addition of new capital and as a result of its expanded operations. Working capital was increased by more than \$1,000,000 to a total of approximately \$2,250,000."

Danon in New Post

HOLLYWOOD — Dalton Danon, account exec for Guild Films in Philadelphia, this week was named to take over the post of Western sales manager for the company. Danon was previously with KPTV and with the Hoffman Corporation in Los Angeles.

Sterling Gets Time Series

NEW YORK—Sterling Television is taking over distribution of three TV film series that Time has had lying on its shelf since it quit the TV film business several years back. The shows are "American Wit and Humor," "Crusade in the Pacific" and "Ballets de Paris."

Time also used to distribute the "March of Time" series. But it turned that over to NBC a couple of years ago. NBC has it in its stock show library.

Sturm, Blake Join EPA; Total at 25

NEW YORK — At its meeting last week the Film Producers Association of New York inducted two more important commercial producers, Bill Sturm Studios and George Blake Enterprises. This brings total membership up to 25. The meeting also reviewed current negotiations with the cameramen's (Local 644) and editors' (Local 771) unions.

FPA is planning another meeting in the near future to discuss the application of the New York City 3 per cent sales tax to film.

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

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one month's weekly issues, beginning with the issue of The Billboard dated the third Saturday of each month. For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

LOS ANGELES (7 Stations).....1,742,800 TV Homes

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

- 1. \$64,000 Question, KNXT, T.47.2
2. Ed Sullivan Show, KNXT, Su.34.8
3. What's My Line? KNXT, Su.32.7
4. I Love Lucy, KNXT, M.32.3
5. Groucho Marx, KRCA, Th.31.9
6. Greatest Show on Earth, KNXT, T.31.3
7. Jack Benny, KNXT, Su.29.5
8. George Gobel, KRCA, S.28.3
9. Burns and Allen, KNXT, M.27.3
10. Climax, KNXT, Th.25.8

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

- 1. Mickey Mouse Club, KABC, M-F.12.5
2. *News-Geo. Putman (6:45 p.m.), KTTV, M-F.8.9
3. Queen for a Day, KRCA, M-F.8.5
4. *News-Jack Latham (11 p.m.), KRCA, M-F.8.3
5. News Caravan, Misc., KRCA, M-F.8.1
6. *Life With Elizabeth, KTTV, M-F.8.0
7. *News-Geo. Putman (11 p.m.), KTTV, M-F.7.7
8. *Big News (10:30 p.m.), KNXT, M-F.7.2
9. Dinah Shore, KRCA, T, Th.7.2
10. Art Linkletter, KNXT, M-F.7.1

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Confidential File (Guild), KTTV, F-9:30...16.7
2. My Little Margie (Official), KTTV, M-7:30...16.1
3. Science Fiction Theater (Ziv), KTTV, M-8:00...15.4
4. I Led Three Lives (Ziv), KTTV, S-8:30...14.9
5. Life of Riley (NBC), KTTV, M-8:30...13.2
6. I Married Joan (Interstate), KTTV, M-7:00...13.2
7. Highway Patrol (Ziv), KTTV, M-9:00...12.3
8. San Francisco Beat (CBS), KTTV, S-9:30...12.3
9. Man Called X (Ziv), KHJ, M-8:30...12.2
10. Susie (TPA), KTTV, S-8:00...12.2
11. Mr. District Attorney (Ziv), KTTV, S-9:00...11.9
12. The Three Musketeers (ABC), KTTV, T-6:00...11.9
13. Man Behind the Badge (MCA), KTTV, F-8:00...11.9
14. Stage 7 (TPA), KTTV, F-9:00...11.6
15. Jungle Jim (Screen Gems), KTTV, M-6:00...11.6
16. The Whistler (CBS), KNXT, W-10:00...11.6
17. I Search for Adventure (Bagnall), KCOP, Th-7:00...11.6
18. City Detective (MCA), KTTV, M-9:30...11.4
19. Doug. Fairbanks Presents (ABC), KRCA, M-10:30...11.4
20. Annie Oakley (CBS), KTTV, Th-7:00...11.0
21. Fabian of Scotland Yard (CBS), KTTV, M-10:00...10.4
22. Cross Current (Official), KNXT, Su-10:30...10.4
23. Waterfront (MCA), KTTV, W-9:00...10.3
24. Mayor of the Town (MCA), KTTV, W-9:30...10.1
25. Celebrity Playhouse (Screen Gems), KNXT, T-10:00...10.0
26. Count of Monte Cristo (TPA), KTTV, F-6:00...9.9
27. Life With Father (CBS), KNXT, F-7:00...9.9
28. Superman (Flamingo), KTTV, S-7:00...9.8
29. Little Rascals (Interstate), KNXT, Su-4:30...9.4
30. Racket Squad (ABC), KTTV, Th-10:00...9.4
31. Stories of the Century (Hollywood), KTTV, Th-6:00...9.4

SAN FRANCISCO-OAKLAND (5 Stations).....766,200 TV Homes

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

- 1. \$64,000 Question, KPX, T.49.5
2. Ed Sullivan Show, KPX, Su.42.5
3. Groucho Marx, KRON, Th.42.2
4. Greatest Show on Earth, KPX, T.42.0
5. I Love Lucy, KPX, M.38.8
6. Judy Garland, KPX, Su.37.0
7. Perry Como Show, KRON, S.33.2
8. Dragnet, KRON, Th.32.5
9. What's My Line? KPX, Su.31.5
10. Disneyland, KGO, W.30.4

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

- 1. Mickey Mouse Club, KGO, M-F.16.0
2. News Caravan, Misc., KRON, M-F.12.5
3. Queen for a Day, KRON, M-F.11.3
4. Art Linkletter, KPX, M-F.10.5
5. CBS News, KPX, M-F.9.9
6. *Federal Men, KRON, M-Th.9.1
7. *Shell News (6 p.m.), KPX, M-F.8.8
8. Big Payoff, KPX, M-F.8.5
9. Dinah Shore, KRON, T, Th.8.4
10. *Deputy Dave, KPX, M-F.8.3

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Life of Riley (NBC), KPX, Th-7:00...26.0
2. Stars of the Grand Ole Opry (Flamingo), KPX, Su-9:30...25.5
3. Badge 714 (NBC), KPX, W-9:00...23.7
4. I Search for Adventure (Bagnall), KPX, Th-7:30...22.9
5. Stage 7 (TPA), KRON, F-8:30...20.7
6. Waterfront (MCA), KPX, Su-10:00...20.4
7. Man Behind the Badge (MCA), KRON, T-10:30...18.0
8. Doug. Fairbanks Presents (ABC), KPX, M-10:00...17.0
9. The Whistler (CBS), KRON, W-10:30...16.7
10. I Led Three Lives (Ziv), KRON, M-10:30...16.2
11. Mr. District Attorney (Ziv), KRON, F-10:30...15.5
12. Science Fiction Theater (Ziv), KRON, S-7:00...15.2
13. Public Defender (Interstate), KPX, F-10:30...14.8
14. Celebrity Playhouse (Screen Gems), KRON, F-10:00...13.7
15. Science In Action (TPA), KRON, M-7:00...13.7
16. Count of Monte Cristo (TPA), KPX, T-10:00...13.7
17. Steve Donovan, Western Marshal (NBC), WPIX, T-6:30...13.5
18. Jungle Jim (Screen Gems), KGO, F-6:30...12.4
19. Confidential File (Guild), KGO, T-10:00...12.4
20. Annie Oakley (CBS), KGO, F-6:00...12.0
21. Crunch and Des (NBC), KRON, Th-7:00...11.7
22. Gangbusters (Gen'l Teleradio), KRON, F-11:00...11.7
23. Superman (Flamingo), KGO, W-6:30...11.7
24. Mayor of the Town (MCA), WGO, M-7:30...11.4
25. Man Called X (Ziv), KRON, M-6:30...11.2
26. Highway Patrol (Ziv), KRON, T-6:30...11.0
27. Foreign Intrigue (Official), KPX, W-10:00...10.9
28. †Death Valley Days (Pacific Borax), KGO, F-7:00...10.5
29. Cisco Kid (Ziv), KRON, Th-6:30...10.5
30. Kit Carson (MCA), KRON, T-F-6:00...9.4

NEW YORK (7 Stations).....4,008,800 TV Homes

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

- 1. Ed Sullivan Show, WCBS, Su.45.7
2. \$64,000 Question, WCBS, T.38.9
3. I Love Lucy, WCBS, M.37.7
4. Judy Garland, WCBS, Su.37.3
5. Perry Como, WRCA, S.33.7
6. Greatest Show on Earth, WCBS, M.33.1
7. Groucho Marx, WRCA, Th.32.9
8. Alfred Hitchcock, WCBS, Su.32.8
9. Climax, WCBS, Th.31.9
10. Jack Benny, WCBS, Su.31.8

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

- 1. *News and Weather (11 p.m.), WRCA, M-F.14.5
2. Mickey Mouse Club, WABC, M-F.13.3
3. *News, Weather, Sports (11 p.m.), WCBS, M-F.13.1
4. *Looney Tunes, WABD, M-F.10.1
5. Guiding Light, WCBS, M-F.9.3
6. Arthur Godfrey, WCBS, M-Th.9.1
7. Eddie Fisher, WCBS, W, F.8.9
8. CBS News, WCBS, M-F.8.8
9. Howdy Doody, WRCA, M-F.8.7
10. News Caravan, WRCA, M-F.8.7

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Highway Patrol (Ziv), WRCA, M-7:00...15.8
2. Doug. Fairbanks Presents (ABC), WRCA, M-10:30...13.1
3. Annie Oakley (CBS), WCBS, S-4:30...12.8
4. Great Gildersleeve (NBC), WRCA, T-7:00...11.2
5. Superman (Flamingo), WRCA, M-6:00...11.0
6. †Sky King (Nabisco), WABC, Su-6:00...10.9
7. Buffalo Bill Jr. (CBS), WPIX, S-6:00...10.9
8. Guy Lombardo (MCA), WRCA, Th-7:00...10.4
9. Science Fiction Theater (Ziv), WRCA, F-7:00...10.2
10. Looney Tunes (Guild), WABD, M-F-6:30...9.2
11. Star and the Story (Official), WRCA, S-7:00...8.7
12. †Death Valley Days (Pacific Borax), WRCA, W-7:00...8.6
13. Jungle Jim (Screen Gems), WRCA, F-6:00...7.8
14. The Goldbergs (Guild), WABD, Th-7:30...7.7
15. Little Rascals (Interstate), WPIX, M-F-6:00...7.3
16. Cisco Kid (Ziv), WABC, S-6:00...6.9
17. Hopalong Cassidy (NBC), WRCA, Th-6:00...6.9
16. Wild Bill Hickok (Flamingo), WRCA, W-6:00...6.9
19. Abbott and Costello (MCA), WPIX, W-6:30...6.6
20. Gangbusters (Gen'l Teleradio), WABD, Su-3:00...6.2
21. Badge 714 (NBC), WPIX, W-8:30...6.2
22. Steve Donovan, Western Marshal (NBC), WRCA, T-6:00...6.2
23. Highway Patrol (Ziv), WPIX, W-9:30...5.9
24. Man Called X (Ziv), WPIX, W-9:00...5.7
25. San Francisco Beat (CBS), WPIX, M-8:30...5.7
26. Little Rascals (Interstate), WPIX, S-6:30...5.6
27. City Detective (MCA), WPIX, Su-9:30...5.5
28. Gene Autry (CBS), WABC, M-F-6:00...5.0
29. Cisco Kid (Ziv), WABC, M-F-6:30...4.8
30. Hopalong Cassidy (NBC), WABC, S-4:30...4.8
31. Ramar of the Jungle (TPA), WPIX, Su-5:00...4.8
32. Little Rascals (Interstate), WPIX, Su-5:30...4.8

NEW ORLEANS (2 Stations).....199,300 TV Homes

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

- 1. Robert Montgomery, WDSU, Th.59.3
2. Groucho Marx, WDSU, Th.56.5
3. Kraft TV Theater, WDSU, W.55.5
4. Boxing, WDSU, F.55.2
5. Big Story, WDSU, F.54.8
5. Fireside Theater, WDSU, T.54.8
7. Star Stage, WDSU, F.53.8
8. Lux Video Theater, WDSU, Th.52.9
9. This Is Your Life, WDSU, W.52.8
10. Perry Como, WDSU, S.52.6

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

- 1. Eddie Fisher, WDSU, W, F.39.5
2. News Caravan, WDSU, M-F.37.7
3. Dinah Shore, WDSU, T, Th.33.3
4. *Sports, Weather (6:15 p.m.), WDSU, M-F.32.6
5. *Esso Reporter, WDSU, M-F.32.0
6. Pinky Lee, WDSU, M, T, Th, F.26.4
7. *Mrs. Muffin's Party, WDSU, T, Th.25.8
8. Howdy Doody, WDSU, M, T, Th, F.24.6
9. Guiding Light, WDSU, F, W.21.5
10. Queen for a Day, WDSU, M-F.21.5

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Amos 'n' Andy (CBS), WDSU, Su-9:30...49.8
2. San Francisco Beat (CBS), WDSU, W-9:30...47.8
3. Doug. Fairbanks Presents (ABC), WDSU, T-9:30...44.3
4. Liberate (Guild), WDSU, S-9:30...43.0
5. Rin Tin Tin (Screen Gems), WDSU, S-10:30 a.m.40.5
6. Highway Patrol (Ziv), WDSU, F-10:00...40.3
7. Soldiers of Fortune (MCA), WDSU, Su-5:00...38.3
8. Range Rider (CBS), WDSU, F-5:30...33.3
9. Annie Oakley (CBS), WDSU, S-12:00 noon...32.3
10. Stars of the Grand Ole Opry (Flamingo), WDSU, S-5:00...31.3
11. †Sky King (Nabisco), WDSU, S-9:30 a.m.31.3
12. Science Fiction Theater (Ziv), WDSU, M-10:00...30.8
13. Little Rascals (Interstate), WDSU, F-5:00...30.5
14. Buffalo Bill Jr. (CBS), WDSU, Th-5:30...30.3
15. Eddie Cantor (Ziv), WDSU, Th-10:00...29.8
16. Celebrity Playhouse (Screen Gems), WDSU, T-10:00...29.8
17. Crunch and Des (NBC), WDSU, S-10:00...29.5
18. Cowboy G-Men (Flamingo), WDSU, M-5:30...27.3
19. †Death Valley Days (Pacific Borax), WDSU, W-10:30...26.8
20. Mr. District Attorney (Ziv), WDSU, Th-10:30...26.5
21. Superman (Flamingo), WDSU, W-5:00...26.0
22. I Led Three Lives (Ziv), WDSU, S-10:30...25.8
23. Cisco Kid (Ziv), WDSU, T-5:30...25.5
24. Studio 57 (MCA), WDSU, T-10:30...25.3
25. Wild Bill Hickok (Flamingo), WDSU, M-5:00...23.8
26. Little Rascals (Interstate), WDSU, Su-10:30 a.m.15.8
27. Duffy's Tavern (UM&M), WJMR, Th-8:00 u 9.8
28. My Little Margie (Official), WJMR, M-8:30...u 9.3
29. The Ruggles (Corradine), WJMR, F-7:00 u 7.0
30. Secret File, U.S.A. (Official), WJMR, Su-8:30...u 6.3

THIS WEEK'S FILM BUYS

'Movie Parade' Adds 13 Outlets

Commercial Cues

CBS-TV FILM SALES

- RANGE RIDER
WTVN, Columbus, O.; KERO, Bakersfield, Calif.: Adv. TBA
NEWS FILM
WBTW, Florence, S. C.; WBTW, Charlotte, N. C.: Adv. TBA
AMOS 'N' ANDY
WTOP, Washington; KTRF, Lufkin, Tex.; WCAX, Burlington, Vt.: Adv. TBA
THE WHISTLER
WHIO, Dayton, O.: Adv. TBA
BUFFALO BILL JR.
WALA, Mobile, Ala.: Fairhope Creamery
ANNIE OAKLEY
WNDV, South Bend, Ind.: Kist Bread (R)
TERRYTOONS
WMTW, Poland Springs, Me.: Adv. TBA
SAN FRANCISCO BEAT
WMTW, Poland Springs, Me.: Adv. TBA
GENERAL TELERADIO
WIRI, Plattsburgh, N. Y.: Utica Club Beer

INTERSTATE TELEVISION

- MARRIED JOAN
KERO, Bakersfield, Calif.: Shaeffer Pen
NATIONAL TV FILM DISTRIBUTORS
INSIDE GOLF HOUSE
WBAP, Fort Worth: Buick Dealers
TWO GRAND
CBLT, Toronto: TBA
NBC TELEVISION FILM
STEVE DONOVAN
KTTV, Sioux City, Ia.: Consumers Co-op.
OFFICIAL FILMS
CROSS CURRENT
KENS, San Antonio: Adv. TBA
STERLING TELEVISION
BOWLING TIME
KIVA, Yuma, Ariz.; KOMO, Seattle: Adv. IBA
BETSY AND MAGIC KEY
WWTW, Cadillac, Mich.: Adv. TBA
FEATURES
WSPA, Spartanburg, S. C.
MOVIE MUSEUM
WOR, New York; WKRC, Cincinnati: Adv. TBA
WTVT, Tampa: Tampa Hardware and Herbert Construction
TALES OF TOMORROW
WSPA, Spartanburg, S. C.: Adv. TBA
WINK FILMS
FAMOUS FIGHTS
Montreal, Quebec City, Ottawa: Molson's Breweries
Anchorage, Fairbanks, Ketchikan, Juneau, Alaska: Anheuser-Busch
WBAL, Baltimore: Gunther Brewing
WALA, Mobile, Ala.: Grady Buick
KNTV, San Jose, Calif.: San Jose Ford Co.
KTNT, Seattle: Savidge Dodge-Plymouth

NEW YORK — Thirteen more stations, four of them Storer outlets, have picked up Screen Gems' "Hollywood Movie Parade" package of 104 features, bringing the total number of markets in which the bundle has now been sold to 38.

In addition to Storer, other stations that have purchased the features are: WCAU, Philadelphia; KLAS-TV, Las Vegas, Nev.; KFRE-TV, Fresno, Calif.; KREM-TV, Spokane; KAKE-TV, Wichita, Kan.; WDSU-TV, New Orleans; KGBT-TV, Harlingen, Tex.; WLAC-TV, Nashville; WBNS-TV, Columbus, O.; KDKA-TV, Pittsburgh; KFSD-TV, San Diego, Calif.; KMID-TV, Midland, Tex., and WHAS-TV, Louisville.

Major markets previously sold included New York, Los Angeles, San Francisco, Kansas City, Mo.; Denver, Houston, Tex., and Minneapolis.

- WWLP, Springfield, Mass.: Westfield Motor Sales
KSTP, Minneapolis; KOSA, Odessa, Tex.; XETV, San Diego, Calif.; WTVT, Tampa: Adv. TBA

FOAM ON THE SCREENS

National, regional and local beers, 23 brands in all, are sudsing up for big summer campaigns. Animated-spot producers are bubbling along with the major share of the business. The breakdown is as follows: Animation, Inc., Carling's, National Bohemian and Regal Pale; Kling, A-1 Ale, Country Club Ale and Regal Pale; Playhouse Productions, A-1 Beer, Burgermeister, Eastside and Schlitz; Hal Roach, National Bohemian; Ray Patin, Budweiser, Jax, Heileman, Hudepohl, Olympia and Rainier; Storyboard, National Bohemian; Sutherland, Heidelberg, Ranier and Weideman; Swift-Chaplin, Drury's, Hamm's, Lucky Lager, National Bohemian and Regal, and TV Spots, Falstaff and Lucky Lager.

COMMERCIAL CONTEST

The Advertising Association of the West is sponsoring a TV commercials contest for the 11 Western States, Western Canada and Hawaii. There will be prizes for each of five categories, an award for a live or film blurb of any length and a sweepstakes trophy. The contest closes June 1.

ID'S

Allen Swift is announcing on the Shaeffer Beer cartoon commercial for the Brooklyn Dodger games. Elliott, Unger & Elliott is producing the spots thru Batten, Barton, Durstine & Osborn. . . Kenyon & Eckhardt has hired Bill Rogers for Pepsi-Cola ads. . . Ralph Paul will handle commercials for Bulova on "Two for the Money" this summer. . . Marie Worsham, who is doing the Sakarin commercials on the Dunninger show, has completed a series of filmed blurbs for Noxema.

Dealers' Discount Demands Disk Trade's No. 1 Problem

Seen as Indication of Retailer
Unrest Cued by Stiff Competition

By JOEL FRIEDMAN

HOLLYWOOD — An alarming increase in dealer demands for discounts currently is believed to be the most grave situation the record industry is faced with. Despite the fact that sales are exceeding all predictions, and specifically, the album market is outdistancing all prognostications in both unit and dollar volume, there are indications of growing unrest among dealers.

The unrest in some quarters stems from a firmer competitive market, with the result that legitimate dealers are currently found discounting merchandise at sales of 20 and 30 per cent off. Discounts to dealers take on various forms, i.e., co-operative advertising instead of a direct discount; over-allowances of "promotion records," the latter a cognomen that hides many evils; factory guarantees or exchanges; quantity discounts, and in some cases an off-the-book book-keeping transaction.

These practices are not rampant and by no means prevalent among all companies and distributors, nor are they found in every section of the country. They are, however, being done, and not without the knowledge of major recording companies. Some tradesters opine that it has been convenient for some major diskery execs to turn aside

when confronted with such reports, rather than sacrifice the volume that discounts of one form or another build.

Dealers, in repeated instances, have been known to ask the inevitable question: "How does Sam Goody get his merchandise if the majors aren't selling him?" It's an issue certain companies oftentimes evade, and other times vehemently declare they "are not selling direct to Sam Goody." Goody has become more than the largest single dealer in the country. He represents to many dealers the symbol of the

discounter, one who ostensibly encroaches on his practice of selling records at suggested list prices.

While demands for discounts have not come from all sections of the country, they are reported to be heavily concentrated in the East, particularly in New York, Philadelphia, Newark, Cleveland of late is reported to have had a flurry of discount demands, while Los Angeles and San Francisco appear in many cases to be on the threshold of a discount battle.

The discount actually poses the
(Continued on page 15)

Mercury Steps Up Album Production

Diskery Skeds Release of 125 12-Inch
LP's Over the Summer and Fall

NEW YORK — In line with its stepped-up production and promotion on LP's this year, Mercury Records will release 125 12-inch albums starting next month and continuing thru November. All the LP's will feature four color covers and most of them will be recorded in stereophonic-binaural sound.

Meanwhile, Mercury's top brass is holding a regional sales meeting here with its Eastern distributors Friday (18). Another regional meet is scheduled in Chicago Wednesday (25). Execs attending conferences here include prexy Irving Green, veepee-artist and repertoire chief Art Talmadge, sales manager Morrie Price, promotion head Kenny Myers and Irwin Steinberg. A new summer promotion plan will be introduced at the meeting.

The label's line-up of album releases for May includes four EmArcy jazz packages—"Dinah" by Dinah Washington, Terry Gibbs' "Vibes on Velvet," the Blue Stars, and Kitty White; two Wing LP's—"Moody," a mood music set by Emil Stern's orchestra, and new canary Thelma Gracen; two classical LP's, featuring Howard Hanson and the Eastman-Rochester Orchestra and Frederick Fennell

and the Eastman Wind Ensemble.

Among the nine new Mercury albums are the Platter's first LP (all new material); Sarah Vaughan's "At the Blue Note," "Rusty Draper Sings," "Love Is a Many-Splendored Thing" by Richard Hayman, "A Salute to Eddy Duchin" by David LeWinter's orchestra, Shay Torrent's "Organ
(Continued on page 15)

Bloom Sues Mills on Copyright Renewals

Action Spots Trend to Legal Battle
By Cleffers to Solve Renewal Problem

By JUNE BUNDY

NEW YORK — There's more than one way to solve the copyright renewal problem, according to attorney Lee Eastman, who last week filed suit here in behalf of client songwriter, Rube Bloom, against Mills Music for a declaratory judgment on copyright renewal rights for four of his tunes.

Following on the heels of Billy Rose's current action against Bourne, Inc. (The Billboard, May 5), the Bloom suit spotlights the growing trend for songwriters to wage legal battle against the heretofore generally accepted rule that a publisher automatically secured copyright renewal rights on the first contract.

However, the Bloom action is based on a declaratory judgment case, while Rose is basing his action on copyright infringement. In line with this, Eastman frankly contends: "In my opinion Rose is doing a great disservice to writers to continue his case in this form." Commenting on the fact that the Federal Court here three weeks ago denied a motion by Rose, Ray Henderson and Mort Dixon (deceased) for a sweeping inspection of the books and records of Bourne, Inc., Eastman opines that such an accounting is "irrelevant." "What happened in the first 28 years," says the attorney, "doesn't matter."

In the Bloom case, Eastman,

WHAT WILL SAM THINK OF NEXT?

NEW YORK — Quite a mind reader of public disk tastes himself, Sam Goody turns his New York record outlet over to another mind reader of sorts, Dunninger, during the latter's ABC-TV show Wednesday (23).

One of the ABC-Paramount disk stable, reportedly Eydie Gorme, will be in the Goody store at the time of the telecast. She will pick at random from the shelves, one album, study it for a few moments, and return it to its place on the rack. Dunninger, from the TV studio will then bring all his powers into play to identify the one record, which was selected from the literally thousands on display.

Granz Sets Sales Conclave

HOLLYWOOD — Norman Granz, president of Clef, Norgran, Verve and Down Home Records, this week set June 2-3 as the dates for the firm's annual sales convention to be held in New York.

Distributors of the firm's four labels have been invited to attend the meetings which will set company policy for the fall. Previous conventions have been held in Las Vegas.

Sales Manager Bernie Silverman set a May 15 release date for the first Verve Ella Fitzgerald package, a two-12-inch LP set to list at \$9.96. Titled "Ella Fitzgerald Sings the Cole Porter Song Book."
(Continued on page 15)

Big \$ for Col. In Gillette Premium Deal

NEW YORK — One of the biggest of the so-called "premium" disk promotions in the history of the business will be set off by Gillette Blades Wednesday night (15), during the broadcast of the Bobo Olsen-Sugar Ray Robinson fight.

Gillette's deal is a special for Fathers' Day, offering a seven-inch Columbia LP gratis, packaged with a Gillette Superspeed razor. As reported exclusively in The Billboard last month, Gillette's order for the disks, placed with Columbia Records' Transcription Department, is the largest order ever placed for this type of disk, and probably the biggest order dollar-wise ever placed with Columbia's custom pressing wing. It now has been learned that Gillette has plunged for a million and a quarter vinyl platters. The company is known to have earmarked over a million dollars for the ad push, its first fling with records.

The program content of the record, supplied by Columbia, will be excerpts taken from the diskery's "Great Moments In Sports" package, a regular \$5.98 seller.
(Continued on page 15)

Lewis, Holm Skedded for Granz's Verve

HOLLYWOOD — Tho the contracts haven't been signed as yet, Jerry Lewis and singer Celeste Holm are scheduled to conclude negotiations under which both will record for Norman Granz's Verve R cord Company. Deals were set by Verve A & R chief Buddy Bregman thru MCA and William Morris respectively.

Formerly under contract to Capitol Records, Lewis is expected to baton a large orchestra in a series of albums of standards, similar in nature to what Capitol has done with Jackie Gleason. Lewis reportedly had pitched Capitol on the idea in 1948 and was turned down. Deal for Lewis calls for a minimum of 24 sides and a contract of one year with four one-year option.

Miss Holm's pact calls for an album of 12 show tunes and also runs for one year with options.

10% Tax Hike For Recorders And Phonos

WASHINGTON — A 10 per cent tax will be added to the manufacturer's sales price on record players and tape recorders, if a recent House Ways and Means Committee recommendation becomes law. Committee Chairman Jere Cooper (D., Tenn.) announced agreement last week with the excise subcommittee recommendation that record players to be incorporated in combinations will incur the same manufacturer's sales tax as individual phonographs.

The new taxes were proposed "for the purpose of eliminating competitive discriminations arising from the existing manufacturer's excise tax base." No legislation on the new tax has been drawn up as yet. The additional taxes on the record players would reportedly bring in an additional \$500,000 revenue, while the taxes on wire
(Continued on page 15)

Wing Label Signs Four

NEW YORK — Mercury Record's subsidiary label Wing has signed four new artists — canary Thelma Gracen, tenor man Sil Austin, warbler Floyd Ryland and a rock and roll group, the Tyrones.

Miss Gracer, whose first Wing LP will be released shortly, is a former Midwest band singer, while Ryland is the new vocalist with Buddy Johnson's band. Wing is also readying an LP featuring Manhattan thrush Morgana King. The Tyrones have been working the niter circuit out of Philadelphia. Ryland's first release is a single "I'll Dearly Love You," with the Johnson band.

Dot's Boone To Bow in Pic

HOLLYWOOD — Indie Dot Records get their first major motion picture exposure shortly via the upcoming use of singer Pat Boone in the Allied Artist film, "Friendly Persuasion."

Boone will air the title song from the film, with Dot reportedly planning an extensive campaign prior to release of the picture, which stars Gary Cooper and Dorothy McGuire. Tune was penned by Dimitri Tiomkin and Paul Francis Webster.

Dot is also expected to gain telefilm exposure this fall via the debut of the new Gale Storm series "Oh, Sussanna," the first of which includes the Dot recording of "I Ain't Gonna Worry," currently in release.

Chi Fete Reflects Expanded MOA Role

Operator Convention Pulls Juke, Disk
Industries in Mass; Music Everywhere

By JIM WICKMAN

CHICAGO — The growing importance of Music Operators of America both in the juke box and record industries was clearly reflected at the association's annual convention held at the Morrison Hotel here last week.

The convention was the largest in MOA's eight-year history—a rec-

ord number of exhibitors, consisting for the most part of phonograph manufacturers and diskeries, combined with the largest operator turnout achieved to date.

The fact that MOA is broadening its scope beyond the limits of troublesome copyright legislation was clearly demonstrated at opera-

(Continued on page 62)

FOR OTHER NEWS OF THE
MUSIC OPERATORS' CONVENTION
SEE PAGE 62

Promotion Creating A Frankenstein?

Manufacturers Say No, Take Calm View Of Special Price Gimmicks' Trade Effect

• Continued from page 1

bia's Buy-of-the-Month as a completely sound plan which will not tend to drive prices down.

Capitol

Lloyd Dunn, vice-president in charge of sales and merchandising at Capitol Records, indicated that the firm has absolutely no plans for the introduction of a low-price sample record, nor do they entertain the possibility of cutting existing price. While Dunn acknowledged that all LP's are sold on a 100 per cent exchange basis, he declared that returns are not significant. "The album market is very active," said Dunn, "and we are fortunate in having a hot album line."

If Dam Breaks —

The thinking of other labels seems to be predicated on what they might do if a price break occurs. One exec with a major label stated, "Frankly, if the dam breaks and a competitive situation develops, we will try to meet it. We were worried when the price went to \$3.98, but the volume grew and basic costs were amortized over a longer period. In the event we found we could not make money at a cheaper price, we keep the price pegged higher."

Some traders have considered the possibility that a reduction in price to \$2.98 would knock out the discounters, in that it would necessitate a cut in distributor and dealer discounts. However, distributor and dealer operating costs have also gone up, and many feel that shortening their margin of profit would not be feasible.

Norm Wienstroer, Coral sales chief, feels that the special Columbia and Victor plans, as well

Hope Seen Slim For Passage of Franchise Bill

NEW YORK—While the major recording companies might welcome passage of the exclusive franchise bill (H. R. 6544) which ostensibly would impose a federal ban on the trans-shipment of phonograph records, little hope for the enactment of such a measure is seen.

Hearings before a House Interstate and Foreign Subcommittee last week saw Assistant Attorney

(Continued on page 15)

IHFM Preps Contracts for Fall Show

NEW YORK—The Institute of High Fidelity Manufacturers is swinging into high gear on plans for its New York High Fidelity Show, to be held next September 26-30 at the New York Trade Show Building.

A 13-man show committee, headed up by Institute prexy, George Silber of Rek-O-Kut Company, has been set up and exhibitor contracts have been sent to more than 650 prospective exhibitors. Contracts have reportedly been returned from a number of the Institute's 57 component manufacturer members as well as from outside prospects.

as those of other labels, will have no harmful effect on prices. These have a definite tendency to broaden the market by attracting buyers who never purchased records, he said. Special sales, he believes, whet the consumer appetite for records generally. Wienstroer predicted that his and other companies will become more active in lower-priced merchandising plans.

As against these opinions, several execs have taken a pessimistic view. One stated that he was "scared," that he felt the special pricing foreboded a drop to \$2.98. Another, Lee Hartstone, London Records' vice-president and sales chief, stated that in his opinion price-cutting trends will inevitably tend to depress prices, but London will hold to the \$3.98 level. If a record has the appeal of high quality, Hartstone said, it will sell regardless of what the competition may do.

Another exec, while admitting some concern over present merchandising techniques, pointed out that one of the factors which will tend to offset a reduction in price is artist exclusivity. "You fight with your artists," he said.

Demand Support

Where the demand is strong enough for a particular item, it is apparent that a higher price does not deter sales, another said. Show albums are among the many illustrations. The \$4.98 price of such albums has not been challenged by the mass of consumers.

In the specialty lines, too, it has been proved that a higher price does not deter sales. For example, Caedmon's spoken word disks enjoy a healthy sale at \$5.95. The same can be said for Folkways, specialist in folk music recordings. Westminster's hi-fi Laboratory Series, complete with plastic zipper sleeves, sells at \$7.50. Vox is holding its "Longer Play" disks at \$4.98, selling the feature of 30 minutes-plus per side.

Among top dealers, various incongruous viewpoints exist. The class shops would prefer to see the price of packages lowered. On the other hand, the discount houses thrive when the price is pegged at a higher level, permitting them more leeway in their discount planning.

READ PROMISES FIGHT VS. AFM EXPULSIONS

HOLLYWOOD—"We are not going to quit fighting," said Cecil Read, vice-president of AFM Local 47 and leader of the anti-Petrillo movement among Coast musicians, in the wake of a recommendation by labor referee Arthur J. Goldberg that Read along with 10 others be expelled from the musicians' union.

Goldberg recently heard testimony charging Read and other members with violating union by-laws and dual unionism and transmitted his findings and recommendations to AFM President James C. Petrillo and the nine-man International Executive Board for action.

Read and other-charged members have until May 18 to file exceptions to the Goldberg report, an action which Read last week (11) indicated he will avail himself of. Petrillo and the IEB are expected to take a definite course of action based on Goldberg's recommendations on or about May 22.

Read declared in no uncertain

GOVERNORS TO SEE ACTION AT RODGERS CELE

MERIDIAN, MISS.—Governor J. C. Coleman of Mississippi will be principal speaker at the Jimmie Rodgers Day celebration to be held here May 25-26, it was announced last weekend by C. Phillips, of The Meridian Star, who is in charge of arrangements of the two-day event. Governor Frank Clement of Tennessee also will be a speaker.

Governor Coleman will present the Ralph Peer Award, which annually is given to the person who has contributed most to country and western music during the year. Other awards will be made to Dizzy Dean, former baseball great; Lieutenant Governor Carroll Gartin of Mississippi; Col. James C. Bowling, vice-president of Philip Morris, and W. C. Kennedy, president of the Brotherhood of Railway Trainmen.

R. D. Hendon's band will again play for the big dance to be held at the airport hanger Saturday night (26). The Voice of America will tape the big Saturday night show for broadcast abroad.

Most of the recording and music publishing firms will send representatives to the celebration, Phillips says.

Am-Par to Spend 100G On '56 Album Push

NEW YORK—ABC-Paramount Records is putting more than \$100,000 into album production during 1956, and expects to have from 50 to 75 LP's on the market by the end of the year.

Am-Par president, Sam Clark, is currently mapping out the label's first package merchandising plan, which will be presented to distributors and dealers when the National Association of Music Merchants holds its annual convention here in July. The package offer will include Am-Par's Mickey Mouse Club line.

Clark ultimately expects the label's album production will almost equal its output of singles, which are now issued at the rate of eight or 10 a month. Building its LP catalog from scratch, Am-Par has

terms that he will fight his ouster on the floor of the AFM convention this coming June 11. Goldberg's recommendation that he be ousted for a period of one year and not be allowed to hold office for two years following his reinstatement, the latter predicated on the proviso he has not violated any federation laws, have made a new election of a vice-president and six officers of the board of Local 47 mandatory, assuming the convention upholds the forthcoming decision of the AFM president and referee Goldberg. Petrillo has never lost a vote of confidence at an AFM convention.

Ten members, including Ray Roland, Uvan Rasey, John Clyman, Warren D. Baker, William Ulayte, Jack Dumont, William Atkinson, Marshall Cram, Earl Evans and Martin Berma were recommended expelled, but eligible for reinstatement after one day, and that they be barred from holding office. De-

(Continued on page 15)

Country D. J. Music Fest to Springfield

Dates Coincide With Ozark Square-Dance Jubilee; Show to Spot Top C.&W. Names

By BILL SACHS

SPRINGFIELD, Mo.—Board of directors of the Country Music Disk Jockey Association last weekend selected Springfield, home of the "Ozark Jubilee," as the site of the association's first Country Music Carnival and Summer Festival of America's Music. Dates are June 14-16, which will coincide with RadiOzark's Square Dance Jubilee to be held at Marvel Cave, 50 miles from Springfield. Association-member deejays will plug both events simultaneously.

Plans for the disk jockey association country music festival were originally mapped at the annual deejay convention sponsored by Station WSM at Nashville last November. Tentative dates set at the time conflicted with those of the Jimmie Rodgers Day celebration to be held in Meridian, Miss., May 25-26.

Date Change a Good Thing

Station WSM was proffered the privilege of sponsoring the initial deejay association music festival but WSM officials are reported to have turned it down due to the conflicting dates. "Ozark Jubilee" execs offered to co-operate if the festival dates could be changed to

coincide with its initial Ozark Square Dance Jubilee, which is expected to attract square-dance set from all over the country. Likewise, it is expected to attract thousands of country music fans.

Attendance at both the Jimmie Rodgers event and the festival here is expected to benefit by the change in dates.

According to Nelson King, association president, the deejay music carnival will be pointed to country music fans. The kick-off musical shindig will be the "Eddy Arnold Show," featuring Chet Atkins, on Thursday night (14), which will be aired over the ABC-TV network. The Country Music Carnival at the Shrine Mosque here, skedged for Friday night (15), will highlight an array of top country and western names, King says. Lou Black, of Top Talent, Inc., here, is turning over his organization to the handling of advance ticket sales for the Friday event.

Mammoth Show Planned

King urges those artists who wish to appear on the mammoth Friday night show to contact him immediately at Station WCKY, Cincinnati. A number of the nation's top c.&w. names already have assured him of their presence on the program, King says. Red Foley has been asked to emcee the Friday night show.

The program for the big show will be finally set by June 2, King states, to enable member deejays to plug the final talent line-up for two

(Continued on page 15)

Alexander Ag'cy Building Jazz Talent Roster

NEW YORK — The Willard Alexander booking office has taken a deep plunge into the jazz business. Last week, the recently formed wing of this band-conscious agency swelled its roster with some of the acts set free, when Universal Attractions dissolved its own jazz department.

Alexander's department, directed by Rudy Viola, is now handling jazz singers Jeri Southern, Matt Dennis, Jackie Paris, Maxine Sullivan and Millie Vernon. It also reps these instrumental acts: Eddie Condon, Phineas Newborn Jr. Quartet, Tal Farlow Trio, George Wallington Trio, Bud Freeman Quartet, the Charlie Rouse-Julius Watkins Jazz Modes, Rusty Ded-

(Continued on page 32)

Hassler Heads New Capitol Intl. Dept.

HOLLYWOOD — Indicating further importance of its international department, Don Hassler, a member of the Capitol Records national promotion department here, has been named to head a similar post for the firm's international department.

Hassler will be responsible for the co-ordination between EMI and Capitol Records of all merchandising and promotion aids, joining Ernest Krebs in the division here and reporting to Sandor

(Continued on page 15)

Decca Pacts More Talent

NEW YORK—Addition of new artists to the Decca roster continues with the pacting of four performers, including composer-conductor, Elmer Bernstein.

Bernstein, whose original sound track material for the film, "The Man With the Golden Arm," has been an album best-seller for the diskery, will cut a series of original jazz classical albums of his own compositions.

Other new pacts include Billy Ward and his Dominoes group, who will cut both pop and rhythm and blues sides; Kay Brown, a West Coast singer, and Johnny Carroll, an 18-year-old singer from Godley, Tex., with an r.&b. influenced country style.

Abbott, Fabor To Direct Sales

HOLLYWOOD—In a move designed to overcome the "inability of distributors to pay for their merchandise," Fabor Robison, president of Abbott and Fabor Records, this week instituted a policy of selling direct to one-stop services and juke box operators at wholesale prices.

Robison will henceforth by-pass

(Continued on page 15)

Rose Warns C&W Jocks On R&R Overemphasis

CHICAGO—Publisher Wesley Rose, here last week for the music operators' annual convention, warned country and western deejays that it was a mistake—in his opinion—to try to build their program popularity by unduly emphasizing either pop or rock and roll material.

Rose, whose opinions in the matter were supported by cleftorkester Pee Wee King and others in an informal discussion, claimed that country deejays giving way to the current rock and roll trend

were losing sponsors, who preferred country programs of the traditional type. It is a mistake, Rose said, for country deejays to try to buttress a declining program rating by appealing to other-than-country listeners. Rose stated that "block programming" constituted the best way for c.&w. jockeys to meet the current rock and roll trend. That is, deejays should program solid segments of traditional c.&w. material, and then devote some time for rock and roll material. In this way, Rose felt, the deejay could hold onto that part of his audience which was strictly country.

The publisher has been conducting an informal poll among deejays, seeking information relative to the rock and roll trend (The Billboard, May 12). Rose stated that the most recent tabulation of his polling indicated the following: 20 per cent of the deejays stated that they believed the rock and roll material was a phase of country music and would spin such disks; the big majority—some 78 per cent—were of the opinion that rock and roll was not really in the c.&w. category, but they felt they had to play it in order to "steal" an audience.

Victor Adds 2 Jazz Acts To Roster

NEW YORK — Two new jazz acts were added to the RCA Victor label last week, as the label's jazz artists and repertoire chief, Fred Reynolds, signed papers with orkster Larry Clinton and with the Johnny Hamlin Quintet.

Clinton, a big star on the label in the late 1930's with such disks as "Dipsy Doodle," "My Reverie," "Study in Brown," etc., is set to re-cut all of his big sides in hi-fi for release probably next January. Helen Ward, the one-time Benny Goodman vocalist, will do the solos originally cut by Bea Wain.

Last week, Victor cut the first singles with the five-year jazz thrush, Patty Austin, and also several vocal sides with the well-known jazz drummer, Osie Johnson.

Oberstein to Invade England

NEW YORK — Eli Oberstein, top man of the low-priced LP record field, is making preparations to invade the British Isles. He already has landed 35 Canadian record presses there, and expects to set up his own factory when he goes over again in September or October.

Actually, Oberstein does not plan to start his own English label until next year. When and if he does, it's unlikely that it will be a bargain operation like his State-side set-up. The veteran record exec does not believe that British buyers will go for disks unless they carry the aura of quality.

Initially, Oberstein's presses will operate on a custom basis for other labels.

Oberstein returned last week from a visit to England and Norway. In the latter country, he recorded a series of long-hair tapes with the Oslo Philharmonic. Friday (11) he was off again, this time on a 10-day recording expedition to Brazil.

Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	1	—	—
BALLY	2	—	—
BATON	—	—	1
CAPITOL	4	1	—
CORAL	2	—	—
COLUMBIA	5	1	—
CUE	2	—	—
DECCA	5	3	—
DOT	1	—	—
EMBER	—	—	2
EPIC	2	—	—
FEDERAL	—	—	2
FLASH	—	—	2
GROOVE	—	—	2
HERALD	—	—	1
HI	1	—	—
HICKORY	—	1	—
HULL	—	—	1
KAPP	2	—	—
KING	1	1	—
LIBERTY	1	—	—
LONDON	4	—	—
MANSFIELD	1	—	—
MERCURY	5	—	—
M-G-M	6	3	—
PATTERN	1	—	—
RAINBOW	1	—	—
SUN	—	—	2
TUXEDO	—	—	2
VICTOR	4	3	—
VIK	1	—	—
TOTAL	52	15	14

Friedlander Appointed Shad's Asst.

NEW YORK — Buddy Friedlander, formerly Eastern promotion man for Mercury and Wing, has been appointed to the newly-created post of assistant to Bobby Shad, the label's jazz and r.&b. artist and repertoire chief. At the same time, Arnold Meyers, heretofore the label's field man out of New York, has been re-assigned as Eastern promotion head for Mercury and Wing's distribution branch here.

As Shad's assistant, Friedlander will follow-thru on all phases of EmArcy and Wing releases here—distribution, promotion, etc.—except actual production. He will be particularly active in the album picture, since Shad now supervises all album production here under Mercury's veepee-artist and repertoire chief, Art Talmadge.

Trade Mulling MPHC Sale

NEW YORK—"I have no comment whatever," declared Herman Starr, president of the Music Publishers Holding Corporation, when queried concerning the current status of his firm, in view of the sale this week of Warner Brothers Pictures Inc., parent company to the publishing subsidiary.

Heavy trade speculation continues on the future of Warners' pubberies. In an earlier story, spokesmen for the Warners' buying syndicate were quoted to the effect that some of the film company's assets, not directly tied in with motion picture production, and in which other buyers are interested, might be sold. In this connection, the music publishing firms were listed as being among the "dispensables."

In some circles, this was taken to mean that the sale of MPHC is close at hand.

Trade interest also centered on possible buyers of the publishing group. It is known that, altho the often rumored sale of Mills Music to the RKO General Teleradio interests appears to be dead, the latter firm is still interested in making a substantial move into the publishing field. Since the Mills were quick to point to the RKO interests, as one of the few major picture producers without a publishing affiliate and with capital to spare as a logical potential buyer of MPHC.

LOVING IN THE LONG GREEN

Settlement of 'Wanderer' Suit Spotlights Big Take

NEW YORK — "The Happy Wanderer" may have been a rolling stone in the opinion of one publisher, but it apparently has managed to collect a goodly amount of green moss. The enviable earning power of this comparatively young "standard" has been spotlighted by the settlement last week of a dispute between the tune's English publisher, Bosworth and Company, Ltd., and the American house of Hill and Range.

H.&R., which claimed that Bosworth had breached a verbal contract to give the former North American rights to the song, had sued the British outfit for \$106,000. The suit was finally settled out of court last week, when Bosworth agreed to pay H.&R. the sum of \$20,000. Previously, H.&R. had won the \$106,000 judgment on default, when A. F. Bosworth, who was ill, failed to contest the claim. However, it would have been possible for Bosworth to reschedule the contest or to appeal, if the parties had not convened for the out-of-court settlement.

The hassle originally ensued when Bosworth changed his mind about the H.&R. deal and handed the copyright over to Sam Fox instead. Fox, who was not involved in the settlement, has the copyright for its full life and the renewal period. During the first two years that Fox had the tune, it earned approximately \$25,000 each year from the American Society of Composers, Authors and Publishers. Now it has tapered off to a point where it can be counted on for a steady \$10,000 per year. (The English publisher gets half of the performance take.)

Ashland, Ky., Hosts Folk Fest June 10

ASHLAND, Ky.—Nelson King, of WCKY, Cincinnati, one of the nation's top country and western deejays, will emcee the 26th annual American Folk Song Festival to be held at Midland Heights here June 10. Guest star for the occasion will be Merle Travis, author of "Sixteen Tons." Travis sang ballads in the festival here in 1950.

The festival, which grew from the singin', gatherin', centuries-old tradition of the Kentucky mountains, begins at 2 p.m. EST, and ends at sundown. Mountain minstrels seated on puncheon benches sing folk tunes, many of them handed down by word of mouth from generation to generation.

There is no admission charge to the festival but a contribution is taken at the gate, which is given each year to a worthy cause.

Last year the festival was filmed for the Dave Garroway "Today" TV-er and two of the young ballad singers were flown to New York to appear on the Garroway show.

A Mills Salute To Anderson

NEW YORK—Mills Music is planning a "Salute to Leroy Anderson" for June. The compositions of the clefter, whose birthday is June 27, will be heavily promoted via deejay and network plugging. Sid Mills, publishing exec, is currently setting a flock of Leroy Anderson performances with program managers and deejays.

Mills Music in the past several years has kicked off a number of salutes to its top clefters, including Duke Ellington and Jimmy McHugh.

In addition, as reported in The Billboard last week, the song has sold over 400,000 choral arrangements, which is considered most unusual in view of the fact that it has sold only about 250,000 regular piano sheets. The Frank Weir London record of the tune sold over 750,000 disks, the Hugo Winterhalter Victor version did about 500,000, and 10 other versions accounted for an additional half million disks. In addition to these revenue sources, Fox enjoys an undiminished sale on at least a dozen other editions of the song, for various bands, orchestras, accordion, etc.

RKO-Unique Deliberating Europe Tie-Up

NEW YORK—Important European deals on both sides of the iron curtain are reportedly in the jelling stage for RKO-Unique Records, diskery recently acquired by the General Teleradio interests.

Officials of the firm have conversed here with Richard Falbr, a Czechoslovak government official with regard to U.S. rights to the Czech "Supraphon" diskery, known to have one of the largest disk catalogs in Europe. The "Supraphon" deal would carry a tag of about \$2,000,000 and would involve the sound track of a Czech-produced film of the Smetana opera, "Dalibor," as well as rights to existing catalog material.

Conversations are also known to have taken place between reps of Unique and a large West German disk property.

On the domestic level, new developments continued to perk. The diskery has signed Edith Adams, Polly Bergen, Jack Smith, Ted Lewis, Lynn Roberts and the Heartbreakers, a male group, to disk pacts.

Four new Unique releases of tunes from new motion pix by Miss Roberts, Jack Carroll, Smith and the Joe Leahv ork are getting heavy co-operative promotion by studios involved, including RKO, M-G-M and Paramount.

Albums set for early June release include "Me and My Shadow," by Ted Lewis, as well as packages featuring Jack Carroll, Lou Snider, Dolly Houston and the Leahy-batoned group.

A departure in the album field is an upcoming set for kiddies, featuring Ray Heatherton, "The Merry Mailman."

Fem Cleffer Sues Pubber Valando

NEW YORK — Songwriter Carolyn Leigh has filed a breach of contract suit against publisher Tommy Valando of Sunbeam Music, pertaining to the erstwhile hit song, "Young at Heart."

Miss Leigh, filing her action in New York Municipal Court, sought an accounting and royalties for the six-month period ending December 31, 1955. The writer's claim is for an estimated \$2,500.

The plaintiff wrote the tune in 1954 with Johnny Richards.

Dick Maxwell has been named field representative for RCA Victor Records in the Memphis, New Orleans, Oklahoma City, Little Rock region. He replaces Sam Esgro, who has moved into the company's Home Instrument Division.

SKYWAY RHYTHM

Panart Sets Disk Deal With Cubana

NEW YORK — A precedential disk promotion deal was scheduled to take off Sunday (13) with the maiden New York to Havana flight of Cubana Airlines. The Cuban-based diskery, Panart Records, is now set to ride on Cubana's wings into many parts of the world.

In a deal worked out by the record company's American representative, Stan Steinhaus, an EP recording of Cuban Music, waxed by Panart, will be given as a souvenir to every passenger who rides the airline to Cuba from any city in the world. It also has been arranged for every Cuban ticket office thruout the world to carry the complete Panart line of LP disks.

According to Steinhaus, the line now numbers 65 LP's, and Cubana has ordered a minimum of 1,000 of each. It's reasoned, that when a tourist goes into the Cubana office to get information or his ticket, he will avail himself of the opportunity to soak up a little native color in advance via Panart's disks.

Preston Sets Donegan Dates

NEW YORK — British agent Denis Preston, who arrived here recently to set up U. S. TV and night club dates for his English client Lonnie Donegan, is also negotiating some interesting deals with record firms here on his own, with an eye toward introducing new English jazz artists to the States.

Preston has already arranged for M-G-M to bring out two 12-inch LP's here, one spotlighting British clarinetist, Vic Ash, the

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BRITISH CENSOR HAND IN HAND

LONDON—Cadence Records' waxing of "Hand in Hand" by Andy Williams is the only version of the disk getting air plays here. A censorship ban prohibits the playing of the Tony Martin and Denny Vaughan recordings of the tune.

The original lyrics contains the line "God is our destiny," and the English frown upon the use of "God" in a popular song. Both Martin and Vaughan warbled the line as written, but Williams foresightedly substituted "This is our destiny."

Am-Par to Spend

Continued from page 13

Vol. 1"; "Kenny Dorham and the Jazz Prophets"; "The Josh White Story, Vol. 1"; and "Know Your Jazz," featuring jazz instrumentalists, Tony Scott, Billy Taylor, Charlie Rouse, Gigi Gryce, Kenny Clarke, Donald Byrd, Al Cohn, Jimmy Cleveland, Oscar Pettiford, Mundell Lowe and Joe Roland.

Other new jazz packages are "Whitey Mitchell Plays the Arrangements of Neal Hefti," and albums by Janet Brace, the Tom Stewart Quintette-Sextette, Roy Smech, Don Stratton, Jackie Cain and Roy Kral, Buddy Arnold, Lucky Thompson, and Leonard Feather's West Coast Jazz Men.

Am-Par's new pop LP's include Bernie Wayne's "And Then I Wrote" (with Jayne Mansfield's picture on the cover), Sid Feller and Don Costa's "Music to Break a Lease," Frank Froba's "And I Never Took a Lesson in My Life," and "The Fourmost Guitars" by Puma, Garcia, Raney and Wayne.

Hassler Heads

Continued from page 13

Porges, director of the international department in New York.

Capitol president Glenn Wallich, along with vice-president James Bayless are scheduled to depart for Europe next week where Wallich will represent the company at EMI board meetings. Bayless is slated to see the EMI pressing operation and other manufacturing affiliates on the continent. Sales and merchandising vice-president Lloyd Dunn is also scheduled for a two-week visit in New York shortly, following meetings in San Francisco and Hot Springs, Ark., where he will address the Associated Business Papers meet.

THE POOR PEOPLE OF PARIS

(Jean's Song)

Recorded by:

- Larry Clinton Bell
- Les Baxter Capitol
- Phillippe Clay Columbia
- Sammy Kaye (Album) ... Columbia
- Lawrence Welk Coral
- Russ Morgan Decca
- Winifred Atwell London
- Roger Roger MGM
- Les Anthony Tops
- Chof Atkins Victor

Records listed alphabetically by companies

REG. CONNELLY MUSIC, INC.

New release from the world's largest publisher of Rock 'n' Roll Songs.

"ROLLIN' AN' A ROCKIN'"

Frank Virtuoso—Rhythm

"TEEN AGE ROCK"

Boyer Twins—Juke Box

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

Another Smash!

JOHN HENRY

(By Merle Travis)

"Tenn." ERNIE FORD

Capitol #3421

AMERICAN MUSIC, INC.

9109 Sunset Blvd., Hollywood, Calif.

Bloom Sues

Continued from page 12

rights on "printed pro forma forms which were not the subject of negotiation or discussion with respect to renewal copyright of any kind whatsoever."

Similar Stand

Eastman took a similar stand on copyright renewal in May, 1954, when he filed a suit in behalf of Hoagy Carmichael against Mills, asking for a declaratory judgment on 14 tunes, including "Star Dust." The case was ultimately settled out of court, but in its initial stages, Carmichael came out ahead, when Federal Judge David Edelstein denied a motion by Mills for a summary judgment in the suit.

The Bloom suit, filed here in United States District Court for the Southern District of New York, concerns renewals on four tunes, "Spring Fever," "Soliloquy," "Sapphire" and "Silhouette."

Both the Rose and the Bloom cases are of vital interest to the trade, since their outcomes can have a bearing on the validity of copyright assignments in general. The Bloom case is of particular import, inasmuch as the signing away of pro forma renewal rights is also an accepted practice in radio, TV, motion pictures and the book publishing field.

10% Tax Hike

Continued from page 12

and tape recorders would raise \$5,000,000.

The full committee voted against the Forand (D., R.I.) subcommittee's proposal to extend the 10 per cent excise on radio and TV tubes to cover the newer transistors, which are expected to replace the tubes in the future.

The Forand subcommittee has made 80 recommendations for changes in the present excise administration, all of which the full committee is scheduled to consider in future meetings. Among other tax items approved in the current group were additional units. The tax writers voted to appeal the present 5 per cent tax on waxers and floor polishers.

Sales Conclave

Continued from page 12

album contains 32 standards penned by the composer. An extensive consumer advertising campaign, the first in the history of the Granz disk interests includes space in Holiday, Esquire, The New Yorker, Saturday Review of Literature, High Fidelity and 12 metropolitan Sunday newspapers.

Firm also scheduled a similar release date for the first releases in its Down Home Dixieland catalog. Latter wax includes three albums featuring Bob Scobey, Joe Sullivan and Clancy Hayes with the Lu Watters Jazz Band. Silverman leaves for New York and other Eastern cities on May 16 to introduce the Fitzgerald album and the Down Home material.

Discount Demands

Continued from page 12

question in the dealer's mind that perhaps wholesale prices might be reduced without the manufacturer suffering any appreciable loss. (See other story, page one.) The majors have previously indicated that any further price slashing would threaten their business and would not be feasible. They hold that loss leader items, i.e., samplers, are warranted to stimulate exposure but could not be issued with any degree of regularity. It's also argued that since record clubs, i.e., Columbia's club, can give away free recordings, then by the same line of reasoning, the dealer, too, is entitled to free merchandise.

Country DeeJay Music Fest

Continued from page 13

weeks prior to the conclave. No performer will be extended a written invitation to participate, King states, due to the possibility of overlooking a performer or group who may wish to appear. Every effort will be made to place all talent which applies before June 2, Kings says.

Proceeds from the Friday night show will go into the CMDJA treasury for operating funds, King announces.

The Summer Festival of America's Music will wind up Saturday night (16), following the regular "Ozark Jubilee" telecast from the Jewell Theater here. For this show, it is planned to hold the house for visiting deejays and their families, performers and others of the c.&w. trade.

The only business session scheduled for the three-day period is the regular board meeting to be held Friday. Three major recording firms and two publishers have already

Mercury Albums

Continued from page 12

Melodies in Hi-Fi," and "Swinging for the King," an all-star set with Ralph Marterie, Terry Gibbs, Erroll Garner, Lionel Hampton, Sarah Vaughan, Dinah Washington, Red Norvo and Teddy Wilson.

Prominent among new albums slated for release are a special "In the Land of Hi-Fi" package by Patti Page, and two albums inspired by Grace Kelly's wedding. One of the Lohengrin LP's spotlights themes from her "Highness" movies (played by David Carroll and tagged "Serenade to a Princess"), while "Wedding in Monaco" features the civil and religious ceremonies (recorded by Mercury execs abroad last month) on one side, and on the flip the Monte Carlo Orchestra playing music for the special ballet performed in honor of the royal couple.

Abbott, Fabor

Continued from page 13

all of his distributors and sell on a c.o.d. order basis only at 40 cents per record.

Angered at distributors who "don't pay their bills and those who return more records than they ordered," Robison averred that he might also use radio in a direct-to-consumer operation. To kick off his new policy, firms are offering one-stops and music operators 10 new releases, including material by the DeCastro Sisters, Tom Tall and Ginny Wright. Abbott and Fabor will continue to service disk jockeys with sample records of all new releases.

Firm recently sold the masters and contract of Jim Edward and Maxine Brown to RCA Victor and previously negotiated a similar arrangement involving Jim Reeves. Negotiations involving the DeCastro Sisters and RCA Victor could not be consummated, Robison revealed.

Big \$ for Col.

Continued from page 12

This will be the first time Columbia has made material from its regular catalog available to a custom disk customer, although previously it has offered the services of some of its artists.

Columbia's biggest order unit was for last year's Ford promotion, which made use of several million copies of a Rosemary Clooney recording. These, however, were plastic post cards made by the company's auravision process.

made inquiries regarding space for entertaining and meeting with visiting platter spinners, King reports. All such inquiries, he indicated, should be directed to Lou Black, Jewell Theater Building, this city.

Ralph D. Foster, the man behind the scenes in all country music activities in Springfield, has assured the CMDJA of his fullest co-operation in promoting the three-day event, says King. Don Richardson, who flacks for all the Crossroads TV Productions activity, will handle the press on the deejay music festival.

Read to Fight

Continued from page 13

Rosa was found guilty of one charge with no disciplinary action recommended, while George Wald was found not guilty of all charges.

Read averred that he and the others found guilty by Goldberg would file exceptions to the report on the grounds that some of the "recommendations are in conflict with existing Local 47 bylaws."

"Disciplinary action beyond Mr. Goldberg's intent might result were these recommendations followed," said Read. He indicated that the death benefit was in jeopardy of the charged members, and that joint membership in other AFM locals also presented extenuating circumstances.

Two courses of action appear to be open to Read and his followers. Should the expulsion order stand, as appears probable, the Local 47 membership might vote to exit the American Federation of Musicians and petition the National Labor Relations Board for certification. Despite the strong support that Read has, few musicians are expected to go "all the way" and give up their AFM cards. It appears likely, however, that an entirely new slate of officers will be elected at Local 47, a roster who share read's views. Little hope is seen for the re-election on June 25 of deposed President John te Groen and secretary Maury Paul.

The second avenue, and what many believe to be the last resort for Read and his supporters, is court action against the American Federation of Musicians and the Musicians' Performance Trust Fund. Latter action might be based on the grounds that musicians were deprived of their income, with specific reference to rescoring funds going to the trust fund instead of the performer at the present time.

Hope Seen Slim

Continued from page 13

General Stanley N. Barnes, Subcommittee Chairman Arthur Klein (D., N. Y.), and the Federal Trade Commission oppose the measure.

Barnes' testimony revealed that such a measure would exempt from the anti-trust laws the allocation of territories by a manufacturer among his dealers, and accordingly would not be in the public interest. H. R. 6544 is an all-encompassing measure and would apply to all manufacturers in any type of industry. Two other companion bills affecting the automobile industry are also being heard.

Territory assignments are known to be one of the specific areas of the Justice Department investigation of the record industry instituted last December. No progress in that investigation has been reported, other than the fact that the companies involved have complied with the Federal Grand Jury subpoenas which were issued, and furnished specific records and documents.

CARL PERKIN'S SMASH!

BLUE SUEDE SHOES

Recorded by:

- BOB ROUBIAN & CLIFFIE STONE Capitol
- SID KING Columbia
- LAWRENCE WELK Coral
- ROY HALL Decca
- JIM LOWE Dot
- BOYD BENNETT King
- SAM TAYLOR M-G-M
- JERRY MERCER Mercury
- CARL PERKINS Sun
- PEE WEE KING Victor
- ELVIS PRESLEY (album) ... Victor

Records listed alphabetically by companies.

HI LO MUSIC, INC.
HILL & RANGE SONGS, INC.

ANOTHER BMI "PIN-UP" HIT



WALK HAND IN HAND

Recorded by:

- TONY MARTIN Victor
- ANDY WILLIAMS Cadence
- DENNY VAUGHAN Kapp

Published by REPUBLIC MUSIC CORP.

From the 20th Century-Fox Film "THE REVOLT OF MAMIE STOVER"

IF YOU WANNA SEE MAMIE TONIGHT

MILLER MUSIC CORPORATION

Once Heard, Never Forgotten

Heart of Paris

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

B. F. WOOD Inc. 1619 Bway. NYC

- Watching the World Go By
- Who's Gonna Take You To the Prom
- It's Easy
- WHILE THE CITY SLEEPS**

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

a big one...

"Can you find it in your heart?"

recorded by **tony bennett**

M. WITMARK & SONS Col. 40667

• **Review Spotlight on . . .**

ALBUMS

Popular

NIGHT WINDS (1-12)—Jackie Gleason Ork. Capitol W 717

It looks very much as tho Jackie Gleason had done it again. Here's another one of those highly romantic packages with a wonderful selection of dreamy, love-inspired songs. The gimmick in this case is not Bobby Hackett's trumpet nor massed strings, but rather 23 much-talented flutists. The sound is delightfully fresh as they play Gleason inspired arrangements of "Sleepy Time Gal," "Love Letters in the Sand," "The Touch of Your Lips," "Dancing With Tears in My Eyes," etc., backed up with an assortment of strings. The lovely sound matches the blond nymph on the cover to the point where sales seem assured.

Classical

BOSTON POPS PICNIC (1-12)—Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 1985

None of the Pops-goers who spend those warm summer evenings on the Esplanade along the River Charles have heard a more listenable

program than this. Maestro Fiedler conducts a series of typical "Pops" offerings, including "Enchanted Sea," "The Waltzing Cat," "Jalousie," "The Pops Polka," "Malaguena," "In a Persian Market," "The Village Swallows Waltz" and "Poet and Peasant Overture." The orchestra sounds as precisely fine as ever. That, combined with a top selection of programming and a top-notch cutting job, should spell excellent results at counters everywhere. Plenty of good deejay fare here.

Jazz

AMBASSADOR SATCH (1-12)—Louis Armstrong and His All-Stars. Columbia CL 840

A souvenir—recorded on the spot—of Armstrong's concert tour of Western Europe in the fall of 1955. This LP demonstrates how Armstrong wins friends for himself—and our country—everywhere he goes. The material itself is classic: "Royal Garden Blues," "Tin Roof Blues," "West End Blues," "Muskrat Ramble," "Tiger Rag" and so on. Every time Armstrong plays them they have a new appeal, it seems. The spontaneity of his re-creation of the New Orleans vintage is particularly marked here. "Satch" handles all vocals himself. A big volume seller on the order of other recent "Satch" LP's.

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

MUSIC FROM

"WIDE, WIDE WORLD" 83
David Broekman Ork (1-12")
Victor LPM 1280

Each week David Broekman composes and conducts 90 minutes of colorful background music for live telecasts picked up across the country on the NBC-TV show, "Wide, Wide World." In spite of his prodigious weekly output, Broekman has maintained a remarkable good average, quality-wise, and his music is an important contributing factor to the show's over-all effectiveness and success. The telecast's haunting title theme and 12 other background compositions (culled from the most outstanding themes presented on "Wide, Wide World" to date) are represented here, including such evocative titles as "Cable Car San Francisco," "Carlsbad Caverns," and "Grandma Moses." "Wide, Wide World" has a

sizable following, which should help sales considerably. Unusual, tastefully presented instrumentals for deejay mood music segs.

MARCHES OF SOUSA 80
Band of the Grenadier Guards, cond. by Major F. J. Harris (1-12")
London LL 1229

Among band enthusiasts, and especially those with a taste for hi-fi, this should prove a strong seller. Several of the less-familiar Sousa marches are present, such as "Invincible Eagle" and "The Picadore," along with such "must" items as "Stars and Stripes," "High School Cadets," "Washington Post," etc. The big British band lacks the true American swagger, but the sound should compensate for that with many buyers. Look for steady action on this.

FRANKIE LAINE AND THE FOUR LADS 79
(1-12")
Columbia CL 861

Here's an interesting package, spotlighting the joint-warbling efforts of Frankie Laine and the Four Lads on a group of present-day spirituals. The boys sing with spirit and infectious pacing, scoring highest on those tunes with a strong, driving beat. Interesting jockey material. The fact that the Four Lads are so hot right now on the best-selling single charts should be an added sales incentive.

PAT BOONE 79
(1-12")
Dot DLP 3012

In a move calculated to "strike while the iron is hot," the label has gathered up a number of their hot young singers' biggest hits and pressed them, along with several new entries, on this LP. With recent chart hits like "Ain't It a Shame," "At My Front Door," "Tutti Frutti," "Gee Whitakers," and "I'll Be Home," the youngsters who make up Boone's fandom are likely to figure they can save money on a per song basis and grab these up in gobs. Attractive color photo of the singer will hypo attention to the package.

THE EDDY DUCHIN STORY 78
(1-12")
Columbia CL 790

Here's another package tied in with the forthcoming movie bio on the late Eddy Duchin. Duchin himself is heard on this LP, which spotlights his light, society styled pianistics on 15 oldies featured in the film—Chopin's "E Flat Nocturne" (his theme), "You're My Everything," "What Is This Thing Called Love?" etc. Plenty of competition on deejay spins, in view of the number of packages released in connection with the picture, but this one should garner a sizable share of the play. Columbia also has a 10-inch LP out featuring Duchin, but this 12-inch package spotlights later sides (all but one cut in the 1940's) and superior packaging (e.g. handsome color photo of Tyrone Power, who plays Duchin in film).

DREAM DANCING 77
Ray Anthony Ork (1-12")
Capitol T 723

This is check-to-check stuff of the first order. The showmanship, tho very much there, is subtle and soft. Anthony's Glenn Miller background is more apparent here than in his more upbeat recordings and the Milleresque reed voicing sounds particularly sweet on these satisfying standard tunes like "This Love of Mine," "Out of Nowhere," "Street of Dreams," "I Only Have Eyes for You," etc. The "hold me close" set should go for this.

PARLOR PIANO 77
Joe (Fingers) Carr, Piano (1-12")
Capitol T 698

The Finger man, in this case ragtimer Joe Carr, engages in pure "backstopping" as he calls it for the impromptu kitchen basso soloist, quartet or glee club. This is great "old-time" style piano on just as great a line-up of old-time numbers. The piano has a suitably doped-up sound such that you logically expect to hear a few clinkers now and then. Numbers like "Moonlight Bay," "That Old Gang of Mine," "Moonlight and Roses" and other venerables can't miss with those who have a nostalgic turn of mind. The old-time scene on the cover makes it a great counter piece.

IN A ROMANTIC MOOD 76
Oscar Peterson (1-12")
Verve MG V 2002

Here's an off-beat Peterson package,

• **Best Selling Popular Albums**

1. ELVIS PRESLEY RCA Victor LPM 1254
2. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra Capitol W 653
4. CAROUSEL—Sound Track Capitol W 694
5. THE MAN WITH THE GOLDEN ARM—Sound Track Decca DL 8257
6. MY FAIR LADY—Original Cast Columbia OL 5090
7. PICNIC—Sound Track Decca DL 8320
8. FOUR FRESHMEN AND FIVE TROMBONES Capitol T 683
9. OKLAHOMA!—Sound Track Capitol SAO 595
10. BUBBLES IN THE WINE—Lawrence Welk Coral CRL 57083

spotlighting the talented jazz pianist for the first time against a background of lush, sweet strings provided by arranger-conductor Russ Garcia. It's an interesting blend, with pop as well as jazz potential, and should be of particular use to deejays in search of romantic mood music programming with superior flavor. Peterson's swingy, tasteful pianistics are brilliantly showcased on such lovely standards as "Laura," "I Only Have Eyes for You," "Tenderly," and "A Sunday Kind of Love." Eye-catching cover.

APRIL IN PARIS 75
Jacqueline Francois, Michel Legrand Ork (1-12")
Columbia ML 5091

Altho French canary Jacqueline Francois is featured on this LP, Michel Legrand gets top billing on the cover, in keeping with his popularity as a best-selling album artist in this country. The canary, a pop nitery attraction in France, sings with dramatic fervor and color (in French) on 12 melodic themes, including "Lola-Lola" which utilizes George Shearing's "Lullaby of Birdland" melody. Legrand's prominent billing and a prize-winning candid photo of a Parisian street scene on the cover should help this package grab off pop sales as well as those in its specialized market.

TONI 73
Toni Harper (1-12")
Verve MG V 2001

Nineteen-year-old Miss Toni Harper shows considerable promise as a potential jazz stylist. In spite of her youth she has a knowing and polished way of handling material that's strictly on an adult plane. The gal has an easy, almost lazy style which makes up in soft silky expressiveness what it lacks in dynamics. The tunes like "Little Girl Blue," "Love for Sale," "Someone in Love" and "Can't We Be Friends" all have their own special glow, as does Miss Harper, who can be expected to shine out even more as the years come and go.

BLAME IT ON MY YOUTH 72
Don Heller (1-12")
Epic LN 3220

With this disk, the label kicks off its new vocal artist with very good instrumental company. Ralph Burns, Charlie Mingus, Don Lamond and Wendell Marshall are a few of the names who contribute a stylish backing with modified jazz sounds. But the spotlight stays on young Don Heller who has a smiling, youthful exuberance about the songs which sometimes gives a feeling of immaturity. Nevertheless, it's straight, un-gimmicked, clean pop singing of a type that's bound to appeal to the younger elements, even tho that group will find tunes like "Blame It on My Youth," "Pocketful of Dreams" and "The Folks Who Live on the Hill" unfamiliar. The talent will bear watching.

HI-FI HARP 72
Robert Maxwell Ork (1-12")
M-G-M E 3360

As a fellow who knows his instrument and all its potentialities, Maxwell must be well ranked indeed. Whether the harp has hurdled the bonds of a rather limited classical solo repertoire into position of a pop music solo instrument remains to be seen. If anybody can bring that about, it could be this soloist who offers with orchestral support a number of imaginative bits of imagery like "Injury Music for Football Games," "Accidental Slip on an Oriental Rug" and "Spaghetti Rag." The mastery of the instrument is apparent and the music is interesting, and with the eye-appealing cover, some action can be expected.

SPRING FEVER 70
Don, Dick 'n' Jimmy (1-12")
Modern LMP 1205

The instrumental-vocal threesome has an unusual amount of respect for the subtle shadings of a good ballad. Each of these pleasant love songs, ("June in January," "Too Young," "It's Easy to Remember," etc.), gets a gentle, pleasantly harmonious treatment, with the boys backing themselves up with guitar, bass and piano. Good listening on some most attractive standards.

PRELUDE TO WORSHIP 68
Tedd Smith, Piano (1-12")
Victor LPM 1206

Canadian pianist Tedd Smith may be a virtuoso of the first order, and some of the passages on this disk indicate that he is, but a program of

beloved hymns is not the right showcase. The association of the full sound (organ or big orchestra) with this kind of material will persist. The piano can't do full justice to "A Mighty Fortress Is Our God," "Abide With Me," "He Leadeth Me," etc. The improvisations on the hymn themes, in a semi-classical framework, are in this case disturbing. The pianist would have shown in a more likely framework of non-religious offerings, while the hymns themselves would have more appeal in a more traditional voicing.

GERMANY TODAY: MODERN LOVE SONGS 64
Wolfgang Sauer (1-12")
Capitol T 10032

Sauer is a popular singer in Germany. His deep baritone voice has a distinctive sound and Sauer uses it with sensitivity and heart. It may be that to the average American taste, his broad, expansive style may be just a shade "fanoy" but many others will readily appreciate his polish and all-around vocal command. His songs are nostalgic ballads, played to lush string accompaniment. Some are known here ("Moonlight Madonna," "I'm Walking Behind You," Theme from "Limelight," etc.); all sung with German lyrics. "Bleib Bei Mir," "Novemberlied," "Ich Liebe Das Leben" and "Alles Was Ich Bin" are some of the prettier tunes. The "Capitol of the World" series LP is a good inventory item for German language customers.

Jazz

ANITA 82
Anita O'Day (1-12")
Verve MG V 2000

Attractive looking and sounding set is Miss O'Day's most potent effort in a welcome "comeback." Buddy Bregman handled the orking, which includes some top jazz soloists along with strings for sounds that can click pop as well as jazz-wise. The swingin' singin', by the originator of the O'Day-Christy-Connor idiom, has a really happy sound. It's fine for such tunes as "No Moon at All," "You're the Tops," etc. Such numbers as "I'll See You in My Dreams" and "Honeysuckle Rose" get distinctive handling, to say the least. The package gives deejays plenty to talk about.

(Continued on page 20)

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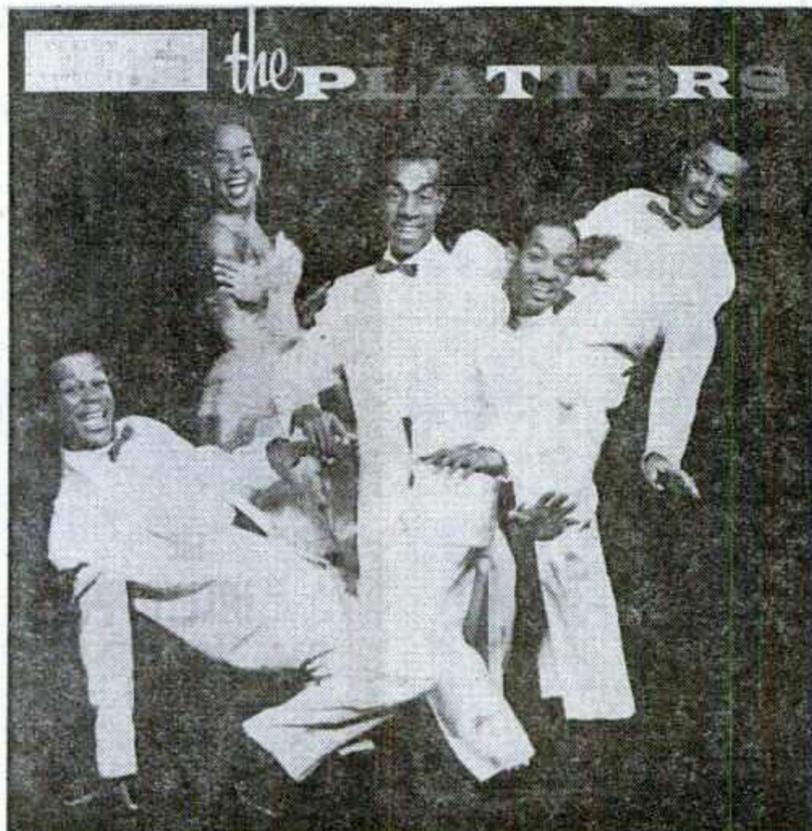
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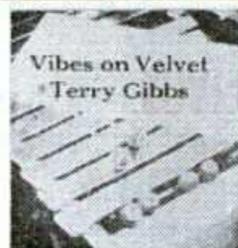


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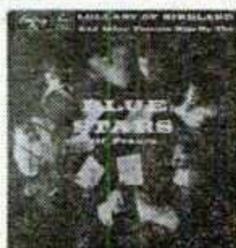
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PAT FLOWERS

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NEW!

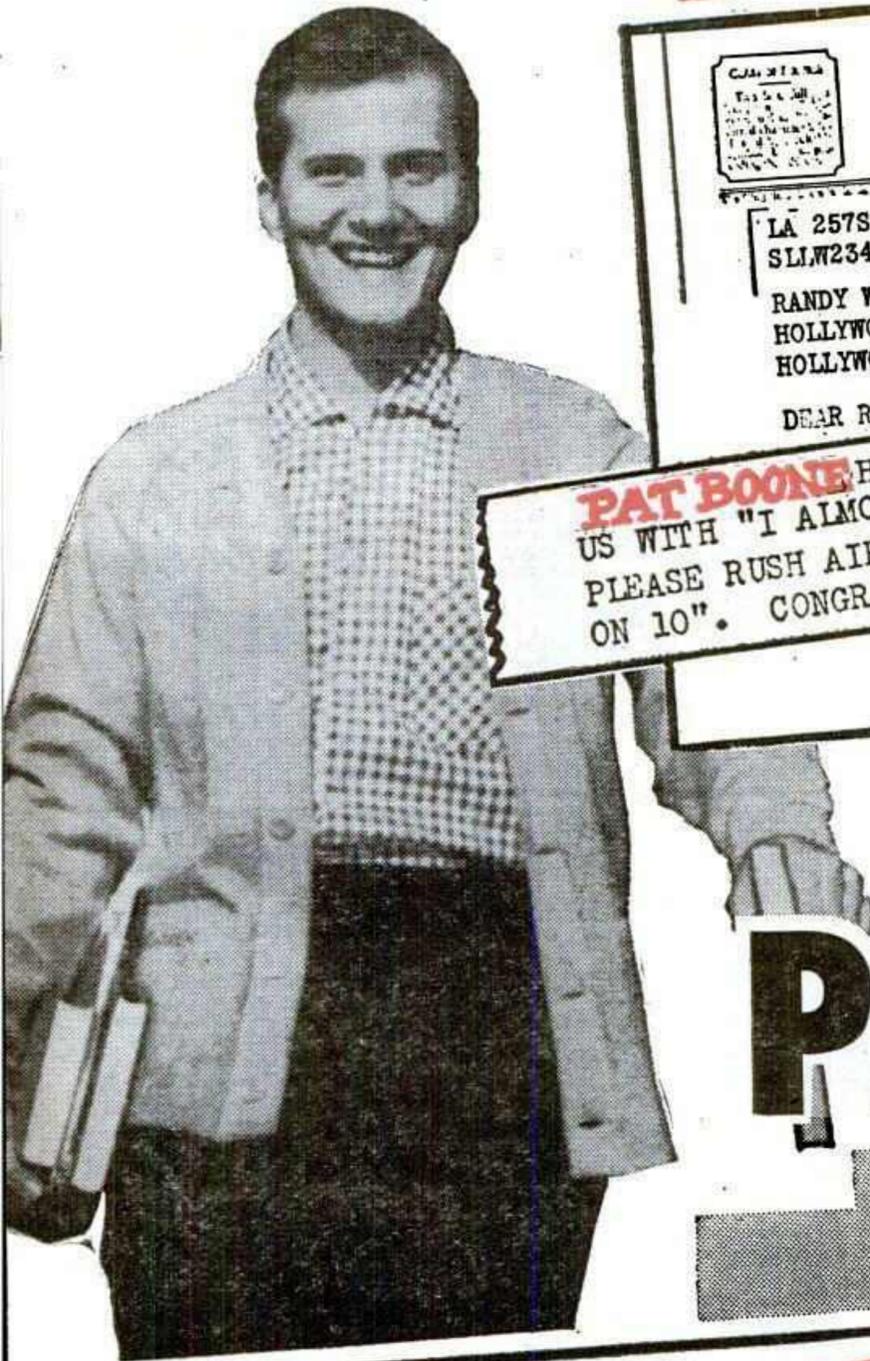
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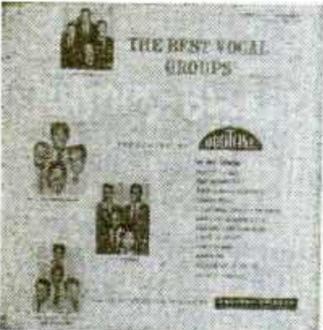
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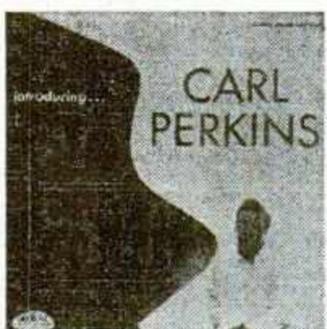
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Reviews and Ratings of New Popular Albums

Continued from page 16

Jazz

OSCAR PETERSON PLAYS COUNT BASIE80
(1-12")
Clef MG C-708

Peterson salutes Basie, the composer, pianist and bandleader by building a program on numbers long associated with the band (e.g., "Lester Leaps In" and "Easy Does It"). Peterson even adopts the "Count's" sparse piano styling for a few numbers, subtly mixing in some comments of his own. "One o'Clock Jump" and Peterson's original "Blues for Basie" deserve special note in that connection. The Basie favorites are here, all played with gusto and affection. Should be one of Peterson's best sellers.

THE MODERN ART OF JAZZ BY MAT MATHEWS80
(1-12")
Dawn DLP 1104

Artistically, this is one of the most successful jazz programs in many months and if properly exposed it could enjoy a very healthy sale. Mathews' jazz accordion, the best around in the modern idiom, should appeal to thousands of accordion players, as well as to fanciers of lyrical, tasteful jazz. His cohorts here all have followings: Oscar Pettiford, bass and cello (the cello-accordion duet on "Now See How You Are" is a rare treat); Kenny Clarke, drums; Art Farmer, trumpet; Gigi Gryce, alto; Julius Watkins, French horn; Joe Puma, guitar; Herbie Mann, flute, and Dick Katz, piano. Good demo band is "As Time Goes By," with unusual sonority of accordion, guitar and horn. Jocks will like that one.

THE MITCHELL-RUFF DUO79
(1-12")
Epic LN 3221

This new duo, which has been creating some stir in several New York nightspots, offers Dwight Mitchell on piano, and Willie Ruff on bass and French horn. The boys show that they can swing in a modern idiom, but much of their work is the fancy, conservatory-to-cocktail lounge hybrid of the type that is currently selling heavily for Don Shirley. This can be sold to a wide audience; it's entertaining music, tho many dyed-in-the-wool jazzophiles resent this sort of fancy-schmancy.

THE AMAZING BUD POWELL77
(1-12")
Blue Note BLP 1504
This LP contains all the material previously available on the 10-inch LP

of the same title (Blue Note LP 5401) plus an alternate master of "Ornithology." "It Could Happen to You," "Over the Rainbow" and "You Go to My Head." Recorded in 1953, these sides are regarded by critics to be some of the finest that Powell ever cut. This LP will be a "must" inventory item for a long time to come.

MR. RHYTHM75
Freddie Green (1-12")
Victor LPM 1210

For the past 20 years, guitarist Freddie Green has been one of the most respected citizens of Basieville. Yet it is an amazing fact that hardly anyone has ever heard him play a solo. His reputation rests solely on his consistently solid performances as a rhythm guitarist. Joining him in his first LP as leader are some other Basie-ites who get easily into Green's groove (Joe Newman, Jo Jones and Henry Coker) plus simpatico cats like Al Cohn, Nat Pierce, Milt Hinton and Oste Johnson. Two-thirds of the material is Green originals, and they are very good indeed.

YOUNG LOUIS ARMSTRONG69
(1-12")
Riverside RLP 101

An interesting collection of Gennett and Paramount masters that date from 1923-1925. Armstrong is heard on cornet with three different groups: King Oliver's Creole Jazz Band, the Red Onion Jazz Babies and the Fletcher Henderson band. At that time Armstrong was not the great player he was to become, but he was a vibrant personality that shone out even in the company of Oliver, Dodds, Zutty, Bechet and other fine musicians to be heard in these bands. Collectors will appreciate the particular rarity and value of the Red Onion sides. Of great interest here also is the presence of some of the top blues singers of that day: Ma Rainey, Trixie Smith and Alberta Hunter (singing under the pseudonym of "Josephine Beatty"). Complete discographical information is given in the liner notes. For the collectors.

(RED) CALLENDER SWINGIN' SUITE67
(Red) Callender and his Octet (1-12")
Modern LMP 1201

Callender is a marvelous jazz bass player, and this program, made up entirely of his originals, shows that he's a competent writer. But the idiom is adulterated Ellington, and the Duke's own men play with more myriad flavor than do Callender's. Also, the lack of familiar material makes this harder to sell.

Reviews and Ratings of New Classical Releases

BRAHMS: A GERMAN REQUIEM (2-12")—Maria Stader, Soprano; Otto Wiener, Baritone; Choir of St. Hedwig's Cathedral; Berlin Motet Choir; Berlin Philharmonic Orchestra; Fritz Lehmann, Cond. Decca DX 13677

Of the three versions of the "Requiem" now in the LP catalog, only one (the Capitol set) dates from recent years. The outstanding sound engineering of the new Decca recording, therefore, has not much competition. Lehmann's performance shows careful preparation and empathy with the emotional values of this sublime work. He has an outstanding soloist in Miss Stader and a more than competent one in Otto Wiener. Connoisseurs will still perhaps prefer Karajan-plus-Schwarzkopf on Columbia, its hazy sound notwithstanding; other may want to wait for HMV's forthcoming release of this work with the same orchestra, but under Rudolf Kempe.

IRMGARD SEEFRIED IN PERSON (1-12")—Decca DL 980973

At several concerts given during the past year by Miss Seefried in Germany, outstanding selections from her repertory were taped. As a result, a spontaneity and heightened excitement atypical of studio recording is communicated here. The beautiful, effortless intonation and superb expressiveness are captured perfectly. Unusual items in this LP are the Bartok "Village Scenes" and Modestovskiy "Nursery" song cycles. Popular favorites may be her exquisite rendition of Richard Strauss' "Ständchen," or any of the several songs each of Hugo Wolf, Brahms or Schubert in the collection. For lieder enthusiasts, one of the big treats of the season.

CHOPIN: RONDO, OP. 73; SCHUBERT: FANTASY, OP. 103; LISZT: CONCERTO PATHETIQUE IN E MINOR; MILHAUD: SCARAMOUCHE SUITE (1-12")—Vladya Vronsky; Victor Babin, Pianos. Decca DL 979073

No novelty package here. These are all works written originally for two pianos or for four hands—one piano, and with the exception of the glowingly beautiful

Schubert piece, none are available on other LP's. In fact, since two-piano recitals are comparatively rare, this disk fills in the repertoire with most welcome material. The music is all colorful and pianistic, faultlessly played and very well recorded. Will probably require recommendation, but this can be sold by the average shop.

DEBUSSY: PRELUDES (Books 1 and 2) (2-12")—Friedrich Gulda, Piano. London LL 1289, 129072

Altho young Gulda faces formidable competition in these modern piano pieces from Gieseking and Casadesu, there should be enough market for his effort to warrant stocking by strong classical shops and by most jazz specialists. First, this version is superior to the others sound-wise. Second, Gulda, who doubles as a really top-notch modern jazz pianist, is due for heavy publicity this year as he alternates between Birdland and Carnegie Hall. While his Debussy may fall short of the consummate artistry of his rivals, it is thoroughly competent. And Debussy always has been a favorite with Gulda's friends of the jazz world.

ELGAR: THREE BAVARIAN DANCES; CHANSON DE NUIT; CHANSON DE MATIN; MALCOLM ARNOLD: ENGLISH DANCES (1-12")—London Philharmonic Orchestra; Adrian Boult, Cond. London LL 133571

The Elgar items are not represented in the LP catalog at present; they are light and palatable works of the kind that make up "pops concerts," and are fine additions to the Elgar discography. In the same effervescent spirit, but in more modern orchestral dress are Malcolm Arnold's "English Dances." He is a contemporary who is not afraid to write in an uncomplicatedly entertaining — even boisterous — style. While the Arnold "Dances" have been recorded once before, this is a superior version, both from the point of view of artistry and sound engineering. These Boult readings are real charmers that could appeal to a very wide audience.



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and

MY DREAM SONATA

Kapp-144



"THE SEARCHERS"

and

PORTUGESE WASHERWOMEN

JOE SHERMAN

AND HIS ORCHESTRA AND CHORUS

Kapp-149



Looks Like a Big Hit... **Jane Morgan**

MIDNIGHT BLUES

and

LA RONDE

Kapp-148



The Original and Still the Best... **Denny Vaughan**

WALK HAND IN HAND

and

JUST SING A SONG

Kapp-143



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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending May 9

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Hot Diggity		3 10	6. Blue Suede Shoes		4 11
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.			By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill and Range Songs, Inc. (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; E. Presley, Vic EPA-747; EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral.		
2. Ivory Tower		5 7	7. Why Do Fools Fall In Love?		7 13
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; O. Williams, DeLuxe 6093; G. Storm, Dot 15458. RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1310.			By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORDS: Teen-Agers, Gee 1002; G. Storm, Dot 15448. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Dec 29832.		
3. Moonglow and Theme From Picnic		6 6	8. Magic Touch		11 7
By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 61618.			By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819.		
4. Poor People of Paris (Jean's Song)		2 14	9. A Tear Fell		10 11
By La Gaulante de Pauvre-Jean-Marguerite Monnot—Jack Lawrence—Published by Reg Connelly Music (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Beltran, Vic 20-6498; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.			By Dorlan Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORDS AVAILABLE: A. Carter, Vic 6482; I. J. Hunter, Atlantic 1086.		
5. Heartbreak Hotel		1 11	10. Lisbon Antigua		8 21
By Axton, Durdan & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.			By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595.		
Second Ten					
11. Long, Tall Sally		9 6	16. Wayward Wind		23 3
By E. Johnson—Published by Venice (BMI) BEST SELLING RECORDS: Little Richard, Specialty 572; P. Boone, Dot 15457. RECORD AVAILABLE: M. Robbins, Col 40679.			By Stan Lebusky-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORD AVAILABLE: T. Ritter, Cap 3430.		
12. Standing On the Corner		21 3	17. Happy Whistler		20 3
By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: N. Heftli, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.			By Don Robertson—Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3391.		
13. Main Title Molly-O (Man With the Golden Arm)		12 8	17. Rock Island Line		16 7
By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) BEST SELLING RECORDS: E. Bernstein, Dec 29869; R. Maltby, Vik 0196. RECORDS AVAILABLE: L. Elgart, Col 40664; Gaylords, Mercury 70778; T. Heath, London 1644; D. Kaye, Dec 29904; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61606; B. Morrow, Wing 90063; R. Young, Dec 29833.			By Lonnie Donegan—Published by Hollis Music (BMI) BEST SELLING RECORD: L. Donegan, London 1650. RECORDS AVAILABLE: D. Cornell, Coral 61613; B. Darin, Dec 29883; L. Dreslar, Mercury 29883; J. Gavin, Epic 9161; G. Jones, King 4918; R. McKuen, Liberty 55019; M. Moore, Cap 3397; J. Work, Dot 1279.		
13. Mr. Wonderful		14 12	19. Walk Hand In Hand		21 3
By Buck Holofcener-Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: P. Lee, Dec 29834. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King, Vic 20-6392; S. Vaughan, Mercury 70777; Mello-Larks, Epic 9146; B. A. Steele, ABC-Paramount 9669.			By J. Cowell—Published by Republic (BMI) BEST SELLING RECORD: T. Martin, Vic 20-6493. RECORDS AVAILABLE: D. Vaughan, Kapp 143; A. Williams, Cadence 1288.		
15. Rock and Roll Waltz		15 20	20. I'll Be Home		18 15
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359. RECORDS AVAILABLE: A. O'Day, Verve 2000; L. Welk, Coral 81128.			By Washington & Lewis—Published by Aro (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. RECORD AVAILABLE: Flamingos, Checker 830.		
Third Ten					
21. Picnic		24 2	26. Can You Find It In Your Heart?		28 2
By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; McGuire Sisters, Coral, 61627; R. Marterle, Mercury 70836.			By Stillman & R. Allen—Published by Witmark (ASCAP) RECORD AVAILABLE: T. Bennett, Col 49667.		
22. I'm In Love Again		26 2	26. Eddie, My Love		19 11
By Domino & Bartholmew—Published by Reene (BMI) RECORDS AVAILABLE: F. Domino, Imperial 964; Fontane Sisters, Dot 15462.			By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) RECORDS AVAILABLE: L. Briggs, Epic 9151; Chordettes, Cadence 1284; Fontane Sisters, Dot 15450; Teen Queens, RPM 453.		
22. No, Not Much		13 17	28. Church Bells May Ring		29 2
By Stillman & R. Allen—Published by Beaver Music (ASCAP) RECORDS AVAILABLE: Four Lads, Col 40629; P. Beltran, Vic 20-6498.			By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI) RECORDS AVAILABLE: Cadets, Modern 985; Diamonds, Mercury 70836; Willows, Melba 102.		
24. I Want You to Be My Baby		- 1	29. He		27 35
By Goldner & Barrett—Published by Kohl (BMI) RECORD AVAILABLE: Teen-Agers, Gec1012.			By Richard Mullan & Jack Richards—Published by Avax (BMI) RECORDS AVAILABLE: K. Armen, M-G-M 17078; A. Hibbler, Dec 29660; McGuire Sisters, Coral 61501; G. B. Shea, Vic 20-6292.		
25. Theme From the Three Penny Opera (Moritat)		17 16	29. On the Street Where You Live		29 2
By Kurt Weill-Brecht—Published by Harms (ASCAP) RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; R. Hayman-J. August, Mercury 70781; D. Hyman, M-G-M 12149; T. Murphy, Col 40586; L. Paul, Cap 3329; C. Powell, Groove 0144; T. Puente, Vic 20-6417; R. Raeburn, Col 40657; E. Rogers, London 1645; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Oot 15444; L. Welk, Coral 61574.			By Lerner & F. Lowe—Published by Chappell (ASCAP) RECORDS AVAILABLE: V. Damone, Mercury 40650; E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.		

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

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35 EAST WACKER DR CHGO-

CONGRATULATIONS ON SIGNING OF LONNIE DONNEGAN
 THIS FELLOW DESTINED TO BE AMONG THE TOP STARS IN THE
 ENTERTAINMENT FIELD JUST AS HIS FIRST MERCURY RECORDING
 OF LOST JOHN IS DESTINED TO BE ON TOP ON ALL CHARTS IVE
 BEEN GIVING THE RECORD A GOOD EXPOSURE ON MY OWN SHOW
 AND THE REACTION HAS BEEN SENSATIONAL AGAIN ART I WANT TO
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 COMPANY-

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HIT!

HIT!

HIT!

HIT!

"LOST JOHN"

BY

LONNIE DONEGAN

MERCURY 70872

A NEW HIT BALLAD!



**LOLA
DEE**

"Born To Be With You"

AND
"HOT ROD HENRY"
MERCURY 70870

BIG BAND SMASH!



**RALPH
MARTERIE**

"Last Call"

AND
"Jamaican Rhumba"

MERCURY 70874

GOING HOT AND STRONG!

"Kiss Me Another"
AND
"Fool Of The Year"
GEORGIA GIBBS
70850

"Hot And Cold Runnin' Tears"
AND
"That's Not The Kind Of Love
I Want"
SARAH VAUGHAN
70846

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

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

"She Loves Me, She Loves
Me Not"
AND
"The Big, Big Ladder"
NICK NOBLE
70851

CHICAGO 1, ILLINOIS



• **Best Sellers in Stores**

For survey week ending May 9

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	11	HEARTBREAK HOTEL (BMI)— E. Presley	Vic 20-6420
2	2	11	HOT DIGGITY (ASCAP)—P. Como... JUKE BOX BABY (ASCAP)—Vic 20-6427	
3	3	11	BLUE SUEDE SHOES (BMI)— C. Perkins	Sun 234
4	4	5	MOONGLOW AND THEME FROM PICNIC (ASCAP)—M. Stoloff..... Theme From "Picnic" (ASCAP)—Dec 29888	
5	5	14	POOR PEOPLE OF PARIS (ASCAP)— L. Baxter	Cap 3336
6	7	8	MAGIC TOUCH (BMI)—Platters..... Winner Take All (ASCAP)—Mercury 70819	
7	8	5	MOONGLOW AND THEME FROM PICNIC (ASCAP)—G. Cates..... Rio Batucada (ASCAP)—Coral 61618	
8	10	6	IVORY TOWER (ASCAP)—C. Carr.... Please Believe Me (ASCAP)—Fraternity 734	
9	9	14	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002	
10	17	4	STANDING ON THE CORNER (ASCAP)—Four Lads..... MY LITTLE ANGEL (BMI)—Col 40674	
11	16	3	WAYWARD WIND (BMI)—G. Grant.. No More Than Forever (ASCAP)—Era 1013	
12	14	3	I'M IN LOVE AGAIN (BMI)— F. Domino	Imperial 964
13	22	2	I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers I'm Not a Know-It-All (ASCAP)—Gee 1012	
14	15	8	ROCK ISLAND LINE (BMI)— L. Donegan	London 1650
15	6	7	LONG, TALL SALLY (BMI)— Little Richard	Specialty 572
16	18	3	HAPPY WHISTLER (ASCAP)— D. Robertson	Dec 29870
17	12	21	LISBON ANTIGUA (ASCAP)— N. Riddle	Cap 3287
18	11	12	A TEAR FELL (BMI)—T. Brewer.... Bo Weevil (BMI)—Coral 61590	
19	13	6	IVORY TOWER (ASCAP)—O. Williams In Paradise (BMI)—DeLuxe 6093	
20	21	7	MAIN TITLE ("MAN WITH THE GOLDEN ARM") (ASCAP)— E. Bernstein	Dec 29869
21	20	15	I'LL BE HOME (BMI)—P. Boone..... Tutti Frutti (BMI)—Dot 15443	
22	19	8	MAIN TITLE ("MAN WITH THE GOLDEN ARM")—R. Maltby..... Heart of Paris (ASCAP)—Vic 0196	
23	24	2	CHURCH BELLS MAY RING (BMI)— Diamonds	Mercury 70835
24	25	3	CAN YOU FIND IT IN YOUR HEART? (ASCAP)—T. Bennett..... Forget Her (ASCAP)—Col 49667	
25	23	2	LONG, TALL SALLY (BMI)— P. Boone	Dot 15457

• **Most Played in Juke Boxes**

For survey week ending May 9

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	8	HEARTBREAK HOTEL (BMI)— E. Presley	Vic 20-6420
2	3	9	BLUE SUEDE SHOES (BMI)— C. Perkins	Sun 234
3	2	13	POOR PEOPLE OF PARIS (ASCAP)— L. Baxter	Cap 3336
4	4	9	HOT DIGGITY (BMI)—P. Como..... JUKE BOX BABY (BMI)—Vic 20-6427	
5	5	9	A TEAR FELL (BMI)—T. Brewer.... Bo Weevil (BMI)—Coral 61590	
6	6	6	MAGIC TOUCH (ASCAP)—Platters... Winner Take All (ASCAP)—Mercury 70819	
7	7	3	IVORY TOWER (ASCAP)—C. Carr.... Please Believe Me (ASCAP)—Fraternity 734	
8	11	12	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002	
9	8	14	I'LL BE HOME (BMI)—P. Boone.... Tutti Frutti (BMI)—Dot 15443	
10	9	16	LISBON ANTIGUA (ASCAP)— N. Riddle	Cap 3287
11	18	2	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Gates..... Rio Batucada (ASCAP)—Coral 61618	
12	14	3	LONG, TALL SALLY (BMI)—P. Boone Any Place in Heaven (ASCAP)—Dot 15457	
13	12	14	NO, NOT MUCH (ASCAP)— Four Lads	Col 40629
14	9	19	ROCK AND ROLL WALTZ (BMI)— K. Starr	Vic 20-6359
15	13	8	EDDIE, MY LOVE (BMI)— Fontane Sisters	Dot 15450
16	—	1	IVORY TOWER (ASCAP)—G. Storm.. I Ain't Gonna Worry (BMI)—Dot 15458	
17	15	5	ROCK ISLAND LINE (BMI)— L. Donegan	London 1650
17	—	1	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff..... Theme From "Picnic" (ASCAP)—Dec 29888	
17	—	1	I'M IN LOVE AGAIN (BMI)— F. Domino	Imperial 964
20	19	11	WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm I Walk Alone (BMI)—Dot 15448	

• **Best Selling Sheet Music**

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

This Week	Last Week	Weeks on Chart	Title
1	1	10	Hot Diggity (Roncom)
2	2	13	Poor People of Paris (Connelly)
3	3	4	Ivory Tower (E. H. Morris)
4	4	5	Heartbreak Hotel (Trec)
5	5	18	Rock and Roll Waltz (Sheldon)
6	6	6	Blue Suede Shoes (Hi-Lo)
7	7	2	Walk Hand in Hand (Republic)
8	8	1	Moonglow (Mills-Columbia Pictures)
9	9	8	Mr. Wonderful (Laurel)
10	10	1	Picnic (Shapiro-Bernstein)
11	11	4	A Tear Fell (Progressive)
12	12	13	Theme From the "Three Penny Opera" (Moritat) (Harms)
13	13	18	Lisbon Antigua (Southern)
14	14	1	Standing On the Corner (Frank)
15	15	34	He (Avas)

• **Most Played by Jockeys**

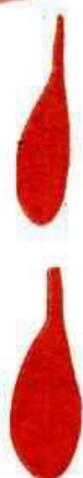
For survey week ending May 9

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	11	HEARTBREAK HOTEL (BMI)— E. Presley	Vic 20-6420
2	2	10	HOT DIGGITY (ASCAP)—P. Como.. Juke Box Baby (BMI)—Vic 20-6427	
3	3	14	POOR PEOPLE OF PARIS (ASCAP)— L. Baxter	Cap 3336
4	4	5	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff..... Theme From "Picnic" (ASCAP)—Dec 29888	
5	5	6	MAGIC TOUCH (BMI)—Platters..... Winner Take All (ASCAP)—Mercury 70819	
6	13	2	IVORY TOWER (ASCAP)—G. Storm.. I Ain't Gonna Worry (BMI)—Dot 15458	
7	10	3	STANDING ON THE CORNER (ASCAP)—Four Lads My Little Angel (BMI)—Col 40674	
8	7	5	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... Rio Batucada (ASCAP)—Coral 61618	
9	16	3	HAPPY WHISTLER (ASCAP)— D. Robertson	Cap 3391
10	12	4	IVORY TOWER (ASCAP)—C. Carr.... Please Believe Me (ASCAP)—Fraternity 734	
11	11	4	IVORY TOWER (ASCAP)—O. Williams In Paradise (BMI)—DeLuxe 6093	
12	24	2	WAYWARD WIND (BMI)—G. Grant.. No More Than Forever (ASCAP)—Era 1013	
13	6	9	BLUE SUEDE SHOES (BMI)— C. Perkins	Sun 234
14	8	20	LISBON ANTIGUA (ASCAP)— N. Riddle	Cap 3287
15	14	9	A TEAR FELL (BMI)—T. Brewer.... Bo Weevil (BMI)—Coral 61590	
16	22	9	MR. WONDERFUL (ASCAP) P. Lee.. Crazy in the Heart—Dec 29834	
17	9	16	NO, NOT MUCH (ASCAP)—Four Lads I'll Never Know (BMI)—Col 40629	
18	21	3	LONG, TALL SALLY (BMI)— Little Richard	Specialty 572
19	—	1	I'M IN LOVE AGAIN (BMI)— F. Domino	Imperial 5386
20	17	15	I'LL BE HOME (BMI)—P. Boone Tutti Frutti (BMI)—Dot 15443	
21	15	6	ROCK ISLAND LINE (BMI)— L. Donegan	London 1650
22	—	5	I WAS THE ONE (BMI)—E. Presley.. Heartbreak Hotel (BMI)—Vic 20-6420	
23	20	9	WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds You, Baby You (BMI)—Mercury 70790	
24	23	3	TOO YOUNG TO GO STEADY (ASCAP)—Nat (King) Cole Never Let Me Go (ASCAP)—Cap 3390	
25	—	1	GRADUATION DAY (BMI)— Rover Boys	ABC-Paramount 9760

**FASTEST BREAKING
RECORD OF 1956**

T
TRANSFUSION



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15470**

NERVOUS NORVUS

DOT **AMERICA'S HOTTEST LABEL**

HIT OF THE MOA
DANZON-GHIT
 -Sings-
THE SEARCHERS
 (RIDE AWAY)
 MGM 12252
 K 12252

Joni James
I WOKE UP CRYING
 THE MAVERICK QUEEN
 (From Republic picture)
 MGM 12213 • K12213

Dick Hyman Trio
HI-LILI, HI-LO
 (From M-G-M film "Lili")
 and JUNGLERO
 M-G-M 12207 • K12207

David Rose
FORBIDDEN PLANET
 (Inspired by M-G-M film)
 and
THEME FROM "THE SWAN"
 (From M-G-M film "The Swan")
 M-G-M 12243 • K12243

Connie Francis
FORGETTING
 and
SEND FOR MY BABY
 M-G-M 12251 • K12251

Rosalind Paige
HAVE FAITH AND HAVE PATIENCE
 and
LET ME BE THE FIRST ONE
 M-G-M 12229 • K12229

BETTY MADIGAN
SURPRISE
 M-G-M 12214 • K12214

JOHNNY OLIVER
SIX FEET OF HEAVEN
 A GOOD WOMAN'S LOVE
 M-G-M 12230 • K12230

MARVIN RAINWATER
MR. BLUES
 M-G-M 12240 • K12240

DON GIBSON
SWEET DREAMS
 THE ROAD OF LIFE ALONE
 M-G-M 12194 • K12194

the King's TV
 sing
YOU'RE ON TRIAL
 MGM 12247
 K12247

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT
 701 SEVENTH AVE. NEW YORK 30, N. Y.

• Territorial Best Sellers

For survey week ending May 9

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

- Atlanta**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 3. Happy Whistler, D. Robertson, Cap.
 4. Poor People of Paris, L. Baxter, Cap.
 5. A Tear Fell, T. Brewer, Cor.

- Baltimore**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. I Want You to Be My Girl Teen-Agers, Gee
 3. Standing On the Corner, Four Lads, Col.
 4. It Only Hurts a Little While Ames Brothers, Vic.
 5. I'm in Love Again, F. Domino, Imp.
 6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 7. Wayward Wind, G. Grant, Era
 8. Walk Hand in Hand, T. Martin, Vic.
 9. Long, Tall Sally, Little Richard, Spe.

- Boston**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 3. Poor People of Paris, L. Baxter, Cap.
 4. Standing On the Corner, Four Lads, Col.
 5. Lisbon Antigua, N. Riddle, Cap.
 6. My Blue Heaven, F. Domino, Imp.
 7. Happy Whistler, D. Robertson, Cap.
 8. Kiss Me Another, G. Gibbs, Mer.
 9. Magic Touch, Platters, Mer.
 10. Wayward Wind, G. Grant, Era

- Buffalo**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Hot Diggity, P. Como, Vic.
 3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 4. Magic Touch, Platters, Mer.
 5. My Blue Heaven, F. Domino, Imp.
 6. Standing On the Corner, Four Lads, Col.
 7. Long, Tall Sally, Little Richard, Spe.

- Chicago**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Moonglow and Theme From "Picnic" G. Cates, Cor.
 3. Wayward Wind, G. Grant, Era
 4. Main Title ("Man With the Golden Arm"), R. Maltby, Vik
 5. Hot Diggity, P. Como, Vic.
 6. Standing On the Corner, D. Martin, Cap.
 7. Blue Suede Shoes, C. Perkins, Sun
 8. Standing On the Corner, Four Lads, Col.
 9. Ivory Tower, C. Carr, Fty.
 10. I'll Be Home, P. Boone, Dot

- Cincinnati**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Hot Diggity, P. Como, Vic.
 3. Church Bells May Ring, Diamonds, Mer.
 4. Long, Tall Sally, Little Richard, Spe.
 5. Blue Suede Shoes, C. Perkins, Sun
 6. Poor People of Paris, L. Baxter, Cap.
 7. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 8. Ivory Tower, C. Carr, Fty.
 9. Lisbon Antigua, N. Riddle, Cap.
 10. Why Do Fools Fall in Love? Diamonds, Mer.

- Cleveland**
 1. Moonglow and Theme From "Picnic" G. Cates, Cor.
 2. I Want You to Be My Girl Teen-Agers, Gee
 3. My Little Angel, Four Lads, Col.
 4. Picnic, McGuire Sisters, Cor.
 5. Treasure of Love, C. McPhatter, Atl.
 6. Corrine, Corrina, J. Turner, Atl.
 7. Can You Find It in Your Heart? T. Bennett, Col.
 8. Heartbreak Hotel, E. Presley, Vic.
 9. Ivory Tower, C. Carr, Fty.
 10. Wayward Wind, G. Grant, Era

- Dallas-Fort Worth**
 1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 2. Heartbreak Hotel, E. Presley, Vic.
 3. Ivory Tower, O. Williams, Del.
 4. Magic Touch, Platters, Mer.
 5. Hot Diggity, P. Como, Mer.

- Denver**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Wayward Wind, G. Grant, Era
 3. Ivory Tower, O. Williams, Del.
 4. Magic Touch, Platters, Mer.
 5. Hot Diggity, P. Como, Vic.
 6. Long, Tall Sally, P. Boone, Dot

- Detroit**
 1. Moonglow and Theme From "Picnic" G. Cates, Cor.
 2. Heartbreak Hotel, E. Presley, Vic.
 3. Happy Whistler, D. Robertson, Cap.
 4. Can You Find It in Your Heart? T. Bennett, Col.
 5. Magic Touch, Platters, Mer.
 6. My Little Angel, Four Lads, Col.
 7. I Want You to Be My Girl Teen-Agers, Gee
 8. Picnic, McGuire Sisters, Cor.
 9. Portuguese Washerwoman J. (Fingers) Carr, Cap.
 10. Church Bells May Ring, Diamonds, Mer.

- Kansas City**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 3. Blue Suede Shoes, C. Perkins, Sun
 4. Ivory Tower, C. Carr, Fty.
 5. Wild Cherry, D. Cherry, Col.
 6. Main Title ("Man With the Golden Arm"), R. Maltby, Vik
 7. I'm in Love Again, F. Domino, Imp.
 8. Hot Diggity, P. Como, Vic.
 9. Magic Touch, Platters, Mer.
 10. Wayward Wind, G. Grant, Era

- Los Angeles**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Hot Diggity, P. Como, Vic.
 3. Poor People of Paris, L. Baxter, Cap.
 4. Moonglow and Theme From "Picnic" G. Cates, Cor.
 5. Blue Suede Shoes, C. Perkins, Sun

6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 7. Rock Island Line, L. Donegan, Lon.
 8. Juke Box Baby, P. Como, Vic.
 9. No, Not Much, Four Lads, Col.

- Milwaukee**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Wayward Wind, G. Grant, Era
 3. Ivory Tower, C. Carr, Fty.
 4. Moonglow and Theme From "Picnic" G. Cates, Cor.
 5. Blue Suede Shoes, B. Bennett, Kng.
 6. Main Title ("Molly-O" ("Man With the Golden Arm"), D. Jacobs, Cor.
 7. Hot Diggity, P. Como, Vic.
 8. Happy Whistler, D. Robertson, Cap.

- Minneapolis-St. Paul**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Moonglow and Theme From "Picnic" G. Cates, Cor.
 3. Rock Island Line, L. Donegan, Lon.
 4. Ivory Tower, C. Carr, Fty.
 5. Standing On the Corner, Four Lads, Col.
 6. Lovely One, Four Voices, Col.
 7. Magic Touch, Platters, Mer.
 8. My Little Angel, Four Lads, Col.
 9. Why Do Fools Fall in Love? Diamonds, Mer.
 10. Blue Suede Shoes, C. Perkins, Sun

- New Orleans**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Magic Touch, Platters, Mer.
 3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 4. Hot Diggity, P. Como, Vic.
 5. I'm in Love Again, F. Domino, Imp.
 6. Poor People of Paris, L. Baxter, Cap.
 7. Can You Find It in Your Heart? T. Bennett, Col.
 8. Blue Suede Shoes, C. Perkins, Sun
 9. Crazy Little Palace, B. Williams, Cor.
 10. A Little Love Can Go a Long, Long Way, Dream Weavers, Dec.

- New York**
 1. Poor People of Paris, L. Baxter, Cap.
 2. Heartbreak Hotel, E. Presley, Vic.
 3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 4. Hot Diggity, P. Como, Vic.
 5. Why Do Fools Fall in Love? Teen-Agers, Gee
 6. Kiss Me Another, G. Gibbs, Mer.
 7. Juke Box Baby, P. Como, Vic.
 8. Lisbon Antigua, N. Riddle, Cap.
 9. Rock Island Line, L. Donegan, Lon.

- Philadelphia**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Poor People of Paris, L. Baxter, Cap.
 3. Lisbon Antigua, N. Riddle, Cap.
 4. Why Do Fools Fall in Love? Teen-Agers, Gee
 5. Ivory Tower, C. Carr, Fty.
 6. Hot Diggity, P. Como, Vic.
 7. I Want You to Be My Girl Teen-Agers, Gee
 8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 9. Magic Touch, Platters, Mer.
 10. Blue Suede Shoes, C. Perkins, Sun

- Pittsburgh**
 1. I'm in Love Again, F. Domino, Imp.
 2. Hot Diggity, P. Como, Vic.
 3. My Little Angel, Four Lads, Col.
 4. Heartbreak Hotel, E. Presley, Vic.
 5. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 6. Moonglow and Theme From "Picnic" G. Cates, Cor.
 7. Picnic, McGuire Sisters, Cor.
 8. Happy Whistler, D. Robertson, Cap.
 9. I Want You to Be My Girl Teen-Agers, Gee

- St. Louis**
 1. Moonglow and Theme From "Picnic" G. Cates, Cor.
 2. Happy Whistler, D. Robertson, Cap.
 3. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
 4. Heartbreak Hotel, E. Presley, Vic.
 5. Ivory Tower, C. Carr, Fty.
 6. Delilah Jones, McGuire Sisters, Cor.
 7. Hot Diggity, P. Como, Vic.
 8. Rock Island Line, L. Donegan, Lon.
 9. Lisbon Antigua, N. Riddle, Cap.
 10. Port-au-Prince, N. Riddle, Cap.

- San Francisco**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Hot Diggity, P. Como, Vic.
 3. Blue Suede Shoes, C. Perkins, Sun
 4. Poor People of Paris, L. Baxter, Cap.
 5. Why Do Fools Fall in Love? Teen-Agers, Gee
 6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 7. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
 8. Lisbon Antigua, N. Riddle, Cap.
 9. Standing On the Corner, Four Lads, Col.

- Seattle**
 1. Church Bells May Ring, Diamonds, Mer.
 2. Little Girl of Mine, Cleftones, Gee
 3. Heartbreak Hotel, E. Presley, Vic.
 4. Poor People of Paris, L. Baxter, Cap.
 5. Wayward Wind, G. Grant, Era
 6. Walk Hand in Hand, A. Williams, Cdc.
 7. Moonglow and Theme From "Picnic" G. Cates, Cor.
 8. Why Do Fools Fall in Love? Teen-Agers, Gee

- Toronto**
 1. Heartbreak Hotel, E. Presley, Vic.
 2. Church Bells May Ring, Diamonds, Mer.
 3. Hot Diggity, P. Como, Vic.
 4. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 5. Poor People of Paris, L. Baxter, Cap.
 6. I'll Be Home, P. Boone, Dot
 7. Long, Tall Sally, Little Richard, Spe.
 8. Blue Suede Shoes, C. Perkins, Sun
 9. Blue Suede Shoes, E. Presley, Vic.
 10. A Tear Fell, T. Brewer, Cor.

The Smash Hits from

"MY FAIR LADY"

are on Columbia!



PERCY FAITH

THE RAIN IN SPAIN

b/w

WITH A LITTLE BIT OF LUCK

Columbia 4-40696



ROSEMARY CLOONEY

I COULD HAVE DANCED ALL NIGHT

b/w

I'VE GROWN ACCUSTOMED TO YOUR FACE

Columbia 40676 & 4-40676



VIC DAMONE

ON THE STREET WHERE YOU LIVE

Columbia 40654 & 4-40654

and naturally ... the **ORIGINAL BROADWAY CAST** Album

Columbia OL 5090 & A 5090



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LISTEN TO YOUR RADIO STATIONS FOR OUR NEW RELEASES

NEW RELEASES

"HANDS OF TIME"

"DON'T FORGET TO BRING ME BACK YOUR LOVE"
 DIDO RILEY—FA #4001

"NO ONE TO BLAME BUT YOU"
 "COWBOYS DON'T CRY"
 THE DeCASTRO SISTERS
 AB #3019

"HOT ROD IS HER NAME"
 "WHY MUST I WONDER"
 TOM TALL
 FA #132

"STOP THE CLOCK ROCK"
 "WHOSE LITTLE PIGEON ARE YOU"
 THE CREEL SISTERS
 AB #3022

"I BELIEVE IN MY LORD"
 "DOWN IN THE VALLEY WHERE
 THE GREEN GRASS GROWS"
 WANDA GANN
 FA #131

"YOU'VE TURNED OFF THE MUSIC"
 "CAN'T GET YOU OUT OF MY MIND"
 LaFAWN PAUL
 AB #3023

"JUNCO RETURNS"
 "WHAT ABOUT ME"
 LARRY EVANS
 FA #4009

"WHIRLWIND"
 "WHERE WERE YOU"
 GINNY WRIGHT
 FA #133

"THE BIRDS AND THE BEES"
 "IT MAKES ME SO MAD"
 DUSTY ROSE
 FA #120

INSTRUMENTAL

"WHOSE LITTLE PIGEON ARE YOU"
 "STOP THE CLOCK ROCK"
 FABOR ROBISON and
 His String Music Band
 FA #4010

"TENNESSEE WALKIN' HORSE"
 "WALTZING WILLIE"
 THE SUNSETTERS
 AB #3017

STILL GOING STRONG

"TOO LATE NOW"
 "GIVE ME TIME"
 THE DeCASTRO SISTERS
 AB # 3011

"I DO WHATTA DO"
 "I GOT SOMEBODY TO LOVE"
 THE CREEL SISTERS
 AB #3015

"IF I'D ONLY KNOWN"
 "SHAMELESS KISSIN"
 JUDY KILEEN
 AB #3018

Next Year's Big Christmas Hit!
 "SNOWBOUND FOR CHRISTMAS"
 THE DeCASTRO SISTERS
 AB #3012

• 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. Ivory Tower *Gale Storm*
 (ASCAP) Dot 15458
2. It Only Hurts for a Little While *Ames Brothers*
 (ASCAP) RCA Victor 6481
3. A Little Love Can Go a Long, Long Way *The Dream Weavers*
 (ASCAP) Decca 29905
4. On the Street Where You Live . . . *Vic Damone*
 (ASCAP) Columbia 40054
5. My Baby Left Me
 I Want You, I Need You, I Love You *Elvis Presley*
 (BMI); (BMI) RCA Victor 6450
6. Graduation Day *The Rover Boys*
 (BMI) ABC-Paramount 9700
7. How Little We Know
 500 Guys *Frank Sinatra*
 (ASCAP); (ASCAP) Capitol 3423
8. Treasure of Love *Clyde McPhatter*
 (BMI) Atlantic 1092
9. Tango of the Drums *Les Baxter*
 (ASCAP) Capitol 3404
10. Kiss Me Another *Georgia Gibbs*
 (BMI) Mercury 70850



OTIS WILLIAMS AND HIS
CHARMS
IVORY TOWER
 DeLuxe 6093

THAT'S YOUR MISTAKE
 DeLuxe 6091

LITTLE WILLIE JOHN
FEVER
LETTER FROM MY DARLING
 King 4935

JAMES BROWN WITH THE
FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
 Federal 12258

MAC CURTIS
**IF I HAD ME A WOMAN
 JUST SO YOU CALL ME**
 King 4927

MOON MULLICAN
**ROCK AND ROLL,
 MR. BULLFROG**
I'M MAD WITH YOU
 King 4915

THE MIDNIGHTERS
**OPEN UP THE
 BACK DOOR**
ROCK, GRANNY, ROLL
 Federal 12260

EARL BOSTIC
BUGLE CALL RAG
**I'LL STRING ALONG
 WITH YOU**
 King 4905

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

JOE TEX
SHE'S MINE
**I HAD TO COME BACK
 TO YOU**
 King 4911

THE DRIVERS
**SMOOTH, SLOW
 AND EASY
 WOMEN**
 De Luxe 6094



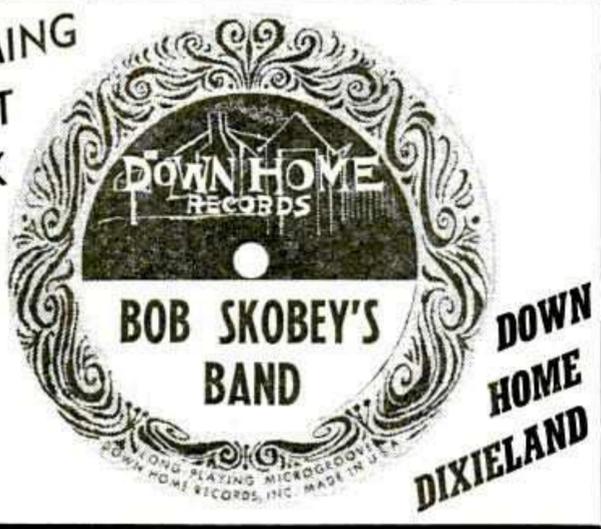
• THIS WEEK'S BEST BUYS

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

MY BABY LEFT ME (Presley, BMI)
 I WANT YOU, I NEED YOU, I LOVE YOU (Presley, BMI)—Elvis Presley—RCA Victor 6540—In The Billboard last week a story detailed the phenomenal advance sale on this new Presley disk. A spot check in all key markets this week indicated that the ground work for huge volume selling was well prepared, and that the record moved over the counters in expected quantities. Both sides have gotten generous deejay play which has helped stimulate activity, but "My Baby Left Me" is currently the preferred side. A previous Billboard "Spotlight" pick.

KISS ME ANOTHER (E. B. Marks, BMI)—Georgia Gibbs—Mercury 70850—Since its release three weeks ago, Eastern dealers and one-stops have enjoyed very good sales on this Georgia Gibbs' record. New York and Boston this week reported it among their top ten. It is also an outstanding seller in Providence, Buffalo, Baltimore, and Philadelphia. Other cities that indicated strong sales included Pittsburgh, St. Louis, Cleveland and Milwaukee. Flip is "Fool of the Year" (Gil, BMI).

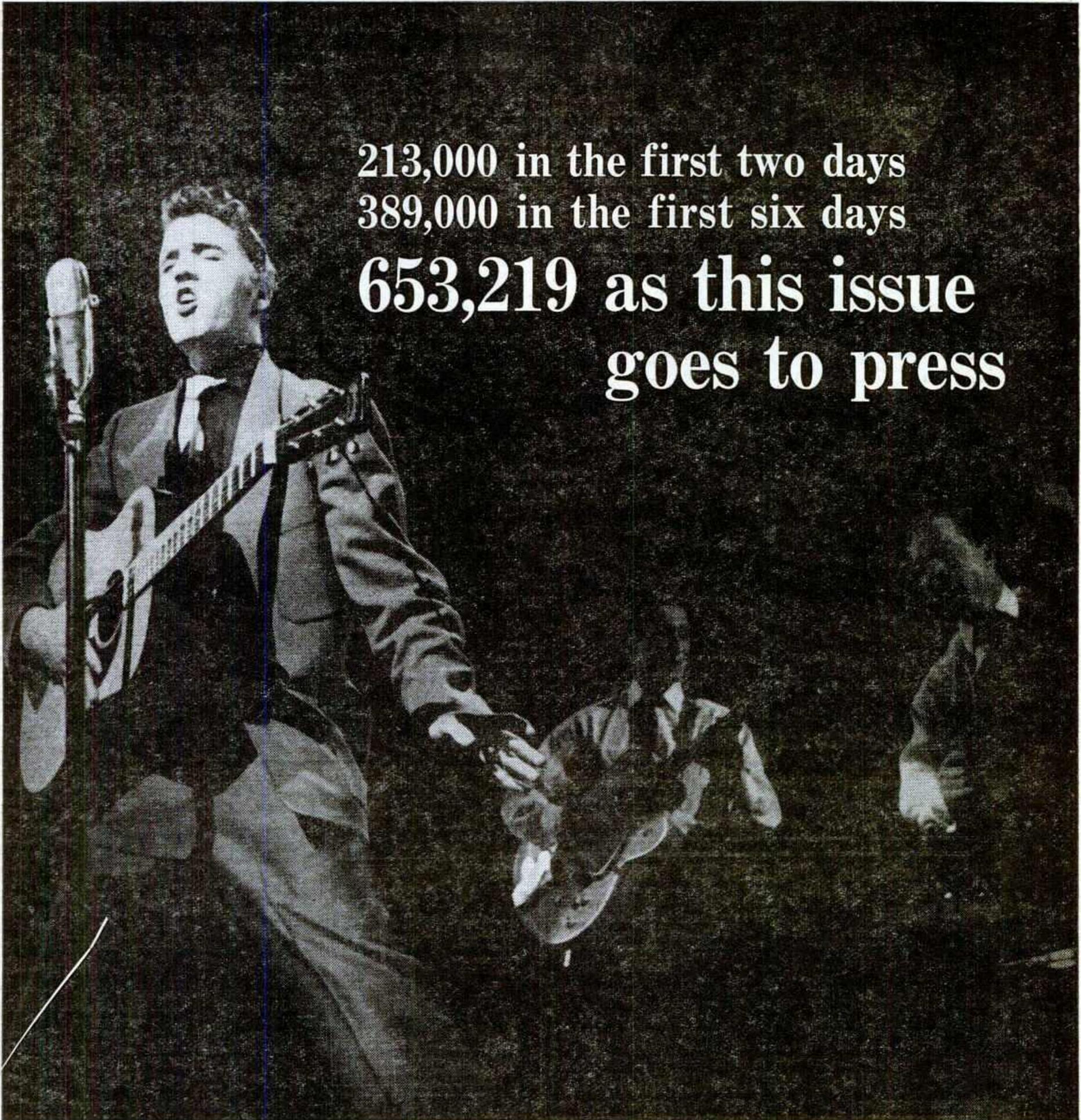
COMING
 NEXT
 WEEK



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 among over-all entertainment weeklies—is a member of the
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213,000 in the first two days
389,000 in the first six days
653,219 as this issue
goes to press

ELVIS PRESLEY

the fastest-breaking yet...

I Want You, I Need You, I Love You
My Baby Left Me 20/47-6540

the dealer's choice

RCA VICTOR



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EXCLUSIVELY
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 and THE COMETS
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ABC-PARAMOUNT
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**Graduation
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THE ROVER BOYS
 9700

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 Selling Records!**

Smash Hit!
Marion Marlowe
"RING, PHONE, RING"
 b/w
 THE HANDS OF TIME
 Cadence
 1292
cadence
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• **Review Spotlight on . . .**

RECORDS

PAT BOONE . . . Dot 15472 . . . I ALMOST LOST MY MIND

Boone pulls a smart style switch here and warbles the tender Ivory Joe Hunter oldie with warmth, sensitivity and perceptive phrasing. The singer is riding high right now on the charts as a rock and roll showman, and his blues sound on this disk should grab off plenty of plays. The flip, an attractive ballad, "I'm in Love With You," (Ridgeway, BMI) is sung with feeling and a hard driving rock and roll beat.

EDDIE FISHER . . . RCA Victor 6529 . . . SWEET HEARTACHES (Pincus, ASCAP)

ON THE STREET WHERE YOU LIVE . . . (Chappell, ASCAP)
 Here's a fine two-sider for Fisher. "Sweet Heartaches" is a swing, old-timey ballad, aptly suited to Fisher's sincere delivery. Vic Damone's waxing of "On the Street Where You Live," the lyrical ballad from "My Fair Lady," is starting to move, but this Fisher version has plenty of vocal merit and is bound to line up as strong competition.

THE CHORDETTES . . . Cadence 1291 . . . BORN TO BE WITH YOU (E. H. Morris, ASCAP)

The girls are due for another hit, and this could be the one to put them back on the charts. Their thrushing comes thru strongly on Don Robertson's moving ballad, with an appealing hymn-like quality to pacing and delivery. The flip "Love Never Changes" (Famous, ASCAP) is a pretty ballad, sung with a smooth blend and artful phrasing.

NOVELTY

NERVOUS NORVUS . . . Dot 15470 . . . TRANSFUSION (Barnett, BMI)

This one is just weird enough to take off in the novelty market. Norvus sings up a noisy storm about the joys of motoring, complete with auto crash sound effects. The macabre lyric jokes feature a literally sanguine touch, e.g., "Typo O, Daddy, O," etc. Another amusing novelty, "Dig," (Barnett, BMI) is featured on the flip. "Transfusion" is the side to watch. In its zany way, the tune pushes a "drive safely" message.

• **Reviews of New Pop Records**

RATINGS—COMMERCIAL POTENTIAL

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

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

LONNIE DONEGAN

Lost John . . . 84
 MERCURY 70872—A folk item, with a heavy, thoroly satisfying beat. If there's more mileage to be gotten out of the Donegan idiom, these sides can click. (Ludlow, BMI)

Stewball . . . 80
 Now this yere's a fittin' follow-up by the English Leadbelly to his "Rock Island Line" smash. It's an energetic folk tune with catchy refrain and a great beat. Could be some country action here as well as pop. (Hollis, BMI)

CATHY JOHNSON

Ladder of Love . . . 82
 COLUMBIA 40694—A potent rock and roll thrushing side that could step out with proper support. Good material for the teen-age legions on both faces here. (Kanl, BMI)

I Don't Love Nobody But You . . . 80
 Thrush shouts up an exciting rock and roll storm in an arrangement that shows a decided Atlantic Records influence. (Maple Leaf, BMI)

FRANIE LAINE

Don't Cry . . . 79
 COLUMBIA 40693—An excellent piece of material from "The Most Happy Fella," this side is sure to get strong exposure. Laine's performance projects the sensitivity and dramatic quality of the ditty. (Frank, ASCAP)

Ticky, Ticky, Ticky (I'm Gonna Tell on You) . . . 79
 Laine does this happy novelty ditty with a becoming lilting quality. Sounds good when he frees himself of his dramatic facade. Side moves right along and is backed excellently. Could easily happen. (Bourne, ASCAP)

JOE CLAY

Sixteen Chicks . . . 78
 VIK 0211—Link Davis is already moving with his version of this bouncy rhythm item. Clay's cover is a personable job with an infectious beat. (Starrite, BMI)

Duck Tail . . . 78
 Latest of the Presley styled warblers is Joe Clay, who warbles with considerable verve on this bouncy rhythm tune with clever lyrics and a good title. (Starrite, BMI)

MANTOVANI ORK

Merry-Go-Round Waltz . . . 78
 LONDON 1669 — Here's a wonderfully appealing job that should stack up with the best of the current instrumentals. It has a pleasant waltzing beat with lush, flowing tones that add up to solid interest.

Heart of Paris . . . 77
 Maestro Monty has another pretty waltz rendition here with the fiddling as handsome as ever and an accordion lending Continental flavor. Jockeys and fandom will likely enjoy this.

JOE SHERMAN ORK

The Song From "The Searchers" . . . 78
 KAPP 149—Outstanding, much-recorded material done with notable taste. Ed McCurdy does the vocal with dramatic, yet restrained power. Film song is in the tradition of the great melodies of pioneer days. (Witmark, ASCAP)

Portugese Washerwomen . . . 77
 A rousing reading of this fine material, with a chorus lending interest to Sherman's spirited arrangement. (Remick, ASCAP)

VICKI YOUNG

I'm All Shook Up . . . 78
 CAPITOL 3425—The gal gives a sock performance on an amusing rhythm song with a strong rock and roll beat. Standout backing by Big Dave. (Beechwood, BMI)
 Let There Be You . . . 75
 Tender thrushing stint on a moving ballad. (Duchess, BMI)

JOHNNY BRANDON

I Didn't Know . . . 76
 KING 4922—The young Englishman on his second Stateside disk sinks his teeth into a rousing rock and roll job keyed straight at the juve clique. Guy impresses in a Johnnie Ray style. Side definitely rates spins. (Mecca, ASCAP)

Shim Sham Shuffle . . . 72
 Rhythmic shuffle beat gives Brandon a chance to belt. Terpers may like, but flip will be faster starter. (Mecca, ASCAP)

FRANKIE CASTRO

Goodbye, So Long, I'm Gone . . . 76
 MERCURY 70873—Castro is backed on this semi rock and roller with romping tambourine-edged beat. A good bet for the teen crowd. One to watch. (Harvard, BMI)

Too Much . . . 70
 A personality-packed side with a subtle r.&r. back-up. For junior hipsters. (Pincus, ASCAP)

LILLIAN BRIGGS

The Gypsy Goofed . . . 76
 EPIC 9166—A clever novelty blues with some lines sure to get laughs. Miss Briggs belts it out in her lively rock and roll style. (Roosevelt, BMI)

Too Close for Comfort . . . 67
 The tune from "Mr. Wonderful" provides a welcome change from Miss Briggs' usual rock and roll material, but it's very late. (Laurel, ASCAP)

MIKE PHILLIPS

Betty Blue Jean . . . 76
 RAINBOW 336—This rocking ditty is dedicated to another teen sweetheart. The job moves along at a happy pace with Phillips and the Vocalaires group joining forces effectively. Could get jukes spinning. (Nassau, BMI)

Lonely Man Am I
 This side reviewed previously, April 7, 1956. (Rush, BMI)

GUY MITCHELL

Give Me a Carriage
 With Eight White Horses . . . 76
 COLUMBIA 40700—Strong reading by Mitchell on an attractive love song, with an exotic Latin-American beat. (Paxton, ASCAP)

I Used to Yate Ya . . . 72
 Mitchell baby-talks a fairly amusing ditty about the love-talk of two tots, e.g. "I used to yate ya, but now I yove ya, etc." (Oxford, ASCAP)

LENNY DEE

Caravan . . . 76
 DECCA 29851—It's hard to believe that an organ with only rhythm accompaniment could raise such a ruckus. They come on like "Gangbusters"; and their impact on the juke box market might be great. (American Academy, ASCAP)

Avalon . . . 73
 Altho a little more subdued, compared to the flip, this oldie is also taken at a brisk clip and makes a spirited dance instrumental. (Remick, ASCAP)

CONNIE FRANCIS

Forgetting . . . 76
 M-G-M 12251 — Weeper waltz is skedded for the Modern Romances TV production, "Macbeth." Attractive country-type tune gets a first-rate warble from the thrush. There's potential here. (Song Smiths, ASCAP)

Send For My Baby . . . 68
 Good rock and roller out of the country field gets an energetic shout from the engaging chirp. Any action will stem from the flip, however. (Milene, ASCAP)

EDDY MANSON

Lovers and Lollipops Theme . . . 78
 M-G-M 12250—Harmonica virtuoso-composer Manson, who wrote and played the smash "Joey" for the "Little Fugitive," has some similarly warm-hearted and engaging material for the track of "Lovers and Lollipops." He's backed by the Leroy Holmes ork in a very pretty side that jocks should go for. (Trinity, BMI)

Peggy's Theme . . . 74
 More attractive material from the same pic. Theme is alternately sweet and capricious. Intriguing wax that should sell steadily, at least. (Trinity, BMI)

BILLY ECKSTINE

The Tennessee Rock 'n' Roll . . . 75
 VICTOR 6524—Eckstine wraps up a bouncy rock 'n' roll ditty in a personable vocal with a strong beat. (Broadcast, BMI)

Condemned for Life (With a Rock and Roll Wife) . . . 73
 Showmanly warbling on an amusing rhythm-novelty with effective lyrics about a guy whose wife prefers listening to rock and roll deejays than being with him. (Shapiro-Bernstein, ASCAP)

REX ALLEN

The Last Frontier . . . 75
 DECCA 29871—Like the film from which this tune comes, this is an essay on the colorful life of the Western pioneers. Allen's dynamic approach and the bright hues of the

(Continued on page 33)

WING IS SWINGING!

IT STARTED IN THE SOUTH!

"Tell Me Why"

AND

MARIE KNIGHT

"As Long As I Love"

WING 90069

"Dealer Of Dreams"

AND

THE PENGUINS

"Peace Of Mind"

WING 90076

BUDDY JOHNSON

"BUDDY'S BOOGIE"

AND "I'LL DEARLY LOVE YOU" WING 90075



"Giddiap

FREDDIE BELL

AND THE BELL BOYS

Ding Dong"

WING 90066

Featured In The Columbia Picture "Rock Around The Clock"

TENOR SAX SENSATION!

"Titanic"

AND

SIL AUSTIN

"Sil's Groove"

WING 90075

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VOX JOX

By JUNE BUNDY

DESERVING DEEJAYS: Disk jockeys, in search of a worthy cause with human interest appeal for their listeners, would be well advised to contact the Save the Children Federation, New York, a non-profit organization which helps underprivileged youngsters here and overseas. Bish Thompson, WGBF, Evansville, Ind., for instance, and his fans are currently sponsoring four Navajo Indian children. It all started a few years ago when Thompson plugged the Federation on the air and invited listeners to contribute to the cause. The audience responded with such enthusiasm that Thompson's listeners now support four "sons." The deejay corresponds with the youngsters and reads their letters on the air to the collective "family." Sponsoring a child under the Federation costs \$96 a year, and provides money for clothes, school supplies, food and even a little spending money.

ROCK 'N' ROLL ANYBODY?: Controversy continues to swirl around rock and roll. This week WDOK, Cleveland, reported that in answer to its recent listeners poll on r.&r., 1,968 people voted against it, as compared to 564 in favor. The results, WDOK deejay-program director Norman Wain said, "will certainly influence future programming," both by himself and the station's other jocks, Bill Reid and Wayne Mack. . . . On the other hand, Barry Kaye, WJAS, Pittsburgh, recently conducted what is be-

ples of popular music" - on the station's daily noon to 1 p.m. recorded and live music show with Bill Harrington, Bill Williams, and Roy Ross' orchestra. The tunes were selected by a panel of judges, including artist and repertoire chiefs Mitch Miller and Joe Carlton, WNEW music Manager Al Trilling, BMI musical director Julie Stearns and Harrington and Ross. Efforts will be made by the station to have the winner's song recorded by a major disk artist. . . . Chicago disk jockeys are literally living up to their names these days. Every Tuesday evening of this month top jocks from the Chicago area are competing in a series of special harness races at Maywood Park, with winners of the heats scheduled to compete for top honors in the derby May 29. Racing spinners include Jim Mills, WIND; Dan Sorkin, WCFL; Bob Carpenter, WAAF; Steve Schickel (ex-Billboard scribe), WGN; Paul Salmer, WGN; Chuck Francisco, Dick Harley, WHFC; Jack Stilwill, WLS; Dick Elliott, WHFC; Spider Webb, WAIT; Magnificent Montage, WAAF; Jim Daris, WEDC; Jim Lounsbury, WGN; Tony Ford, WGES, and Bill O'Connor, WIND.

Alexander Agency

Continued from page 13
rick, the Lennie Hambro Quintet, Oscar Pettiford, Joe Venuto Trio, Charlie Mingus Jazz Workshop Quintet, Urbie Green Quartet and the Art-Farmer-Gigi Gryce Quintet.

Maxine Sullivan, who is essaying a comeback after several years out of the business, will begin her first booking on the Coast June 27. Millie Vernon formerly sang under the name of Pat Cameron. She has been inked by Storyville Records.

The demise of Universal's special jazz department, after only a couple of month's operation, has been attributed to the agency's inability to come up with real "leader" attractions in the field. On the other hand, the mushrooming of Alexander's jazz wing is credited to the fact that this office books both Benny Goodman and Count Basie.

Donegan Dates

Continued from page 14

other "A Showcase of British Jazz." He is also talking up ace jazz trumpet man, Humphry Littleton, whom he hopes to bring over here for personal appearances this fall, in conjunction with the U.S. publication of Littleton's book "I Play as I Please," a best seller in England.

Meanwhile Manny Greenfield, who manages Donegan in the U.S., has arranged for the "Rock Island" warbler to appear on the Perry Como show Saturday (19). Donegan arrives here Wednesday (16) to rehearse for the NBC-TV show, then planes out to Cleveland Sunday (20) where he will guest on Bill Randle's local TV show. He opens at the Town and Country nitery here May 22 for two weeks, following which he plays a three-day (June 15, 16 and 17) run at a local Cleveland theater.

Altho Donegan's big U.S. hit was waxed for London, he will be ushered around to deejays, under the auspices of Mercury, since Donegan records for PYE-Nixa in England, and Mercury has a reciprocal distribution deal with Nixa under its new contract with the British firm. Donegan's first Mercury disk here—"Lost John" and "Stewball" - is currently riding high on the British best seller charts.

YESTERYEAR'S TOPS—

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

- MAY 18, 1946
1. Laughing on the Outside (Crying on the Inside)
2. The Gypsy
3. Oh! What It Seemed to Be!
4. Shoo-Fly Pie and Apple Pan Dowdy
5. Prisoner of Love
6. I'm a Big Girl Now
7. They Say It's Wonderful
8. One-Zy, Two-Zy (I Love You-Zy)
9. Day by Day
10. You Won't Be Satisfied (Until You Break My Heart)
11. Seems Like Old Times
12. Full Moon and Empty Arms
13. Atlanta
14. Personality
15. Cement Mixer

MAY 19, 1951

- 1. Mocking Bird Hill
2. How High the Moon
3. On Top of Old Smoky
4. Too Young
5. If
6. Be My Love
7. I Apologize
8. Would I Love You?
9. Sparrow in the Tree Top
10. Beautiful Brown Eyes

lied to be the first rock and roll radio telephone poll with considerably different results. During a two-hour air interview with Bill Haley, Kaye asked listeners to phone him and give their age, and state whether or not they liked rock and roll music. Out of a total 639 calls, 625 people voted "yes" and only nine "no." Average age of those voting "yes" was 32, while the average of those voting "no" was 26. Ages ranged from 7 to 82.

GIMMIX: Manhattan indie, WNEW, celebrated National Music Week (May 6-13) by presenting five unpublished songs - "which merit recognition as better exam-

THE TOP 100

For survey week ending May 9

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

Table with 5 columns: Pos., Song, Artist, Label, Last Week. Lists top 100 records including Heartbreak Hotel, Hot Diggity, Poor People of Paris, Magic Touch, Blue Suede Shoes, Ivory Tower, Moonglow and Theme from 'Picnic', A Tear Fell, Lisbon Antigua, Why Do Fools Fall in Love?, Happy Whistler, Rock Island Line, I'll Be Home, Ivory Tower, Long, Tall Sally, Wayward Wind, Standing on the Corner, No, Not Much, I'm in Love Again, Long, Tall Sally, Mr. Wonderful, Can You Find It in Your Heart?, I Want You to Be My Girl, Church Bells May Ring, Main Title 'Man with the Golden Arm', Picnic, Why Do Fools Fall in Love?, Why Do Fools Fall in Love?, Rock and Roll Waltz, Eddie, My Love, Little Love Can Go a Long Way, Wild Cherry, Main Title 'Molly-o' (Man with the Golden Arm), Blue Suede Shoes, Main Title 'Man with the Golden Arm', R-O-C-K, I Was the One, My Blue Heaven, Walk Hand in Hand, My Little Angel, Too Young to Go Steady, Girl in My Dreams, On the Street Where You Live, To Love Again, Bo Weevil, Lovely One, Juke Box Baby, Standing on the Corner, Theme from 'The Three Penny Opera' (Moritat), Slippin' and Slidin', Kiss Me Another, Too Close for Comfort, I Could Have Danced All Night, Little Girl of Mine, Graduation Day, Without You, Delilah Jones, Portuguese Washerwoman, Port-au-Prince, Corrine Corrina, To You My Love, Saints Rock and Roll, Winner Take All, Mr. Wonderful, Tango of the Drums, Walk Hand in Hand, Main Title 'Man with the Golden Arm', Poor People of Paris, Innamorata, I Woke Up Crying, Held for Questioning, Picnic, Walk Hand in Hand, Roving Gambler, Blue Suede Shoes, Church Bells May Ring, Money Honey, Eddie, My Love, Great Pretender, Rock Island Line, Main Title 'Man with the Golden Arm', See You Later, Alligator, How Little We Know, Innamorata, Main Title 'Man with the Golden Arm', Eddie, My Love, Joey, Joey, Joey, No Other One, Theme from 'The Three Penny Opera' (Moritat), Mocking Bird, Flowers Mean Forgiveness, Theme from 'The Three Penny Opera' (Mack the Knife), Poor People of Paris, Is There Somebody Else?, I Could Have Danced All Night, Never Let Me Go.

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.

Best Selling Sheet Music in Britain

(For Week Ending May 5)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

- No Other Love—Chappell (Williams)
It's Almost Tomorrow—Macmelodies (Northern)
My September Love—Bron
The Poor People of Paris—Berry (Connelly)
Memories Are Made of This—Montclare (Montclare)
Rock and Roll Waltz—Maddox (Sheldon)
Willie Can—Frank (Acuff-Rose)
Theme From "The Three Penny Opera"—Arcadia (Harms)
The Ballad of Davy Crockett—Disney (Disney)
Zamezi—Fields (Shapiro-Bernstein)
A Tear Fell—Robbins (Progressive)
Only You—Sherwin (Wildwood)
You Can't Be True to Two—Dash (Joy)
Young and Foolish—Chappell (Chappell)
The Dambusters March—Chappell (Chappell)
The Great Pretender—Southern (Panther)
Don't Ringa Da Bell—Michael Reine (Regent)
Out of Town—Kassner (Kassner)
Jimmy Unknown—Bron (Jefferson)
Robin Hood—New World (Official)

the image of sea, wind and the tropics. Good deejay programming. (Jimskip, BMI)
Point Lobos... 71
Another instrumental, like the flip, lush in sound and pictorial effects. (Jimskip, BMI)

BILL DARNEL
Rock-a-Boogie Baby... 72
LONDON 1665—This is all about a cherub who "rocks" instead of going "goo-goo." It's a winning bit of nonsense, but as a real rocker the contents is rather thin.
Guilty Lips... 70
Those guilty lips smile at someone new. Darnel remonstrates in a sensitive way on the light bit of swiny, danceable stuff.

LES ELGART ORK
Ain't She Sweet... 71
COLUMBIA 40571 — Tasteful instrumental waxing of the catchy oldie, with a danceable beat. (Advanced, ASCAP)
Honky Tonk Train Blues... 71
Same comment. (Shapiro-Bernstein, ASCAP)

LOLA DEE
Born to Be With You... 71
MERCURY 70870 — Multi-voiced tracking is the gimmick here as Miss Dee sings the dedicatory passages. There's a nice lilt strummed out by a guitar backing, but the tender spoken bits may detract. (E. H. Morris, ASCAP)
Hot Rod Henry... 68
Another chapter in the teen-age hot rod saga. There's even a touch of "Dance With Me Henry" here as well. Flip, however, seems the stronger of the two. (Block, BMI)

PEE WEE HUNT ORK
Swedish Rhapsody... 70
CAPITOL 3426—An infectious instrumental wrap-up of the appealing rhythm number with a danceable beat. (Cromwell, ASCAP)
The Object of My Affection... 70
A pleasant vocal version of the old Pinky Tomlin tune with a neat, business-man's bounce-tempo for dancing. (Bourne, ASCAP)

THE PHANTOM
Five Foot Two, Eyes of Blue... 70
CAPITOL 3427—The oldie belted out on honky tonk sounding piano. Sounds like the back is off and a drunk lying across the strings. Novelty programming fare. (Felt, ASCAP)
Whispering... 70
The oldie, performed in keyboard style similar to the flip. Gimmicked vocal sounds on this side, too. For the deejays. (Miller, ASCAP)

JIMMY DUNCAN
Sing Me No Sad Songs, Sam... 70
CUE 7929—This one has the familiar touch of "Music, Maestro, Please." Duncan gives a plaintive reading with clean high chorals sounds in the backing. Nice for listening or even dancing. (Bulls Eye, ASCAP)
Here Am I... 68
Duncan lends his pipes to an intense love ballad. Flip seems to have more genuine appeal. (Bulls Eye, ASCAP)

DENISE LOR
That's the Way That I Feel... 69
LIBERTY 55020—Smart ditty, pleasantly done. (Jefferson, ASCAP)
Hurt Me... 69
A pop weeper, done with a throb by the chanter. (Fairway, ASCAP)

TOMMY EDWARDS
Love Is a Child... 69
M-G-M 12248 — Gentle philosophical song is sung in appropriate fashion by the warm-voiced warbler. Will have a tough fight for exposure. (Maurice, ASCAP)
There Must Be a Way to Your Heart... 67
Another gentle tune, this one a minor-key waltz. Pretty stuff, but unlikely to emerge in today's market. (Caesar, ASCAP)
JIMMY HILLIARD ORK
My One and Only Love... 69
BALLY 1007—The standard, played in a relaxed, sentimental mood as here, makes a good dance side. (Sherwin, ASCAP)
Verano Amor... 66
A light and lilting tune that contrasts neatly with the flip. Aimed at the juke box trade, it hits its mark. (Monitor, ASCAP)

BOB CARROLL
Red Confetti, Pink Balloons and Tambourines... 69
BALLY 1006—The title sums up the carnival atmosphere which is the background for Carroll's melancholy Neapolitan-flavor ballad. Pleasant. (Famous, ASCAP)
Handwriting on the Wall... 64
A bright rhythm side that gets only a fair-to-middlin' reading from Carroll. Singer and material are not well matched. (Famous, ASCAP)

JOAN HAGER
Will You, Will You?... 68
DECCA 29928—A fairly close copy of Janis Martin's reading of this currently popular tune. More definitely pop in style than the Victor record, this will have a hard time catching up to the original in either pop or country market, nevertheless. (RFD, ASCAP)
Confession of My Heart... 66
This material has the flavor of a country weeper, tho the arrangement and vocal styling are pop. Not un-

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

- Birds and the Bees (R) (F)—Gomallo-ASCAP
Born to Be With You (R) — Mayfair-ASCAP
Brazil (R)—Southern-ASCAP
Can You Find It in Your Heart? (R)—Witmark-ASCAP
Graduation Day (R)—Sheldon-BMI
Heart of Paris (R)—B. F. Wood-ASCAP
Hot Diggity (R)—Roncom-ASCAP
How Little We Know (R)—E. H. Morris-ASCAP
I Could Have Danced All Night (R) (M)—Chappell-ASCAP
It Only Hurts for a Little While (R)—Advanced-ASCAP
I've Grown Accustomed to Your Face (R) (M)—Chappell-ASCAP
Ivory Tower (R)—E. H. Morris-ASCAP
Joey, Joey, Joey (R) (M)—Frank-ASCAP
Lisbon Antigua (R)—Southern-ASCAP
Magic Touch (R)—Panther-ASCAP
Moonglow (R) (F)—Mills-ASCAP
Mr. Wonderful (R) (M)—Laurel-ASCAP
On the Street Where You Live (R) (M)—Chappell-ASCAP
Picnic (R) (F)—Columbia Pic-ASCAP
Poor People of Paris (R) — Connelly-ASCAP
Port-au-Prince (R)—E. B. Marks-BMI
Searchers (R) (F)—Witmark-ASCAP
Serenade (R) (F)—Harms-ASCAP
Somebody Somewhere (R) (M) — Frank-ASCAP
Standing on the Corner (R) (M)—Frank-ASCAP
To Love Again (R) (F)—Columbia Pic-ASCAP
Too Close for Comfort (R) (M)—Laurel-ASCAP
Too Young to Go Steady (R)—Robbins-ASCAP
What a Heavenly Night for Love (R)—ASCAP
Without You (R)—Broadcast-BMI

Television

- Beautiful and the Nervous (R) — Flo-ASCAP
Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI
Can You Find It in Your Heart? (R)—Witmark-ASCAP
Heartbreak Hotel (R)—Tree-BMI
Hot and Cold Running Tears (R)—Maggie—BMI
Hot Diggity (R)—Roncom-ASCAP
I Could Have Danced All Night (R) (M)—Chappell-ASCAP
I've Got Love (R)—Cragmoor-BMI
Ivory Tower (R)—E. H. Morris-ASCAP
Lisbon Antigua (R)—Southern-ASCAP
Little Leaguers (R)—Kassel Airs-ASCAP
Mommy (R)—Tee Kaye-ASCAP
Moonglow (R) (F)—Mills-ASCAP
Moonglow-Picnic Theme (R) (F) — Mills-Columbia Pic-ASCAP
Mr. Wonderful (R) (M)—Laurel-ASCAP
On the Street Where You Live (R) (M)—Chappell-ASCAP
Picnic (R) (F)—Columbia Pic-ASCAP
Poor People of Paris (R) — Connelly-ASCAP
Second Greatest Sex (R) (F)—Northern-ASCAP
Standing on the Corner (R) (M)—Frank-ASCAP
Te Amo (R)—Southern-ASCAP
Tennessee Rock and Roll (R)—Broadcast-BMI
Theme From "The Three Penny Opera" (Moritat) (R)—Harms-ASCAP
To You, My Love (R)—Leeds-ASCAP
Too Close for Comfort (R) (M)—Laurel-ASCAP
Too Young to Go Steady (R)—Robbins-ASCAP
Walk Hand in Hand (R)—Republic-BMI
What a Heavenly Night for Love (R)—Tee Kaye-ASCAP
Why Do Fools Fall in Love? (R)—Patricia-BMI
You're The Apple of My Eye (R)—Shalimar—BMI

Best Selling Pop Records in Britain

(For Week Ending May 5)

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

Table with 2 columns: Rank, Record Title. 1. NO OTHER LOVE—Ronnie Hilton (HMV) 2. POOR PEOPLE OF PARIS—Winifred Atwell (Decca) 3. ONLY YOU—Hilltoppers (London) 4. IT'S ALMOST TOMORROW—Dreamweavers (Brunswick) 5. A TEAR FELL—Teresa Brewer (Vogue/Coral) 6. ROCK AND ROLL WALTZ—Kay Starr (HMV) 7. MY SEPTEMBER LOVE—David Whitfield (Decca) 8. LOST JOHN/STEWBALL—Lonnie Donegan (Nixa) 9. I'LL BE HOME—Pat Boone (London) 10. MAIN TITLE—Billy May Orchestra (Capitol) 11. THEME FROM "THE THREE PENNY OPERA"—Louis Armstrong (Philips) 12. YOU CAN'T BE TRUE TO TWO—Dave King (Decca) 13. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick) 14. MEMORIES ARE MADE OF THIS—Dave King (Decca) 15. HEARTBREAK HOTEL—Elvis Presley (HMV) 16. THEME FROM "THE THREE PENNY OPERA"—Dick Hyman Trio (M-G-M) 17. MEMORIES ARE MADE OF THIS—Dean Martin (Capitol) 18. WILLIE CAN—Alma Cogan (HMV) 19. AIN'T MISBEHAVIN'—Johnnie Ray (Philips) 20. ROCK ISLAND LINE—Lonnie Donegan (Decca)

Reviews of New Pop Records

Continued from page 30

arrangement ought to kindle considerable interest. (Columbia Pic, ASCAP)
Sky Boss... 72
This side also has the Western "atmosphere" of the reverse, even to mixing in of cows bawling, yodeling and an "On the Trail" kind of clip-clop in the backing. Allen is on tried-and-true ground here. (Satherley, BMI)

JOAN REGAN
Don't Take Me for Granted... 75
LONDON 1663—A pretty ballad and the British thrush does right well by it. She has a fine sense of pace and phrasing, and it's well showcased here.
The Rose and the Flame... 71
Miss Regan tenderly sings the sugary sentimental ballad in three-quarter time. Lush backing and the gal's creamy-sweet style make an appealing chunk of wax.

JO STAFFORD
Big D... 75
COLUMBIA 40697—Brisk salute to Dallas, Tex., from "The Most Happy Fella," should enjoy some territorial success down there. Number is more for live production than for disks. (Frank, ASCAP)
Warm All Over... 75
Show ballad from "The Most Happy Fella" will require back-breaking effort, altho Miss Stafford's thrashing makes one feel like the title says. (Frank, ASCAP)

BAM (THE MAN) TAYLOR ORK
Bluer Than Blue... 74
M-G-M 12249—Taylor wraps up a haunting ballad in a moving instrumental arrangement, highlighted by his excellent tenor sax work. Should draw both pop and r.&b. spins. (Robbins, ASCAP)
A Kiss Before Dying... 73
Sensitive tenor sax soloing by Taylor on a lovely film theme, with lush, listenable backing by Leroy Holmes. Has appeal for both pop and r.&b. (Weiss & Barry, BMI)

THE KING'S IV
You're on Trial... 74
M-G-M 12247—Opus waxed by Don Cornell a couple of years back is revived in a rock and roll group effort. It fits neatly in the idiom, and with exposure, this could be a money-maker. (Alamo, ASCAP)
Stumbling... 74
The Zez Confrey oldie gets a brisk, shuffle-beat go from the energetic group, which shows some Four Aces influence in its shout passages. Group could develop into a threat. (Felt, ASCAP)

BERNIE KNEE
I'll Remember Today... 73
M-G-M 12232—Pretty three-beat ditty with a melody that stays with you. Side has neat, simple production. (Ludlow, BMI)
(Devil That You Are) Delilah... 72
Sophisticated material, that's tastefully sung. A change of pace for deejays. (Hollis, BMI)

JANE MORGAN
Midnight Blues... 73
KAPP 148—Appealing thrashing on the first vocal version of Nelson Riddle's current instrumental platter. Should grab off deejay play. (Gale & Gayles, BMI)
La Ronde... 71
Sweetly sincere piping on the piquant French theme. (Hill & Range, BMI)

THE FOUR VOICES
Bim Bam Baby... 73
COLUMBIA 40699—The boys belt out the catchy rhythm ditty with plenty of verve and showmanship. This is the same number Sinatra cut a few years back for the same label. (Paxton, ASCAP)
Let's Write Our Own Love Story... 70
A pleasant vocal job on a pretty theme with a relaxed tempo. (Jamison, BMI)

HENRI RENE ORK
Marla... 73
VICTOR 6528—The theme from the flick, "The Man in the Grey Flannel Suit," gets the usual sensitive Rene consideration, with touches of Old World charm. If the flick sells the music, this version has to be one of those to cash in. (Robbins, ASCAP)
Taquito Militar... 70
A tasty, colorful orking job on a worthy piece of old-Spain material. A pleasant change of pace for pop and light-classical deejays. (Witmark, ASCAP)

JIMMY RANDOLPH
Shangri-la... 73
MERCURY 70869—The melodic title tune from the upcoming legit musical gets a slow, haunting treatment. Randolph has touches of Hibbler, Sammy Davis and Arthur Lee Simpkins, which adds up to a compelling performer. (E. H. Morris, ASCAP)
Summertime... 69
Randolph takes off on the "Porgy and Bess" standard in a steady swinging groove. Guy has a highly dramatic style well suited for floor work. (Gershwin, ASCAP)

MILT BUCKNER
Hey Now, Zorina... 72
CAPITOL 3424—Excellent organ solo work by Buckner on a swiny instrumental with a contagious beat. Good juke wax. (Navajo, BMI)
The Late, Late Show... 72
Same comment. (Kahl, BMI)

DAVID CARROLL
May in Monaco... 72
MERCURY 70871—This is a little late to cash in on the Monaco nuptials but as an instrumental with flowing piano solo it makes easy enough listening. (Pure, BMI)
Once Upon a Dream... 72
This is reminiscent of the Wayne King treatment of a typical waltz oldie. The tune here is "Just a Song at Twilight" with alto sax spotlighted as of old. (Hill & Range, BMI)

SY MANN ORK
Caribe... 72
DOT 15463—Attractive instrumental. A tone poem or mood piece creating

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Red Foley takes an "Ozark Jubilee" contingent, made up of himself, the Porter Wagoner Trio, Bobby Lord, the Foggy River Boys, Pete Stamper, Tabby West and the Bill Wemberly band into the Auditorium, Canton, O., next Sunday (20). . . Mrs. Jim Beck will continue operation of the Jim Beck Studios, Dallas, following the recent sudden passing of her husband. Technician will be Jimmy Rollins, who has served as assistant to Beck the last several years.

Faron Young, Ray Price, Tommy Collins and Red Sovine show their wares at the Arena, San Diego, Calif., Wednesday (16), with Bill Price, of XERB, Rosarito Beach, Mexico, handling the emcee chores.

attractive; it just misses catching the spark. (Oakwood, BMI)

RALPH FLANAGAN ORK
Crackerjack... 68
VICTOR 6525 — Flanagan, absent from wax for some months, essays a comeback via rock and roll. A fast, frantic effort by band and unidentified male warbler. May find some teen-age support. (Hill & Range, BMI)
Radar Love... 65
A desperate sounding effort by the unidentified girl vocalist and gimmicked-up band. (Pilot, ASCAP)

THE SCHOLARS
What Did I Do Wrong?... 65
CUE 7928—An r.&b. styled cry-ballad that is attractive in a quiet, unpretentious way. The group has a good lead singer and well-knit harmony, all indicating that they are on the right track. (Dunkane, BMI)
The Poor Little Doggie... 64
This is a charming novelty about a lost puppy. The lyrics, punched out subtly against a walking bass figure, are cute and affectingly sentimental. Two interesting sides. (Dunkane, BMI)

CLIFF HOLLAND
Cross Your Heart With Mine... 63
HI 423—The singer is a baritone who knows how to squeeze sentiment and intimate feeling out of a ballad. The backing is prettified with flute, harp and female chorus. (Rogers & Van Buren, BMI)
Friend or Lover... 60
Holland also reads this ballad with appropriate sentiment. Material is only so-so. (Rogers & Van Buren, ASCAP)

With the "Ranch Round-Up" show at the San Diego Arena last Saturday (12) were Lefty Frizzell and Eddy Miller and band. Price serves as emcee and producer of "Ranch Round-Up." . . . Columbia a.&c.r. man, Don Law, postponed sessions in Nashville May 4 to plane to Dallas to attend the funeral of Jim Beck.

Wesley Rose, of Acuff-Rose, Nashville, took time out, following the MOA convention in Chicago last week, to enter a hospital there for a check-up and a minor operation. He was slated to be released Monday (14). . . Mrs. Red Foley is on the mend at her Springfield, Mo., home from a multiple break of her right leg sustained in a recent accident. . . Wanda Jackson has just shifted from the Decca label to Capitol. . . Billy Walker has cut four new sides for Columbia, with the first set for release around June 1.

The Browns, Jim Edward, Maxine and Bonnie, have rebuilt their Trio nitery at Pine Bluff, Ark., recently destroyed by fire, with the reopening slated for this week. . . May 19 features with "Big D Jamboree," Dallas, will be Carl Perkins, Ferlin Huskey and the Hushpuppies, Cowboy Copas and several other "Grand Ole Opry" acts. Others set for future "Big D" guest shots are Leon Payne, May 26; Johnny Cash and the Five Strings, June 2, and Tommy Duncan, June

(Continued on page 34)

CHORUS GIRLS WANTED
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Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment. Schell Scenic Studio 581 S. High Columbus, O.

This Week's Best Buys

THE ROCKIN' MOCKIN' BIRD (Hill & Range, BMI)—Eddy Arnold—RCA Victor 6503—The singer seems to be hitting an unusually wide segment of the record-buying public with "Rockin' Mockin' Bird." Sales are well spread over most important Southern and Northern markets and are reported from pop as well as c.&w. stores. The flip side, "You Don't Know Me" (Hill & Range, BMI) is primarily Southern in appeal. A previous Billboard "Spotlight" pick.

I TAKE THE CHANCE (Acuff-Rose, BMI)—Jim Edward and Maxine Brown—RCA Victor 6480—The duo's first essay for RCA Victor has turned out quite successfully. This week, for example, it is listed on the Birmingham and Memphis territorial charts. It is also well established with the customers in Richmond, Atlanta, Durham and Nashville, according to key sources. A certain amount of action has also been reported on the flip, "Goo Goo Dada" (Barton, BMI).

Review Spotlight on . . . RECORDS

JOHNNY CASH

I Walk the Line (Hi-Lo, BMI)
Get Rhythm (Hi-Lo, BMI) — Sun 241 — Mr. "Folsom prison Blues" has a top-notch pairing on this wax. First, he generates a load of excitement with his special kind of melancholy sound on a superior piece of slow-paced "love and devotion" material. On the flip there's a wonderful swinging blues job with the great "down" guitar trademark.

RAY ORBISON

Ooby Dooby (Hi-Lo, BMI)
Gol Gol Gol (Hi-Lo, BMI) — Sun 242 — Orbison's spectacular, untamed quality spells big action for both sides of this new dinking. The top side is already getting healthy initial reaction and regardless of competition, figures to cash in for plenty of loot in the rural sectors. The flip is a wild, swingin' country blues with an impressive primitive flavor. Either one here.

CARL SMITH

You Are the One (Starrite, BMI)
Doorstep to Heaven (Hill & Range, BMI)—Columbia 21522—Here's a great pairing for the country warbler that duplicates the tunes of an earlier Leon Payne release. Both are melodic and stylish ballads, rendered in Smith's typical warm and haunting tones. Tho the top side has a more upbeat rhythm, both talk of love in a delicate, winning way. Watch 'em!

FOLK TALENT AND TUNES

Continued from page 33

16. Wesley and Marilyn Tuttle were in last Saturday (12).

Carl Perkins is set for an appearance on the Perry Como TV show May 26. . . . Sonny James last week embarked on another tour for A. V. Bamford. . . . W. E. (Lucky) Moeller, former personal manager to Webb Pierce, has joined Lou Black's Top Talent, Inc., Springfield, Mo., as a booker. . . . Slim Bryant and His Wildcats, still heard every Friday night over KDKA-TV, Pittsburgh, for Iron City Brewery, this week begin a new live weekly half-hour show over WTRF, Wheeling, W. Va., for the same sponsor.

Carlton Currier (Yankee Carl), who spent the cold months in Florida, is playing his way northward to his native New England on dates booked by A. J. Barry. . . . James Brown, who plays Lieut. Rip Masters on the Rin Tin Tin TV'er, was guest on "Ozark Jubilee" from Springfield, Mo., May 5. Brown has two new sides on the M-G-M label, "Blue Harmonica," b.w.



"Blessed Art Thou." . . . "Let's Make a Fair Trade," penned by Jack Swanson, has just been released on the M-G-M label by Mr. and Mrs. Sunshine (Jane and Carl). "Fair Trade" also has been released on the RCA Victor label by Bob King and on the BSD label by Tommy Tomkin. San-Lyn Music is the publisher. Jocks may receive samples by writing to the above firm at 414 Cortland Avenue, Syracuse, N. Y.

Among the country and western talent spotted around the Morrison Hotel lobby, Chicago, during the MOA convention there last week were Audrey Williams, Bobby Lord, Pee Wee King, Homer and Jethro, Tex Ritter, Stuart Hamblen, Mimi Roman, Woody Mercer, Jimmy Work and Mac Wiseman. . . . Veteran deejay, Uncle Jim Christie, now located in Des Plaines, Ill., also spent several days at the MOA meet, accompanied by his wife. . . . Jackie Cochran, recently signed by Sims Records, starts on a tour of deejays May 18 to plug his first Sims release, "Riverside Jump," b.w. Hip-Shakin' Mama." The tour is so arranged to permit Jackie and his manager, Pat O'Connell, to take in the Jimmie Rodgers Day celebration in Meridian, Miss., May 25-26.

Sheriff Tex Davis, of WCMS, Norfolk, Va., reports that he lost his shirt in a gospel singfest he promoted there May 6. He had about 1,700 paid but needed about twice the number to cut the nut. "I went into it knowing that I would lose," typewrites the Sheriff. "I think they have to be shown that gospel sings

are just as much fun as a regular hillbilly show. Had Jimmie Davis, the Homeland Harmony Quartet, the Foggy River Boys, the Sunshine Boys and two local outfits to entertain the folks. They were all great. Maybe we'll have better luck the next time out." Davis recently discovered a new rock 'n' roller in Gene Vincent, who he touted Capitol on. Vincent and His Blue Caps have cut their first session, "Woman's Love" b.w. "Be-Bop-a-Lulu," which is due for release May 22.

Roy Drusky (Columbia) and His Southern Ranch Boys are set from June 1 thru September 5 at Ocean Pier Casino, Daytona Beach, Fla. His newest on Columbia is "So In Love Again" b.w. "I Just Can't Help Lovin' You." . . . Jimmy Martin and the Sunny Mountain Boys are appearing three nights a week at Yale Casino, Detroit. . . . Sonny James' newest on Capitol is "Twenty Feet of Muddy Water."

With the Jockeys

Cousin Mack Howerton's address was incorrectly listed as that of KTCB, New Kensington, Pa., in the May 12 issue of The Billboard. Actually, Howerton does air over KTCB, but the station is located in Malden, Mo. . . . Don Owens, WARL, Arlington, Va., who recently signed a recording contract with Starday, says fellow jockeys who have not yet received a copy of his first Starday waxing, "Some Things You Cannot Change," b/w "Adios Novia," may obtain the platter by writing him at WARL.

Mike Paxton (Hickernut and Uncle Sleepy), WLSI, Pikeville, Ky., letters: "Recently on my all-night program I asked my listeners the question: In your opinion, should Elvis Presley's recording of 'Heartbreak Hotel' and Carl Perkins' 'Blue Suede Shoes' be classed as country music? Of the approximately 1,000 letters received from folks in Kentucky, Virginia and West Virginia, 60 per cent answered in the affirmative and 40 per cent in the negative. About 80 per cent of those who wrote in were teen-agers. Many of those voting negative expressed a liking for the two records, but said they would rather have them played on other than a country & western program."

James Brown (M-G-M) member of the cast of the "Rin Tin Tin" TV'er, recently dropped in on Pete Burrows' show on KDNT, Denton, Tex. . . . Paul Kallinger, XERF, Del Rio, Tex., had as recent guests Leon Payne, Neal Merritt, Lee Petrich, Al Terry, Bob Terry, Bob Burrell, Martha Lynn and Larry Nolan. . . . Don Terry Burford, who has a daily three-hour show going over KBSF, Springhill, La., complains that he's not getting enough of the latest releases to fill the many requests that he is receiving.

Ray Scott is back in the c.&w. spinning biz, having recently joined WNOP, Newport, Ky. Scott had previously held a management job at WFMD, Frederick, Md., and before that had been with WZIP, Covington, Ky., for six years. On WNOP, he's heard daily from 6-9 a.m. and from 11:30-12:30 p.m., and on Saturdays from 5-7:45 p.m. Scott would like to get back on the record companies' mailing lists. . . . Mike Michael, KDMS, El Dorado, Ark., was the guest of the Navy in San Diego, Calif., March 30-May 1. He had helped Navy recruiting officers in El Dorado recruit a "razorback" company and when the unit was graduated March 31 the Navy flew him to the Coast for the ceremony.

C & W Territorial Best Sellers

For survey week ending May 9

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. You and Me, R. & B. Foley, Dec.
4. Hold Everything R. Sovine-W. Pierce, Dec.
5. I Take the Chance M. & J. E. Brown, Vic.
6. Little Rosa, R. Sovine-W. Pierce, Dec.
7. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.
8. Blackboard of My Heart H. Thompson, Cap.

Charlotte

1. Heartbreak Hotel, E. Presley, Vic.
2. I Was the One, E. Presley, Vic.
3. Blue Suede Shoes, C. Perkins, Sun
4. Baby, Let's Play House E. Presley, Vic-Sun
5. So Doggone Lonesome, J. Cash, Sun
6. You and Me, R. & B. Foley, Dec.
7. Blackboard of My Heart H. Thompson, Cap.
8. Little Rosa, R. Sovine-W. Pierce, Dec.
9. I Forgot to Remember to Forget E. Presley, Vic-Sun
10. It's You, Only You That I Love H. Snow-A. Carter, Vic.

Dallas-Fort Worth

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. You and Me, R. & B. Foley, Dec.
4. Folsom Prison Blues, J. Cash, Sun
5. I Was the One, E. Presley, Vic.
6. For Rent, S. James, Cap.

Houston

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Honky Tonk Man, J. Horton, Col.
4. For Rent, S. James, Cap.
5. I Was the One, E. Presley, Vic.

Reviews of New C & W Records

FERLIN HUSKY
That Big Old Moon84
 CAPITOL 3428—Husky sings plaintively in this moving weeper, which should grab off considerable spins. (Acuff-Rose, BMI)
Aladdin's Lamp82
 An interesting tune with imaginative lyrics and a pleasant minor-key melody is warbled with sincerity and heart by Husky. (Opal, BMI)

CHET ATKINS
Cecilia83
 VICTOR 6550—Whether by country or pop standards, Atkins measures up as a guitarist near the top of the heap. His variations on this pretty oldie prove that once again. His recording of "Poor People of Paris" was a hit; this is also potent. (ABC, ASCAP)
The Lady Loves80
 Another tenderly etched guitar solo, making clever use of some recording tricks to achieve a variety of sounds on the instrument. Deejays in both fields will enjoy programming these pretty instrumentals. (Tannen, BMI)

JACK TURNER
Everybody's Rockin' But Me82
 HICKORY 1050—Turner pokes good-natured fun at the current rock and roll trend in the c.&w. field. A fine performance on an amusing lyric with a catchy beat. Turner also penned the song. (Acuff-Rose, BMI)
I'm Gonna Get You If I Can75
 Attractive warbling on a pleasant rhythm item with bouncy pacing. However, flip has more play potential. (Acuff-Rose, BMI)

RITA ROBBINS AND DON WINTERS
I'm Gonna Do It, Too80
 VICTOR 6516—The duo engages in some lively, humorous dialog as each accuses the other of being unfaithful. A strong, danceable beat is featured in the backing. (Showcase, BMI)
Before You Go77
 This leisurely tune offers a chance for some stylish harmonizing, and the duo makes the most of it. A charming listenable side. (Showcase, BMI)

BUD DECKELMAN
Fallin', Fallin', Fallin'79
 M-G-M 12246—One to watch. Bud Deckelman belts this catchy melody out enthusiastically. It has a rollicking tempo and will attract the nickels. (Acuff-Rose, BMI)
Waitin'75
 He's waitin' for her love, and it looks like a long wait. Deckelman sings this weeper with characteristic high-pitched phrasing. A good side of the weeper type. (Acuff-Rose, BMI)

FRANKIE MILLER
Day by Day77
 COLUMBIA 21519—Miller displays potent selling ability in this country weeper. Material isn't especially striking, but the warbling gives it some depth. (Ridgeway, BMI)
I Don't Know Why I Love You74
 Material here isn't too weighty either, altho again, at a brighter tempo, Miller shows that he's a force to be reckoned with. (Hill & Range, BMI)

SONS OF THE PIONEERS
The Searchers (Ride Away)76
 VICTOR 6507—Title tune from the

6. Seasons of My Heart, J. Newman, Dot
 7. Duck Tall, R. Grayzell, Sdy.

Memphis

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Rock 'n' Roll Ruby, W. Smith, Sun
4. I Walk the Line, J. Cash, Sun
5. Crazy Arms, R. Price, Col.
6. For Rent, S. James, Cap.
7. I Take the Chance M. & J. E. Brown, Vic.
8. My Lips Are Sealed, J. Reeves, Vic.

Nashville

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Yes, I Know Why, W. Pierce, Dec.
4. Crazy Arms, R. Price, Col.
5. So Doggone Lonesome, E. Tubbs, Dec.
6. Little Rosa, R. Sovine-W. Pierce, Dec.
7. You and Me, R. & B. Foley, Dec.

New Orleans

1. Heartbreak Hotel, E. Presley, Vic.
2. I've Changed, C. Smith, Col.
3. You're Free to Go, C. Smith, Col.
4. Blue Suede Shoes, C. Perkins, Sun
5. Run, Boy, R. Price, Col.

Richmond, Va.

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. For Rent, S. James, Cap.
4. Yes, I Know Why, W. Pierce, Dec.
5. How Far Is Heaven? K. Wells, Dec.
6. Why, Baby, Why? R. Sovine-W. Pierce, Dec.

St. Louis

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. I've Got Five Dollars, F. Young, Cap.
4. Seasons of My Heart, J. Newman, Dot
5. Yes, I Know Why, W. Pierce, Dec.

western flick was clefted by Stan ("Riders in the Sky") Jones. There are several versions out, but if the tune creates a stir, this one could grab a big slice of the pop and country action. (Witmark, ASCAP)
Song of the Prodigal72
 Good singing and orking in a pop vein with just a slight western touch. Good, substantial song with a message. Could be a steady seller. (Tags, ASCAP)

HANK WILLIAMS
There's No Room in My Heart (for the Blues)74
 M-G-M 12244—A weeper of merit in the late Williams' traditional style. This side has better sound than much of the material issued after Hank's death. Warrants deejay spins. (MBlene, ASCAP)
I Wish I Had a Nickel72
 For Hank's fans. Tune is a weeper of the traditional type written by the late king of the country chatters. No production to the side, of course, but the voice still is magnetic. (Acuff-Rose, BMI)

TEX WILLIAMS
Shake the Hand of a Stranger72
 DECCA 29900—This Stuart Hamblen tune is a happy, rhythmic opus with a moral point concealed in its humor. The ragtime piano and bright, infectious razz-matazz of the backing give Williams' strong vocal salesmanship a solid base. (Voss, ASCAP)
Revival Is on Its Way69
 The singer calls on his friends and neighbors to spread the word about the approaching camp meeting. A cheery effort with a vigorous beat. (Manna, BMI)

CECIL CAMPBELL
Fog Rising on the Mountain71
 M-G-M 12245 — Folk type country item, different than the ordinary weeper in that it has a truer dirge effect. Interesting. (Lynn, BMI)
Dixieland Rock70
 Cecil Campbell's chanting is backed by a danceable arrangement. For juke boxes. (Lynn, BMI)

BOBBY GROVE
Mocking Bird70
 KING 4923—For his debut disk, Grove has a melodious, high-flying cry-ballad of above-average appeal. Young as he is, the singer shows considerable polish and emotional warmth. A talent to be watched. (Mar-Kay, BMI)
Dollar Sign67
 In this weeper composed by the singer, he relates how a girl played him for a fool. An affecting piece of material in the traditional manner. Good vocal job. (Mar-Kay, BMI)

JOHNNY CARROLL
AND HIS HOT ROCKS
Rock 'n' Roll Ruby67
 DECCA 29940—Carroll socks out the lyric of this cover of Warren Smith's current hit with plenty of vigor but little savvy of this "down home" idiom. On the strength of the tune, he may pull away some of the loot.
Tryin' to Get to You63
 This is also countrified rock and roll material. Carroll invests it with energy and personality, but he does not seem to have assimilated the Presley sound and style yet. (Moton, BMI)

• **Best Sellers in Stores**

For survey week ending May 9

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

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	12
I Was the One (BMI)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	14
Honey, Don't (BMI)—Sun 234		
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	3	36
MYSTERY TRAIN (BMI)—Vic 20-6357—Sun 223		
4. YOU AND ME (BMI)—R. Foley & K. Wells	4	17
No One But You (BMI)—Dec 29740		
5. FOLSOM PRISON BLUES (BMI)—J. Cash	6	14
SO DOGGONE LONESOME (BMI)—Sun 232		
6. YES, I KNOW WHY (BMI)—W. Pierce	6	11
'CAUSE I LOVE YOU (BMI)—Dec 29805		
7. I'VE GOT FIVE DOLLARS (BMI)—F. Young	5	7
YOU'RE STILL MINE (BMI)—Cap 3369		
8. BLACKBOARD OF MY HEART (BMI)—H. Thompson	9	7
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
9. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	11	22
Missing You (BMI)—Dec 29755		
10. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	10	17
In the Middle of Nowhere (BMI)—Cap 3300		
10. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? (BMI)—P. Wagoner	8	8
How Can I Refuse Him Now? (BMI)—Vic 20-6421		
12. FOR RENT (BMI)—S. James	12	4
Stolen Love (BMI)—Cap 3357		
13. LITTLE ROSA (BMI)—R. Sovine & W. Pierce	14	3
Hold Everything (BMI)—Dec 29876		
14. HONKY TONK MAN (BMI)—J. Horton	—	1
I'm Ready, If You're Willing (BMI)—Col 21504		
15. BABY, LET'S PLAY HOUSE (BMI)—E. Presley	12	15
I'm Left, You're Right, She's Gone (BMI)—Sun 217		

• **Most Played in Juke Boxes**

For survey week ending May 9

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	10
I WAS THE ONE (ASCAP)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	11
Honey, Don't (BMI)—Sun 234		
3. YES, I KNOW WHY (BMI)—W. Pierce	3	9
'CAUSE I LOVE YOU (BMI)—Dec 29805		
4. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	4	27
MYSTERY TRAIN (BMI)—Vic 20-6357—Sun 223		
5. SO DOGGONE LONSOME (BMI)—J. Cash	5	10
FOLSOM PRISON BLUES (BMI)—Sun 232		
6. YOU AND ME (BMI)—R. & B. Foley	6	8
No One But You (BMI)—Dec 29740		
7. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	7	19
Missing You (BMI)—Dec 29755		
8. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	9	10
In the Middle of Nowhere (BMI)—Cap 3300		
9. I'VE GOT FIVE DOLLARS (BMI)—F. Young	8	3
You're Still Mine (BMI)—Cap 3369		
10. LITTE ROSA (BMI)—R. Sovine & W. Pierce	—	1
HOLD EVERYTHING (BMI)—Dec 29876		

• **Most Played by Jockeys**

For survey week ending May 9

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL—E. Presley	1	12
Vic 20-6420—BMI		
2. YES, I KNOW WHY—W. Pierce	2	12
Dec 29805—BMI		
3. BLUE SUEDE SHOES—C. Perkins	2	13
Sun 234—BMI		
4. BLACKBOARD OF MY HEART—H. Thompson	12	3
Cap 3347—BMI		
5. YOU'RE STILL MINE—F. Young	6	5
Cap 3369—BMI		
6. I TAKE THE CHANCE—M. & J. E. Brown	9	4
Vic 20-6480—BMI		
7. YOU AND ME—R. & B. Foley	4	14
Dec 29740—BMI		
8. FOR RENT—S. James	7	6
Cap 3357—BMI		
9. LITTLE ROSA—R. Sovine & W. Pierce	5	5
Dec 29876—BMI		
10. HONKY TONK MAN—J. Horton	—	2
Col 21504—BMI		
11. I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers	10	19
Cap 3300—BMI		
12. SEASONS OF MY HEART—J. Newman	10	3
Dot 1278—BMI		
12. HOW FAR IS HEAVEN—K. Wells	15	2
Dec 29823—BMI		
12. SO DOGGONE LONESOME—J. Cash	—	12
Sun 232—BMI		
15. FOLSOM PRISON BLUES—J. Cash	8	15
Sun 232—BMI		
15. WHY, BABY, WHY?—R. Sovine & W. Pierce	—	21
Dec 29739—BMI		

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"LOVE, LOVE, LOVE"

Atlantic 1094



Ray Charles
"HALLELUJAH, I LOVE HER SO"
"WHAT WOULD I DO WITHOUT YOU"
Atlantic 1096

Ivory Joe Hunter
"YOU MEAN EVERYTHING TO ME"
"THAT'S WHY I DREAM"
Atlantic 1095



First release on Atlantic

Chuck Willis

and his Band -

"IT'S TOO LATE"
"KANSAS CITY WOMAN"
Atlantic 1098

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Rhythm & Blues Notes

By BILL SIMON

The great Southern oasis for tour-tired, r.&b. acts is thriving better than ever these days. We're referring, of course, to Ernie Busker's fabulous Palms Club in Hallendale, Fla., just about the only spot in the Southeast that can play an act for a full week. Busker was in town all last week lining up his summer and autumn dates with the Shaw agency, with which he does the biggest share of his business.

Busker's spot, with its 50-cent per head admission (75 cents on week ends) and "no dress" policy, has (from the beginning) been the big thorn in the side of the region's one-nighter promoters. The various booking agencies felt that they must choose between Busker and the one-nighter boys. Shaw took Busker, and the other bookers took the promoters.

Here's part of the Palms' line-up, with opening dates: Bo Diddley, June 25; Joe Turner, August 13; the Cadillacs, August 20; Ruth Brown, August 27; Little Walter, September 10; Ray Charles, September 17; Guitar Slim, September 24, etc. Larry Birdsong, whose "Pleading for Love" has been a good territorial seller on Excello label, was just signed by Shaw, and goes into the Palms the week of July 9 along with Joe Morris and Ursula Reed. Birdsong's monicker is legit, incidentally. Name is Lawrence H. Birdsong.

This week, the r.&b. trade will get its first listen in a long time to Little Esther. This talented thrush, who once rode the hit lists, but then dropped out of the picture, is making a comeback at the ripe old age of 19 on Savoy, the same label on which she got her start. It's recalled that back in 1950, Little Esther won an amateur contest in California and was called to the attention of Savoy's top Mahoff, Herman Lubinsky. Herman cut a string of hits with the youngster, but in 1952 there was a legal hassle, her contract was proven invalid, and she ended up on Federal Records, and eventually out of the picture entirely. Now, she's reportedly back in good health, with Jimmy Evans handling the managerial reins, and Lubinsky guiding her disk fortunes once more.

The Platters, currently one of the country's hottest pop acts, will make their TV debut on the Jackie Gleason "Stage Show" June 30. . . The Dell-Tones, Baton Records' fem group, set to open the new Basin Street Club, Hotel Sir John in Miami, Fla., Wednesday (16). The booking is for four weeks. . . Herald Records sent out a rush bulletin to the trade last week begging everyone to "flip it." Silver, Angel and company apparently were pushing the Cashmeres' "Do I Upset You," but then discovered that the action side was "Little Dream Girl."

B. B. King is not only a solid performer, he's also a solid citizen. Recently this RPM disk star became a member of the Negro Chamber of Commerce in Memphis, Tenn. . . Chuck Willis' first release on Atlantic will be shipped this week, along with issues by such vets of the label as Ray Charles, the Clovers and Ivory Joe Hunter.

Best Sellers in Stores

For survey week ending May 9

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

This Week	Last Week	Weeks on Chart
1. LONG, TALL SALLY (BMI)—Little Richard	1	7
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
2. I'M IN LOVE AGAIN (BMI)—F. Domino	2	5
MY BLUE HEAVEN (ASCAP)—Imperial 964		
3. BLUE SUEDE SHOES (BMI)—C. Perkins	3	10
Honey, Don't (BMI)—Sun 234		
4. CORRINE, CORRINA (BMI)—J. Turner	5	3
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
5. HEARTBREAK HOTEL (BMI)—E. Presley	6	6
I Was the One (BMI)—Vic 20-6420		
6. I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers	8	3
I'm Not a Know-It-All (ASCAP)—Gee 1012		
7. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	4	14
Please Be Mine (BMI)—Gee 1002		
8. MAGIC TOUCH (ASCAP)—Platters	7	7
Winner Take All (ASCAP)—Mercury 70819		
9. IVORY TOWER (ASCAP)—O. Williams	9	6
In Paradise (BMI)—DeLuxe 6093		
10. PLEASE, PLEASE, PLEASE (BMI)—J. Brown	10	5
Why Do You Do Me? (BMI)—Federal 12258		
11. NEED YOUR LOVE SO BAD (BMI)—Little Willie John	14	15
Home At Last (BMI)—King 4841		
11. LITTLE GIRL OF MINE (BMI)—Cleftones	—	1
You're Driving Me Mad (BMI)—Gee 1011		
13. FORTY DAYS AND FORTY NIGHTS (BMI)—M. Waters	—	2
All Aboard (BMI)—Chess 1620		
13. FEVER (BMI)—Little Willie John	—	1
Letter From My Darling (BMI)—King 4935		
15. RUBY BABY (BMI)—Drifters	15	2
Your Promise to Be Mine (BMI)—Atlantic 1089		

Most Played in Juke Boxes

For survey week ending May 9

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

This Week	Last Week	Weeks on Chart
1. LONG, TALL SALLY (BMI)—Little Richard	1	6
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	10
Honey, Don't (BMI)—Sun 234		
3. I'M IN LOVE AGAIN (BMI)—F. Domino	10	3
MY BLUE HEAVEN (ASCAP)—Imperial 964		
4. CORRINE, CORRINA (BMI)—J. Turner	5	3
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
5. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	4	11
Please Be Mine (BMI)—Gee 1002		
6. MAGIC TOUCH (ASCAP)—Platters	7	4
Winner Take All (ASCAP)—Mercury 70819		
7. DROWN IN MY OWN TEARS (BMI)—R. Charles	6	12
Mary Ann (BMI)—Atlantic 1085		
7. HEARTBREAK HOTEL (BMI)—E. Presley	3	4
I Was the One (ASCAP)—Vic 20-6420		
9. IN PARADISE (BMI)—Cookies	—	1
Passing Time (BMI)—Atlantic 1084		
10. FORTY DAYS AND FORTY NIGHTS (BMI)—M. Waters	9	3
All Aboard (BMI)—Chess 1620		

Most Played by Jockeys

For survey week ending May 9

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets

This Week	Last Week	Weeks on Chart
1. I'M IN LOVE AGAIN—F. Domino	3	5
Imperial 964—BMI		
2. LONG, TALL, SALLY—Little Richard	1	7
Specialty 572—BMI		
3. SLIPPIN' AND SLIDIN'—Little Richard	2	6
Specialty 572—BMI		
4. MAGIC TOUCH—Platters	5	6
Mercury 70819—ASCAP		
5. IVORY TOWER—O. Williams	6	6
DeLuxe 6093—ASCAP		
6. CORRINE, CORRINA—J. Turner	4	5
Atlantic 1088—ASCAP		
6. MY BLUE HEAVEN—F. Domino	12	3
Imperial 5386—ASCAP		
8. HEARTBREAK HOTEL—E. Presley	6	8
Vic 20-6420—BMI		
9. WHY DO FOOLS FALL IN LOVE?—Teen-Agers	8	12
Gee 1002—BMI		
10. FEVER—Little Willie John	—	1
King 4935—BMI		
11. PLEASE, PLEASE, PLEASE—J. Brown	10	5
Federal 12258—BMI		
12. BLUE SUEDE SHOES—C. Perkins	8	11
Sun 234—BMI		
13. DOWN IN MEXICO—Coasters	—	4
Atco 6064—BMI		
13. PLEASE, MR. DISC JOCKEY—Sensations	—	1
Atco 6067—BMI		
15. LITTLE GIRL OF MINE—Cleftones	—	1
Gee 1011—BMI		

This Week's Best Buys

SHE'S GOT ME HOOK, LINE AND SINKER (Reeves, BMI) PLEASE LISTEN TO ME (Reeve, BMI)—Smiley Lewis—Imperial 5389—Lewis is coming up quickly now with this two-sided threat. Excellent reports are being returned on both sides, with the disk racking up very good sales in New Orleans, Memphis, Nashville, Durham, Baltimore, St. Louis, Detroit and Philadelphia in the past two weeks. A previous Billboard "Spotlight" pick. A KISS FROM YOUR LIPS (Arc, BMI)—Flamingos—Checker 837—Considering the short time this record has been available, it has gone a long way toward establishing itself. New York, Philadelphia, Baltimore, Buffalo, Chicago, Detroit, St. Louis and Nashville are among the cities doing a nice job on the disk. Flip is "Get With It" (Arc, BMI).

Review Spotlight on . . . RECORDS

RAY CHARLES

What Would I Do Without You? (Progressive, BMI) Hallelujah, I Love Her So (Progressive, BMI)—Atlantic 1096—The Charles combination of husky, whispered tremulous and the wild wails comes thru with two of the fanciest sides yet. On top is a mournful, melancholic job with Charles' voice almost breaking with emotion. Makes a tremendous impression as does the flip with its distinctive, spiritual styled backing.

CHUCK BERRY

Roll Over, Beethoven (Arc, BMI)—Chess 1626—This side has humor, a driving beat and, most of all, Berry's own distinctive and wailingly primitive style. A natural for action. Flip is "Drifting Heart" (Arc, BMI)

CHUCK WILLIS

It's Too Late (Rush, BMI) Kansas City Woman (Rush, BMI)—Atlantic 1098—Willis has two sharply contrasting, but almost equally appealing sides in this fine pairing, his first for Atlantic. On top is an unusually stylish ballad job, which combines artistic class with top-notch pay-off potential. Use of celeste proves a fine gimmick. The flip is a sharp, crisp and fast-moving blues opus which Willis pulls off with equal aplomb. Both have what it takes.

ERNIE FREEMAN

Funny Face (Reeve, BMI)—Imperial 5391—Freeman's "Lost Dreams" disk is still a strong play item, and his new platter should chalk up an equally successful sales story. It's a pleasant rhythm-instrumental, with an easy, infectious beat, and potent juke appeal. Flip is another solid instrumental, "Rainy Day" (Reeve, BMI).

Reviews of New R & B Records

THE MIDNIGHTERS Early One Morning . . . 80 FEDERAL 12270 — Here's a wildly chanted job that has a tremendous spiritual flavor. Lead singer takes off on this one and the group helps plenty. Piano stands out with impressive backing. Real potential here. (Armo, BMI) Tore Up Over You . . . 78 The boys switch to a swinging blues motif here with that lead man again coming thru with some wild shouts. Another solid performance that could click. (Armo, BMI)

BILLY WARD AND HIS DOMINOES How Long, How Long Blues . . . 79 FEDERAL 12263—Ward pours much

heart into this wailing blues job. There's a distinct Eckstine touch to the vocalizing and the Dominoes are in there pitching, too. Fans will like. (Leeds, ASCAP) Bobby Sox Baby . . . 75 This teen teaser is set in the Latin rhythm groove and Ward again livens things with those shouts. The flip is the more distinctive of the two, however. (Ward-Marks, BMI)

EARL BOSTIC AND BILL DOGGETT The Bo-Do-Rock . . . 78 KING 4930 — Excellent organ and tenor sax solo work on a swiny rhythm instrumental with good juke box potential for both the pop and r.&b. markets. It's the first time Bostic and Doggett have been paired on King, which should give the disk added sales appeal. Mean to Me . . . 77 Same comment.

THE JAYHAWKS Stranded in the Jungle . . . 77 FLASH 109—Here's a funny waxing with a clever scene-switching gimmick, in which a guy in the jungle wonders about his sweetie at home. (e.g. "meanwhile back in the States—"). This one should get spins and could be a sleeper. (BMI) My Only Darling . . . 75 The boys warble a mournful little love song at a relaxed tempo. A moving performance by the lead singer. (BMI)

JIMMY YOUNG Need Your Love . . . 76 Ember 1003 — A muscular shouting job by Young that builds excitingly with the aid of sharp backing. A good entry. (Angel, BMI) That's Why I Love You . . . 70 An intense expression of devotion by the shouter in a gospel-type chant. (Angel, BMI)

BILLY DAWN Don't Make Me Lose My Love for You . . . 74 HULL 715—The chick is warned to mend her ways in frantic shouting by the interesting warbler. Good chunky backing adds to the potential of this one. Can do fine if it gets distribution. (Keel, BMI) This Way to Love . . . 67 An okay reading of ordinary ballad fare. (Keel, BMI)

FRANK (FLOORSHOW) CULLEY After Hours Express, Parts 1 and 2 . . . 73 BATON 226—This is a pair of sides

R & B Territorial Best Sellers

For survey week ending May 9

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Long, Tall Sally, Little Richard, Spe.
2. I'm In Love Again, F. Domino, Imp.
3. Corrine, Corrina, J. Turner, Atl.
4. Forty Days and Forty Nights M. Waters, Chs.
5. Ruby Baby, Drifters, Atl.
6. Heartbreak Hotel, E. Presley, Vic.
7. Blue Suede Shoes, C. Perkins, Sun

Charlotte

- 1. Ivory Tower, O. Williams, Del.
2. I'm In Love Again, F. Domino, Imp.
3. Long, Tall Sally, Little Richard, Spe.
4. Slippin' and Slidin' Little Richard, Spe.
5. Corrine, Corrina, J. Turner, Atl.
6. I Want You to Be My Girl Teen Agers, Gee
7. Why Do Fools Fall in Love? Teen Agers, Gee
8. Little Girl of Mine, Clefones, Gee
9. Magic Touch, Platters, Mer.

Chicago

- 1. Blue Suede Shoes, C. Perkins, Sun
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Heartbreak Hotel, E. Presley, Vic.
4. Long, Tall Sally, Little Richard, Spe.
5. We Go Together, Moonglows, Chs.
6. Down in My Own Tears R. Charles, Atl.

Cincinnati

- 1. I Want You to Be My Girl Teen Agers, Gee
2. Please, Please, Please, J. Brown, Fed.
3. Fever, L. W. John, Kng.
4. Heartbreak Hotel, E. Presley, Vic.
5. Long, Tall Sally, Little Richard, Spe.
6. Why Do Fools Fall in Love? Teen Agers, Gee
7. I'm Not a Know-It-All Teen Agers, Gee
8. Lost Dreams, E. Freeman, Imp.

Detroit

- 1. Long, Tall Sally, Little Richard, Spe.
2. Fever, L. W. John, Kng.
3. I Want You to Be My Girl Teen Agers, Gee
4. One More Chance With You L. Walter, Che.
5. Who, Little Walter, Che.
6. Forty Days and Forty Nights M. Waters, Chs.
7. Heartbreak Hotel, E. Presley, Vic.
8. Little Girl of Mine, Clefones, Gee
9. Blue Suede Shoes, C. Perkins, Sun

Los Angeles

- 1. Blue Suede Shoes, C. Perkins, Sun
2. My Blue Heaven, F. Domino, Imp.
3. Long, Tall Sally, Little Richard, Spe.
4. Please, Please, Please, J. Brown, Fed.
5. Heartbreak Hotel, E. Presley, Vic.
6. Why Do Fools Fall in Love? Teen Agers, Gee

given over entirely to solid instrumental jamming. It's wild, fast-moving stuff and should drive those terping kids crazy. Culley blows tenor for all he's worth. Should be a good box entry. (Dare, BMI)

BEVERLY WRIGHT Shake 'Till I'm Shook . . . 72 GROOVE 0153—A fast, rocking item with an exciting ride by Miss Wright over a pounding rhythm pattern. In terms of the current market, this side has a lot of potential, particularly in the boxes. (Fairway, BMI) Don't Let the Sun Catch You Cryin' . . . 70 This side, a blues, gives a clearer idea of what a gorgeous voice Miss Wright has. She has fine sense of beat and of melodic line, and especially rich lower tones that are very engaging. (Northern, ASCAP)

THE TWI-LIGHTERS Sittin' in a Corner . . . 71 GROOVE 0154—A new group on the label, the Twi-Lighters show an extrovert personality and supercharged enthusiasm that puts a lot of vitality into this jump material. Teen-agers will find this to their taste. (Conley, BMI) It's a Cold, Cold Rainy Day . . . 70 Another vigorously rhythmic side, with the boys working themselves into quite a lather to sell the material. They make a good impression. (Conley, BMI)

MILLER SISTERS How Am I to Know? . . . 71 EMBER 1004 — Good lead singing picks this side up a few notches above the flip, but the material and arrangement are strictly from the most familiar formula. (Angel, BMI) Guess Who . . . 68 Okay singing of routine ballad material. (Angel, BMI)

VICKI EVANS Stop Stealing My Man . . . 68 TUXEDO 913 — The singer gives warning to the other girls to let her guy alone. She makes her point very emphatically with a vocal gimmick that is a most arresting sound. The material is cute and is well presented. (Ford, BMI) Teen-age Holiday . . . 65 Miss Evans describes the excitement of an adolescent clambake in graphic terms. Simple as the material is, its

- 7. I'm a Fool, Turks, Mon
8. Dark Is the Night, B. B. King, RPM
9. R-O-C-K, B. Haley, Dec.
10. Casual Look, Six Teens, Flip.

New Orleans

- 1. I'm In Love Again, F. Domino, Imp.
2. Long, Tall Sally, Little Richard, Spe.
3. Corrine, Corrina, J. Turner, Atl.
4. Heartbreak Hotel, E. Presley, Vic.
5. Lost Dreams, E. Freeman, Imp.
6. Please Listen to Me, S. Lewis, Imp.
7. My Blue Heaven, F. Domino, Imp.
8. Shirley Jane, B. Walter Pea.
9. I Want You to Be My Girl Teen Agers, Gee
10. Ivory Tower, O. Williams, Del.

New York

- 1. Magic Touch, Platters, Mer.
2. Long, Tall Sally, Little Richard, Spe.
3. Blue Suede Shoes, C. Perkins, Sun
4. I Want You to Be My Girl Teen Agers, Gee
5. Heartbreak Hotel, E. Presley, Vic.
6. Corrine, Corrina, J. Turner, Atl.
7. Why Do Fools Fall in Love? Teen Agers, Gee
8. Little Girl of Mine, Clefones, Gee

Philadelphia

- 1. Long, Tall Sally, Little Richard, Spe.
2. My Blue Heaven, F. Domino, Imp.
3. Slippin' and Slidin', Little Richard, Spe.
4. I Want You to Be My Girl Teen Agers, Gee
5. Blue Suede Shoes, C. Perkins, Sun
6. Corrine, Corrina, J. Turner, Atl.
7. In Paradise, Cookies, Atl.
8. We Go Together, Moonglows, Chs.
9. Down in My Own Tears R. Charles, Atl.
10. Church Bells May Ring, Willows, Mba.

St. Louis

- 1. I Need Your Love So Bad L. W. John, Kng.
2. Long, Tall Sally, Little Richard, Spe.
3. I'm In Love Again, F. Domino, Imp.
4. Forty Days and Forty Nights M. Waters, Chs.
5. Please, Mr. Disc Jockey Sensations, Ato.
6. I Want You to Be My Baby Teen Agers, Gee

Washington, D. C.

- 1. Long, Tall Sally, Little Richard, Spe.
2. Blue Suede Shoes, C. Perkins, Sun
3. My Blue Heaven, F. Domino, Imp.
4. Magic Touch, Platters, Mer.
5. Corrine, Corrina, J. Turner, Atl.
6. Please, Mr Disc Jockey Sensations, Ato.
7. Why Do Fools Fall in Love? Teen Agers, Gee
8. I'm In Love Again, F. Domino, Imp.
9. I Want You to Be My Girl Teen Agers, Gee
10. Down in Mexico, Coasters, Ato.

beat and general message will probably have some appeal for the age group it is aimed at. (Ford, BMI)

LIGHTN' HOPKINS I Love You Baby . . . 68 HERALD 476 — Hopkins gives out with the Deep South blues and in traditional style. Singing has a very "down" quality and it goes fine with the funky guitar backing. Has the ingredients to be good in the territories. (Angel, BMI) Grandma's Boogie . . . 64 Hopkins strums with a boogie beat with that same "down" guitar. Flip has more salability. (Angel, BMI)

DONN BRUCE Let's Start All Over Again . . . 66 TUXEDO 914—The Buddy Johnson ballad gets a fairly dull warble here. (Sophisticate, BMI) Love Leads a Fool . . . 66 Bruce indicates that he has a sound, but not much more than the indication gets thru on this pressing. (Ford, BMI)

LORENZO HOLDEN ORK Walking Down Swing Street . . . 64 FLASH 108—A relaxed walking blues whose basic riff is swung from Hammond organ to tenor sax to guitar, in turn. This instrumental is pleasant, tho not particularly memorable. (BMI) Midnight Mood . . . 61 The title anticipates the quiet, late-hours feeling of this instrumental. The organ solo is a tender tidbit that is well conceived. (BMI)

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Unions Gird for Day-Date Boston War With Ringling

\$1.50 Gate, Kids Free Offered By AGVA and Teamsters in Arena

NEW YORK — A disturbing atmosphere hung over the Ringling Bros. and Barnum & Bailey Circus this week as declining business combined with news of opposition ahead in Boston. The opposition is labor inspired and sponsored. In 1938 labor trouble forced a decision to return to the barn from Scranton, Pa., it was recalled by old-timers on the show.

Boston newspapers have blossomed out with large, attractive show ads placed by the two unions involved in a dispute with Ringling. They are the American Guild of Variety Artists and the AFL-CIO Teamsters, who have bought the 7,200-seat Boston Arena for next week and are prepared to day-and-date the Big Show for at least the week's run in that city, with kiddie TV favorite "Captain Midnight" as a feature.

Wirth AGVA Producer

The unions charge John Ringling North with refusing to meet with them for negotiations, and have been picketing Madison Square Garden. In Boston they have arranged for Frank Wirth, veteran circus producer, to put together a show for the Arena.

As of yesterday (11) Wirth had procured a sizable line-up for a one-ring show, which the unions are offering free to children under age 12, with seats for parents priced at \$1.50 each. Ringling's prices have a \$4 tops.

Several of the union show's acts are those who have walked out rather than cross the picket lines in New York. These are Preston Lambert, vocalist-ringmaster; clowns, Felix Adler and Otto Greibling; Marion Seifert, high school rider, who will offer a rope act; Lynn Brent, of the Alzana wire act, who will do an aerial turn; the Fredonias, Risley, and Billie Mahoney, baton twirler. Clown Amelia Adler reportedly will leave Ringling when it closes Sunday (13) in New York and will work the union show. Baptiste Schreiber, elephant boss recently released by the show, will work the Cole Bros.' elephants.

Others acts procured by Wirth are: Les Aurelys, slack wire; Forsythe-Mendes Troupe, aerial; Flying Valentines; Torelli's black Liberty horses; Craig's chimps; Florida Trio, novelty acrobatic; Getches, trick unicycle, and Evelyn's Dog and Pony Revue. Clowns Charley Young, Charley Frank and Malcolm the Clown said they would appear. Tickets were gotten from Globe Ticket Company. Mickey Sullivan was signed to provide the band.

Garden Bros. Reveal Plans For Under-Canvas 2d Unit

TORONTO—Garden Bros.' Circus is framing a second unit to be operated under canvas, starting May 26, it was announced here last week by Ian M. Garden.

He said that 20 weeks of sponsored dates have been booked. New canvas, seats and aluminum tent poles have been purchased, he stated. Delivery of the trucks is awaited.

Show will be called Royal Bros. Circus.

Garden said the following acts have been contracted for it:

Advance work on the union endeavor was late and frenzied, with Wirth being contacted only Wednesday (9) by Jackie Bright, AGVA executive secretary. John Montague, of Boston, press agents' union member, went to work early in the week. Rigging is set for Sunday night and rehearsal for Monday morning (14).

By last weekend the stories were strong around Madison Square Garden about Bright's trip to see Boston labor leaders in efforts to form an opposition show. Michael Burke, executive director of the Ringling show, had only "no comment" to say about the labor dispute and the developing opposition.

In addition to uneasiness caused

by AGVA's actions to date in its own regard, Ringling on Thursday (10) had heard of the union pulling acts out of the Clyde Beatty Circus in Burbank, Calif., resulting in Beatty folding and returning to the barn in Deming, N. M.

Bright has been meeting with Boston's Central Labor Union, which pledged support of the AGVA show, and news was received late in the week that the Massachusetts State Federation of Labor also resolved to support the show. Picketing of Ringling in the Boston Garden area was set to start Sunday. Ringling is to open Tuesday (15), whereas AGVA will open with a matinee the day before, and will day-and-date the

(Continued on page 42)

MINSTREL SHOW

Rabbit Foot Jumps To Rock and Roll

• Continued from page 1

ments and other groups. This year the show will add advance promotion crews, another latter-day touch to the old-style minstrel.

Calling on Negro newspapers as press agent for the show will be Georgia Johnson, a newcomer this season. Billposters will plaster the fences, walls and windows in the Rabbit Foot's part of town with posters and window cards heralding the approach of "the Greatest Colored Show on Earth."

Rock and Roll

When the show gets in and the performance starts, it will be marked not by tamborine and end men but by up-to-the-minute rock-and-roll. There is time for a candy pitch, food concession sales and costume jewelry pitch. After the main show comes a 45-minute concert featuring seven more acts and the appearance of the blues singer as well as an exotic dancer. Emsee Pedro Lane will wind up the proceedings on a note aimed to insure repeat business for the Rabbit Foot when it returns next season.

The way producer Rogers put it during a wardrobe-buying trip here last week, folks on the Rabbit Foot "take an interest in good, clean entertainment and they have an established reputation to maintain as a show for the entire family."

And the way owner Moran sees it, "drive into any gas station and ask around about the Rabbit Foot

and they'll tell you about what time of the year the show is due."

By railroad in 1915 or motor in the 1950's, the Rabbit Foot has tramped itself into being a Southern tradition with nearly the popularity and good luck of its namesake.

Cedar Point Plans Bow; Builders Seek Control

SANDUSKY, O.—A group of Toledo and Cleveland businessmen are attempting to purchase Cedar Point on Lake Erie for a housing development, and heirs of the late George A. Boeckling are attempting to block the move. A meeting was scheduled here Wednesday (9) for estate heirs to map future plans.

The G. A. Boeckling Company, of which B. G. Zeilbre, Sandusky, is president, has leased the resort facilities to Cedar Point, Inc. The company was founded in 1898 by Boeckling, who died in 1931, leaving his estate in trust for his sister, who died later, and certain other relatives.

There are 12,500 shares of common stock outstanding with 51 per cent being held by the Central National Bank of Cleveland as trustee for about 80 Boeckling beneficiaries. George A. Roose, Toledo; Paul A. Dunn, Cleveland, and their associates are reported to own about 2,000 shares of the common stock and are negotiating to buy 6,250 shares held in trust in order to gain controlling interest. The syndicate has offered \$287,960 for the 6,250 shares.

A hearing has been set for June 9 in Erie County Common Pleas Court here on an application filed by Roose and associates, asking confirmation of the stock purchase. The trust agreement requires that the sale of stock be approved by a committee of three trust advisers. The committee has approved the stock sale, but court approval must follow.

Meanwhile officials of Cedar

2D BOSTON?

Union Mulls AGVA-West For CB Acts

HOLLYWOOD — Plans for a benefit show to aid the Clyde Beatty circus acts that were called on strike on Wednesday (9) in Burbank by the AGVA were discussed here Friday. Plans call for a circus to run a week in the big top located on Sunset Boulevard and used each Thursday night for the television of "Circus" over KTLA.

Use of the big top which seats 20 and free promotional spots would be supplied by the station, with the net to be divided among the performers. Admission would be \$1.

Irving Mazzei, AGVA Western regional director, has agreed to clear the acts for the proposed performances and the idea is said to have had favorable response from Klaus Landsberg, head of KTLA.

Meanwhile, five acts from the circus found brief work with the show "Circus" Thursday night over KTLA.

The acts were booked at the last minute for the presentation last week. Appearing and booked thru Pan American Amusement Corporation were Tiny Callagher, the Boginos, the Webers, Jerry Scoules and the Frestons. The Boginos had left the circus 10 days before it closed.

Tex Carson in Cold

CLAFLIN, Kan.—Tex Carson Circus played here Friday (4) under American Legion auspices and had a light afternoon but fair night in cold weather.

Kelly-Miller Scores Heavy Night Business

MENA, Ark.—Al G. Kelly & Miller Bros.' Circus had strong business on the first several days after it opened, then a let-down. Heavy turnouts at night, however, made Idabel, Okla., and Mena good days.

Idabel had a near-full afternoon and a straw house at night (3). Mena had a half house in hot afternoon weather and a straw house in the cooler evening (4).

Town Show Bows At Gainesville

GAINESVILLE, Tex.—Gainesville Community Circus opened here April 27 as part of the annual Gainesville Round-Up. Plans for the show to play other dates this season have not been announced.

Jack Howard is president of the circus. Dr. A. A. Davenport is ringmaster. Paul McGehee is superintendent.

Heavy rain prior to the show made it difficult for some acts to work. Show includes spec, a five-person bareback act, Vernon Pratt's Liberty horses, a four-person high wire act, the Gainesville elephant, and a four-person flying act, as well as ladders, trampolines, rolling globes, tight wires, double trapeze, high school horses, and clowns.

Doubling in the riding, high wire and flying acts are Dalton Walker, Jerry Winters, Paul T. Marion, Evelyn Walker and Terry Brown.

Cristiani Light In Indiana Towns

ALEXANDRIA, Ind.—Business for Cristiani Bros.' Circus was only so-so at Indiana towns this week. Greencastle on Friday (4) had 200 for the afternoon and 800 at night. Mattoon, Ill., gave one-half and one-third houses. At La Fayette Ind., on Sunday (6), the show had a handful in the afternoon and it blew the night. Alexandria followed with one-quarter and one-half houses.

Hunt Business Good Despite Poor Weather

HAVERTOWN, Pa. — Hunt Bros.' Circus business has been good, pacing that of last year, despite a full measure of bad weather. Norristown, Pa., which has been good for three shows for the past 10 years, repeated in that vein.

The show has battled the rain, cold and mud that has plagued the area, but H. T. Hunt, manager, said that moves are being made with mid-season efficiency under the direction of Lucky Rogers. The canvas is going up and down in record time under the direction of Eddie Mellon and his assistant, Al Leonard.

Playing the same towns its has made for many years, the show is clicking, Hunt said, with the first-time presentation of Hoover's Lions going over big and Mickey Sullivan's band, directed by Joe Valenti, adding greatly to the performance.

Credited with stimulating interest in the show were recent appearances on WCAU-TV, Philadelphia, by Capt. Roy Bush, elephant trainer and the show's strong man feature, Jack Walsh.

Hunt said that more attention is being given this year to publicity and promotion than ever before. The importance of this operational phase has caused Hunt to take over the direction of all phases.

Personal appearances of talent, the show's helicopter, strong press and advance campaigns are resulting in considerable publicity, Hunt said. All efforts and results are being carefully analyzed for the purpose of determining where to place the emphasis on future efforts, he said.

For the next couple of weeks the show will be routing between Pennsylvania and New Jersey towns.

Herb Dotten

Elephant as Hurdle

AUT SWENSON, thrill show impresario, hasn't yet tried to have an elephant jump over an automobile. But, if such a stunt were possible, Aut would undoubtedly insert it into his Thrillcade's routine.

As it is, Aut this year plans on having a stock car do a ramp-to-ramp jump over an elephant as a feature of some major Thrillcade engagements. He had the stunt tried last year at the Kansas Free Fair, Topeka, and the car made the leap. More important, perhaps, it was good for smash Page One picture treatment—for which Aut has an unquenchable thirst.

Besides the elephant, Aut this year will work a troupe of performing horses into some of his thrill show routines. He sees nothing wrong—much right—to mixing elephants and horses with smashing, speeding cars in a thrill show performance.

"You've got to give 'em something different," he maintains.

Aut is eloquent in defending the use of elephants and animals in his shows. Equally vigorous in holding that thrill shows are for high-speed motorized stunts are most thrill show operators. They take a dim view of mixing hay-burners with gas-burners, pointing out that patrons want to see careening automobiles and speed motorcycles—to view near crashes, possibly, unscheduled crack-ups.

To all of this, Aut is quick on the comeback. He points to his record of recent years. Besides stunting automobiles and motorcycles he has offered a wide variety of what he calls thrillers, which he believes goes to bolster the gate, build publicity, and delight the customers.

Circuses His Operation

One year he featured an escape act from under a low helicopter, with a stout-hearted stuntman extricating himself from a straitjacket as the 'copter hovered over the ground. Another stunt he dreamed up was to have a juggler work precariously from the top of a speeding automobile. More recently, he has carried special, costly rigging that enabled a triple, mid-air automobile somersault.

Aut is hip on circusing a thrill show. He tags his own "The Jumbo of all Thrill Shows" and laments that changing times have caused him to abandon heavy outdoor billing, but brightens when he discusses his new exploitation approach, a four-page circus-type herald crammed with pictures of Thrillcade stunts and personnel.

He gives heavy emphasis to the show's clowns and features "Kinko," the clown, whom he bills as being "direct from Disneyland." And, he even wears socks with a large pattern of rampant elephants.

Quite apart from his accent on circus treatment, Aut has several theories on what is necessary to make a thrill show click.

Under existing conditions, such a show must have advertising tie-ups with manufacturers if it is to win money. And, Aut has such tie-ups with automobile, tire, and oil companies. These, he points out, either serve to reduce expenses, bring in added revenue, or to aid in publicizing the show.

Aut also believes that a thrill show should dodge early still dates. He won't have his first until Sunday, July 24, at Springfield, Mo., and in all of the approximately 100 shows his troupe will give no more than eight still dates; all the others will be at fairs.

Dim View of Early Stills

In Aut's mind, the cost of adequately publicizing a still date argues convincingly against early stills, with their ever-present danger of rainouts.

Cued by sponsored circuses, Aut plans to bolster the potential of his relatively few still dates by playing under sponsorship. Thus, at the season's opening he will have the Shrine Uniformed Units of Springfield, Mo., as auspices, and they will put out a program in connection with the promotion.

In one of Aut's firm beliefs—that thrill shows are here to stay—all operators join in agreement.

"Thrill shows," Aut says, "can't be seen on television, or, at least, in their entirety. What's more, no two performances by the same show are ever the same. And, there is always the lure of a crack-up."

"New customers for thrill shows are coming of age each year, and this new crop goes for thrill shows just as a generation did years ago, if not even more strongly. Youngsters today are vitally interested in automobiles, and this is reflected in attendance at thrill shows."

"Fairs, which give thrill shows the bulk of their work, have found them to be consistently big crowd-pullers. The Oklahoma State Fair at Oklahoma City, has featured thrill shows for a number of years and officials are quick to point out that thrill shows have proved to be the biggest crowd-getters of any matinee attractions. And, this year we are booked for more performances than ever before at the Oklahoma City fair—for six matinees and one night show."

St. Louis Police Boosts Attendance

ST. LOUIS—Police Circus here showed an increase of 12 per cent over last year's attendance, according to the circus committee of the police relief organization. Still to come is the auditor's report, so actual figures were not available. The advertising program netted about the same as last year's, it was estimated.



SWENSON

Geo. W. Cole Books W. Va.; Business Good

WISE, Va.—George W. Cole Circus will venture into Virginia and West Virginia this season. Advance car manager Bill Wilcox said there will be four stands in Virginia.

He quoted show manager-owner Herb Walters as saying the show's business is ahead of last year for the same period. Show was enlarged for this tour and additions included another truck and two men for the advance. Members of the Cole advance caught Ben Davenport's Merchants' Free Circus at Portland, Tenn.

Wilcox, who has used Indian smoke signals and New England town criers to advertise circuses, is heralding the Cole show as "the poor man's Ringling Bros." this year. His copy also revives the old slogans, "not in the circus trust," and "in partnership with the public."

Weather, Mud Hamper Maley King Bros. Unit

WILLOUGHBY, O.—Arnold Maley's unit of King Bros.' Circus drew consistently bad weather in recent days.

Shelbyville, Ind. (29), had half an' three-quarter houses in rain. Marion, Ind. (3) had a full house at night, with straw at one end and a few reserves open. The afternoon drew 300. The VFW made \$600 on the day.

Columbia City (4) and Fort Wayne (5) were light on business and heavy on weather. Monday at Defiance, O., the show bucked a soft lot. At Elyria on Wednesday (9) the mud problem continued and high winds ripped at the canvas. Lot also was muddy in Willoughby.



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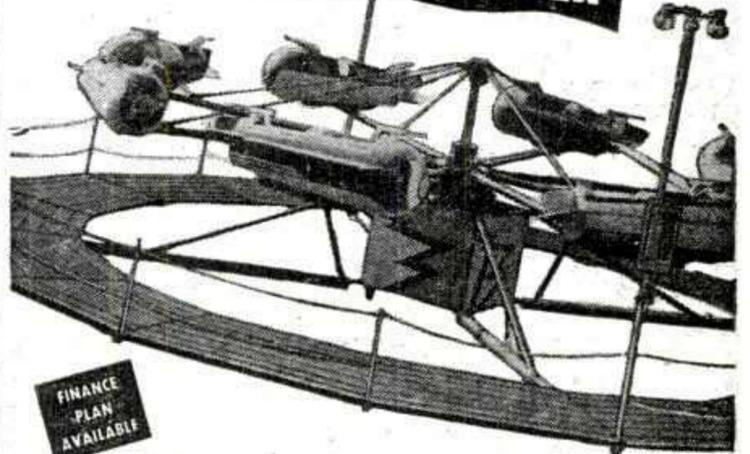
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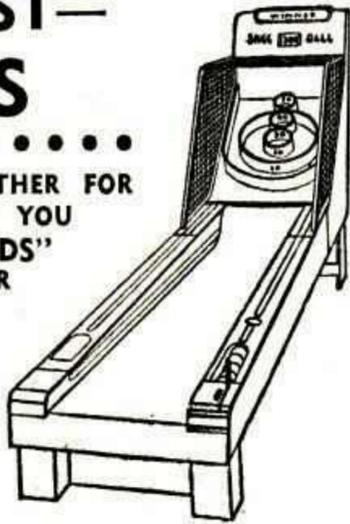
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Polack East, West Begin Bay Area Day-Date Runs

SAN FRANCISCO — The two companies of Polack Bros.' Circus opened 11-day runs Thursday (10) within nine miles of each other. This is the closest they had ever played simultaneously.

The Eastern show opened with a morning performance in the Oakland Auditorium for Ahmes Temple Shrine. In the afternoon across the Bay in the San Francisco Auditorium the Western show began its annual appearance for Islam Temple Shrine.

Previously, Western had played both spots, sometimes one following the other and sometimes several weeks apart. This year, both Shrine organizations had the auditoriums in their respective towns booked for the same periods, both insisted they could not change their dates and both had contracts with Polack. Only solution for the Polack management was to use one of its units in each town on a "day and date" basis.

Altho both shows opened the same day and will close the same day (20), a variation in schedules gave ample opportunity for an exchange of visits by the personnel. On four days, Eastern had morning shows with none in the afternoon, and Western had regular matinees on those days with no morning shows.

Mickey Blue, who annually had handled the advance promotion in Oakland, continued to do so this year, and George W. Western again was in charge of the San Francisco date. Both shows had visits from their respective general agents, T. Dwight Pepple of Western and Sam P. Polack of Eastern.

Eastern, coming from Phoenix, arrived in Oakland two days before opening, and Western moved into San Francisco a day ahead from Santa Rosa, Calif.

Santa Rosa, always a banner two-day stand, substantially topped last year for a new all-time high. Five performances were given, including a morning show the second of the two days (7-8), and all drew capacity crowds.

Show had an overnight move from Sacramento, opening Monday afternoon after closing with a twilight performance the evening before in the California capital. While the 11-day take in Sacramento did not come up to last year's, the date was termed as about normal because 1955 had been extraordinarily high. A dip in attendance the first weekend was attributed to fine weather and the opening of the trout season. The second weekend had sellouts

and turnaways in face of cool, wet weather.

Western's California tour was resumed at Sacramento after two new dates in Washington, at Spokane and Tacoma. Both spots had been played last year by Ward-Bell, so Polack had no basis of its own for comparison, but both turned out highly satisfactory. They both were three-day stands.

Next date after San Francisco for Western is Stockton, and the itinerary that follows will keep the show in California until early August.

Eastern goes from Oakland to San Diego, then heads back East.

Christena Unit For Merchants

INDIANAPOLIS — The Ross W. Christena office here is offering a new service package called community business builders, outfits that go into towns and with the co-operation of merchants set up two or three-day business promotions featuring style shows, free dances, concerts, etc.

Thus far Christena has signed contracts for promotions at Madison, Ind., and Rushville and Lawrenceville, Ill. Set to work the dates are Billy Moore and His Californians, Homer and Jethro, the "Country Jamboree," Bill King, and Chase and Park, trampoline act.

Christena also packages shows for openings of supermarkets, drive-ins, etc., using searchlights, clowns, acts, musicians and free pony rides for the moppets.

Concello Says It's Vacation

HOLLYWOOD — Appearance of Art Concello on the lot of the Clyde Beatty Circus at the time of the AGVA walk-out and subsequent folding of the show, stirred rumors that he might become active in management of the circus.

But Concello said here Thursday (10) his visit to the West Coast was for pleasure only. He told The Billboard he was here to enjoy a vacation. Asked if he had or would become active in the Beatty circus management, he said no.

(Meanwhile, in the Middle West, Concello's recent visits to a number of circuses left a wake of reports that he had proposed partnerships and other arrangements with some show owners.)

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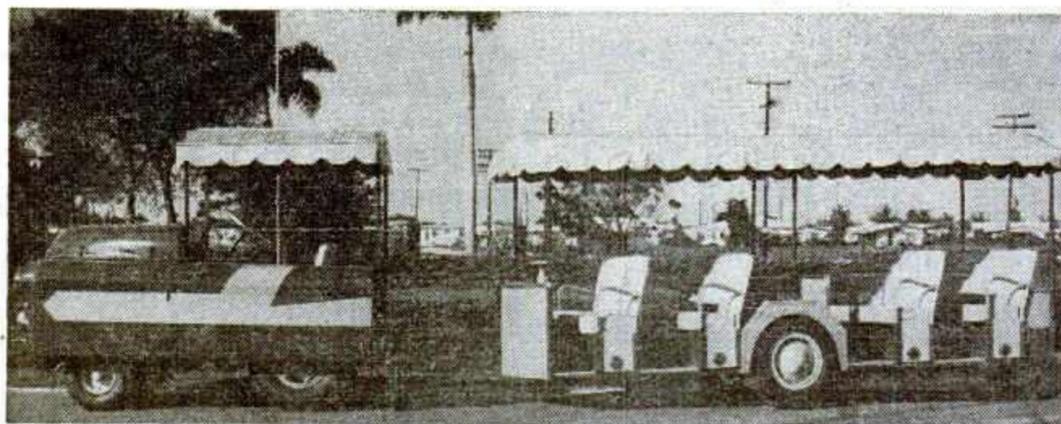
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CIRCUS REVIEW

Cristiani Program, Equipment Sparkle

By TOM PARKINSON

LA FAYETTE, Ind.—Flashing one of the neatest shows of the season is the Cristiani Family, with Lucio Cristiani as general manager and star performer and other members of the family in key staff and performing positions.

In both performances and equipment, the show is strong. And addition of more animals will make it a potent big top entertainment package.

Cristianis will always be in circus business, but it is that big top which points up their renewed decision to stay in the field as a going concern. For the past couple of years the family has operated a show that played ball parks and stadiums. Having found that system not to their satisfaction, they moved this time for the full, traditional layout.

New Top, Chairs

This is a clean circus. It is a show with canvas that is fresh and bright despite spring mud. It is equipped with all-aluminum poles. Center poles telescope so there is no special highway problem. The tent tops a spread of new blues and clean, varnished reserved chairs that are brand new. Metal curbs for the three rings are neatly painted.

Outside it is the same. Banner line is new and flashy. Side show, housing some platform acts but stressing animals, has new canvas and well-ornamented cage trucks. Motor equipment thruout the show is in excellent condition and includes numerous new rigs. All of it is well painted and scrolled in circus style.

Tony Diano already has placed his rhino, hippo and several cats with the show along with Cristiani's own semi-trailer cage. They have arranged for the Canton, O., animal owner to send on his giraffe, African elephants, Indian elephants and other features. This will give Cristiani Bros. one of the very best menageries on the road. It now has a pink-eyed elephant and four ordinary elephants of its own, plus five in the act of Norma Davenport Cristiani. The latter act is to leave about the time Diano's arrive.

Hard-Working Band

Phil Doto heads up a five-piece band that cuts the program in top fashion and let's the people know it is a circus. Harry Dann has taken over the announcer-equestrian director's role and is doing it well. Good clowning is hard to find, however, and it's unfortunate his white-face is out of action.

The show gets under way with a spec that shows off the elephants, horses, clowns and girls. Cristiani's Aerial Bears has been reframed to work without an arena and now uses one polar bear and two black bears. Barbara Fairchild works the bears with barrel roll, cart pushing, somersaults, hoop jump, rolling globe and the aerial spin by bears and girl that is unique with this act. It drew a good hand here.

Third display here showed Munoz in a fine slack wire act which features his walking in wide wire swings. Manual Barragan hand-stands on brick stacks, and there are also unsupported ladder and juggling turns to complete the four-act display.

The little elephant described as a pink-eyed albino appears along with a pony for a novel turn, and working at the same time are single elephants at each side ring.

Canestrellis' rollybolly turn with juggling, balancing and nice styling is topped with their hand-to-head stand and head-to-head stands. It is first-class performing. Happy Davis clowns on the trampoline. After over-long business with tramp wardrobe, he gets down to spectacular somersaults and twists. Bagonghi is featured in the clown break that follows.

Three web girls perform over each end ring and they, along with the six web-sitters, have flashy wardrobe. Working with them and staying for outstanding solo work over the center ring is Miss Delilah. Her free balancing on the wide ovaling trapeze is climaxed with a head stand on the bar, and it all is presented effectively.

Elephant Alternate

After a clown break comes a fanfare to bring on Daviso Cristiani riding his dressage horse, Playboy. This turn reflects class and shows good gaited riding. Appearance and style are fine.

Four swinging ladder performers serve to flank the center rink work of Manuel Barragan. His cloud swinging is swift and high and marked with turnovers, catches and breakaways that give it good thrills.

Practice has been for the two elephant acts to alternate, and caught this time was the Norma Davenport group of five. The bulls are big and the routine is fast. Pointing up the military formations

of the bulls is pageantry music by the band. Barbara and Rex Williams handle these bulls and work in some new carries. Steve Fanning is elephant superintendent and works the other bulls turns.

Injuries Trim Show

Injuries cut short the particular performance caught here. Flora Zacchini and then Manuel Zacchini were injured in their human cannonball act, and that one had to be omitted.

Similarly, Lucio Cristiani had fallen during the night show at Matoon, Ill., injuring his neck, and he did not work here. Consequently, the Cristiani Family's riding act was omitted, as was the Ortans teeterboard turn. The Browns' cow performance plus designated turns, however, would add up to a program pleasing to committees and public. Concert and candy pitch were cut here.

Add to points of this outfit that the prop boys not only have uniforms but also caps, that the ring mats are clean and bright, that head pieces on the bulls are attractive as are the plumes on the horses and wardrobe and props in general.

The use of A-frame stake pullers with elephants works well. A criss-cross wiring system is used with the two power plants. Half the big top lights and half the other lights are linked to one, and half of each goes on the other plant. Thus, in the event of a power failure by a generator, one half of all lights still are in operation.

Business Spotty

Show is moving on 22 motor units plus those of the Zacchini cannon, the three Diano cages with more to come, and other act-owned equipment, giving the show about 27 major motor units.

Billing was good here, with cards and window pictorials in evidence. Show uses telephone promotion and Paul (Mugador) Cristiani is general agent. Walter Nealand handles press.

Ralph Clauson is manager. Lucio Cristiani and other officials said attendance had been only fair and business was spotty. The family set-up of the show allows it to operate successfully on a lower net than most other shows of its size might and, therefore, they stated, the show has made money in a number of towns.

FOOD DEVELOPMENTS:

Barbecue Machine Has Large Capacity

BROOKLYN—An electric barbecue machine that holds 20 to 25 chickens and thoroughly cooks them in one hour has been introduced here for the larger food operator. Unit has five spits and each has its own motor. The entire roasting rack slides away from the heat area for safe loading and unloading. The manufacturer reports the infra-red rods heat to 500 degrees. — Barb-Q-Matic Company, 185 Oakland Street, Brooklyn.

Coin Changer Is Versatile . . .

LOS ANGELES — A coin changer that is said to deliver any change combination automatically has been introduced here. The unit has 19 keys and is available with roll-out or tilt-cup hand delivery. It is completely made of steel and holds up to \$100. A lock prevents short-changing. — Metal Products Engineering, Inc., 4000 Long Beach Avenue, Los Angeles 58.

Patty Maker Simple to Operate . . .

NEW YORK — A hamburger patty machine that is simple to operate and is said to shape 100 patties in five minutes is being manufactured here. The maker re-

ports it is available in either 3½ or 4-inch molds, is motor driven and compact for easy cleaning.—Automatic Food Shaping Company, 58 New Street, New York 4.

Manual Milk Dispenser . . .

MINNEAPOLIS—A milk dispenser designed for manual dispensing of bottled or carton milk and that has an adjustable temperature range of from 36 to 45 degrees has been introduced by a manufacturer here. The unit is fabricated of steel with sealed-in fibrous glass insulation.—Schaefer, Inc., 801 North Washington, Minneapolis.

Sandwich Toaster . . .

HOLLYWOOD, Calif. — An electric toaster designed to depress a pocket in buns to hold contents of loose food sandwiches is being manufactured here. The unit, which takes four buns at a time, is said to minimize dripping, leaking and spilling of sandwich contents. The manufacturer also points out the advantages of portion control. — Miguel Products Company, 1158 North Orange Grove Avenue, Hollywood 46, Calif.

New Trackless Unit Marketed By Bert Lane

NORTH MIAMI — A new large-capacity trackless unit has been completed by the Bert Lane Company here. It is powered by a six-cylinder modified Clark tractor, which tows from one to several cars, each carrying 18 adults or 24 children.

Speed range of the train is from 2.77 m.p.m. in low gear, to 13.64 m.p.h. in high. Locomotive is 15 feet long and 55 inches wide, and each car is 15 feet long and the same width as the locomotive.

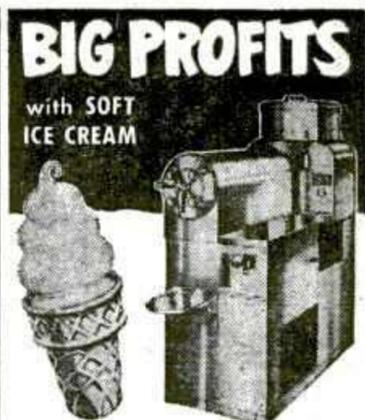
Reported features are demountable canopies, two luggage compartments in each car, entry from either side, and simple operation.

Acts, Rides for Market's Opening

NEW YORK — An afternoon-long pre-opening doings will be held at a new supermarket's parking lot on Wednesday (30), featuring acts, rides and concession games. ABC Feinberg booked the event, which will start at 12:30 with the Hopi Indians, Jolly Jazz and His Jazzmobile, a kiddie zoo from Bob Dietch's zoo in Fairlawn, N. J., live pony ride, cowboys on horseback, and the Brooklyn Dodgers Sym-Phonies band.

Hunt Houses Good

SPRING CITY, Pa. — Hunt Bros.' Circus played to a pair of near-full houses here Tuesday (8) under Lions Club auspices. Schools were dismissed for the afternoon performance. Weather was cool and clear. The show's helicopter ballyed the town two days.



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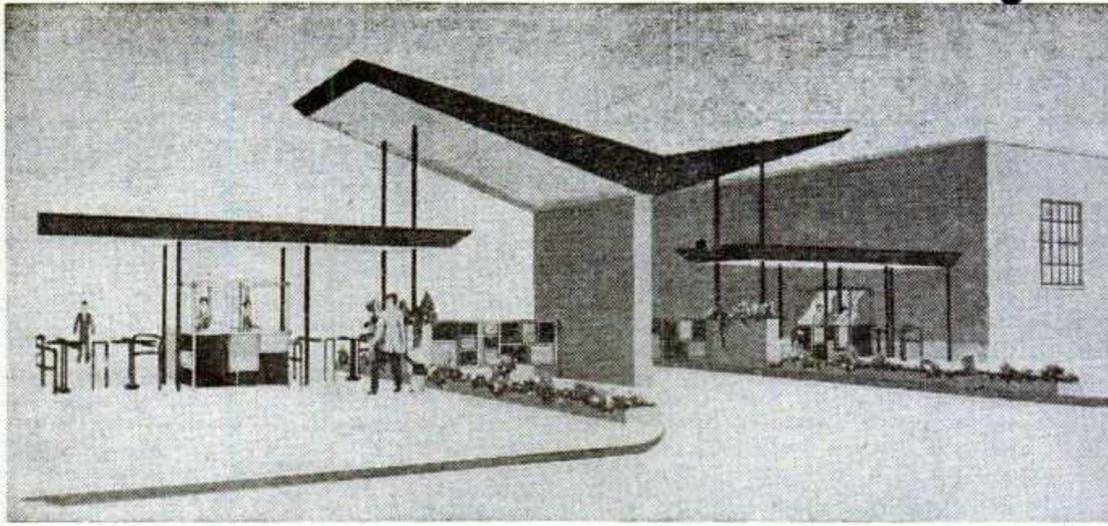
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A MODERNISTIC GATE, to cost \$10,000, is to be built at the west end of the Regina (Sask.) Exhibition grounds. Design for the gate resulted from a contest sponsored by the exhibition board among Regina architectural firms. A brick wall supporting a wing-like span will be erected in the center of the roadway. Pedestrian entrances will be on either side.

Unions Gird for War Vs. R-B

Continued from page 38

Big Show thereafter, including the early bird show Saturday morning (19).

AGVA's show, "AGVA Variety Circus," will have night performance at 7:15 p.m., compared with Ringling's 8:15. A big publicity boost is the union's advertised donation of all net profits to the Mayor's Fund for Underprivileged Children.

Thruout the week, the Boston Arena one-ring production will offer favorites from local kiddie TV shows, it was claimed, including Captain Midnight, Bob Emery (two days), Tubby Reese (three days), and Rex Trailer (two days). Bright was on TV himself during the week, it was reported, with the State's Lieutenant Governor and Attorney-General, giving them the first tickets to the show.

Some 50,000 circulars of the union show were slipped under doors in Boston, and 15,000 imprinted balloons are being distributed.

It was in 1938 that the American Federation of Actors organized several performing people on the show, but fell short of a majority. Negotiations bogged down and AFA called the acts out. Only a few performing people were immediately affected, but riggers and many other working people struck the show, and Scranton labor picketed the lot. The show returned to quarters and sent much of its material to join its subsidiary, the Al G. Barnes-Sells-Floto Circus, in Redfield, S. D.

This year the unions say North will not negotiate with them. The show has countered by saying the unions are unable to get the now-required majority of signatures. The standoff has resulted in the current opposition situation.

None of the union's advertising mentions Ringling. Bright's widely publicized opening announcement said the unions were not attempting to hurt the Big Show's business, but to "provide a service to parents who would not attend" a show which is involved in a labor dispute.

Nights Bring Hagen Crowds

TOPEKA, Kan.—Night houses have been okay for Hagen Bros. Circus. Junction City, Tuesday (7), had a half house in the afternoon and near-full night under Kiwanis auspices. An indoor show had played there May 2 and Kelly-Miller is due May 15.

Topeka gave Hagen a one-quarter house on a rainy afternoon (8) but the night house was three-quarters filled. Legion was the auspices.

CALGARY, Alta. — Canada's Governor-General Vincent Massey will officially open the Calgary Exhibition and Stampede July 9.

He has also accepted the exhibition board's invitation to become a patron of the exhibition and stampede, which will give the board the right to use the following: Under the distinguished patronage of His Excellency, the Rt. Hon. Vincent Massey, CH, Governor-General.

Carnival Routes

Send to
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- Alamo: Sweetwater, Tex.
- American Beauty: Ottumwa, Ia.
- Amusements of America: Somerville, N. J.
- Babcock United: Monrovia, Calif., 16-20.
- Badger State: Rochester, Minn.
- Baker United: Martineville, Ind.; Connersville 21-26.
- Baker United, No. 2: Edinburg Ind.
- Beam's Attrs.: Winchester, Va.; Bedford, Pa., 21-26.
- Bee's Old Reliable: Winchester, Ky.; Hazard 21-26.
- Belle City: (N. 2d & W. Capitol Drive), Milwaukee.
- B. & J. Greater: Mifflin, O., 28-June 2.
- Big City: Louisville, Ky.
- Blue Grass: Bloomington, Ind.
- Bogle, F. C.: Salina, Kan.
- Borderland: Osons, Tex., 14-20.
- Briggs, A. R.: Columbus, O.
- Brodbeck & Schrader: Eureka, Kan.
- Buck, O. C.: Menands, N. Y.

(Continued on page 50)

Circus Routes

- Benson Bros.: Falls Church, Va., 15; White Marsh, Md., 16; Oxford, Pa., 17; Lancaster 18; West Chester 19.
- Carson, Tex: Arapahoe, Neb., 15; Cambridge 16; Elwood 17; Cozad 18; Gothenburg 19; Overton 20.
- Clyde Bros.: Sudbury, Ont., 15-16; North Bay 17-19; Sarnia 22-23; Windsor 24-26; Chatham 28; St. Thomas 29-30; Kitchener 31-June 2.
- Cole, Geo. W.: Livingston, Tenn., 15; Onelida 16; Oliver Springs 17; Lake City 18; Maynardville 19.
- Cristiani Bros.: Van Wert, O., 15; Bucyrus 16; Massillon 17; East Liverpool 18; Beaver Falls, Pa., 19; Carlisle 21.
- Davenport, Orrin: Brandon, Man., 15-19; Regina, Sask., 21-26; Edmonton, Alta., 28-June 2.
- Hamid-Morton: Quebec, Que., 15-17; Chicoutimi 19-20.
- Hagen Bros.: Jefferson City, Mo., 15; Columbia 16; Fulton 17; Wellston 18-19.
- Hunt's Three-Ring: Phillipsburg, N. J., 15; Lambertville 16; King of Prussia, Pa., 17; Glenside 18; Mount Airy 19; Spring City 21; Brodyden 22; Bordentown 23; Swedesboro 24; Paulsboro 25; Oaklyn 26; Fort Dix 27.
- Kelly-Miller: Junction City, Kan., 15; Manhattan 16; Abilene 17; Salina 18; Beloit 19; Minneapolis 20; Clay Center 21; Marysville 22; Beatrice, Neb., 23; Seneca, Kan., 24; Auburn, Neb., 25; Red Oak, Ia., 26; Plattsmouth, Neb., 27; Clarinda, Ia., 28; Bethany, Mo., 29; Trenton 30; Chillicothe 31.
- King Bros. Western: Olean, N. Y., 15; Hornell 16; Corning 17; Sayre, Pa., 18; Elmira, N. Y., 19; Ithaca 21.
- Leonard Bros.: Worthington, Ind., 15; Linton 16; Vienna 17; Sullivan 18; Christman 19.
- Mills Bros.: Circleville, O., 15; Lancaster 16; Athens 17; Marietta 18; Cambridge 19; Steubenville 21; Cannonsburg, Pa., 22; Monessen 23; Rochester 24; Butler 25; New Castle 26.
- Packs, Tom: Missoula, Mont., 15.
- Polack Bros. Eastern: Oakland, Calif., 15-20.
- Polack Bros. Western: San Francisco, Calif., 15-20; Stockton 21-27.
- Ring Bros.: New Market, Va., 15; Harrisonburg 16; Woodstock 17; Front Royal 18; Brunswick, Md., 19; Edgewood 21.
- Ringling Bros. and Barnum & Bailey: Boston, Mass., 15-20; Baltimore, Md., 22-23; Washington, D. C., 24-27; Philadelphia, Pa., 28-June 2.
- Von Bros.: Milroy, Pa., 17.

Miscellaneous

- Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Warwick, R. I., 15; Providence, R. I., 16-18.
- Hitler's Personal Armored Limousine, Jim Stutz, Mgr.: Eldell, La., 15; Ponchartroula 16-17; Hamond 18-19; Lake Pontchartrain 20.

Ice Shows

- Ice Capades of 1956: Los Angeles, 15-20.
- Shipsteads & Johnson's Ice Follies of 1956: Seattle, Wash., 15-20.

King's King Okay In Bad Weather

FAIRMONT, W. Va. — Floyd King's edition of King Bros.' Circus played here Friday (10). While word direct from the show was lacking, it apparently was moving in good shape, tho bucking bad weather.

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THE FINAL CURTAIN

BLANK—Edward, father of Mrs. Harlan (Dutch) Schrader, who with her husband owns Rose City Rides, May 3 in Cape Girardeau, Mo. In addition to his daughter, he is survived by a son, Harry and a half-brother, Charles. Burial in Fairmount Cemetery, Cape Girardeau.

BURNS—Maude, mother of Billie Burns, of the Burns and White act, May 5 at Chicago. Burial in Showfolks Rest, Glen Oaks Cemetery, Chicago.

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BILLY BURNS AND DENNY WHITE

HOLZ—Louis H., 62, at Milwaukee April 19. He was an agent 42 years, booking Harry Houdini, Gilda Gray, Lenore Ulrich and others. In recent years he specialized in club dates and fair bookings. Survivors are his widow, Eleanor; two sisters, Mrs. Myrtle Czajkowski and Mrs. Lillian Groth, all of Milwaukee.

KOOK—Magnus F., animal trainer, in a fire at a Memphis pet shop May 8. He had been with Gentry Bros., Sells-Floto and vaude with animals acts. Surviving are a daughter, Mrs. Sidney Kruger, North Hollywood, Calif.; a son, Magnus Kook III, Torrance, Calif.; a sister, Mrs. Emojean Orr, and a brother, Herbert W. Kook, both of Memphis.

KUMALAE—Audrey G., 65, veteran member of the troupe, the Kumalae Royal Hawaiians, April 30 in Miami. Survived by her husband, Jacob K.; three sons, Francis X., Howard H., and Charles J., and a daughter, Florence.

LA PEARL—Roy 69, retired circus performer, at Chicago May 10. As a child he did an aerial act on the J. H. LaPearl Circus, owned by his father. He began in 1892. When the LaPearl show was acquired by the Great Wallace Show, the family performed there. Subsequently, Roy was an aerialist and singer with such shows as Hagenbeck-Wallace, Sells-Floto and Barnum & Bailey. About 1922 he took an act into vaudeville and played Keith and Orpheum time. In the 1930s he promoted circuses at Chicago's Navy Pier. More recently he has been in advertising business and operating a rooming house. He has been active in recent months in promoting a plan for an underwritten circus. Among the survivors are his widow, Estelle, who was an aerialist; three sons, Roy, Jack and Charles. Burial in Chicago. A brother, Harry, was a well-known clown. Another relative, Loretta LaPearl, has a dog act.

NOWAK—Casimir A., 78, former vaude and circus performer known professionally as Major C. Nowak, who was only 35 inches tall, May 5 at his home in Philadelphia. In recent years, he had been on the staff of S. B. Ramagosa's Casino Arcade, Wildwood, N. J. He started with the Dumont Minstrels in Philadelphia and toured the Keith and Orpheum circuits.

Surviving are a brother and two sisters. Services May 9 in Philadelphia with burial in Holy Sepulchre Cemetery there.

SHILLITO—Raymond, one time showboat performer, April 22 in Akron. Many years ago he worked for several seasons with the Eisenbarth-Henderson Floating Theater. Survived by one son.

BIRTHS

MORRIS— A daughter to Mr. and Mrs. Everett Morris recently in St. John's Hospital, Salina, Kan. Parents were formerly with T. J. Tidwell and Don Franklin shows.

Clowns Listed For Big Show

NEW YORK — The Ringling clown contingent this season numbers just shy of 40 and is expected to be lightened by another one when Amelia Adler remains with husband Felix as the Big Show leaves for the Boston Garden.

Besides the dozen midget members, the list consists of the following: Harry Ruster, Buck Burnes, Arthur Burson, Albert White, Freddie Freeman, Bert Turner, Charlie Bell, Duane Thorpe, Billy Rice, Paul Jung, Harry Nelson, Duffy McQuade, Myron Orton, Red Honkala, Gene Lewis, Dennis Stevens, Larko Daniels, Bob Towner, Albenaro (Centesimo) Catarzi, Walter Guice, Gueto, Louis Nagy, and Joaquim Santos Cruz (Balila).

Three clowns have observed the picket lines to date. They are Emmett Kelly, Otto Griebing and Felix Adler.

Rain Hurts Ring At Winston-Salem

WINSTON-SALEM, N. C.— All-day rain here Monday (7) hurt Ring Bros.' Circus. The show canceled the afternoon show because of the rain. At night it pulled 150 persons. Business at Gastonia, Friday (4), added up to one-quarter and one-half houses, after little advertising.

At Winston-Salem, Les Garner said his monkeys freed a python from its box but that he relocated the snake and put it back in the box without incident.

Cedar Point Plans

• Continued from page 38
three ferries which operate between Sandusky and the Point went on sale Wednesday (9) throughout the city. Hundreds of area residents each year buy the tickets to save driving a dozen miles over oftentimes crowded highways and the private road leading to the resort.

A spokesman for the resort company said that indications are for another good season, both advance picnic and convention bookings coming in every day. Esmond Dairy Day, a large area promotion, has been set for June 23 with around 15,000 kids expected. The resort operators have three more seasons, besides 1956, yet to go in their present 10-year lease, which has a proviso for renewal.

Leonard Jefferson, who has operated the Kiddieland at Cedar Point for the past two seasons, is branching out this year with his

ARENAS & AUDITORIUMS

New Building at Shreveport Works Up Rounded Schedule

By TOM PARKINSON

SHAPING up nicely is the first year's program for the new Hirsch Youth Center on the Louisiana State Fairgrounds, Shreveport. Outline of the schedule reveals two things. One is that management has been active in putting together a strong set of events. The other is that several of the area's regular events have been awaiting the new and adequate facilities.

First event in the big building named for the late fair secretary, was Boy Scout event April 14. First major attraction will be an RCA championship rodeo May 17-20, produced by Tommy Steiner. Rodeos have long been a point of mild contention in Shreveport, but the new building is the answer.

SHREVEPORT'S "LOUISIANA HAYRIDE," country and western show that is broadcast by KWKH, now originates at the Youth Center. The show has attracted large crowds each Saturday night for years. It has been staged at Shreveport Municipal Auditorium, which usually was too small to accommodate the crowds. Part of the show goes to CBS radio network.

The Junior League Horse Show, important as a social event as well as a link in the society horse show circuit, is to be in the new building this summer. Previously, it was in the football stadium, where weather was a hazard. Jan Garber's orchestra will play this time.

Set for the building, too, is the Shreveport Shrine Circus. In the past this event has moved from Municipal Auditorium to the ball park and elsewhere in an effort to find a satisfactory place. Chances are the Youth Center will prove to be the solution to this local problem also.

STILL ANOTHER YOUTH CENTER event is to be "Holiday on Ice." Iceers also appeared formerly at Municipal Auditorium, but the 10,000-seat Youth Center is better suited to this type of presentation.

Joe T. Monsour, secretary of the fair and manager of the building, has scheduled several all-new events, and one of them is the Louisiana Invitational Tournament for college basketball teams. Many other events also are scheduled for 1956, and some early bookings are set for 1957.

At the new building, Robert Butcher and Associates will handle publicity. The fair management is authorized to promote its own events and will be prepared to do this.

Late-phase preparations of the new building include the purchase of equipment such as a portable basketball floor, a portable stage equipped to handle legit and concert attractions, and additional accessories that make for the desired flexibility of uses at the Youth Center.

Beers-Barnes Opens Season; Harold Barnes Act Fills In

CRAMERTON, N. C.—Beers-Barnes Circus opened its season here April 30 to good business. While business held up in the next five towns, weather was cold and rainy.

Failure of a family act to show up caused complications at the outset. The contracted and confirmed, the act went to another show without notice, according to Beers-Barnes.

To fill the gap, Harold Barnes, wire performer, flew from New York to add his turn to the Beers-Barnes offering and to take over the work of framing the performance. Some other talent was being added to what the Beers and Barnes family members offered. Harold Barnes is a member of the same family.

Show is moving on 10 trucks

Circus Saints Honor Valdo

NEW YORK—Pat Valdo, general director of Ringling Bros. and Barnum & Bailey Circus, was presented with a gold life membership card by the Dexter Fellowship Tent, Circus Saints and Sinners, at their May luncheon at the Waldorf-Astoria Hotel. Freddie Benham, a founder of the organization, was similarly honored.

The guest of honor "fall guy" at the luncheon was Jacob Javits, New York State attorney general. More than 1,200 attended.

first major ride, a Fly-o-Plane. The thrill ride is being set up on the midway near the Octopus, Caterpillar, Scooters and live-pony ride.

and uses an 80 with four 30s. There are two elephants, a camel, Liberty horses, chimps, seals and other stock. Shortage of drivers forced doubling back at the first few towns, but Walt Davis, transport boss, now has it going smoothly. No performances have been lost. Agent Gene Christian has the show routed into coal fields of West Virginia. The George W. Cole Circus also is playing that territory.

Tex Carson Scores Good Week in Okla.

WILSON, Kan. —Tex Carson Circus hit a week of good business in Oklahoma, but weather was cold in Kansas. General Agent Tom McLaughlin is setting jumps of from 30 to 50 miles daily, and Superintendent John J. Lynn is getting it up and down in good time, it was reported.

Brigade agent Foster was back on the show for a day. Another truck has been added to the advance, while a new pit show, midget cow, has been added to the midway, and Jack Turner has a new truck for his gorilla show. Another middle piece for the big top is to be delivered soon.

Dianne Allen is expecting her son to join when school is out. Owner Jack Moore's family is expected to come on from Hugo. Darlene Loter is working in the big show. Blonda Ward and Marie Lote have a new trailer. Ted Wilson is turning a good percentage in the side show.

Visitors included the Earl Reynolds family, L. H. Hodgson, Leta Johnson, the Si Rubenses, the Grabbo Hendersons and the Rusty Plunketts.

Raze Old Odon, Ind., City Park Grandstand

ODON, Ind. — Thirty-year-old grandstand in the city park here is being razed to provide increased parking facilities. Other improvements include the installation of picnic facilities and additional lighting. Park is the site of annual Old Settlers' Meeting. The 71st annual meeting is scheduled for August 15-18.

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Coney Snares Vast Military Program

Armed Forces Day Series to Feature Aerial and Amphibian Demonstrations

NEW YORK—The biggest air display in years is scheduled off the Coney Island Boardwalk next weekend as part of the Armed Forces Day observance. Intent is to build the annual event to where it will equal, and perhaps surpass, the massive May Day fly-overs which have earned Soviet Russia world-wide publicity for generations. Dates of the first event are Saturday and Sunday (19-20).

How many people will be attracted to Coney Island is impossible to determine, but fair weather

is expected to draw millions of spectators. Operators of all units on the Island will benefit from the weekend crowds.

The promotion has been in the works for many weeks by Milton Berger, Coney's special events director. Announcement was achieved thru Mayor Robert Wagner, Brooklyn Boro President John Cashmore, Armed Forces Day Commander, Lt. Gen. Thomas Hennen, and John Ward, president of the Island's Chamber of Commerce.

Fly-Over Set

The program has been developing slowly as approvals have been obtained. Included so far are at least the following: Fly-over of at least 100 military planes, and special activities, including Coast Guard helicopter rescue, pontoon plane landings, taxiing and take-offs. The Army Signal Corps is expected to set up a public address system for a half-mile along the Boardwalk, with announcements made from the Steeplechase Pier revue point.

Selling points by Coney Island to the military leaders stressed Coney's ocean expanse, Boardwalk and beach as the world's largest stage and theater, with accommodations for the world's largest audience. The military public relations value of an annual display was also pointed out, as well as the lack of civilian hazard inherent in staging aerial and amphibious events on and over the ocean.

All parties concerned viewed the event as the first in a long series of yearly military displays. Success in the first endeavor will naturally see it expanding to where the skies will be filled with aircraft, and where long programs of amphibious demonstrations will be presented.

Weekend Brings LeSourdsville's Season Opening

LESOURDSVILLE, O.—Opening of the season at LeSourdsville Lake was scheduled for Saturday and Sunday (12-13). The funspot, which was started in 1921, attracts approximately a million persons annually.

New this season are a Showboat Cruise, Tilt-a-Whirl and Turnpike Course, bringing the ride total to 22. Soon to be added to the Kiddieland is the Old Lady in the Shoe, a structure which will include an inside slide for youngsters and an animated figure of an old lady.

Buddy Rogers and orchestra will play the ballroom Saturday, with Don Lackey's band coming next week. Tony Pastor will play May 26. A Friday, Saturday and Wednesday night schedule of dancing is to be maintained this season.

This Year It's Weather As N. E. Starts Slowly

BOSTON — Launching of the Public Garden Swan Boats, a tradition here since 1877, usually heralds the start of the local outdoor season. But altho the boats have been paddling around for three weeks, beach and park operators chalked up their sixth weekend of poor weather and crowds.

Easter Sunday saw most of the funspots at least partially opened, but since a heavy blanket of snow was on the midways there was little business. Only exception was

John Collin's Lincoln Park in Dartmouth. While most parks lay under snow, Collins put a half dozen bulldozers and snow shovelers to work and cleared his entire 163 acres. The result was a fine weekend with crowds actually being turned away and stands running out of supplies.

While the snow has long since gone, low temperatures or heavy rain have kept crowds away for the last six weeks. After last year's bouts with polio epidemics and hurricanes, parkmen were in no mood to predict anything for the season ahead.

Grosses at the big-drawing spots like Revere Beach and Nantasket Beach's Paragon Park were disappointing, where cool ocean breezes and rain kept activity low. Somewhat better off were spots like Lincoln Park, Norumbega in Newton, Whalom Park in Fitchburg and Riverside in Agawam, where the presence of recording stars in ballrooms brought good business.

Meanwhile, Paul Paget's Swan Boats keep paddling around doing a steady business thruout the week. The flotilla of six keeps busy at 15 cents for adults and a dime for children. The 24-passenger craft gave an eight-minute sail for a dime for 40 years, but rising costs forced up the price.

A. C. Scores With Movies

ATLANTIC CITY — "On the Boardwalk," new photoplay produced by the Convention Bureau, is being released by Universal-International this month. The nine-minute film in color will appear in some 10,000 theaters thruout the country during the next several months.

A man and a group of pretty girls, on a seashore vacation, visit the resort and enjoy the numerous attractions such as beach, boardwalk, pools, sun decks, boats, golf course, piers, Convention Hall, (Continued on page 45)

IRVING ROSENTHAL:

Face-Lifting, Color Work Give Annual Gate Stimulant

By IRVING ROSENTHAL

Palisades Amusement Park, Palisade, N. J.

THIS is the 20th year of Rosenthal operation at Palisades, and we like to look with satisfaction at some aspects of the operation which can be of benefit to the park business in general. While there is always dispute over who originated many park practices, we know we have developed some to the extent that they all contribute nicely to a successful practice.

All parks do not have to equal Palisades' budget for paint, lumber, lights and other things which go into a yearly face-lifting.



ROSENTHAL

But the annual change-over itself is important since it provides a fresh, new appearance at the outset of each season. A complete new paint job is essential, no matter what the size of the park. If the lighting effect can be altered, this also enhances the general effect.

Carpentry work in large amounts is consumed in the Palisades operation, running from new building facades to ride fronts, as well as general structural rebuilding. We are always a year ahead in our general planning, which is to say that the 1957 color and lighting sketches are already in hand.

When this series of articles began, William Schmidt, of Chicago's Riverside Park mentioned his efforts to come up with something new in the ride field as often as possible. This is the healthy approach to a successful operation. Stagnation will never hit Palisades either as long as we can be first in our drawing area with such rides as the Roto-Jet, Scrambler and Twister. We also led with a Rotor-type unit called the Magnet Drome. We had motorcycle globe riders. We have new walk-thru exhibits every year. And this year we are breaking the ice for the park field to present trout fishing.

ON THE FACE OF IT, trout tanks are money-getters, from their successes at fairs and indoor dates. But for a park operation we had to contend with fish and game regulations. The result was a special bill passed by the State legislature, permitting trout fishing to be in season thruout the operating year at the park. And where one-week spots have merely deep-frozen the trout for take-home by the patron, we invite him to take it to the park restaurant overlooking the Hudson, where for a reasonable fee he can get his trout catch prepared to his taste and served right there.

In 1936 our first promotion was a strip ticket for which we brought in Doc Morris to solicit patronage. The ticket plus 2 cents was good for gate admission, or the ticket plus 3 cents was good at the Cyclone, and so forth. This went on for years and was applicable daily, except Saturdays, to 6 p.m.

OVER THE YEARS we have found it best to have something doing daily at Palisades. This concept can be put to work at all parks. For instance, our contests are held on Wednesday thruout the season. Tuesdays and Thursdays are "Nickel Days" with rides priced at 5 cents thru 7 p.m. and 10 cents thereafter. On Mondays and Fridays we have disk jockey programs emanating from the park, with regular appearances of name artists. A club plan has youngsters writing to the radio stations and receiving membership cards good for front-gate entry. Also used on Mondays and Fridays are returns from our Superman comics and matchbook cover tickets. Picnics are aimed largely for Wednesdays since the day is a business half holiday in many surrounding communities.

The entire scheme—daily promotions, constant importation and relocation of units, yearly face-lifting jobs—provides a stimulant for repeat attendance. That is, something different every season, something different every day. We at Palisades feel that by overlooking the importance of these activities, the park operator can be only short-changing himself.

Elitch Gardens Opens 65th Season Earlier

DENVER — The Gurtlers opened their Elitch Gardens park a fortnight early this season with an annual dance, featuring Paul Neighbor's band, pulling nearly 3,000 college students from more than a dozen colleges and universities in the area to a pre-season opening last Friday (11).

Formal opening was made on Saturday (12) when the gates to the entire park swung open for the 65th consecutive year.

A heavy schedule of school pic-

nic is on tap for Elitch between now and the end of school in mid-June. Grade school, high school and college groups have made arrangements for picnics, and a heavy schedule of picnics thruout the summer has forced the Gurtlers to end the use of their baseball park and diamond by the American Legion in order to provide space for games by groups of picnickers.

Variable weather in past seasons has made the opening of the out-

(Continued on page 45)

Documenting Park Needs for SBA Assistance

FITCHBURG, Mass. — Efforts are being made to document the need of amusement park operations for assistance from the Small Business Administration, a federal agency which refuses loans to the industry in blanket fashion, rather than on the basis of individual cases.

Henry G. Bowen, president of the National Association of Amusement Parks, Pools and Beaches, said he has enlisted the aid of Paul H. Hudepohl, executive secretary, in the effort to compile evidence of the need and justification of park operations in the hope that such a presentation would result in the revision of previous decisions by the Small Business Administration.

Bowen, operator of Whalom Park here, said he would welcome a statement of cases by individual park owners. Letters to him should outline the need and reasons why assistance should be rendered by the Small Business Administration. Bowen, an attorney, will compile the information received and direct its use.

The new effort resulted from correspondence Bowen has had with Senator Saltonstall (R., Mass.). In answer to a query, Saltonstall wrote that the agency directors had reconsidered their policy but have decided that no changes were warranted at this time. He added, however, that evidence of "need and justification" would lead to further study by the directors.

Atom Plant Work Set at Indian Point

PEEKSKILL, N. Y. — The granting of federal permits for the construction of a atomic power plant opened the way for the Consolidated Edison Company to start its long planned project at Indian Point Park here next October.

The famed 300-acre Hudson River funspot was purchased by the utility company more than a year ago from E. D. Kelmans. The park operated last season under Kelman's direction and preparations for its opening this year are already under way.

The fall construction work will very likely end all amusement activity. Kelmans has viewed possible new locations since the end was first in sight but has not yet announced any plans for transferring operations.

Denver Bank Using Disneyland Contest

DENVER—A co-op promotion deal has been worked out between the Central Bank and Trust Company here and Trans-World Airlines and Disneyland. It calls for any one who opens a \$100 savings account at the bank to enter a contest telling why they want to visit Walt Disney's creation in California. One family a month from this area will be flown to the park for a weekend stay.

ROLLER RUMBLINGS

Roll-Arena Operation In Det. to Goodmans

DETROIT—An important new roller rink, the 12th Street Roll-Arena, has been opened here to cater to the West Side area. Located at 7744 12th Street in what was formerly a bowling alley, the rink has 9,000 square feet, 7,000 in the rink area proper. It is air-conditioned for summer time operation.

The rink was converted from the former bowling establishment about the first of the year and opened by Jacob Chicorel, with Albert Chicorel, a son, handling publicity. Business proved excel-

lent. The elder Chicorel suffered a heart attack, however, and the operation has now been leased to Isidor and Helen Goodman, both newcomers to the skating business. Policy is a five-night operation, remaining dark on Sundays and Tuesdays.

Mineola Completes Plans For Oldtimers' Jubilee . . .

MINEOLA, N. Y.—Plans have been completed for the May 17 Oldtimers' Jubilee at Earl Van Horn's Mineola Roller Rink, the annual event thru which the management attempts to restimulate the interest of former patrons in skating. The rink's Earl Van Horn Dance and Figure Club has donated a trophy to be presented to winners of a circle waltz contest, and Victor J. Brown, Newark, N. J., is sending his second challenge trophy for a chicken scratch contest. Again up for contention in the straight waltz competition is the Pat McMahon Memorial Trophy. Skating exhibitions by members of the Earl Van Horn club are part of the program, and it is possible that professional Jerry Nista will be on hand to give an exhibition in free style skating. Four 17-jewel Gruen wrist watches, two for men and two for women, are up for grabs in a voo-doo fours competition.

Rocky Mountain Meet Pulls Well . . .

GREELEY, Colo.—The Rocky Mountain (Tri-State) regional skating meet was held here last week (7-8) at Warnoco Rink, drawing more than 150 contestants. Altho New Mexico and Wyoming rinks were invited to participate, no competitors from either State were on hand, leaving the field open to skaters from eight Colorado rinks. Carl Johnson's Skateland, Denver, walked off with the lion's share of honors, with Mammoth Gardens, Denver, and Warnoco Rink sharing the remaining ribbons. Highlight of the event was Bill Kinney, Mammoth's senior men's champion racer, who copped first place in the one, two and five-mile speed events. His team mate, Pat O'Brian, won first in the senior ladies' speed race. All winners are pointing toward the regional meet at Rainbow Rink, Houston, June 17-18.

Mt. Vernon 56-Point Lead in AWO Racing . . .

ELIZABETH, N. J.—Mount Vernon (N. Y.) Arena, with a total of 186 points, held a commanding

Elitch Opening

• Continued from page 44

door Trocadero Ballroom somewhat of a precarious operation, but a very early spring combined with warm weather during the past few weeks to insure a minimum of rain-outs. The entire ballroom, as well as the garden courts, where tables, booths and benches are placed among shrubs, has been completely redecorated.

Promotions Slated

A special Mother's Day promotion brought a lot of good publicity to the park as well as drawing a good crowd of mothers who were admitted free if accompanied by a child.

Radio broadcasts from the ballroom will be aired six nights a week over Radio Station KIMN. Three of the six nights the show is to be fed into the Mutual web, and every night the 48-station intermountain network will get the 30-minute show. Magazine articles are slated as well as TV films and other special publicity gimmicks.

Several games have been put along the midway and several new concession stands added. Children's Storyland, where all of the Mother Goose rhymes are depicted with live animals and the settings described in the fairy tales, is in operation after a lot of work on the part of the staff. "Biggest problem we had was trying to find a black sheep," Arnold Gurtler Jr. said. He said that he must have looked at "half a million sheep" before he found a good all-black one.

A Turnpike and a Space Ship ride have been added to the Kiddieland rides section.

A. C. Scores

• Continued from page 44

race track and the Miss America Pageant. It also shows the fine highways and other transportation facilities into the resort.

A second film, also produced by the Convention Bureau and tentatively titled "Atlantic City Holiday" is also nearing completion. This film will be 20 minutes in length and is expected to be ready for release to television stations in late June. Prints eventually will be available for showing by clubs and other organized groups.

56-point lead over runner-up Paterson (N. J.) Arena as Northern Division teams of the America on Wheels chain's inter-rink racing league toed the mark in the Saturday (12) renewal of competition at Capitol Arena, Trenton, N. J. In third place ties with 114 points, were Twin City Arena, Elizabeth, and Hackensack (N. J.) Arena, followed by Bayonne (N. J.) Arena, 108; Florham Park (N. J.) Rink, 102; Capitol Arena, 78, and Levittown (L. I.) Rink, 6.

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BIG ILLINOIS ONE-NIGHTER

Bob Crosby Show, June Taylor Dancers Await Formal Signing

SPRINGFIELD, Ill. — A big-budgeted closing night show consisting of Bob Crosby and his TV talent show cast, the June Taylor dancers, and several top acts, is virtually set for the Illinois State Fair here.

Besides Crosby and his troupe and the June Taylor Dancers others on the costly, closing night bill are Prof. Backwards, comic; the Weir brothers, comics; Hubert Castle, wire-walker, and the Teddy Phillips orchestra.

MCA Package

Formal signing for the one-night show, traditionally the biggest of the fair's run, is expected next week. The show was packaged by the Music Corporation of America.

The fair has yet to firm up plans for the opening night show, which, like the wind-up night, will feature name talent. Several recording artists are under consideration but their singing hinges upon their availability, which cannot be assured at this point.

Other grandstand programs will hold to the past pattern with the Barnes-Carruthers No. 1 revue already set for its customary five nights, WLS Attractions for its usual one night, harness horse races for five afternoons, an American Legion-sponsored program both afternoon and night of one day, automobile races one afternoon, and motorcycle races one afternoon.

The fair this year offers a record sum in premiums, a total of \$403,000 because of the addition of the Land of Lincoln awards. These awards, worth \$148,000 in all, are being put up for Illinois entries only in various cattle, will go to Illinois breeders in various cattle, sheep, swine and horse classification and are offered on top of the customary \$255,000 put up for the open classes.

Last year there were some 1,817 entries in the open classes but the

addition of the Land of Lincoln awards, with entries restricted to Illinois, is expected to up the number by an additional 1,500. To house the huge increase more tents will be used and some pole-type barns may be erected, Strothers G. Jones, fair manager, said.

Major building project under way on the grounds is the erection of an annex to the old swine building. Considerable painting is being done and some of the buildings are being re-roofed.

Olsen & Johnson Set In Des Moines Revue

Will Head Barnes-Carruthers Show; 250G TV-Radio-Press Bldg. Goes Up

CHICAGO—Olsen and Johnson, the zany comics, will be an added feature of the Barnes-Carruthers revue at the 1956 Iowa State Fair, Des Moines.

Sam Levy, Barnes-Carruthers president, last week announced completion of negotiations. The comics will be presented in quickie sketches thru the various numbers in the revue, Levy said.

The contract calls for Olsen and Johnson to provide supporting talent, including Marty May, straight man, and June Johnson, daughter of Chick Johnson.

The appearance of Olsen and Johnson at Des Moines will be their first in front of a grandstand at a U.S. fair. They were, however, headlined several years ago in the mammoth night show at the

Canadian National Exhibition, Toronto, and they appeared indoors at one U. S. fair—the Indiana State Fair more than five years ago, when they headed the Coliseum show at the Hoosier fair.

The Barnes-Carruthers revue contract with the Iowa fair also includes the appearance of Homer and Jethro, recording artists.

The revue will be presented six of the 10 nights of the fair's run. Other grandstand attractions set are one matinee performance of the Tournament of Thrills, two afternoons of horse racing, and six programs of auto racing to be staged by National Speedways (Al Sweeney). The auto race program will consist of two nights of big car racing, a long-distance stock car race at night, two afternoon big car racing programs and one afternoon program of semi-stock car races.

Still to be signed is a rodeo, currently planned for four matinees, and one night show.

TV Bldg. Goes Up

DES MOINES — Construction of a \$250,000 TV-radio-press building at the Iowa State Fairgrounds is well under way, and indications are that the structure will be completed well in advance of the fair's opening.

The building, which Lloyd Cunningham, fair secretary, says will be the finest of its kind on any fairgrounds, is to have three TV-radio studios, one ham radio studio and a press room. The TV-radio studios are being built and equipped for the emanation of color TV shows. Each of these studios will provide seating for an audience of 303 people.

Stock Car Races Back At Blytheville, Ark.

BLYTHEVILLE, Ark. — Stock car auto races are to be revived at the Walker Park-fairgrounds here Sunday, May 20, following the rebuilding of the track. Warren Moxley, of Moxley's Enterprises, will stage races every Sunday afternoon under terms of a lease, Raleigh Sylvester, fair secretary, said.

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Columbus, O., Inks Rogers, Foley Shows

'Farm Animal Babyland' to Be New Feature; Plans Advance Ticket Sale

COLUMBUS, O.—Roy Rogers and his troupe will be featured in eight grandstand performances and Red Foley and his Ozark Jubilee will be presented in two at the '56 Ohio State Fair here, Sam Cashman, fair manager, disclosed this week.

Rogers and his supporting cast will have three matinees and five night shows. Several other acts, including Carl Bradford's dog act and an Ohio majorette group, will also be presented on the same programs.

Foley and the Ozark Jubilee will give two night performances. Five afternoons of horse racing and a closing day program of stock car races in the afternoon and a professional wrestling bill at night round out the grandstand program for the August 24-31 event.

A new fair feature will be a "Farm Animal Babyland," which will offer mother-and-youth of between 10 and 12 kinds of animals. This exhibit will be presented in a Disneyland-like atmosphere. An artist already is at work readying a colorful, distinctive physical set-up.

The youth building, built last year and used during the '55 fair solely for social activities, will be pressed into full usage, Cashman said. About 1,200 boys and girls are to be housed in the structure and about 2,000 persons will be fed at each meal in the building's well-equipped cafeteria.

A new street leading to the youth building is being built. This approach is to be given a gay, colorful touch thru the use of poles, flower boxes, flower bed., etc., on either side of the street. An artist now is preparing the decorative scheme to be used.

The fair is stepping up its promotional efforts, under Cashman's direction. Bargain priced tickets—50 cents as against the regular 75-cent price—are to be distributed in blocks to business and manufac-

turing companies and they in turn are to distribute them to employees, customers, etc. Payment is to be made by the companies on tickets which show up at the fair's gates.

An advance sale of grandstand tickets also is to be pushed. Planning for this has not firmed, but indications are that civic groups thruout the State will be given 10 to 15 per cent on all grandstand tickets they sell in advance of the fair's opening.

Merced, Calif., Inks Hot-Shots, Spade Cooley

MERCED, Calif.—The Hoosier Hot-Shots and Spade Cooley will headline the "Hollywood on Parade" grandstand show at the Merced County Fair here August 22-28, W. C. Woxberg, secretary-manager, said.

"Hollywood on Parade," a copyrighted production by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, will be appearing here for the fourth consecutive year.

The Hoosier Hot-Shots will appear the first two nights, Wednesday and Thursday (22-23), with Cooley set for Friday evening (24). Acts appearing with the Hot-Shots and Cooley will appear thruout the run and include the Silhouettes, Pinky Jackson and his chimps, Chico and Cheetah; Bobo the Balloon Clown; Charlie Pickard, vocalist and guitarist; Irene McAfee and her dogs, and Al Lyons, emcee and electric accordion.

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We have a few available weeks open during August. Three units playing the Middle West, including 3rd year Canadian "A" Circuit, plus Du Quoin, Indianapolis, York (Pa.) and many others. 24 or 16-girl revues. A unit for every need.

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GREATER WINNIPEG EXHIBITION
WINNIPEG, MAN., CANADA—JUNE 18-23
WANT TO BOOK GRANDSTAND ATTRACTIONS
Circus preferred, or Thrill Show, or Auto Races.

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PROVEN BOX OFFICE! JOAN BRANDON
WORLD'S GREATEST HYPNOTIST

"This is our eighth show starring Joan Brandon. We consider Joan Brandon as being responsible for the success of all the shows in which she has appeared." E. W. ROWE, PRODUCER, New Orleans, La.
Just concluded: HOME SPORTSMEN'S FESTIVAL, Monroe, Louisiana, May 8-13, 1956. Author of: "SUCCESSFUL HYPNOTISM" and "ART OF HYPNOTISM."

Publicity: J. BRANDON, 430 W. 24th St., New York, N. Y.

WOM Units Leave Dominican Republic

Train Sections Will Join at Richmond, Proceed to Plainfield, N. J., Opener

NEW YORK—The unsold portion of the World of Mirth Shows equipment in use at the Dominican World's Fair, Ciudad Trujillo, since last December was loaded on a Bull Lines steamship for the return voyage Friday (11). Operations were scheduled for completion that night with departure set for early Saturday (12).

The liner is expected to arrive at Newport News, Va., Monday night (14). Unloading is scheduled for Tuesday (15). The wagons will be moved directly from the docks to a section of the World

of Mirth show train. This section is at the show's winter quarters, Richmond, Va. It will then move directly to the first stand, Plainfield, N. J., where the show opens Friday (25), without unloading, according to announced plans.

Shipment is a week later than originally scheduled. In that period owner Frank Bergen journeyed to Ciudad Trujillo where he completed arrangements to sell a part of the equipment to the government. This action followed several reported prior negotiations involving the sale of all equipment for a reported \$250,000.

Units reported sold include the Merry-Go-Round, Rideco, Caterpillar, Little Dipper, one Ferris Wheel, Lopper, Rolloplane and miniature train. Also included in the transaction were all concession units, including the bingo.

Units to replace most, if not all, of the sold equipment will be booked on. The situation had been anticipated and Bergen had worked out plans to insure a complete set-up in time for the opening.

SLA Building Bonds Receive Spirited Sale

CHICAGO—Sales of bonds in the \$50,000 Showmen's League of America issue was brisk in the week ending Thursday (12), a week after the league had voted the issue to raise funds to modernize and furnish its new club building at the corner of Randolph and Franklin streets.

J. W. (Patty) Conklin started the week's sales off by sending word from Toronto that he would buy \$5,000 worth of bonds. An additional \$6,800 of bonds were subscribed at Thursday's (12) meeting.

Lou Dufour, Bill Carsky, Julius Ohren, Lou Sopenar and Ralph Woody each said they would buy \$1,000 worth. Harold Barrows, Chick Schloss and Max Brantman announced they each would buy \$22 in bonds, and Billy Senior and George B. Flint each subscribed for a \$100 bond.

The week's subscription of \$10,800, together with the amount subscribed at the previous week's meeting, lifted to \$20,900 the amount already set aside as sold.

President Maurice Ohren was in the chair at Thursday's (12) meeting. Also at the rostrum were Bill Carsky, third vice-president; Bernie Mendelsohn, treasurer; Homer Bryant, executive secretary, and Ned E. Torti, past president.

Members called upon to speak included Maxwell Harris, Pat DeCarlo, Toby Wells, Joe Dugas, Leo Senett, Harry Ross, Julius Ohren and Lou Dufour.

BYERS BROS. ATTAINS FAST PACE ON MOVES

COFFEYVILLE, Kan. — Byers Bros.' Shows, out since April 21, have played in three States since they opened. First stand was at Trumann, Ark., the show's home base, followed by Okmulgee, Okla., which required a 417-mile move but which the show made in ample time for a Monday opening. Show moved in here this week.

Twelve rides, 3 shows and about 25 concessions are in the line-up. Of the rides, top money has gone to the Tilt-a-Whirl, of which Fred McMasters is top man. The Big Eli Wheel, handled by Fred Robertson, has been getting second best money, with the Caterpillar, with Albert (Crow) Brown as foreman, close behind it.

Moves to Wipe Out Detroit Club Debt

DETROIT — A campaign to wipe out the indebtedness on the Michigan Showmen's Association building is being launched under the direction of President Bib Morrison in line with his pledge, made when he assumed office, "to burn the mortgage this year." Direct mail, coupled with a "Booster Sheet" for donations, keys the campaign.

20th Century Gets Good Weather, Biz

ELDORADO, Kan.—The 20th Century Shows were on the receiving end of good weather and matching business in the 'wo weeks leading up to their stand here this week.

Ada, Okla., played the week ending April 28, provided good business each day and a strong kids' Saturday matinee but closing night was marred by light rain.

Ponca City, Okla., April 30 thru May 5, under the auspices of the Veterans of Foreign Wars, yielded extremely good patronage and

Elements Curb Premiere for Continental

SCHENECTADY, N. Y.—The opener in Kingston was just fair for Continental Shows, due in large measure to cold, wind and rain. What little action resulted, was spirited, and the feeling was that the public appeared amusement hungry. Favorable weather would have produced a big one.

Two nights were hampered by rain, Saturday (28) night being lost completely, and Wednesday (25) being curtailed somewhat. The new Sky Fighter did good business for the opening date, and promises to be a big winner, owner Roland Champagne observed.

Show was set up by Sunday night here, but followed another show into town by a week. Duke and his wife rejoined with their French fries.

MOORE SEES:

Good Season Ahead For Cetlin & Wilson

NEW YORK—A good season for the Cetlin & Wilson Shows and for his own concession department with that organization is predicted by William B. Moore. Following the recent money-saving pattern set by other major shows, Cetlin & Wilson will open late, May 25, at Petersburg, Va., its winter quarters home.

The opening is timed to include Decoration Day and a pay day at nearby Fort Lee, major Army installation. With a break in the

Olson Shows Snare Choice Milwaukee Lakefront Stand

Will Be First Show on Since 1950; Make-Ready Stepped Up in Quarters

MILWAUKEE — The Olson Shows this week grabbed off a luscious plum—a still date on Milwaukee's lakefront—the first in that choice location for a carnival since 1950, when the now defunct Cavalcade of Amusements showed there.

The Olson Shows not only gained the necessary approval but a potent sponsor, to boot. The Democratic Committee of Milwaukee County will be the auspices, and that organization has given firm indications that it will sell between 25,000 and 30,000 outside gate tickets priced at 25 cents before the Olson Shows arrives in the city.

The engagement will run six days spread out over seven days to comply with a city ordinance limiting a carnival stand to three consecutive days. Actual show dates will probably be July 23 thru July 25 and July 27 thru July 29, which will give the show a Sunday closing day and sufficient time to jump into the Northern Wisconsin District Fair, Chippewa Falls, for a Tuesday opening there.

Nine acres on the lakefront have been allocated for the show. The site is at the foot of East Wisconsin Street, near the Northwestern Railroad depot.

Louie Berger, general agent for the Olson Shows, conducted negotiations leading up to the engagement. He had worked for more than a month to obtain permission to show from the Milwaukee Harbor Commission and the Milwaukee City Council.

Paint Train, Trucks

HOT SPRINGS, Ark. — Faced with a later opening than last year, the Olson Shows, the former Amusement Company of America, is having more work done in winter quarters here than in '56, when some of the make-ready for the fair season was done on the road during the early still dates.

The change in title, effected late last year, has required a complete new paint job for the show train and for the show trucks. Train is being painted aluminum, with lettering in blue, trimmed in white.

Among the winter quarters projects is the up-dating of the private car of Paul Olson, manager and one of the show's co-owners. The car is being air-conditioned thru the installation of four units.

Other winter quarters projects include a complete tear-down and rebuilding and repainting of 10 kiddie rides carried by the show. Five of these units are owned by Dorothy and Del Crouch, the other five are show-owned.

The show will open its season here June 1, after which it will jump to Decatur, Ill., and Joliet, Ill., in that order, for still dates.

Motor State Hits Hefty Business In OK Weather

ROCHESTER, Mich. — The Motor State Shows have been getting extremely good business when weather has permitted since the show opened April 24 in Madison Heights, a Detroit suburb. Show execs observed that per capita spending was up over last year.

Joe Frederick, sole owner and the manager, is assisted by Charles Krekeler in some of the office and show duties. Mrs. Marian Frederick is the show secretary.

Krekeler has a string of concessions. Other concessions back for their sixth season include Mr. and Mrs. Orville Woods. Bill Van Hopple operates the cookhouse, assisted by Slim Notaham.

The show again will operate with two units.

weather the combination is virtual assurance of a good season's start.

The show will route north for dates in Pennsylvania and Western New York, aiming for its first fair at Ionia, Mich. The timing and direction of the route will probably keep it well separated from other railroads.

New Concession Tops

Moore was here to purchase concession merchandise. He reported prices up slightly with the available merchandise being substantially the same as that available for the past several years. New canvas for all of the units is now at the show winter quarters. Moore returned to Petersburg and will remain there until the show opens.

While acknowledging that late openings could prove beneficial for large shows operating under heavy expenses, Moore said they had little effect on his operations. He indicated there wasn't much point in trying to out-guess the weather. With many years of operational experience behind him he knows that weather breaks, good or bad, can come in any month. Consequently, it is always possible to pick up a couple of good weeks in the early spring.

Winter quarters are busy now and the show will be in excellent shape by opening.

Harris Preps Mass. Cele

NEW YORK—Jeff Harris will again book all midway activity at the Bunker Hill Celebration, at Charlestown, Mass., June 11-18. Rides, shows and concessions will be used, following the revived expanded pattern of last year.

The date begins and ends on a Monday. One full week end is included with all night activity scheduled for Sunday, the night before the holiday. Under favorable circumstances the Sunday-Monday activity lasts for more than 30 consecutive hours.

Harris is due in here from the Dominican Republic, where he participated in the World's Fair, Thursday (17). He will be at his Revere, Mass., home on Friday (18).

Leo Lippa in Hospital

DETROIT—Leo Lippa, former carnival owner, is in a serious condition with a heart ailment at Brent Hospital here.

Lippa, who founded the Michigan Showmen's Association in 1925, served as its first president, and again in 1937, and has been chairman of the annual program the past five years.

In recent years, he has operated a printing business, specializing in show forms.

A Little Dipper, owned and operated by Al Hawes, and a Roll-o-Plane, owned by Joe Sharp, with W. R. Webster as foreman, are new additions to the ride line-up.

Other rides include Chair-o-Plane, with Nick Sanchez, foreman, and three kiddie rides, office-owned auto and airplane, with Don France as foreman, and live pony ride, owned and operated by Mr. and Mrs. Monk Hill. L. R. Huston has the Funhouse and Joe and Betty Richardson operate two shows, Jungle Land and Little Egypt.

Show's staff consists of Carl Byers, owner-manager; Joe Sharp, assistant manager-general agent; H. T. McAvoy, lot man-publicity

(Continued on page 50)

WANT FOR THE FAMOUS BUNKER HILL CELEBRATION CHARLESTOWN, MASS.

June 11-18. 8 Big Days and Nights

including a BIG All-Night Sunday and a Holiday

RIDES—SHOWS—CONCESSIONS

Novelties, Scales, Age, Eating Stands, Custard, Flaties, save your time and money. Event draws from 1,000,000 population in the heart of Boston. Time is short—space is limited.

Contact **JEFF HARRIS**

P. O. Box 88 or 103 Walnut Ave., Revere, Mass. Phone: REvere 8-3525

RIDE HELP WANTED

Good Wheel Man who does not drink. I have a good job for you with the best weekly salary in the business and sure every Wednesday. Concessions who want to work on the street, Farmers' Spring Festival, Hartford, Ky., May 24-25-26, contact Mr. Birkhead, com. chairman. Also you may book your Concessions with Mr. Jack Keiler, Secy., Centennial, Paducah, Ky., on the main street, July 29 to Aug. 4. I do not carry any kind of Concessions, have Rides only and they are of the best in the business.

FOR SALE—Heavy Rubber Ground Cable, all sizes; the price is right for new stock. Ride Help, contact

LOUIS T. RILEY

Phone: Day MU 3-4414. No collect calls. P. O. Box 397, Owensboro, Ky.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT MERRY-GO-ROUND FOREMAN. Top salary for capable, sober man. Stock Concessions of all kinds—Hi Striker, Long Range, Balloon Darts, Bear Pitch, Bird Pitch, Hoopla, Watchla and any Concessions working for merchandise. Bennie Benson, contact Bobby Sickels. Want Live Pony Ride, Sky Fighter and Train. Choice route of spring and summer dates in North Carolina, followed with bona fide fairs ending November 10 where COTTON is King.

Address **JOHNNY T. TINSLEY SHOWS**
Gastonia, N. C., this week; Kannapolis, N. C., next week.

SUNSET AMUSEMENT COMPANY

MUSCATINE, IOWA, MAY 21-26

First in and where the money is. Exclusive open on Photos and Long Range. Can use Ball Games and Hanky Panks. Want Arcade, Athletic and Side Show. Need Caterpillar Foreman who knows tunnel and can drive semi, Ride Men on Rocko, Dodgem, Cat and Octopus. All must drive semis. Griddle man for Cookhouse, Bucket Store Agent.

FORT DODGE, IOWA, THIS WEEK; MUSCATINE, NEXT

ENERGETIC SHOWMEN WHO WANT MONEY

100TH ANNIVERSARY MID-SOUTH FAIR, MEMPHIS, SEPT. 21-29 CAN PLACE RIDES, SHOWS, DIRECT SALES	THE TWO LATE BIG ONES A SEASON'S WORK IN THIRTY DAYS	STATE FAIR OF TEXAS, DALLAS OCT. 5 TO 21 CAN PLACE SHOWS
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CAN LOCATE ANYTHING BIG—NEW—SPECTACULAR

Will be at Cotton Carnival,
MAY 15 to 18.
McMurry, send photos;
Rivero, answer now, photos.

CLIF WILSON
190 N.W. 93d St., Miami 50, Florida
Phone: PLaza 9-6534

JOE SCIORTINO WANTS

GIRLS for GIRL SHOW and POSING SHOW

Transportation and wardrobe furnished. Top salaries paid. TICKET SELLERS and CANVASMEN wanted. Must drive semi and not drink. WHITEY KINCHEN, what happened? All answers:

JOE SCIORTINO, c/o Western Union or General Delivery, Indianapolis, Ind.
Will be here until May 30.

ROGERS BROS.' SHOWS

Want Foreman for Wheel, Octopus and Coaster. Top wages. Second Men on all Rides, Hanky Panks, Bumper, Novelties, Penny Pitch, Ball Games, Watch-La, Heart Pitch. We open in Princeton, Minn., June 1, Centennial. Also Shows that do not conflict.

LAST CALL LAST CALL • CONCESSIONS • SHOWS AND FREE ACTS •

This is the biggest promotion held in this area in years. Two matinees. Memorial Day and Saturday. Big VFW parade Memorial Day. Plenty of advertising. Veterans of Foreign Wars and Mattydale Men's Club, May 28 thru June 2. Contact

108 Bremen Ave. **GEORGE MUNDY** Mattydale 11, N. Y.

FIDLER SHOWS

Want Ride Foremen and Help on Merry-Go-Round, Tilt and Kid Rides. All Help must drive semis. Man to handle Bingo Top and Stock. Legitimate Concessions and Direct Sales for annual Homecomings and Celebrations on the Streets and City Parks in Illinois.

Address: **SAM FIDLER, MGR., AIRPORT BRANCH, MALDEN, MISSOURI.**

WHITEY SLATEN WANTS

OPERATORS FOR KIDDIE RIDES. FOREMAN FOR MERRY-GO-ROUND. SECOND MEN ON ALL MAJOR RIDES. Elvin Bishop and Cy Darlington, get in touch with me.

MOUND CITY SHOWS

PLAYING CHIPPEWA & HAMPTON STS., ST. LOUIS, MO., MAY 14-27.
Contact Whitey Slaten.

CLUB ACTIVITIES

Miami Showmen's Association

MIAMI—The ladies' kitchen is being enlarged by member Carl B. Wilson, so that it will have plenty of additional cupboard space.

There is a large amount of mail being held for members, but it cannot be forwarded until the office knows their whereabouts.

Jimmie Stabile has been authorized to collect dues and will give receipts to those who pay their 1956 and 1957 dues. Hymie Rosenblum, electrician, is adding several new fixtures around the building.

William B. Moore, chairman of the cemetery plaque fund, will be in touch with shows. One plaque will be at the club and the other at the cemetery. Shep Blumberg has visited several of the boys already and reports that money should be coming in soon.

Recent club visitors are Con Weiss, Bill Hornfeld, Pete Wilson, Mr. Dodson, Tom Kaslin, Phil Greene, Al Weinberg, Jack Rose, Art Touhey, Wild Bill Sullivan, Volney Kasher, Eddie Kroll, Willie Lish, Pud Hartman, Davey Fineman, Robert K. Parker, Jack Rose, J. D. Frisbee, Abe Isenberg, Harry Bauck Sr., Bill Tucker, Ralph Endy and Fred Holtzman.

Frenchy Schwacha has started to trim the hedges, aided by Ian Weiss, son of Marty Weiss, club secretary.

National Showmen's Association

Ladies' Auxiliary

NEW YORK—The last meeting of the season was held April 25, with President Ann Brown presiding. She greeted those members who had not been present for a while, including Freddie Coleman and Helen Rothstein. Also present was new member Grace Stemlake, who puts on the shows for the city of Jersey City, N. J., and for Western Electric.

Mildred Ford is now with Palisades (N. J.) Amusement Park. Gladys Shelly, wife of the park's owner, Irving Rosenthal, has had great success recently with her songs in England. Fredi Coleman has had three more songs accepted for publication, it is understood.

Erma Bernard received a certificate of appreciation for her work as regional chairman of the Middle West Side Drive for the March of Dimes campaign.

Refreshments were served after the meeting. The crochet bag award was won by number 4820, whose identity is not known. Vergie Everett won the dark horse award.

Claire Priddy is ill, as is Dolly McCormick. The mother of Henrietta Wertheimer has suffered a heart attack.

Showmen's League of America

Ladies' Auxiliary

CHICAGO—Season's final meeting was held Thursday night, May 3, in the Sherman Hotel, with President Carmelita Horan in the chair. Other officers present were Mrs. Frieda Rosen, first vice-president; Mrs. Dorothy Kennedy, second vice-president; Evelyn Hock, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was by Margaret Filograsso, chaplain.

Mae Taylor, past president, reported Alice Hill was ill.

Raffle prizes, donated by Carmelita Horan, Mae Taylor, Frieda Rosen and Margaret Filograsso, were won by Margaret Filograsso, Carmelita Horan and Lillian Glick.

Phoebe Carsky, past president, and daughter, Lynn, are expected to return to Chicago from Miami Beach June 10.

Pacific Coast Showmen's Association

Ladies' Auxiliary

LOS ANGELES—Attendance has been holding up strongly, due to late show openings. Members, however, have been leaving to join shows.

First to leave was Peggy Steinberg, who joined the Siebrand Shows in Phoenix. Nina Levine left for Provo, Utah, and the Monte Young Shows. Margaret Farmer, Lillian Schue, Betty G. Coe, Gloria Thratch and Virginia Grubbs have joined the West Coast Shows, No. 1 unit.

Evelyn Lance and Charlotte Warren have joined Crafts 20 Big Shows. President Marosa Herman headed for Memphis to join the Royal American Shows.

Members gathered recently to wish Grace Merkle a good season. She had been detained until doctors said that her husband, Harry, was in sufficiently good health to take to the road. The Merkles have joined the Earl Douglas Shows. Clara Anderson's husband, Art, has been ill and was ordered to rest for three or four weeks before they join the West Coast No. 1 Shows.

The club now has 25 past presidents, 21 of whom are still active, and this prompted the recent organization of a past presidents' club, with Marie Tait as president. Grace Merkle is secretary-treasurer. The past presidents meet every Friday of the month.

Mable Brown, the Auxiliary's first vice-president, who is presiding in the absence of Marosa Herman, at the last meeting said that plans are being made for a party to be held soon.

Still on the sick list are Gladys Mackey, Marie Morris, Estelle Wampler, Minnie Ford, Lucille Gilligan, Esther Carley, Emily Friedenheim, Bertha Harris, Frances Seber, Blossom Tipton and Claudete Estafan.

Charlotte Warren has offered a silver charm bracelet to the member who brings in the most new or re-instated members this year.

We have a new bride in our club; Edna Kanthe recently became Mrs. Red Dauer. Virginia Kline was present at several recent meetings Fern Redman and Florence Webber, of Mission Beach, attended several spring meetings. Opal Manley is back after playing a few spots with the Rudy and Vivianne Jacobi Shows.

Show Folks of America

SAN FRANCISCO—President E. S. Fitzgerald was in the chair at the May 7 meeting. Attending officers included Oscar Mattley, third vice-president; Charlotte Porter, treasurer; Lola Cox, financial secretary, and Bonnie Townsend, recording secretary.

Amendments to the bylaws were read and were unanimously approved. Copies of the amended bylaws will be distributed when 1956-1957 membership cards are mailed out.

A potluck dinner was served before the meeting. Joe Clemons, chairman, was given a rising vote of thanks for his outstanding work over the last four months.

CARNIVAL WANTED

For
Firemen's Celebration
Six Big Days in June.
Parades Nightly.

HYNDMAN VOLUNTEER FIRE CO.
Hyndman, Pa.

MOTOR DROME RIDERS

Men or Women, Straight or trick. Good salary. Share tips. Write, wire or phone.

JOHN BARRO OR DOC WILSON
PRELL'S BROADWAY SHOWS
Harrisonburg, Va., now; Levittown, Pa., next.



GIRL SHOW PETERSON

from Maine

Contact me at once

Roland Champagne
CONTINENTAL SHOWS

c/o Hotel, Hudson, N. Y.
this week

"TWO-BEAT-UP PLUMS"

Forest City, Ark., this week; Helena, Ark., next week. Strong auspices

Want Shows, Dark Ride, Lead Gallery, Photos, Custard, Short Range, also several Nickel Pitches, some exclusive. Second Men who drive, Foreman for Jenny. Many Shows, high sounding names, but only one lot of Hooley, that's

DYER'S LOTTA HOOEY

"Best on earth."

AGENTS WANTED Whiteside Concessions

GRIND STORE AGENTS from next week on (Haverstraw, N. Y., next week). One each for ALLEY, RAZZLE, SKILLO and HAM & BACON WHEEL. CHARLIE LEE, contact me for SPINDLE, P. C. AGENTS for Under & Over and Pea Pool. Johnny Cole, contact. All replies:

A. R. (Dutch) Whiteside
c/o Ross Manning Shows,
Poughkeepsie, N. Y., this week.

ART CONVERSE SIDE SHOW

WANTS

Fat Girl, Man to handle Fat Show, Freaks to feature, Tattoo Artist and Side Show Acts.

ART CONVERSE

c/o James E. Strates Shows
Plainfield, N. J., now; Philadelphia follows.

SOL ROSENFELD WANTS AGENTS

For Cigarette Block, Tip-Up Coke, Ball Games and all Hanky Panks. Have very good Spring route. Come on. Youngstown, Ohio, ARCO Club lot.
HAPPY ATTRACTIONS

AGENTS WANTED

For Bradley, Ill., May 14-19—and balance of season.

Agents for Balloon Darts, Hoop-La and Bear Pitch, Drunks, H.O. artist and chasers, save your time and mine. Bob Turbeville, Norman Tripp, contact.

WHITEY CALER

Merry Midway Shows OPENING SOON

Committees in Iowa—Two Weeks Open in July.
Want Popcorn, Jewelry, Basketball, Photos, Swo Ball, Hi-Striker, Cork Gallery, any legitimate Concessions. Ride Help for Wheel, Merry-Go-Round, Swing Kid Rides. Will lease or book extra rides—good proposition, low percentage. Ride Help, come to Cascade, Iowa, now. **ALBERT BARKER**, General Delivery, Cascade, Iowa.

WANTED

DARK RIDE HELP

Must drive semi. Top pay, treatment.

S. K. BRITT

8511 N. Blvd. Tampa, Fla.

MIDWAY CONFAB

Mr. and Mrs. Charles T. Goss, who wintered in Long Beach, Calif., now are in New Orleans, where Mr. Goss will operate the Velare Rotor ride at Poutchartrain Beach until July 29, when the ride is slated to leave the park to fill engagements at some of the major State fairs. . . . Jack W. Burke, manager of Hitler's Auto, is busy at the Trailmobile shop, Medford, Mass, reworking a semi to carry a snake show which will tour with the Gooding Amusement Company during the fair season. The Hitler car currently is showing in New England.

Rose Merrow and Ray Adams, of the 20th Century Shows, arrived in Memphis well in advance of the Cotton Carnival, during which they were to operate three concessions with Ernie Farrow's Wallace Bros. Shows. . . . Hedy Jo Starr has framed a girl show, "Heat Wave," to tour with the Gem City Shows. . . . Frank B. Koyama, former Coney Island (N. Y.) concessionaire, is touring with Col. Jeffries' Side Show on the Penn Premier Shows as inside lecturer.

D. D. (Tex) Blake, author of the novel, "Carney," and his son, Cleve, will tour again this season with Carl J. Lauther's 10-in-1 Show on the Happyland Shows. Other members of the Blake family to be on the road include, Billy, who will troupe with Whitey Sutton's Side Show on the John H. Marks Shows, and Terry, a concessionaire, who again will be with the Gem City Shows. Terry was co-captain of the Texas Tech football team last year and was an all-State back in his senior high school year at Amarillo, Tex.

Howard (Lucky Land) Laurendeau, torture and inside man, closed with Jimmy Farmer's Side Show on the Glades Amusements and will open with Carl J. Lauther's 10-in-1 on the Happyland Shows May 26 in Mt. Clemens, Mich. . . . R. Goldie Fitts, veteran of many shows, recently purchased a lot in Gibsonton, Fla., and has spotted his house trailer on it. Goldie, who again will be with the Lauther Side Show, plans to build a home on the lot next fall. Frank Lee Hayford, old-time talker, will again handle the front for Lauther.

Mrs. Elizabeth Chesher, of the Cetlin & Wilson Shows, was a party host to several members of the Blue Grass Shows when that show played Owensboro, Ky., recently. Among those present were her brothers, Ray Garrison and W. J. Garrison, and Fred Barr, Mabel King, Lottie Tapp, Mae Smith, Kathie Thompson, Pearl Easler, Mr. and Mrs. Dick Mardis, Robert Hucklerberry, and John Best.

Mrs. Fern Manchenko, formerly secretary of the old John Cronin Shows and daughter of Paul Greeley, secretary of the Michigan Showmen's Association, is convalescing in Detroit following a major operation for gallstones. . . . Sam Stone, chairman of the Michigan Showmen's Association building committee, is directing an extensive redecoration of the association's clubrooms.

Lloyd Serfass, owner, and members of the Penn Premier Shows visited the James H. Drew Shows Sunday, May 6, at St. Albans, W. Va., while the Penn Premier was en route to Portsmouth, O. . . . Billy Logsdon, Illusion Show operator, made the Humboldt (Tenn.)

Strawberry Festival recently and reported good results. He infoes that California Skipper will join soon to manage one of the Logsdon units.

Mrs. Nellie Hitzer reports that Mrs. J. H. (Jack) Lesander is seriously ill in Phoenix, Ariz., and that efforts are being made to locate her husband.

Mr. and Mrs. Joe Uknis have returned to New York from the Dominican Republic, where they had a successful period with their custard. They will join the John Marks Shows soon. Also returned is Louis (Dada) King, secretary of the midway operation.

Dave Rose is still confined at the La Fonda Motel, 6101 Chef Menteur Highway, New Orleans, following a stroke and would like to hear from friends.

Harry Newfield is in Veterans' Hospital, Coral Gables, Fla. . . . Whitey Herzon, it is reported from Miami, is out of the hospital, and Bill Tucker is also coming along well, using a cane to get about. . . . Davey Fineman has left Florida to join the King Bros. Circus as legal adjuster.

Visitors to the Vivona lot in Leipersville, Pa., were Irving Sherman; Jack Perry; Mr. Lusse, the Scooter manufacturer; Harry Flanagan, of Shamrock Shows; Morris Vivona, and E. K. Johnson, who booked his mechanical circus. Head committeeman Bill Henderson became father of a girl during the engagement. Martha Price recently lost her sister, Mrs. Louis Miller, in Louisiana, and flew to the funeral in Atlanta. Sheryl Lynn Crown became 11 years old recently and received many gifts at a party attended by John, Marie and Anthony Vivona, Helen and Al Schmid, Mr. and Mrs. Morris Fridenleim, Peggy Wilson, Brad and Shelly Thomas, Sylvania Thomas, Mr. and Mrs. Ralph Ryan, Bill and Frances Cism, Danny and Rosita Dell, Norma Jean Reno, Susie, Louie and Mimmie Ristick, Joe and Aggie Ross, Pete Hendrix, Ann Groff and daughter, Mitchell, Lillian Russell, Nova Dell, Marie and Bob, Sandra and Phil, Larry Dentinger, Claudia and Wayne Crown, Mr. and Mrs. Don Crown.

Whitey Beardsley is readying 10 concession units at his Troy, N. Y., winter quarters, preparatory to opening the season with the World of Mirth Shows at Plainfield, N. J., May 25. Whitey reports that he has 17 fair dates lined up, most of which will be played in conjunction with the World of Mirth.

A Hymes, concessionaire, journeyed to Brantford, Ont., over a recent weekend to complete details for his novelty operations at Canadian fairs with J. W. (Patty) Conklin. Hymes, who reported good business with his units at Shrine circuses in Pittsburgh, Altoona, Pa., and Hartford, Conn., will play another Shrine date at Alexandria, Va., June 21-23.

Frank (Shrimpy) Rappaport joined the King Reid Shows in Connecticut last week with his concessions. Before leaving New York, he sold his ball game to Abe Wolfert.

Walter B. Fox, retired general agent, who lost the sight of his left eye three months ago, is now suffering from a chronic infection in his right eye. Recent visitors at the Fox apartment in Mobile, Ala., included George B. Flint, Showmen's League chaplain; Jim Stutz, Hitler's Armored Car agent; Charles Crichton, Thomas D. Murphy Company representative; Charles H. King Jr., local theater owner, and S. F. Ratliff, Mobile billposter.

GLADSTONE EXPO SHOWS

MAYFIELD, KY., MAY 21-26
 OUR FAIRS START JUNE 11-16 AT SPRINGFIELD, KY. HARTFORD, KY., 4th OF JULY CELEBRATION—3 BIG DAYS, AND 15 FAIRS IN KENTUCKY, TENNESSEE AND MISSISSIPPI.

WANT CONCESSIONS—Hanky Panks of all kinds, Custard, American Palmistry, Novelties, Hi-Striker, Bingo, Ball Games, Balloon Darts, Jewelry, Coke Bottle, Fishpond, Pitch-Till-U-Win, Pin Store and/or Razzle with two or more Hanky Panks.

RIDE HELP—On Wheel, Merry-Go-Round, Tilt and Octopus. Must have license and drive. Wives in ticket boxes.

SHOWS—With own equipment—Big Snake, Monkey, Ten-in-One, Fun House, Fortune, etc. Chuck Alexander wants Agents for Six Cat, Buckets, P.C. Tables, Penny Pitch and Hanky Panks. Russell Phillips wants Cook and other Cookhouse Help.

CONTACT
F. O. POOLE **FULTON, KY., all this week** **JACK OLIVER**

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50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR LEVITTOWN, PA., MAY 21ST TO MAY 26TH AND BALANCE OF SEASON

CONCESSIONS	Ball Games, Novelties, Age and Scales, Photo, Hi-Striker, French Fries, Hanky Panks and any new kind of Concessions.
RIDES	Live Pony Ride, Scooter, Scrambler, Round-Up, Ridee-O, Dark Ride and Glass House.
SHOWS	Snake Show, Unbern, Grind Shows or any new Show with merit. Johnny Barro wants Men and Girl Drome Riders. Frank Allen wants Side Show People and Acts.
RIDE HELP	Men for all Rides. Payday every week and bonus for good Ride Men. Semi drivers preferred. Want to buy Monkeys for Monkey Show.

Larry Saunders wants high class Girls for Topex & Her Pinup Show; good salary for right Girls.

All answer PRELL'S BROADWAY SHOWS, Harrisonburg, Va.

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CARAVELLA AMUSEMENTS

WANT: Can place all legitimate Concessions. RIDES: Will book or lease Merry-Go-Round, attractive Kiddie Rides, Major Rides not conflicting. HELP: Reliable Help on all rides. First Man on Ferris Wheel. Semi Drivers preferred. BINGO: Eddie Schultz has good proposition for CALLER and COUNTER MEN. BOB HALLECK, contact me as soon as possible. All wire

F. H. CARAVELLA CARAVELLA AMUSEMENTS Grove City, Pa.

Want Want Want

B & J GREATER SHOWS

Ride Help, First and Second Man for Number Five Eli Wheel; First and Second Man for Parker Merry-Go-Round, one Man for Chairplane, Ride Help for two Kid Rides. Want Hanky Panks and P. C. Outfits and Bingo. Ride Help, come to Fairgrounds, Coshocton, Ohio.

c/o POLLOCK JOE LITTON, BOX 81, COSHOCTON, OHIO

GREATER DIXIELAND EXPOSITION

Opening Tulsa, Okla., in June; can place for the season. Have 17 proven Fairs in Iowa, Missouri and Louisiana.

Want first class Cookhouse, Long Range Lead Gallery, Coke, Darts, Watch-La, Bumper, Over 12, Pitch Games, Ball Games. Legitimate Stock Concessions, please contact. We do not carry flats, gypsies or drunks. "Strictly Sunday School." Can place first class Truck Mechanic now; must have own tools and stay strictly sober; no others need to apply. Want Foreman for Wheel, Second Men who drive on other Rides. If you drink, don't bother. All reply, wire or letter (no phone calls, please).

JIMMIE HENSON, Owner-Manager
 P. O. BOX 188 FOREST HILL, LA.

WANTED WANTED WANTED

Ride Help on all rides, First and Second Men, must drive semis. (Wilbur Girard, come on in.) Will book Shows—Mechanical, Glass or Fun House. Want Hanky Panks of all kinds —no Mitt Camps.

Bellwood, Ill., May 29-June 3; Kenosha, Wis., June 5-12; Forest Park, Ill. (Centennial), June 16-24.

BIG FOUR AMUSEMENTS
 138 N. 31st Ave., Melrose Park, Ill. (Phone: Filmore 3-3751 after 5:00 p.m.)

WANTED—COOKHOUSE HELP—WANTED

Combination Steam Table and Short Order Man. Dish Washers, Bus Boys and Waiters for Sit-down Grab. (Jarvis: Am looking for you!) Train leaves about May 20 for Plainfield, N. Jer.

GEORGE REINHARDT
 WORLD OF MIRTH SHOWS, RICHMOND, VA.
 P.S.: Doc Hartwick wants Ticket Sellers and Working Men.

IMPERIAL SHOWS

Want for Alton, Ill., Merchants Industrial Fair, May 21-24—This is a Red One

CONCESSIONS: Coke Bottles, Devil's Bowling Alley, other Hanky Panks. Need Agents. (Mr. Ruse, expecting you.) RIDE FOREMEN: Wanted on new Rides: Ferris Wheel, Coaster, Spinnaroo and Kiddie Rides. (Top salary with bonus. JOIN NOW AT FAIRBURY, ILL.)

BILL GULLETTE, Mgr.

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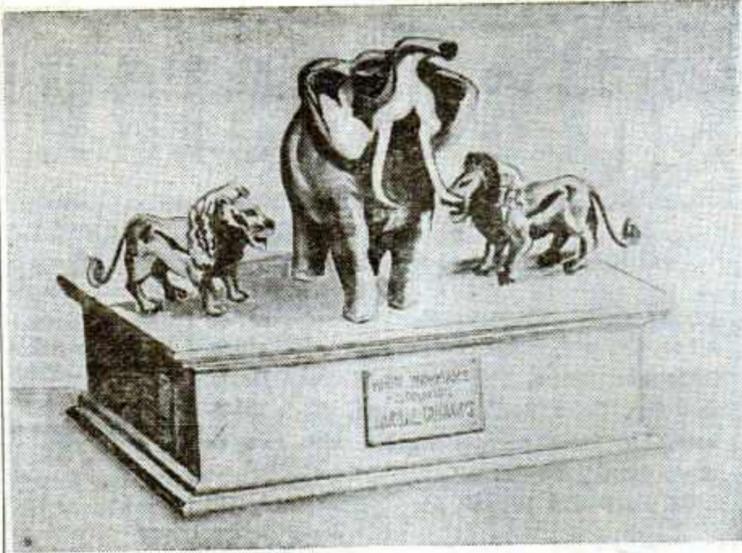
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BILL SANDERS



CULMINATION OF ANOTHER long-standing goal of the Miami Showmen's Association will be the erection of this impressive, life-sized cemetery memorial. The concrete animals have already been obtained, and work is proceeding on the base, which is made of imported rose granite measuring 30 feet by 15. The builders in Pittsburgh have the animals on hand. Altho it is expected to be finished this summer, the memorial will be dedicated during the week of next year's picnic, as will be the unveiling of memorial plaques.

Miami Memorial Plans in the Works

Life-Size Elephant, Lions to Grace Structure, Object of \$15,000 Drive

MIAMI — Construction of a mammoth cemetery memorial featuring life-size replicas of an elephant and two lions will be started soon by the Miami Showmen's Association. The structure, which will mark the club's large burial ground, will be financed by a special fund-raising campaign, already under way. The goal is \$15,000.

Nearly 200 male and female pledges have already been received, according to William B. Moore, chairman of the fund and plaque committee. The pledges for men are \$50 and for women \$25. Moore said that more than 140 men have been signed up. Ruth Schreiber, who heads the drive for women, reports about 50. Mel Dodson is chairman of the over-all committee.

The monument is certain to be impressive. The life-size animals, cast in concrete, are already delivered. They will be mounted on an imported rose granite base approximately 30 by 15 feet. Besides an inscription identifying it as marking Miami Showmen's Rest the memorial will contain the names of deceased members.

Dedication ceremonies will be held at the time of the club's annual winter picnic. This is assurance, Moore said, that the greatest number of club members and their friends will be able to attend.

Donors will be remembered and

credited perpetually since their names will be inscribed on plaques, with separate units for the men and women, which will be installed in the association's club rooms. In addition each donor will receive a gold wallet-type card acknowledging their contribution.

The committee has secured several major concessions from various contractors which will lower costs. Any money left over after financing the project will be used to expand the club's cemetery holdings, Moore said.

Byers Bros.' Pace

• Continued from page 47

agent; Olen Byers, diesel electrician-truck mechanic, and James L. Reed, mailman-Billboard agent. J. M. (Dad) Byers, father of Carl, Jim and Patricia Byers, continues in good health as business adviser at the age of 76.

Concessionaires include Dutch Wilson, 5; Mellie Wilson, 1; Luke and Clara Bolenbarker, 4; Mrs. Joe Sharp, 1; Mr. and Mrs. Al Hawes, 2; Jim Fordyce, 2; Lucille Robertson, 2; Mr. and Mrs. Jack Ford, Lee Moss Diggers, and Bill McDowell, long-range gallery. Lois Reed, who has the cookhouse and also the confection trailer, recently took delivery of a new Palace mobile home.

Edgely Wet, Leiperville OK for Vivona

EDGELEY, Pa.—Rain on Monday (7) gave an unasked-for holiday to Amusements of America people, and the show opened instead on Tuesday. Considerable time and effort went into getting the soggy lot into decent shape.

Two nice weeks were scored in Leiperville, despite several cold nights and some rain. Front end did well, as did several show units, including Tony Mason's three dancing shows, John and Dorothy Dempsey's two shows, and Irene Burton's wild life, which joined in that town. Also joining was John Morton with his Scooter and water boats.

Mason's "Stars of Tomorrow" revue was to open here, featuring a five-girl line, specialty acts, emcee, comic, baritone, Jack Rogers at the organ, and others.

Two bingo events for the Miami Showmen's Association, of which John Vivona is third vice-president, were held, and some \$200 was raised. Assisting were Danny Dell and Shep Blumberg, chairman of the ways and means committee. Joining in Edgely were Abe Wolfert and Lucky Gordon with their ball game, pistol gallery and pitch.

I. T. All Set With Mineola

NEW YORK—The contract for the Mineola Fair was signed this week by J. Alfred Valentine, president of the fair association, and Phil Isser, general manager of the I. T. Shows. Dates are September 8-16. The signing had been in the making for several weeks.

Fair manager Charles Bochart said a new layout will place the show in the middle of the relocated exhibit area. Roosevelt Raceway is building a new grandstand, and the tents and midway have been moved around the turn of the track where the carnival was in 1953. Elimination of the fencing, however, will permit foot traffic across the track infield, whereas patrons had to walk around the large oval in 1953.

Carnival Routes

• Continued from page 42

- Burkhart: Virden, Ill.
- Buckeye State: Zanesville, O.
- Byers Bros.: Parsons, Kan.; Fort Scott 21-26.
- Carpenter Bros.: St. Marys, O., 15-19.
- Central States: Scott City, Kan., 14-18; Goodland 17-19; Oberlin 21-23.
- Chanos, Jimmie: Union City, Ind.
- Cherokee Am. Co.: Broken Arrow, Okla., 18-19; Sapulpa 21-26.
- Coleman Bros.: New London, Conn.
- Continental: Hudson, N. Y.
- Crafts Expo.: Las Vegas 17-20.
- Cunningham Expo.: Greensboro, Pa.; Crabtree 28-June 2.
- Davis Am. Co.: Tygh Valley, Ore., 18-20.
- Dickson United: Stratford, Okla.
- Dobson's United: Medford, Wis., 17-20; Antigo 25-30.
- Down River Am. Co.: Riverview, Mich., 15-20; Romulus 22-27.
- Drew, James H.: Gallipolis, O.
- Dudley, D. S.: Seminole, Tex.
- Dumont: Lenoir City, Tenn., 14-21.
- Dyer's Greater: Forest City, Ark.; Helena 21-26.
- Eastern Am. Co.: Pittsfield, Me.; Hallowell 21-26.
- Eddie's Expo.: Ambridge, Pa.; Natrona Heights 21-26.
- Frame's Greater: Holley, N. Y.; Hornell 21-26.
- Franklin, Don: Bryan, Tex.; Grand Prairie 21-26.
- G. & B.: Kingwood, W. Va.
- Gem City: Champaign, Ill.
- Georgia Am. Co.: Cumming, Ga.
- Glades Am. Co.: Madison, Va.
- Gladstone Expo.: Fulton, Ky.; Mayfield 21-26.
- Gold Bond: Creve Coeur, Ill.; Oglesby 21-26.
- Gold Medal: War, W. Va.
- Gooding Am. Co., No. 1: Chillicothe, O.
- Gooding Am. Co., No. 2: Ironton, O.
- Gooding Am. Co., No. 3: Fairmont, W. Va.
- Gooding Am. Co., No. 4: Elyria, O.
- Gooding Am. Co., No. 5: Toronto, O.
- Gooding Am. Co., No. 6: Columbus, O.

- Gooding Am. Co., No. 8: Xenia, O.
- Griggs Bros.: Aberdeen, O.
- Grand American: Boons, Ia.; Newton 21-26.
- Hale's Shows of Tomorrow: Kansas City, Mo.
- Hannum, Morris: Greenwood, Scranton, Pa.; York 21-26.
- Happy Attrs.: Youngstown, O.; Zanesville 21-26.
- Hill's Greater: Trinidad, Colo.
- Hottle, Buff. No. 1: (Kingshighway & Natural Bridge) St. Louis 14-26.
- Hottle, Buff. No. 2: Hammond, La.
- Hugo's Novelty Expo.: Ottawa, Kan.; Merriam 21-26.
- Imperial: Fairbury, Ill., 17-19; Alton 21-24.
- Johnny's United: Opp, Ala.
- Key City: Bradley, Ill.; Valparaiso, Ind., 21-26.
- Klein Am. Co.: South Soo, Neb., 21-27.
- Lagasse Am. Co., No. 1: Lawrence, Mass.
- Lagasse Am. Co., No. 2: Mattapan, Mass.
- Lagasse Am. Co., No. 3: Fitchburg, Mass.
- McKenna Rides: Green Bay, Wis., 17-20.
- Majestic Greater: Jasper, Ind.; Tell City 21-26.
- Manning, Ross: Poughkeepsie, N. Y.; Haverstraw 21-26.
- Marks, John H.: Richmond, Va.; Newport News 21-26.
- Merriam's Midway: Tama, Ia.; Perry 21-26.
- Midway of Mirth: Barry, Ill.
- Mighty Hoosier State: (Newton Pike lot) Lexington, Ky., 14-23; (Southland Shopping Center) Lexington 24-June 2.
- Mighty Interstate: Erwin, Tenn.
- Monarch Expo.: Hannibal, Mo.; Gillespie, Ill., 21-26.
- Moore's Modern: Shawnee, Okla.
- Motor State: Clawson, Mich.
- Mound City: (Chippewa & Hampton Sts.) St. Louis 14-27.
- Mullins' Royal Pine: Bangor, Me.
- Nolan Am. Co.: Weirton, W. Va.; Morehead, Ky., 21-28.
- Northern Expo.: Worthing, S. D., 14-15; Canton 17-19; Winner 21-26.
- Norton's Rides: Glendo, Wyo.
- Page Bros.: Russellville, Ky.; Glasgow 21-26.
- Page's Combined: Altoona, Pa.
- Palmetto Expo.: Salisbury, N. C.; Winston-Salem 21-26.
- Pan American: Marlon, Ill.
- Penn Premier: Marietta, O.
- Playtime: Weymouth, Mass.; Walpole 21-26.
- Powelson Greater: Crestline, O.; Cardington 21-26.
- Prell's Broadway: Harrisonburg, Va.; Bristol, Pa., 21-26.
- Putka, A. H.: Garden Prairie, Ill., 18-20; New Milford 23-26.
- Rainier: Raymond, Wash.; Aberdeen 21-26.
- Raley Bros.: Bisbee, N. C.; Vass 21-26.
- Red Menace: Highpoint, N. C.
- Reid's Golden Star: Soddy, Tenn.
- Reid, King: East Hartford, N. Y.
- Reithoffer, Blue: Kingston, Pa.
- Reithoffer, Uley: Camp Hill, Pa.; Freeland 21-26.
- Rights Midway: Glendo, Wyo., 15-20.
- Rocky Mountain Empire: Leadville, Colo.
- Rock City: Cortland, Ill.
- Rohr's Modern Midway: Chebanse, Ill.
- Rose City Rides: Ironton, Mo., 21-26.
- Royal's Amusements, Jack: Augusta, Ga.
- Royal United: Pipestone, Minn., 18-20; Madison 21-23; Redwood Falls 24-27.
- Schafer's Just for Fun: Dallas.
- Shop-O-Rama: Huntsville, Ark., 14-16; Siloam Springs 17-19; Bentonville 21-23.
- Shorter's Greater: Waverly, Ia., 23-26; Greene 28-29.
- Siebrand: Bros.: Alamogordo, N. M.
- Smith, George Clyde: Cumberland, Md.; Scalp Level 21-26.
- Snapp Greater: Raytown, Mo.; Burlington, Ia., 21-26.
- Stanley, Wm. D.: Dilworth, Minn., 19-30.
- Star Am. Co.: Marshall, Ark., 16-21.
- Stephen, C. A.: Rogersville, Tenn.
- Strates, James E.: Plainfield, N. J.; Philadelphia 21-June 9.
- Sugar State: Kraemer, La.; (Fair) Houma 21-26.
- Sunset Am. Co.: Fort Dodge, Ia.; Muscatine 21-26.
- Sylvester, Ernie: Charlotte, N. C.
- Tatham Bros.: White Hall, Ill.; Virginia 21-26.
- Tennessee Valley Am.: Irvington, Ky.
- Thomas, Art, B., No. 1: Grand Island, Neb.; York 21-26.
- Thomas Joyland: Princeton, W. Va.
- Tidwell, T. J.: Coleman, Tex.
- Tinsley, Johnny T.: Gastonia, N. C.; Kannapolis 21-26.
- Tivoli: Fairfield, Ia.
- Tri-State: Madison, S. D., 21-22; Willow Lake 23-24; Watertown 25-27.
- Tropical Midway: Wallace, N. C.
- 20th Century: Topeka, Kan.; Kansas City 21-26.
- United Expo.: Havana, Ill.; East Peoria 21-26.
- United States: (Fair) Richland, Va.
- Victory Expo.: Fort Sumner, N. M.
- Virginia Greater: Crisfield, Md.
- Wade Greater: Pardee Park, Mich., 15-20; Livonia, 23-June 3.
- Wade, W. G.: Battle Creek, Mich., 18-26.
- Wallace Bros.: Memphis.
- West Coast: Chowchilla, Calif., 16-20.
- West Coast, No. 2: Angels Camp, Calif., 14-20; Vallejo 21-27.
- Wilcox, Dick: Waterville, N. H.
- Wilson Famous: Canton, Ill., 19-26.
- Wolfe Am. Co.: Lincolnton, N. C.
- World's Finest: London, Ont.
- Young, Monte: Salt Lake City, Utah.

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Morris Hannum Shows

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YORK, PA., DOWNTOWN, MAY 21-26. PARADES AND TELEVISION GIVE-AWAYS NIGHTLY; FOLLOWED BY SCHUYLKILL HAVEN, PA., LEGION GALA WEEK. FREE GATE, 4,000 ADVANCE TICKETS SOLD.

SHOWS—Girl Show with nice panel front, Mechanical, Snake, Motordrome. Attractive proposition, terrific route. Will pay cash for Monkey Drome complete.

RIDES—Will book any Ride not conflicting.

CONCESSIONS—Concessions of all kinds. No exclusives except Food and Bingo. Can place Two Wheels and Two Grind Stores.

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All replies to
MORRIS HANNUM, Casey Hotel, Scranton, Pa., this week;
then Colonial Hotel, York, Pa., May 21-26

WANT

MERRY-GO-ROUND FOREMAN, top salary. Funhouse Man who can handle front gate. Salary and percentage. Second Men on all Rides who can drive.

F. C. BOGLE SHOWS, INC.

Salina, Kansas, now; Great Bend, Kansas, next week.

RIDE HELP WANTED

Wheel Foreman and Second Men on all Rides; must drive semis. Bob Burley, Bill Hall, come on. Also want Hanky Panky. No flats or gypsies. Fred Wells, call me.

Rohr's Modern Midway

Chebanse, Ill., this week (mail address: Wildwood & Chestnut, Kankakee, Ill.)

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MOREHEAD, KY., CENTENNIAL, May 21-26,
around Courthouse

GRAFTON, W. VA., CENTENNIAL, May 28-June 2

WANT CONCESSIONS, SHOWS AND RIDE HELP

CONCESSIONS: Want one Grind Store with Hankies, Buckets, Pea Pool, Rat Game, Arcade, Short Range, High Striker, Photos, Age and Scales, Derby, Ball Games, Novelties, Jewelry Sales, Hoop-La, Bear Pitch, Diggers, Rotaries and Concessions of all kinds. SHOWS: Want Shows of all kinds, committee money only. RIDE HELP: Want 2-in-1 Ride Foremen. Top salary. Also Second Men on all Rides.

NOLAN AMUSEMENT COMPANY

Weirton, W. Va., May 14-19

WANT-BAKER UNITED SHOWS-WANT

CONCESSIONS: Frozen Custard, Coke Bottles, Jewelry, Bear Pitch, Penny Pitch or any clean legitimate Concessions that work for stock. SHOWS: Ten-in-One, Illusion, Fat Show and Snake Show. RIDE HELP: Foremen and Second Men for Tilt-a-Whirl, Merry-Go-Round, Roll-o-Plane and Octopus. Must drive semis and have licenses. ELECTRICIAN—William Smythe, Jimmy (Scotty) Short, Wendell Pierce, John Yowns, answer at once.

P.S.: Can use Concessions and good Ride Men on #2 Unit. Contact B. V. Nessler, Edinburg, Ind., this week.

All replies and wires to:

ERNE ALLEN, Mgr.

Martinsville, Ind., this week; Connersville, Ind., May 21-26.

CHAMBER OF COMMERCE CELEBRATION, WESTON, W. VA., WEEK OF MAY 21;
WEST VIRGINIA STRAWBERRY FESTIVAL, BUCHANAN, W. VA., WEEK OF MAY 28

Can place Concessions: Cookhouse, Popcorn, Sno, Floss and Apples, Long Range and all Hunky Panks and Stock Concessions. Ride Help: Can use one experienced Ride Man. Shows: Will place one more Grind or Bally Show that does not conflict with what we have. All address this week:

JAMES H. DREW SHOWS

c/o WESTERN UNION, GALLIPOLIS, OHIO

LAST CALL LAST CALL

SUNSET LAKE PARK, DEEP CREEK, VA., ON ROUTE 17. OPENING MAY 17
Rides, Shows and legitimate Concessions not conflicting. Can use capable Men on Ferris Wheel, Chairplane and Merry-Go-Round. No ups and downs.

BARNEY TASSELL

DEEP CREEK, OXFORD, VA.

BIG CITY SHOWS

LOUISVILLE, KY., ARMY CAMP, May 14-19

Want Ferris Wheel Foreman and Second Men on all Rides. Semi drivers preferred. Can place Hunky Panks of all kinds. Jimmy Ackley wants Help on Concessions, all Hunky Panks and Stock Concessions. Ride Help: Can use one experienced Ride Man. Shows: Will place one more Grind or Bally Show that does not conflict with what we have. All address this week:

JAMES H. DREW SHOWS

c/o WESTERN UNION, GALLIPOLIS, OHIO

RIDE HELP WANTED

First and Second Man for Merry-Go-Round, Ferris Wheel, Tilt and Rollo-plane. Top salary.

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CAPABLE AGENTS

Wanted for legitimate Concessions. Only one of a kind booked on show. You have the "X."

Kenneth Ayliffe

Lee Becht Amusements
Liberty & John Sts., Cincinnati, O., May 15-20; Norwood (Cincinnati), Ohio, May 22-26.

JIMMIE CYR

Wants Agents for two Pin Stores and one Count Store, also Man and Wife to manage new, big Bear Pitch. Tell City, Ind., next week; then Ft. Knox Soldiers' Pay Day. Wire

JIMMIE CYR

c/o Majestic Greater Shows
Jasper, Indiana, this week

AGENTS

Need Agents for Pin Store. Also need Man to up and down Concessions. (Pinky Teahan, call me collect.)

All replies to

CHARLES LAMKIN

Mighty Hoosier State Shows,
Lexington, Ky.

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BABIES — 3x15 each
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JOYLAND MIDWAY ATTRACTIONS

WANT FOR 8 MILE AND VAN DYKE, DETROIT, MICHIGAN.

Outright Sale Concessions of all kinds. Can use Long and Short Range Gallery, Mug, Popcorn Wagon open. Have 5 locations Northern Ohio, Southern Michigan. Will book Concessions of all kinds. Want Merry-Go-Round and Ferris Wheel Foremen, \$65.00 per week to start. Must join on wire. We do not advance. Also Electrician, guaranteed 25 out of office, 30 cut-ins, book or rent. Will buy or book Octopus with or without transportation. Transportation preferred.
ROSCOE T. WADE and MAE STAPLETON OWNERS

WADE EXPO. SHOWS NOTICE TO CONCESSIONAIRES!

Those who were to open with me at Harper Woods, Mich. (due to lot under water), please report to open on Friday, May 18, at

EMMETT STREET SHOW GROUNDS,
BATTLE CREEK, MICHIGAN

Glen Wade

Hart Hotel Battle Creek, Mich.

RAINES AMUSEMENTS

OPENING MAY 25 AT MENA, ARKANSAS

All Celebrations and Fairs to follow.
Want Second Men on Rides who drive: Agents for Target, Heart Pitch; Man and Wife to operate Trailer Cook House. Can use Lead Gallery, Bumper, Hi-Striker, Glass Pitch, Age and Scales. Shows of all kinds.

ROSA M. RAINES

PHONE 544 MENA, ARK.

EXPERIENCED

SECOND MAN ON DARK RIDE

Also all other sober Ride Men who have worked for me, get in touch.
HARRY LOTTRIDGE
Peck's Key City Shows
Bradley, Ill., this week; Valparaiso, Ind., next week.

WANT CARNIVAL

Carnival with five (5) Adult Rides, three (3) Kiddie Rides and twenty-five (25) or more Concessions. Three (3) days each locations available within 50 miles as follows: Leake County Dairy Show, Sept. 3-8; 25th Sebastopol Community Fair, Sept. 10-15; Newton State Dairy Show, Sept. 17-22. Contact at once:

L. R. ANTHONY

Sebastopol, Mississippi

HELP WANTED

Foremen and Second Men to join at once. Top salaries; pay every Tuesday. Opening in Canton, Ill., May 19.

Wilson Famous Shows

WANT GIRLS

Salary every night, plus bonus. Due to disappointment can use Candy Pitchmen for two Sidown Shows. Julia Adams, Louise Linnlaugh, contact

CLARENCE J. THAMES

20th Century Shows
Topeka, Kans., May 14-19

ELECTRICIAN

Want Man and Wife with living trailer. Man to handle electric and general repairs of small Show playing around Washington, D. C. One move each two weeks. Wife to run Popcorn Stand. Apply only if you are a sober man who will stay entire season. This is a rare opportunity for good money.
LACHMAN AMUSEMENT CO.
6321 Blair Road, N. W.
Washington 11, D. C.

RIDES WANTED

Ferris Wheel, Merry-Go-Round, Kiddie Rides and others. Percentage basis.
FOR BIG MID-SOUTH NAVY FESTIVAL, JUNE 15, 16, 17—MEMPHIS
Approximately 100,000 daily attendance.
Contact: L. R. Bartek, C.W.O.
Naval Air Technical Training Center, Memphis 15, Tenn.

FOR SALE

Frozen Custard on custom built Trailer, 12x12; Grab with Kitchen, 12 stools, all equipped; Chevrolet Truck with closed body built to haul both stands.

HARRY SCHWARTZ

222 Grand Ave. Rutherford, N. J.

THANK YOU EDWARD DIETZ

Owner Eddie's Expo, Shows for your Chevrolet trailer purchase.
"Save Money With Johnny"
JOHNNY CANOLE
3000 Third Ave. Altoona, Pa.
Phones 9347 or 3-0003

GOLD MEDAL shows

CAN PLACE CAN PLACE

For Vivian, W. Va., next week; followed by
Downtown Charleston, W. Va.

SHOWS: Have 50-ft. panel front for Girl Show or will book one with own equipment. Will pay cash for Glass House or Funhouse or will book same. Good opening for Wildlife, Penny Arcade or Monkey Show. RIDES: Ride Help wanted. A-1 Foreman for Kiddie Rides, top salary for one who can produce. Also want Tilt-a-Whirl Foreman. CONCESSIONS: Sell ex on Mug Outfit, String Game, French Fries, Hi-Striker. All other legitimate Concessions open. Fred Cantrell and Bob Baumann want Agents for Buckets, Six Cats, Cat Boys, Balloon Darts, Ring Ceke, Bear Pitch, Glass Pitch, Record Ball Game and General Concession Help.

JOHN J. DENTON, Mgr., War, W. Va.

THOMAS Land GOY SHOWS

CAN PLACE AT ONCE FOR GOOD SEASON

SHOWS: Any good Grind Shows not conflicting. CONCESSIONS: Will sell Exclusive on Photo Gallery. HELP: Good Ride Men for all Rides (must drive semis). Hunky Pank Agents for Balloon, One-Ball Milk Bottles, Age & Scales, Bear Pitches and Bird Pitches. George Bartley also wants several Hunky Pank Agents. Morris Lipsky wants Agents for Buckets, Swinger, Count Store and Peek Store. Charles Levy wants for Side Show: Second Openers, Fire Eater, Tattoo Artist and other Attractions. Benny & Boots Bennett want Cook House Help—Waiters, Griddle Men, Cooks and Dish Washers. CIRCUS BILLPOSTERS with car at once. Good salary.

Address L. I. THOMAS, Mgr.
PRINCETON, W. VA., THIS WEEK.

GOLD BOND SHOWS

WANT WANT WANT

HANKY PANK CONCESSIONS: Photos, Jewelry Sales and Spindle. Pitch-Tilt-You-Win, Novelties, Hats, Ball Games, Records, Roman Targets, Cigarette Shooting Gallery, Glass Pitch. OPERATORS FOR OFFICE-OWNED SHOWS: Snake, Geek, Glass House and Five-in-One. RIDE HELP THAT DRIVE, COME ON.

CREVE COEUR, ILL., May 11-19
OGLESBY, ILL., May 22-26
All reply by wire only.
NICKEY STARK, Mgr.

WANT-UNITED EXPOSITION SHOWS-WANT

SNAKE SHOW OPERATOR. SIDE SHOW PEOPLE. GIRLS FOR GIRL SHOW. SECOND MEN ON RIDES (must drive semis). Funhouse Operator Wanted—Good percentage pay plus salary. Slim Cunningham wants Skillo Agents; Brownie Cole, get in touch. Can place a few Hunky Pank Agents. All must stay sober. Slim Cunningham wants Skillo Agents.

Address C. A. VERNON, Mgr.

Havana, Ill., this week; East Peoria, Ill., May 21-26.

AGENTS—MAPLE WILLIAMS—AGENTS

NEED AGENTS AND HELP FOR FOLLOWING CONCESSIONS: Balloons, Pitch-Tilt-You-Win, Bat-a-Ball, Rullapin, Milk Bottles and Coke Tipover.

OPENING HOT SPRINGS, ARK., WITH OLSON SHOWS JUNE 1.

Route includes several State Fairs and other outstanding Fairs and Still Dates, closing Beaumont, Texas, in October. If you can stand to make money and measure up to the standard of that type show, YOU CAN'T MISS. All address:

MAPLE WILLIAMS, PORTLAND, TEXAS, until May 26; then Hot Springs, Ark.

AGENTS—JOE WILLIAMS—AGENTS

NEED ALIBI AND HANKY PANK AGENTS

FOR MONEY-MAKING ROUTE WITH MONTE YOUNG SHOWS, OPENING MAY 26. Playing 22 Fairs and Celebrations, closing with the Utah State Fair, Salt Lake City, Utah.

Contact JOE WILLIAMS

c/o MONTE YOUNG SHOWS, SALT LAKE CITY, UTAH

AMUSEMENTS OF AMERICA

Can place immediately Manager for Side Show, good proposition. We have complete outfit, 150-ft. front, new top and inside. Also want Talker and Side Show Acts. Address: **JOHN VIVONA**
SOMERVILLE, N. J., THIS WEEK.

WANTED

Foreman for Merry-Go-Round, 2-abreast, no cranes. Must be experienced. Do not want Second Men who think they are Foremen. If you want top money, good treatment, short moves, playing city lots six days, this is it. No drunks, chasers or agitators wanted. Must be semi driver and have license.

LEE BECHT AMUSEMENTS

Liberty & John Sts., Cincinnati, Ohio, May 15-20; Norwood (Cincinnati), Ohio, May 22-26.

BYERS BROS.' GREATER SHOWS

WANT IMMEDIATELY—A-1 FERRIS WHEEL FOREMEN

CONCESSIONS: Ice Cream or Frozen Custard, Roman Targets, Balloon Darts, High Striker and Basket Ball. SHOWS: Five-in-One or Ten-in-One, Big Snake, Motorhome or any Shows of merit. (Low percentage.) DUTCH WILSON can place Grind Store Agents. This is a 12-ride show. Address:

Parsons, Kans., this week; Fort Scott, Kans., May 21-26.

PAN AMERICAN SHOWS

Want Ride Superintendent: Wheel, Auto and Mix-Up Foremen; Ride Help who drive. Glen Joplin, Orville Miller and Art Miller, answer. Concessions—Hanky Panks of all kinds, Cork Gallery, Bingo, Scales, Jewelry, Custard, Long Range, Pitch-Tilt-U-Win. "Foots" Reese wants Agents and Concession Help of all kinds. Pea Pool Agents. Shows—Organized Minstrel Show, Red Marcus, answer. Need Operator for Monkey Speedway and Animal Show. Sammy Ryan, answer. Will book Big Snake Show, Penny Arcade, Unborn or any Mechanical Show.

All replies to MARION, ILL., THIS WEEK.

W.G. WADE SHOWS

OPENING, FRIDAY, MAY 18

EMMETT STREET SHOW GROUNDS, BATTLE CREEK, MICHIGAN
—CAN PLACE—

NOTICE — Due to disappointment, can use starting May 28, KIDDIE RIDES, complete set of four or more mechanical, also Popcorn and Candy Floss (must be excellent equipment, well flashed and properly operated). Can still use one or more non-conflicting major rides.

CONCESSIONS — Ball Games, Fish Pond and other Hunky Panks. Will sell exclusive on Photos, Hats, Novelties, Scale and Age and other outright sales.

HELP — Foremen for Merry-Go-Round, Wheel, Tilt and Second Men on all rides.
All replies to **D. WADE**
HART HOTEL or EMMETT STREET SHOW GROUNDS
BATTLE CREEK, MICHIGAN
Thru Saturday, May 26

WANTED ROCK-O-PLANE AND ROLLOPLANE FOREMEN

Top salaries and bonuses for those who qualify. Must be licensed semi drivers. Can also place Help in all departments. Can place a few Hunky Pank Concessions. Also Age and Scales, Derby Racers, African Dip, etc. Edith Sullivan can place Reader for American Palmistry. Can place one or two money-getting Shows, Grind or Bally, with own outfits. All wire:

M. G. STOKES, Secy.
BLUE GRASS SHOWS
Bloomington, Ind., all this week; then Terre Haute, Ind.

MAJESTIC GREATER SHOWS

WANT Tell City, Ind., May 21-26; then near Fort Knox, Ky., May 28-June 2.
WANT Shows: Girl Show and any Grind Show with own equipment. Rides: Kid Rides that do not conflict with Auto. Concessions: Hunky Panks of all kinds. Help: Foreman for Merry-Go-Round, Second Men on all rides, must have chauffeur's license. Have for sale contract for Clarksville, Tenn., May 28-June 9; cannot play on account of playing Fort Knox for second time. Will sell or trade old Merry-Go-Round for late model.
WANT SAM GOLDSTEIN, Jasper, Ind., this week

FLOYD O. KILE SHOWS

WANT TO JOIN AT ONCE
A-1 Ride Supt. with reference. Foremen for Ell, Caterpillar, Kid Rides, Spitfire; if you can handle rides, drive semi, stay sober, we will place you at top pay. Also good Second Men on all Rides. Have ride units now operating. Good opening for small, clean Cookhouse for 8-Ride Show, Stock Stores, Ball Games, Long and Short Range, Age and Scale. Show opens June 17, Northern Louisiana Celebrations and Fairs, thru Armistice Day. Route is Iowa, Missouri, Arkansas, Mississippi, Louisiana. All replies: FLOYD O. KILE, Clinton, Louisiana. Phone 478.

WANT DOBSON'S UNITED SHOWS WANT

For Full Season of Fairs & Celebrations, Starting Medford, Wisconsin, May 17-20; Then Antigo, Wis., 25-30

Hi-Striker, Cork Gallery, Short Range, Tip-Over Coke Bottle, Hoop-La, Watch-La. Ride Help on all Rides who can drive.
Bill & Marie Harmon, get in touch with Eddie Coy.

TED LEWIS SHOWS

WANT FOR OPENING, MAY 25
Concessions that work for stock. Ride Help who drive semis. Can place Coaster, Whip and Octopus. For Sale: The complete Show, Rides, Diesel, Wire, Tractors and Trailers and Office. Newly repaired and painted. Come see it in operation.
TED LEWIS
12-37 ROSEWOOD ST. PHONE 4-0745 FAIR LAWN, N. J.

RALEY BROS.' EXPO.

"CLEANEST SHOW ON EARTH"
Biscoe, N. C., this week; Vass, N. C., to follow; then Mt. Olive, N. C., Bean Festival. Place any Stock Concessions. Good opening for Bingo and Bear Pitch. Want White Girl Show at once with or without outfit; work every week here.
HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, General Agent

HEDY JO STARR

WANTS GIRLS FOR GIRL SHOW
TALKERS AND TICKET SELLERS. TINA, STORMY, FRENCHIE, COME ON. Champaign, Ill., this week. Join at once. Also want Talker for Geek Show.
Gem City Shows

TENNESSEE VALLEY AMUSEMENTS

Want Cookhouse, Bingo, Fish Pond and Stock Concessions of all kinds. Diggers (Wm. Sitki, call), Buckets, Six-Cats and Pan Game (Bob Coleman, call). Want Ride Foremen for Wheel, Comet, Roll-o-Plane and Tilt and Man for Kiddie Rides. Will book Shows of all kinds except Girl Show. Wire, phone or come on.
THEO. MEADOWS
Phone: Irvington 5603, Irvington, Ky.

COMING EVENTS

Alabama
Birmingham — Better Homes Exposition, May 15-20. Patrick J. O'Toole, Chamber of Commerce Bldg.
Arkansas
Newport—Newport Rodeo, June 14-16. Chip Morria.
California
Eureka—Eureka Rodeo, June 29-July 1. Ralph Barnes.
Hollister—San Benito Co. Saddle Horse Show, Rodeo & Fair, June 22-24. J. M. Leonard.
Lamont—Lamont Rodeo, June 29-July 1.
Livermore—Livermore Rodeo, June 9-10.
Long Pine—Long Pine Rodeo, May 28-27. Walter Jones.
Oceanside—Celebration, July 4.
Pomona—Pomona Rodeo, May 26-27. Steve Balkam.
Redding—Redding Rodeo, May 18-19. L. B. Hammon.
Riverside—Riverside Rodeo, May 19-20.
Sacramento—Horse Show, June 9-10. Irma Wiles, 3859 Woodcrest Road.
Sacramento—Sacramento Rodeo, May 19-20. Ted Klein.
Salinas—California Rodeo, July 19-22.
San Jose—San Jose Rodeo, May 26-27. Gene Sawyer.
San Mateo—Flowerama, May 18-20.
Colorado
Colorado Springs—Pikes Peak Auto Race, July 4.
Cortez—Cortez Rodeo, June 15-17. Tom Wark.
Connecticut
Bridgeport—Barnum Festival, June 26-July 7.
Meriden — 150th-Year Celebration, June 17-23.
Idaho
Plummer—Plummer Rodeo, June 30-July 1. J. R. Inescore.
Illinois
Alton—Spring Celebration, May 21-24.
Bradford—Legion Convention, June 1-3.
Chicago Soldier Field—Celebration, July 4.
De Kalb—Centennial, July 11-16.
Farmersville—Irish Day Picnic, July 18-21.
Forest Park—Centennial, June 16-24.
Mount Vernon—Celebration, July 4.
Springfield—National Home Show, May 23-27. E. V. Smith.
Maywood—Italian Festival of Chicagoland, July 25-Aug. 5. Joseph De Serto, 1615 N. 18th Ave., Melrose Park.
Indiana
Brazil—Rotary Club Celebration, July 4.
Connersville—Legion Celebration, July 4.
Huntington—VFW Street Fair, July 30-Aug. 4. Warren C. Heeter.
Indianapolis—Custom Auto & Boat Show, May 26-30. B. A. Disney, Max Adams.
Muncie—Muncie Fair & Horse Meet, June 11-15.
North Webster—Mermaid Festival, June 25-30.
Osceola—Centennial, June 18-28.
Iowa
Cherokee—Centennial, June 3-5.
Clinton—Clinton Birthday Party, July 18-21.
Easterfield—Legion Celebration, May 28-30.
Greenfield—Celebration, July 4.
West Bend—Centennial, May 31-June 1.
Kansas
Anthony—Anthony Race Meet, July 18-21. J. L. Robinson.
Cherokee—Centennial, June 3-5.
Kansas City—Kansas City Rodeo, June 19-24. W. C. Connor.
Peabody—Celebration, July 4.
West Bend—Centennial, May 31-June 1.
Strong City—Strong City Rodeo, June 8-10. Geo. J. Beaver.
Kentucky
Louisville—Homecoming, July 2-7. R. J. Dobyns.
Morehead—Centennial, May 21-26.
Paducah—Centennial, July 29-Aug. 4. Jack Keller, Columbia Amusement Co., Arcade Theater Bldg.
Stearns—Celebration, July 4.
Louisiana
New Orleans—La Boat Festival—Pan American Regatta, June 9-10. Leonard Rosman, 62 Egret St.
New Roads—Baton Rouge-Pointe Coupe Boat Festival, May 26-27. Cal J. Callouet, 605 Pierce St., Baton Rouge.
Shreveport—Horse Show, June 6-9. Mrs. E. D. Holcomb Jr.
Springhill—Springhill Rodeo, May 24-26. Fred Boozer.
Maryland
Baltimore—Celebration, June 11-16. Big 4 Veterans of Pimlico, Inc., 4637 Park Heights Ave.
Lowell—Lowell Commons Celebration, July 2-4.
New Bedford—Fire Fighters Free Charity Circus, July 16-21.
Massachusetts
Boston—Tulip Show, May 17-18.
Gloucester—St. Peter's Fiesta, June 28-July 1.
Springfield—Home Show, June 18-26. Sam Wasserman.
Michigan
Livonia—Lions Club Fun-O-Rama, May 23-June 3.
Menominee—Menominee Dairy Show, July 28. Gail E. Bowers.
Wayland—Jersey Cattle Show, July 30.
Minnesota
Edgerton—Dutch Festival, July 18-19. Clifford H. Peterson.
Gaylord—75th Anniversary and July 4 Celebration, July 2-4.
Mazepa—Wabash Co. Dairy Days, June 23-24.
New Prague—75th Anniversary Celebration, July 6-8.
Vesta—Vesta Days, June 20-21.
Missouri
Aurora—Legion Celebration, July 4. W. A. Oglesby.
Canton—Lewis Co. 4-H Show, July 20-21.
Hillsboro—Hillsboro Horse Show & Festival, July 27-29. Sam Martin.
Maitland—Blue Grass Festival, June 27-30. Dale A. Marlon.
Maryville—Northwest Mo. Horse Show, July 11-12. Mrs. Lester Swaney.
St. Joseph—Buchanan Co. Dairy Show, May 19. Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, May 26. Webb Embrey.
Montana
Butte—Butte Rodeo, June 28-30. Lewis A. Guay.

Nebraska
North Platte—North Platte Rodeo, June 22-24. H. B. Manners.
Potter—Potter Rodeo, June 23-24. John Alves.
Nevada
Elko—Elko Rodeo, June 29-July 1. Oren Probert.
Las Vegas—Elks Helldorado & Rodeo, May 16-20.
Reno—Reno Rodeo, July 1-4. R. A. Peterson.
New Jersey
Hammonton—Celebration, July 9-16.
Hammononton—Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St.
New Mexico
Cimarron Rodeo, July 4. W. M. Hope.
Española—Española Rodeo, May 19-20. Joe Becker.
Gallup—Gallup Rodeo, June 23-24. Peter J. Racki.
New York
Albion—Firemen's Convention, June 13-16.
East Pembroke — Firemen's Convention, June 15-17.
Forestville—Firemen's Convention, July 13-14.
Manchester—N. Central New York Firemen's Convention, June 27-30. Angie Pronti.
Mattydale—VFW and Men's Club Celebration, May 28-June 2. Geo. Mundy, 103 Breman Ave.
Mattydale—Firemen's Field Days, June 21-23. Geo. Mundy, 103 Breman Ave.
Mayville—American Legion Convention, July 4.
Middleport—Street Fair, Sept. 2-3.
Mount Morris—Livingston Co. Firemen's Convention, July 17-21. F. J. Lopes.
New York—International Home Building Expo., May 12-20.
New York—International Housewares Show, June 25-29.
New York—International Antiques Exhibition & Sale, May 26-June 3.
Ogdensburg—National Home Show, June 19-24. John Daly.
Ridgeway — Firemen's Convention, June 22-23.
Valatie—Centennial, July 2-7.
North Dakota
Butte—50th Anniversary Celebration, July 17-18. Otto Hulsebus, Commercial Club.
Dickinson—Dickinson Rodeo, June 30-July 1. Howard Schnell.
Ohio
Cadiz—Firemen's Mardi Gras, June 20-23.
Caldwell—Firemen's Fair, July 25-28.
Milfien—VFW Free Fair, May 30-June 2. Harold Hedges.
Montpelier—National Threshers' Assn. Reunion, June 28-30.
New Richmond—American Legion Carnival, June 1-3.
Oklahoma
Pawhuska—Osage Co. Cattlemen's Association Convention, June 22-23.
Pawhuska—Ben Johnson Memorial Steer Roping, June 24.
Pawhuska—International Round-Up Clubs Cavalcade, July 27-29.
Oregon
Albany—World's Championship Timber Carnival, July 2-4.
Beaverton—Beaverton Horse Show, July 20-21.
Bend—Tri Co. Fat Stock Show & Sale, June 1-2.
Burns—Harney Co. Pioneer Day, June 3.
Corvallis—Men's Garden Club Rose Show, June 9-10.
The Dalles—Ore Wheat Growers' League 4-H FFA Stock Show & Sale, June 5-7.
Dufur—Farmers' Union Picnic, June 2.
Enterprise—Junior Rodeo, June 30-July 1.
Grants Pass—Gladialiud Festival & Show, July 28-29.
Lebanon—Strawberry Festival, June 15-16.
Medford—Celebration, July 4.
Medford—Rogue Valley Roundup, June 10-12.
Milton—Freewater—Pea Festival, May 18-20.
Nehalem—Nehalem Bay Garden Club Flower Show, July 28-29.
Portland—Rose Festival, June 4-10.
Roseburg—Roseburg Rodeo, June 23-24.
Vondis Miller.
Salem—Salem Rose Show, June 18-19.
Sheridan—Phil Sheridan Days & Rodeo, June 22-24.
Sisters—Sisters Rodeo, June 16-17.
Spray—Spray Rodeo, May 26-27. Della Steinewart.
Taft—Fireworks Shows, July 4.
Tygh Valley—Fourth Annual All-Indian Rodeo, May 19-20.
Union—Eastern Ore. Livestock Show, June 7-9.
Union—Union Rodeo, June 7-9. L. F. Huffman.
Pennsylvania
Bedford—Jr. Chamber of Commerce Celebration, May 21-26.
Forest City—Firemen's Celebration, July 9-14. Rudy Harvatin, Browndale Hose Co.
Palmerton — Firemen's Convention, June 11-16.
York—Legion Gala Week, May 21-26.
Rhode Island
Natick—Old-Timers Jamboree, July 23-28.
South Dakota
Aberdeen—Diamond Jubilee, June 18-23.
Belle Fourche—Black Hills Round-Up, July 3-5.
Brookings—Shorthorn Breeders' State Show & Sale, May 24-25.
Clark—75th Anniversary Celebration, June 24-26.
Cresbard—50th Jubilee Anniversary, June 8-9.
Custer—Gold Discovery Days, July 22-24.
De Smet—Old Settlers' Day, June 11.
Faulkton—Celebration, July 4.
Fort Pierre—Fort Pierre Rodeo, July 4.
Garden City—Gala Days, June 9-10.
Gary—Derby Days, June 18-19.
Gregory—Gregory Celebration, July 2-4.
Groton—75th Anniversary Celebration, June 10-12.
Hill City—Heart of Hills Celebration, June 23-24.
Madison—Isaac Walton Celebration, June 18-19.
Martin—Sioux Stampede, July 3-4.
Midland—Celebration, July 4.
Miller—Miller Legion Rodeo, June 10-11.
Miller—75th Anniversary Celebration, June 11-13.

(Continued on page 57)

Peggy Wright

\$100 REWARD

For location of Peggy, former wife of Duke Wright. She was with Thomas Joyland Shows last season. For reward call collect.

George Turner
Phone Victor 3-9888
Oklahoma City, Okla.

GIRLS

Want Girls for Girl Show. Experience not necessary. Wardrobe, transportation and living quarters furnished. Pay every night. Showing South Dakota, North Dakota, Montana and Wyoming.

Girl Show Manager

Northern Expo. Shows, Worthing, S. Dak., 14-15; Canton, S. Dak., 17-19; Winner, S. Dak., 21-26.

GEORGE W. GORDON

Wants Agents for Buckets, Six Cats and Hunky Panks. Cat Boys and Cigarette Callers. No drunks. Wire or come on at once.

O. C. BUCK SHOWS
Menands, N. Y.

LARRY SAUNDERS WANTS

Girl Dancers or those willing to learn for Topaz & Her Pin-Up Girls Show. Money every night, salary plus percentage; also you share in candy sales. Costumes furnished for those who do not have any.

c/o PRELL'S BROADWAY SHOWS
Harrisonburg, Va., this week; then as per route.

ROLAND & MITZIE PORTER

Want Girls for two Girl Shows. Jean, Peggy, Kitty and others, answer. Canvasman who can drive semi. Candy Pitchmen who can make openings. Batch, where are you? All wire to ROLAND PORTER, c/o W. G. Wade Shows, Battle Creek, Mich.

WANTED

One Agent for Rattle Count Store; no other Point Store on the Show; no competition. Two Men in Store. MUST BE WILLING TO GRIND. WIRE

GEORGE LEWIS
Eddie's Exposition Shows
Ambridge, Penna.

ROCK CITY SHOWS

Opening May 15, Cortland, Ill., near De Kalb, Tenth Annual Firemen's Festival.
Want Ride Help and Hunky Panks of all kinds. Come on, no time to write
SHOW MANAGER

WANTED

Experienced Ride Help for Merry-Go-Round, Tilt-a-Whirl, Rockplane, Scrambler. Top salary.

Delgarian Amusement Co.
1759 N. Newland Chicago 35, Ill.
Phone: Merrimac 7-2103

COOKHOUSE HELP WANTED

Opening Battle Creek, Mich., May 18-26; then Kalamazoo, Mich.
John Durcott, please contact.
HAROLD VAN HOUSEN

WANTED

Caterpillar Foreman, must know tunnel and drive semi.
Sunset Amusement Co.
Ft. Dodge, Iowa, this week; Muscatine next.

BEAM'S ATTRACTIONS

Jr. Chamber of Commerce Celebration and Road-E-O. A Big Promoted Event, Fairgrounds, Bedford, Pa., May 21-26. CONCESSIONS—Book Glass Pitch, Long Range Gallery, Ball Games, Pitches, Hi-Striker and other legitimate game concessions. Ice Cream or Custard open. SHOWS—Want Monkey Show or similar type attraction. HELP—Foreman for Kiddie Rides and Second Men who can drive for other rides. Concessionaires on show want Agents. Capable Carnival Workers can always be placed. This event followed by big celebration—Mason-town, Pa. All communications to:

STEVE DECKER, Winchester, Virginia

CENTRAL STATES SHOWS

Want Hunky Panks, Arcade, Fun House and Grind Shows. Can place Ride Help who can handle good equipment. Want Agents for Blower, Hunky Panks and Pitches. Good Concession territory. Scott City, Kansas, May 14 thru 16; Goodland, Kansas, May 17 thru 19; Oberlin, Kansas, May 21 thru 23; McCook, Nebraska, May 24 thru 26; then into the best June route this Show has ever had, with 16 Fairs and Celebrations to follow.

W. W. MOSER

BILL GEREN'S SHOWS

RIDE MEN: Must drive. Sober Help only. Salaries, top. WANT HUNKY PANKS: Ball Games • Punks • Bottle • Huck • String • Balloon Darts • Short Range • Long Range • Cork Gallery • Coke Bottle or any Hunky Panks in line. No flats or gypsies. SHOWS: Fun House • Glass House • Drome • Mechanical • Jig • Snake or what have you. Must be complete. PC reasonable. All replies, May 14 thru May 23, Newtown Pike, Lexington, Ky.

WANTED TO BOOK

Rides not conflicting with Wheel or Merry-Go-Round for route of Celebrations or permanent Kiddieland in Columbus, Ohio. Interested in 2 Kid Rides to replace what I have in Park or any Thrill Ride. Shows, Rides, Concessions, contact:

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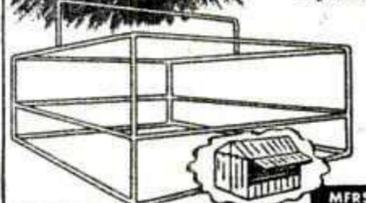
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Want Ride Help who have truck driver's license for Missouri or Iowa.

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Want for Holly, Mich., May 21-26, and Annual Celebration, Beecher Township, Flint, May 28-June 3, and continuous route of Celebrations and Fairs in Michigan, Ohio, Indiana and Southern Fairs. Hunky Panks, Photos, Novelty, Balloon Darts, Bumper, Glass Pitch, Basketball, etc. Sorry, no Flats or Mitt Camps. Can place 2 or 3 Kid Rides for season. Ride Foremen for #2 Wheel, Roller Coaster and Merry-Go-Round; Second Men on Octopus, Tilt, Kid Rides; must drive. If you drink don't bother. We have long season. All replies: **JOE FREDERICK**, 2263 Newton, Detroit, Mich., or c/o Show, 15 Mile corner Rochester Rd., Troy Township, to May 19; then as per route.

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AGVA Strike Folds Beatty; Show Train Goes to Quarters

Reorganization at Deming Expected; Concello at Scene; Acts Seek Wages

BURBANK, Calif.—Clyde Beatty Circus closed here Wednesday (9) when the AGVA called a strike, claiming its members on the show were due \$15,000 in back wages.

Irvin P. Mazei, Western regional AGVA director, had instructed agents James Kelly and Larry Rio to prohibit member performers from appearing unless paid.

The Wednesday afternoon show was called off at 4:45 p.m. and money was refunded to 150 persons. The night show also was lost. Beatty's show train was loaded and it remained on a Southern Pacific side track until some time Thursday.

It was reliably reported en route then to Deming, N. M., winter quarters of the circus, however, this was not fully confirmed.

Word was that the show would be reorganized at quarters and that it would reopen soon. There was reason to believe this would come about.

Beatty Keeps Control

Appearance of Art Concello on the lot Thursday night gave rise to reports that he was taking over the show. However, there was nothing to indicate this was the case. And contrary reports confirmed that Clyde Beatty remained in full control of the show.

Beatty, Manager Frank Orman and General Agent William Moore were not available for comments. Frank McClosky and other staffers also were unavailable.

AGVA Meets on Lot

The circus arrived from San Bernardino and was late in getting up, with menagerie being side walled. AGVA agents Kelly and Rio held conferences with the performers in the back yard and made frequent trips to the show's office wagon.

It was Orman who ordered the afternoon show called off. Circus management then held hope the night show would go as scheduled, since workers continued to scatter shavings on the lot, which had been drenched by rains during the day and the previous night.

When the evening show also was called off, workers started early to tear it down and to load the train.

AGVA moved into the picture when it was reported to them that the show was three weeks behind in pay to performers. This included two weeks and a week of

holdback. Musicians did not enter the negotiations and they were reported paid up. Some of the working men were reported paid up, but some claimed back wages. Reports that the show was behind in wages had circulated in the trade.

Union Reports Action

Business for the circus has been generally poor since it opened.

A meeting of AGVA members from the show was held in Hollywood on Thursday morning, and some effort to place acts elsewhere was made, it was reported by AGVA. The union also offered funds to its members, moved to place the circus and its officials on the so-called unfair list, and said it filed a claim against the show with the State labor commission.

Earlier in the week, equipment was stenciled with the name of the corporation which owns the show equipment. This, it was learned, had no connection with the closing or with the unlikely rumor of changes in management.

Recent Days Okay

Business for the show, while poor this season, was said to have been better at recent stands. Report were that Stockton (3) had a heavy turnout, that Bakersfield (6) had a three-quarter house, that Victorville followed with half and two-thirds houses. San Bernardino gave 50 per cent and 85 per cent houses.

Only recently the show's route was changed to eliminate San

(Continued on page 55)

Purse Lighter as R-B Eyes Boston

NEW YORK — Attendance at the Ringling effort in Madison Square Garden was at rock bottom during the closing week of its run, which missed a hefty part of Easter Week this year by opening Thursday, April 5, in the middle of the holiday period. The \$2,000,000 gross, finally attained last year, was admittedly far out of reach more than a week ago.

Top show sources were admitting the receipts were down around a quarter-million dollars. Picketing unions say their efforts deprived Ringling of three times that amount. The fact is that the true result lies well within these two figures, and that annual rumors about the show's instability are more rampant than ever this year.

More than a dozen performing personnel dropped out of the production here rather than cross the picket lines of the Teamsters and American Guild of Variety Artists. While only the names of Emmett Kelly and Otto Griebing had in the past been developed as crowd-pullers among the walk-outs, unrest has been evidenced in the advance and publicity departments as well as on the performing end. The billing department's future

is reportedly short. The office is expected to give the crew two week's notice at any time and let the Albert Woodley advertising agency take over all outdoor advertising out of New York. John J. Grady, secretary-treasurer of the Bill Posters, Billers and Distributors, has informed the show that elimination of that department

(Continued on page 55)

Hamid-Morton Boosts Montreal Advance Sale

MONTREAL — Hamid-Morton Circus came into its May 5-12 run here for the Shrine with a \$12,000 increase in advance sales, Col. Bob Morton reported last week. He said publicity had been strong and that door sales should equal last year's.

He was less optimistic about Quebec City, where the show plays May 13-17, because of reports of unemployment. However, Hamid-Morton's straight sale at Chicoutimi, Que., was looking strong since aluminum production is going strong.

Morton said his show closed \$2,800 ahead of 1955 at Altoona, Pa.

More acts have been added for the final stands. The Flying Malkos will play the Quebec spots and Charlotte, N. C. Ernie Wiswell and his Funny Ford joined. The Eriksons had come on earlier.

Sets Next Year

Montreal, he said, was signed for future dates and next year's stand was scheduled to start in late May instead of early in the month. Date is governed by timing of a French Canadian religious holiday.

Morton will fly from Quebec to

Leonard Date Clicks

UNION CITY, Ind. — Leonard Bros. Circus pleased the West Side Fire Department, auspices, here Friday (4) when it drew 650 in the afternoon and 900 at night. Schools were dismissed in time for the afternoon show.

\$20,000-PLUS COST FOR R-B COMPETITION

BOSTON — Sponsoring unions of the "AGVA Variety Circus" are going for \$20,000 - \$25,000 for their show in the Arena which competes with Ringling next week. Scale for the 10-piece band is some \$2,000, union publicist gets over \$250, advertising will approximate \$3,000. Unions also get a percentage of cotton candy, toys novelties.

Mills Business Termed Okay; Weather Off

GREENVILLE, O. — Jack Mills, co-owner of Mills Bros. Circus, said here Thursday (10) that business has been okay, altho the show had much mud and rain to contend with. He said the show had not been late for any matinees and that it had not missed any performances.

Looking ahead, Mills said the advance sales for Syracuse and Rochester, N. Y., looked particularly strong.

Additional reports were that the show had played to adequate crowds during the first several days of its season. At Lorain, O., the lot was small and middle pieces had to be left out. At Ashland, O., rain and mud held the houses to one-quarter each. Show won publicity when its elephants righted a truckload of steel which was involved in an accident near the lot.

35G BOOK

Wirth Dates Click at 2 Conn. Spots

NEW HAVEN, Conn.—Circus presentations produced by Frank Wirth at the Arena here and for the Sphinx Temple, Hartford, Conn., were highly successful and will be repeated in 1957.

Hartford receipts topped those of previous years. Adding to the income was a program which grossed a reported \$35,000.

Nate Podoloff, arena manager here, said the sponsor, the New Haven Register Fresh Air Fund, was delighted with the results of the first such show staged here in several years. Wirth, has already been instructed to start planning for next year.

The program here included the Alberto Zoppe Riding Troupe with the midget Cucciolo; Young China, oriental novelty; the Three Waltons, trampoline; Capt. Eddy Kuhn and his wild animals; the Midionettes, aerial ballet; Cole's Elephants; Craig's Chimpanzees; the Arrigonis, novelty aerial act; Thomases, clowns; Hawthorne's Bears; the Florida Trio, pantomime; Ernie Wiswell and His Funny Ford; the Flying Valentines, and clown productions by Jerry Bangs.

Von Playing Pennsylvania; Use Town Bally

PARKERSBURG, Pa. — Von Bros. Circus played here Tuesday (8) to good business. Manager Henry Vonderheid is using Miller's Parade Ponies (8) with an air calliope wagon for town bally. Agent Ralph Stover is directing liberal billing.

Vonderheid is equestrian director and works the elephant Judy. Princess Tanit Ikao, formerly with Hunt Bros., has the concert. Mrs. Jean Fuller plays air calliope for big show music. Zack Hale works dog, pony and monkey acts. There are two menage horses, four-horse Liberty act, trained goats and sheep. Bobo Zoppe is producing clown. Side Show houses cage and lead stock. Pit Show on midway has midget horse and cattle. Ground and aerial acts complete the show.

Recent visitors included Joe Beasten, Tex Rose, Walter Reo, Denniston Berkery, the Ed Baldwin and J. Rudolph Conway.

FIRST DAY: 24,000

Bigger Arena Boosts Davenport at Winnipeg

WINNIPEG, Man.—Orrin Davenport Circus, produced here for the Shrine, played to 24,000 persons in three performances on the first day of the run. This is the first time the show has been in the new arena.

Show opened Saturday (5) with a morning show that was a turn-away. Two regularly timed shows completed the big attendance total for the day. After the first day the show shuttered for Sunday and resumed on a Monday. Afternoon performances were scheduled for Wednesday and Saturday only.

This is the heaviest performance

Davenport has put in here and the run promises to be the best in the date's history. Frank Simmons is Shrine chairman. In the past the show used the older 4,500-seat building.

New location, with a 67-foot inside clearance, permits use of high acts for the first time. Appearing are the Ortons, the Brunos and the Kirmis.

Special buses were operated over the five miles between the Arena and downtown area. Opposition on opening day was the start of baseball season for the Northern League, with the ball park located across the street from the Arena.

List Staff Posts for Ringling's 1956 Tour

NEW YORK — Staff positions on the Ringling show this season point up the altered ticket set-up announced during the show's stay in winter quarters. Rudy Bundy, for two years the show's front door supervisor, will have jurisdiction over several departments and carry the title of sales director. His front door post will be filled by Sam Elterman.

Bundy will report to new controller G. C. Mitchell, former executive with construction firms (The Billboard, April 28). Bob De Lochte, cashier and ticket auditor, will not go out with Ringling this season.

Other key personnel in the set-up include the following: Inside supervisor, Eddie Mader; assistant inside supervisor, Ray Huttick; chief usher, James Robinson; secretary and ticket distribution, Edna Antes; also on ticket distribution is Bill Taggart, who had started the season as aid to Paul Eagles in the billing and contracting section.

Elimination of the usherettes used in 1955 has paved the way for an increase in ushers, from 20 to about 45. It was brought out that the double turnstile system introduced last year to cut down

(Continued on page 55)

R-B Staff Posts

• Continued from page 54

on sidewalling would be retained on the road, and supplemented by tickets which will be torn in three places. Return of inside exchange booths, of which there will be two this year, is expected to channel stray inside money into the office. Last year the customers seeking exchanges had to wend their way thru two turnstiles, and take up the matter with Bundy at the front door. Many found other solutions to the problem, or wound up sitting it out in the cheaper seats.

Kidder Post to Butler

Several other department supervisors have been named. Charlie Butler, who was with light department supervisor Edward Versteer, becomes train electrician replacing Don Kidder. Kidder at last report was planning to open a Saratoga luncheonette with Ted Sato, former show photographer. Superintendent of elephants is now Bennie White.

It was confirmed that Larry Wilcox was on his way north and would likely be in charge of buses with Don Kilbee. Others are Ben Wilson, lot superintendent; George Werner, big top canvas; Walter Rogers, mechanical department; Earl Arseneau, chief porter; lights, Edward Versteeg; ring stock, Doc Henderson; seats, no active head, pending physical improvement of Les Thomas.

Also, trucks, Dave Blanchfield; properties, Charles White; side show canvas, George Escalera; gorillas, Jose Tomas; wardrobe, Frederick White and Jean Carson; train, Phil McGrath; watchmen, Andrew Robinson; cookhouse, John Staley.

10 PHONEMEN 10

Good Deal, pay daily. If you can write \$200 a day or more you will have steady work year 'round. Strong sponsors.

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WANT TO LEASE

One medium size Elephant for indoor and outdoor work; must do some routine. State size and height, send photo if possible. Have props and transportation for above. State best price per week for 18 to 24 weeks.

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UNDER THE MARQUEE

Gabby Wendt, male half of the Aero-Stylites, is back working with his wife, Kitten, following an eight-month lay-off due to injuries received last August. Following an April 29 appearance on Super Circus with the double act, Kitten Wendt will do a solo on May 6 as Goddess of the Moon. The Wendt's oldest son, Danny, currently a military school student, is also recovered from a recent injury. . . . Mike C. Piccolo visited the Hamid-Morton Circus in Pittsburgh, Pa. . . . Carl Frazier, Fargo, N. D., veteran, recently cut it up with Ivan Stillman, general agent for Gil Gray Circus.

Sam Polack and Bill Kay, of the Polack circus staff, were recently visitors at Fargo, N. D., to formulate plans for their July showing there. . . . Fay and Bill Snyder, of Snyder's Trained Boxers, are working Detroit area clubs after three months in Florida. Diane Taylor recently joined the act. . . . Pearly Houser and Dr. Edward R. Johnson got together in Chicago before the former left to join Kelly-Miller Circus.

Hoxie, Kan., Sentinel carried an article in which it was pointed out that 4,000,000 babies are born annually "and none has seen an elephant." Estelle Pike, sword swallower, and publisher W. E. Rogers declare that's what keeps circuses going. Tex Carson Circus plays Hoxie this week.

Ringling has re-shoed its horses, a chore which had been put off until now. . . . Beatty show has cut Side Show prices to 25 cents in some places. . . . Emmett Kelley was to be in Springfield, Ill., recently for a telethon, following similar work in Denver.

Terry and Rick Feeley and Jack Pendergast caught the Hartford, Conn., Shrine show. . . . Inplant, food management publication, has a feature about John Staley's cookhouse on Ringling. . . . John Ringling North's endorsement is appearing in Rheingold Beer ads. . . . Publication of Raytheon Company tells that Florence Perez, Raytheon employee, watched her granddaughter, Dolly Perez, on the Ringling TV show.

Ed Hiler, ahead of Cristiani Bros., recently visited Rex Ingham, Ruffin, N. C.

Capt. Eddy Kuhn's wild animals, five lions, two pumas and two bears, made Hartford and New Haven for Frank Wirth, following with a May 12 appearance on "Big Top" and then the Wirth date at Springfield, Mass. Kuhn then will take his fighting cats to the Western unit of Tom Packs Circus for the season. Kuhn has newly decorated cage wagons with sunburst wheels in place of shifting boxes.

Joyce and Jeanne Kuhn, daughters of the Capt. Eddie Kuhns, are with Ringling-Barnum. Jeanne is in the aerial ballet. Joyce is in the Sabre Jet flying act and publicists

Beatty Folds

• Continued from page 54

Francisco and Oakland in favor of an earlier turn eastward. Duncan (Cisco Kid) Renald, featured with the show, was still planning to leave when the show completed California dates when the strike brought the earlier closing.

There has been friction on the slow recently, with various personalities and departments working at cross purposes it was understood.

Orman was injured Sunday (6) when a truck hit the cab he was riding in. He was treated for fractured ribs and a cut on the scalp, but returned to the show.

have designated her as "The Ringling Girl." Photo of her and a clown is to be used in a new newspaper ad layout. In addition, Pageant magazine and Cavalier magazine are planning picture stories about her.

Raymond Aguilar, band leader with the Gran Circo Americano, has completed his Central American route and now is in Miami on his way to Puerto Rico to be with Jerome O. Wilson's show for its run there. Also headed for Puerto Rico is the McNeece elephant act.

Joe Rossi, circus bandmaster, who closed with King Eastern, is back in Huntington, W. Va. . . . George Clarke, Logansport, Ind., trouper, writes that Terrell Jacobs and Dick Kelley caught King Western and Cristiani Bros. in Indiana, and that Jacobs may take over some surplus bears of the Cristiani show. Jacobs, back from Cuba, has his cats and elephant spotted near Peru.

Ringling-Barnum notes, reported by Freddie Freeman, are that the Circus Saints and Sinners gave Pat Valdo a great send-off, making him a life member. Clowns on hand at the event to honor Valdo included Charles Bell, Walter Guice, Myron Orton, Frankie Saluto, Jimmy Armstrong, Carl Stephan, Albert White, Gene Lewis, Bert Turner, Duane Thorpe, Lauro Moralis, Lou Nagy and Freeman. . . . Bob Dover is taking Pat Valdo's place on the show. . . . New clowns this year are Sonny Riley, Harry Burman from England, Josi Cueto from Spain, Aldemaro Catarzi and Lauro Moralis. Back after two years is Paul Jerome. . . . The

R-B Eyes Boston

• Continued from page 54

would be a violation of the contract with the union.

Paul Eagles Quits

General agent Paul Eagles tendered his resignation a week ago, pending such time as the show names his replacement. He said the reason is strictly a personal disagreement which has hampered the efficiency of his department.

On the heels of last week's replacement of press agent Glenn Allvine with newcomer Wally Beach, publicist Lorella Val-Mery has also resigned. This leaves a vacancy in the department headed by Zac Freedman. For the Philadelphia engagement, Tommy Laphram, steward in that city for the Association of Theatrical Agents and Managers, will represent Ringling. He handles the Playhouse in the Park during its summer season, and will not travel with the circus.

Business in Boston will be opposed by the "AGVA Variety Circus" in the Boston Arena, if the disputing unions go thru with plans announced during the week.

As to where the Big Show goes from here, the dates thru Philadelphia are set, but the future appears still in doubt. Routing direction still hinges on a key date after Philadelphia. It is understood the circus will follow its northerly trek thru New Jersey and New England with an extended period in upstate New York, bringing it into the midwest in August.

End-of-run matinees were in the 2,000,4,000 class as the show hit its final weekend, and night crowds were also seriously short of the early-run big dollar stretch. Last year's New York "getaway money" went far toward settling pre-season bills and girding Ringling for the tough trek of one-nighters. It hit some really bad days in the Western plains area, but there was never a missed payday.

Freemans celebrated their 34th wedding anniversary on April 16. . . . Sven Jorgensen, New York restaurant owner, gave a party for 50 kids, and 15 Ringling clowns were there to entertain them. . . . Visitors at the Garden have included Wendy Barry, Celeste Holm, Johnnie Andrews, Billy Rose, the Rev. Ed Sullivan, Pop Hausmann, the Everett Smiths, Alfred Lunt, the Seven Ashtons, Jerry Bangs, Laddie LaMont, Joe Minchen, Westy Westervelt, Frank and May Wirth, Oscar Lowande, Charley Franks, Win Partello, the Octavio Canestrelli, Nickie Galucci, the Albert Gillenos, Carlton Carpenter, LaTosca Canestrelli, Jimmie Picceianni, Joe and Estrina Gallasso and Dieter Tasso.

Press agent Frank Braden blew in 'o New York last week beating drums for the motion picture, "Trapeze," and wound up locking himself out of his trunk. Frank had hid the keys so he wouldn't lose them, and forgot the hiding place. Took two locksmiths to square the difficulty.

Ruth Haverilla, Ringling ballet girl, and Pat Murphy, assistant superintendent in the elephant department, were married May 6 at St. Luke's Lutheran Church, New York. Jack Masgai, of the elephant department, was best man, and the bride's sister, Joan Haverilla, was maid of honor. A reception was held in Madison Square Garden's center ring after the night show. Mr. and Mrs. George Haverilla came in from Detroit for their daughter's wedding. Murphy's brother, George Murphy, also attended.

Floyd and Mary Jane Henton, Omaha, visited Clyde Beatty Circus, the Thousand Oaks animal farm and Disneyland recently. The Rev. Clement J. Flannery, the Roger S. Browns, the David Hackets, John and Marie Graf, the Hentons, Glenn and Maxine Trump and Frank and Frances Sapienza, all fans, caught the Omaha Shrine show. They reported Emilie Greenwell, of the Craighton and Januita act, at St. Joseph's Hospital, Omaha, following her accident.

Robert Hodgson writes that Mrs. Helen Ann Hodges, mother of Corinne Dearo, Edward H. Hodgini and Caroline Hodgson, became a U. S. citizen on April 18. She makes her home with Robert and Caroline Hodgson at Galveston, Ind., and will be with Benson Bros.' Circus this season.

Len Humphries, Toronto, sails May 15 for Europe, where he will be watching for acts that can be used for his fair, drive-in theater and super-market dates and for Hamid-Morton. He'll be there six weeks.

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MERCHANDISE TOPICS

F. H. C. Distributing Company, 1824 Venus Drive, Sacramento, is introducing a new line of earrings. These are plastic earrings in various shapes and sizes, for natural and pierced ears, in which virgin and hammered gold have been transparently imbedded. Available in backgrounds of red, blue, green, black, purple and turquoise, these earrings are priced low enough to offer the trade a strong mark-up. The firm fills orders the same day received. Quantity users are invited to write for prices.

Polish salesmen are urged to write to the Tomac Company, P. D. 2, Canonsburg, Pa., for details about its powdered polish in an attractive can which has a \$2 price marked on it. The firm claims the polish produces dramatic results and can be used successfully on most surfaces, automobiles in particular. In use, a damp cloth is merely touched to the powder and then applied to the surface to be cleaned and polished. A smart buffing produces a brilliant luster. Send \$1 for samples. The \$1 will be credited to your account with your first order.

Adler Sales Company, 849 West Roosevelt Road, Chicago, has come up with a new item, an innovation in paper weights. It has a sea shell base, a religious message and a globe filled with liquid that simulates a snowstorm when shaken. The item comes in eight styles, assorted per dozen. Included are two Sacred Hearts of Jesus, two Little Flowers, two Saint Anthonies, two Our Ladies of Grace, one Infant of Prague, one Immaculate Conception, one Holy Family and one Our Lady of Lourdes. Each paper weight comes individually boxed at \$78 per gross or \$7.80 per dozen. Samples are \$1 each, postpaid. Adler officials report this is just one of many new additions to its broad line of merchandise.

Concessionaires, show owners, et., who are looking for something with which to dress up their attractions should write to Myrlo Company, 2168 West 25th Street, Cleveland. This firm is introducing a string of banners called the New 18" Pennette, consisting of 124 18-inch banners on 100 feet of cord in six colors at \$4. The firm offers a discount if you order three or more.

A kitchen aid called Scoop Funnel, made by the Chester R. Nicodemus Company, 447 Clinton Heights Avenue, Columbus, O., solves some of the housewife's measuring and pouring problems. Combining the functions of a scoop, funnel and measure, it features a flow control by which the contents of the funnel are released by pressure of the thumb against a lever. Made of clear styrene plastic, it is equally effective with dry materials or with liquids. Graduations make it ideal for measuring small amounts, too. It retails for 50 cents.

Coil workers who like fast delivery should contact Motor Magic Distributors, Box 3764, West End Station, Birmingham 11. The firm claims a better selling unit which will not carbon steak. A gross delivers for \$40 and the firm pays air express transportation, tax and c.o.d. charges. Your total cost is \$40 per gross at your airport. This offer is made to pitchmen only. Others must send \$3 each for sample.

A new thermometer for use in home refrigerators and freezers is manufactured by Park Magnets, Highland Park, Ill. Called Zero-Zone, it is equipped with auto-magnet clip that holds firmly to any metal surface, permitting the thermometer to be positioned at any convenient reading point. The firm guarantees it to operate accurately in all freezers and will send you a sample for \$1.

PIPES FOR PITCHMEN

By BILL BAKER

IRVING D. PRINTER . . . pencils the following from the land of the Blue Grass around Louisville: "Charles Moffet (Sage Brush Slim) was seen here gathering the long green at the Derby. He will resume his hillbilly act with the Lazar Enterprises. Elmer (Whitey) Regan, the contractor from Springfield, Ill., after several lucrative projects, was entertaining Red Snodgrass of flag fame. Joe Saseno, the sewing machine wizard, and Frank Lazar were house guests of Skinny Alberts of Jeffersonville, Ky. Included in the royal entertainment, was a big outdoor barbecue. Good Time Charley Fester of novelty fame has been purveying his wares to good takes in Kansas City. Chuck is enlarging his operation and plans on building a camp at Lake of the Ozarks. Would like to read pipes from Joe Marks, Ned Reader and all the other boys."

IN A SPEEDY SEQUEL . . . to his last dispatch, our friend Sailor Jim White infos the following from Philadelphia: "I am now dickering for another engagement in South America. I'm not sure just what republic it will be because they all seemed to like my type of act. I only wish I could speak the Spanish language. The last time I was in South America I gave a command performance at the private residence of Romulo Fernandez, the man next in line to President Perez of Venezuela.

After the act, the senior shook my hand and slipped me a 500 bolivar bill, which is the equivalent of 150 U. S. coconuts. At the present time, there are about 10 members of the pitch fraternity working the five and dime stores here in Philadelphia. I noticed them grabbing off a little geedus, pushing a variety of gadgets and services, including astrology, oil, inhalers, hair cream and corn remedy. Atlantic City should be opening up very shortly. This is always a good spot for the summer-Joe. Any high-powered hair worker can get himself as fat as a goose during the season."

WE UNDERSTAND . . . that Harry (Bones) McClure is holding down a stand in the Kresge Store in Dayton, O.

LEO (HAPPY) HELLER . . . tells us that his daughter, Sharon Lynne, has recovered fully from a recent bout with the measles.

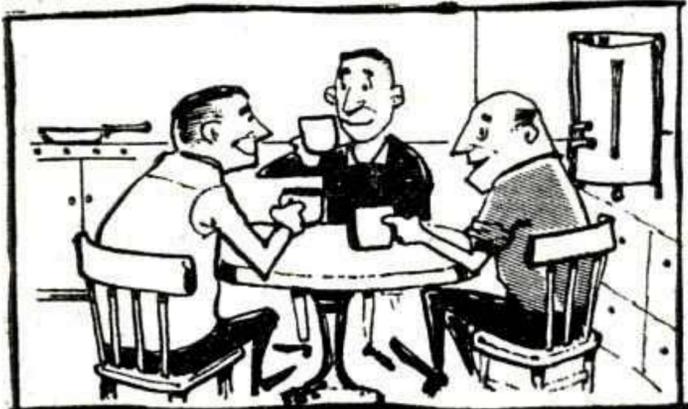
FROM LOS ANGELES . . . Rick O'Shea pens, "I have been working the Corn Pone Belt to pretty good takes. The weather has been only fair but the money is okay if you can pry it loose. Met a few of the boys in Birmingham, Atlanta and Chattanooga, and no one seemed distressed. They were all getting their share of the lettuce moving slicers, med, rubber, Easter chicks, dogs, Julienne Sponges, Ti Plants, Bibles and foot."

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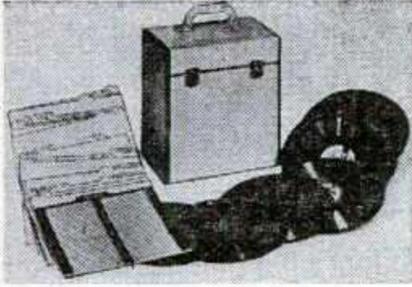
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COMING EVENTS

Continued from page 52

Mitchell - 75th Anniversary Celebration, June 7-9. Mohridge-Mohridge RCA Rodeo, July 3-5. Murdo - Golden Jubilee Celebration, June 30. Pierre-Days of '81, June 16-17. Fresho-Water Carnival, July 4. Redfield-Celebration, July 4. Sioux Falls-Centennial Celebration, June 15-23. Tabor-Czech Days, June 25-26. Webster-Webster Diamond Jubilee, June 10-12.

Tennessee

Dayton-Strawberry Festival, May 14-19. Gallatin-Davless Co. Jr. Lamb Show, June 6. George H. Schmitt. Lawrenceburg - Lawrence Co. Strawberry Festival, May 13-14. G. H. Lehnert. Memphis-Memphis Cotton Carnival, May 12-19.

Texas

Belton-Belton Rodeo, June 30-July 4. W. F. Hamner. Brady-July Jubilee, July 2-4. Jack Locklear. Burkburnett-Burkburnett Rodeo, June 27-29. F. A. Martin. Gladewater-Gladewater Rodeo, June 12-15. Ralph Prince. Coleman-Coleman Rodeo, July 11-14. Weldon Davis. Fort Worth-Home Builders' Show, May 13-20. Fredericksburg-July Horse Races, July 1-4. Wm. M. Petnecky. Henderson-Henderson Rodeo, May 30-June 2. R. R. Enathony. Lubbock-Lubbock Rodeo, June 20-23. Mason-Hill Country PPA Rodeo, May 24-26. Willis Birk. Midland-Midland Rodeo, May 29-June 2. Louis A. Bartha. Plainview-Plainview Rodeo, June 7-9. San Antonio-San Antonio Home Show, May 20-27. Irving Wayne, 103 D. Paradise Lane.

Utah

Delta-Millard Co. Jr. Livestock Show, May 24-25. Ephraim-San Pete Rambouillet & Livestock Show, May 25-26. Murray-Murray Rodeo, June 7-9. Richmond-Black & White Days, May 18-19. Salt Lake City-Intermountain Jr. Fat Stock Show, June 6-7. Salt Lake City-National Home Show, May 27-June 3. Brounlow R. Hall. Vernal-Basin Livestock Show, June 1-2.

Virginia

Etrick-Etrick Jamboree, May 21-26. R. E. Nugent. Galax-Celebration, July 2-7. Elbert L. Lundy. Petersburg-Legion Celebration, May 30. Richlands-Richlands Stock Show, May 13-18. Winchester-VPW Celebration, May 14-19.

Washington

Colville-Colville Rodeo, June 23-3. Frank Walston. Tonasket-Tonasket Rodeo, May 19-20. Dr. C. A. Eberlein.

West Virginia

Grafton-Centennial, May 28-June 2. Piedmont-Centennial, May 21-26. T. R. Combs. Tri-Town Fire Co. No. 1. Ripley-Celebration, July 4. J. J. Karr. Volunteer Fire Dept.

Wisconsin

Fond du Lac-Water Regatta, June 23-24. Green Bay-Sham Battle, May 17-20. Kenosha-Jaycee Lakefront Fair, July 16-22. Manitowoc-Eagles State Convention, June 7-10. Menasha-Polish Falcons Celebration, June 8-10. Oconto Falls-Jaycee Celebration, May 30-June 3.

Wyoming

Afton-Dairy Day, June 15. Afton-Field Day, June 22. Fairview-Pioneer Day, July 24. Lander-Pioneer Days, July 3-4. Laramie-Horse Show & Races, July 12-14. Pinedale-Intermountain Horse Races & Chariot Races, June 3. Worland-50th Anniversary Celebration, July 11-15.

CANADA

Alberta

Edmonton-Edmonton Rodeo, June 4-9. Foremost-Foremost Rodeo, June 23. Cardston-Cardston Rodeo, July 16-17. Bert Gibb.

Claresholm-Fort MacLeod-Claresholm-Fort MacLeod Rodeo, June 29-30. Hand Hills-Hand Hills Rodeo, June 13. Hanna-Hanna Rodeo, June 6. Hardisty-Hardisty Rodeo, June 8-9. Ponoka-Ponoka Rodeo, June 29-30. Raymond-Raymond Rodeo, June 29-30. Taber-Taber Rodeo, May 21-22. Wainwright - Wainwright Rodeo, June 22-23.

Saskatchewan

Saskatoon-Light Horse Show, May 16-19. S. N. MacEachern.



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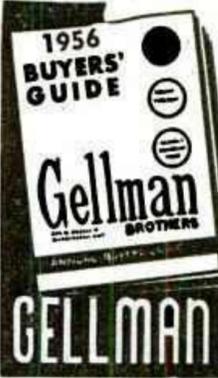
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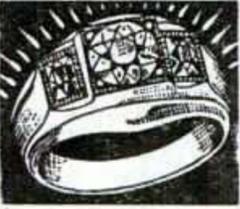
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GET WITH A SURE WINNER! Increase sales 1,000% on Merchandise Concessions with

JAR DEALS TICKETS

For all your Sponsored Events, Bazaars, Picnics, Celebrations. Guaranteed Profits. Faster Play. More Customer Appeal. More Sales Appeal. Cheat-Proof.

For complete profit-making information on Jar Deals and Tickets write today.

ACACIA PRINTING CO. Manufacturers of Bingo Supplies and Equipment-Roll Tickets-Push Cards-All kinds of Jar Deal Tickets. 6755 N. Clark St., Chicago, Ill.

ALL-WEATHER Plastic Pennants

Durable-Tough-Brilliant 48 assorted color - 18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO. Cincinnati 36, Ohio

PHOTO-IDENT EXPANSION RING



Stainless Steel Expansion Opens to Hold Photo Can Be Engraved

In small and medium sizes. Each size expands 2 sizes.

\$3.25 PER DOZ. MIN. 3 DOZ. Plus Postage \$36.00 PER GROSS

STERLING JEWELERS, INC. 1975 East Main Street, Columbus, Ohio

WE MANUFACTURE

New type snap-in Popit Beads. Pink, yellow, white, blue Pearlized Beads.

\$2.50 Doz. in Gross lots \$24.00 Gross Bulk-5 Gross lots

Rondels for Popit Beads, \$5.00 Gross. 50¢ Gross-1200 to bag each color. Earrings to match, \$2.00 Doz. Money-back guarantee.

Salesmen, write for territory.

BUTER PLASTICS CO. 433 West Lehigh Ave. Philadelphia, Pa.

Introductory Offer!

GREATEST DEAL ON THE LOT!

Assorted Novelties, Gifts, Toys, etc., etc. \$6.75 1,000 PIECES LOT

KLONDIKE 19 West 16 St. New York City

7 POUNDS OF RUBBER FREE!



This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names-any names up to 13 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Redbook-over 115,000,000 readers every year.

MITCHELL CUSTOM MADE RUBBER MATS

You pocket all the cash

You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative-but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for weddings, birthdays, showers and parties. It increased my sales by 20%."

Coupon brings simple, clear instructions that show you how to get started right away-PLUS the actual full-size sample.

MITCHELL RUBBER PRODUCTS, INC. Attn: Mr. Raymond Mitchell 2120 San Fernando Rd., Dept. 43 Los Angeles 65, California

Please send me the money-making facts about your Rubber Mat offer. Also send me FREE SAMPLE full-size demonstrator, order book and complete information. I am enclosing \$1 to cover postage and handling.

MONEY-BACK GUARANTEE IF NOT COMPLETELY SATISFIED.

Name Address City Zone State

PRICE RIOT

- RAINHATS, Magic Rain Bonnets in plastic pouch. Retail to \$1.00. Stock 700 gross. Terrific seller. Gross \$14.40. DOZEN \$1.50
SNAP-A-PART, Stringless Beads. Pop-it. Latest invention, like magic. Assorted pearl colors. Sells like hot cakes. Gross \$30.00. DOZEN \$2.75
BALL PENS, Papermate type. Dozen \$1.40. GROSS \$15.84
REFILLS, Brass cartridge, long size. (Silvertip, \$8.64 gross.) GROSS \$7.20
CIGARETTE LIGHTERS, Ronson type, fully automatic. Gross \$54.00. DOZEN \$4.80
RAZOR BLADES, First quality. Regular packing, 10,000 blades, \$35.00. 1,000 BLADES \$3.95
NEEDLE BOOKS, 70 Needles with threader. For a good day's pay. GROSS \$6.60
FLASHLIGHTS, Tri-color. Signalite flashlight, 3 colors. DOZEN \$6.00
CUFF LINK and TIE BAR SETS. While they last. Retail to \$2.00. DOZEN SETS \$4.80
ICE CREAM SCOOPS, 99 uses, unbeatable value. Gross \$72.00. DOZEN \$6.60
MEN'S HATS, Imported. Wonderful beach or resort hat. A fast buck seller. Gross \$39.00. DOZEN \$3.60
VIEWERS, New large size. For photos, etc. 1,000 pieces, \$70.00. GROSS \$14.40
SEND PAYMENT FOR NEW YORK.

MILLS SALES CO. Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

SENSATIONAL OFFER! 21x14" PLUSH FRENCH POODLE in Pilefilm \$21.00 dz. FREE BAGS for all numbers

28" Bear Cotton stuffed Hi-grade plush \$21.60 dz.
36" Clown Full size body \$12.00 dz.
24" Clown or Doll w/bags \$6.00 dz.

No extra charge for samples. 12 24" clowns & 30 Pieces \$33.00 1/2 dz. ea.

Send for FREE Catalog and closeout lists F.O.B., N. Y. C. 25% dep., balance C.O.D. If not rated.

ACE TOY MFG. COMPANY 536 Broadway, N. Y. C. WA 5-3234

GIVE TO DAMON RUNYON CANCER FUND

PITCHMENT DISTRIBUTORS! CONCESSIONAIRES!



You, too, can clean up... with new automatic self-wringing sponge rubber mop.

EVERY HOUSEWIFE wants the Kleen-Rite household size Janitors, Institutions buy jumbo size.

DAYLESS MFG. CO., INC. 3257 N. Western Ave. Chicago, Ill.

NEW NOVELTY SENSATION DRUMMER MONK A real attention getter! All rubber.

HI-BALL COASTER SET Give your drinks a lift and your party a laugh.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

You Can't Beat BRODY for Merchandise We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clothes—LAMP—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL A U C T I O N GOODS—Small Novelties for Give-Aways

M. K. BRODY 1115 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOncroe 6-9520 In Business in Chicago for 37 Years

IDENT BRACELETS! Aluminum, gold plated, 6 styles of Expansion Ident Bracelets, 8 styles of 24" Disc Necklaces, heavyweight Mexican Rings, all kinds of nickel-silver Signet Rings, Pins for engraving, Rings for grab bags from \$7 to \$12 a gross. Send \$2 or \$5 for samples.

CLASSIFIED SECTION A Market Place for Buyers and Sellers NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

DISPLAY-CLASSIFIED ADS attract more attention and produce quicker and greater results thru the use of larger type and white space.

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining, Black Light Novelties Send 10¢ for catalog. Balda Art Service, Oakkosh, Wis. my19

YOUR ADVERTISEMENT

Displayed in a Space This Size Will Cost Only \$10 an insertion

AGENTS & DISTRIBUTORS

A BEST SELLER—NEW 5 COLORS SILK screened novelty T Shirts. Exclusive. Cannot be bought elsewhere.

FAMOUS MFR. CLOSEOUTS

Summer Earrings, asst. \$1.50 dz. Stoned or tailored Earrings, 1.75 dz.

SAMUEL SILVERMAN & CO., INC.

FREE CATALOG! MAKE BIG MONEY! Sell popular, sensational kits model airplanes, boats, etc.

IMMEDIATE DELIVERY

Tailored Earrings & Pins, \$1.50 dz. Charm Bracelets, asst., 3.00 dz.

JOKERS FUN SHOPS—FULL CREDIT ALLOWED ON ITEMS RETURNED.

NEW GENERAL, RELIGIOUS, COMEDY CO. "11" Signs; cost 7¢, sell 50¢.

NOTICE: LADIES' NYLONS, \$3 DOZEN;

sheerest, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year.

OPEN A CONCESSION

Parks, Summer Resorts, Hotels, Bath Houses, Dept. Stores or any where with VIBRATING CHAIRS OR CUSHIONS

PAUL PERRY ENTERPRISES

70 Maywood Drive Maywood, N. J.

PARAKEET CARRYING CAGE, \$X5X6

long, wood and wire with water and feed cups. \$36 per 100; f.o.b. Miami.

PIN AND EARRING SET—GENUINE HAND

Painted asst. styles and colors. \$4.95 dz. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.

RHINESTONE SETS—BEAUTIFUL HAND-

pronged summer sets, boxed, \$9 doz. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.

SELL GIFT NOVELTIES—SILK SCARF, \$1;

Embroidered Purse, \$2. Lists, 25¢ stamps, samples, \$1-\$5. Motiwalla, Third Bhoiwada 388B, Bombay 2. my19

SUPPLY STORES WITH FAST SELLING

Novelties on self-service display racks. Small investment required. Steady income! Robbins Corp., 127-B W. 17 St., New York City. ch

VOLKSHAVER, THE FIRST SHAVER THAT

uses no electricity. Name, address of United States Importer, \$1. Max Saltzman, Dept. Volkshaver, 7635 Hinds Ave., North Hollywood, Calif. my26

WE SUPPLY NOVELTY AND CHARM

manufacturers. Dried Rabbit Feet; 50 cents pound f.o.b. Logan Product Company, 377 Stauring St., Columbus 15, Ohio.

WAGON JOBBERS, SALESMEN, DISTRIBUTORS,

we manufacture 8 assorted styles of genuine Leather Key Containers and Cases, carded. Sell to gasoline stations, samples, \$1-\$5. Motiwalla, Third Bhoiwada 388B, Bombay 2. my19

WANTED—DISTRIBUTORS, SALESMEN,

Manufacturers, Jet-Fast Products, liquid or powder cleans white side wall tires in seconds without scrubbing.

WANTED TOP SALESMEN

\$25,000 year caliber men who have sold through business opportunity leads.

YOUR OWN BUSINESS—SUITS, \$1.50;

Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

\$20 PROFIT ON EVERY SALE, 47 PIECE

Melmae Dinnerware Set retail \$50, sample \$30 postpaid. Max Saltzman, Dept. Melmae, 7635 Hinds Ave., North Hollywood, California. ju16

\$25 DAY EASY-SELLING RELONG NAIH

beautifier (not a polish or plastic), sells like wild! To 150% profit, renews galore Write Wechs Manufacturing Co., Sairo 7, Oklahoma. ch-tfn

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A-1 SNAKES, LIZARDS, TURTLES

Special pet Python, 10 feet, fat and a good feeder, \$150.

ROSS ALLEN'S

1112 North Miami Avenue, Miami, Florida

ANOTHER BARGAIN, YOUNG PRAIRIE

Dogs, two for \$9.50; young Great Horn Owls, \$9.50. Telephone 5411. McClung Snake Farm, Laplace, La. my19

BABY INDIAN FEMALE ELEPHANTS,

\$2,200 to \$3,000 each; Hippopotamus, young, \$3,000 each; Rhinoceros, young, \$4,500 each. Write for Trefflich's cut rate prices for finest class grade A stock. Write for complete animal list. Trefflich's, 228 Fulton Street, New York.

BABY HIMALAYAN BEAR CUBS, THREE

months old, very tame, lovable, \$200 ea.; 1 pair Malayan Bears, full grown, \$250 pair f.o.b. St. Louis; 1 female Indian Spotted Leopard, two years old, \$500; reticulated Python, 15 to 23 feet, prices on request; African Ball Pythons, 3 feet, \$35 ea. Trefflich's, 228 Fulton St., New York.

CALIFORNIA SEALS, SEA LIONS, CHIM-

panzees. Main suppliers zoos and circuses entire world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

CAMELS—DROMEDARY

20 arriving by air early June from Australia, seven to eight feet tall, one to two years old. Special, \$2,500 pair. One male camel, two years old, broken to pull cart, gentle, \$2,000 f.o.b. N. Y.

TREFFLICH'S

228 Fulton Street, New York

CHIMPANZEES—BABY CHIMPS, \$550

each up; cage Chimpanzees, \$500 each; mother and baby Chimpanzee, special, \$1,000; Orangutans, \$1,500 ea. Trefflich's, 228 Fulton St., New York.

EXCEPTIONAL HIGH SCHOOL MULE ACT.

Beautiful small young animal, six years old and sound, complete with harness, etc., \$600. Manager, Roselyn Stables, 1527 East 32d Street, Savannah, Ga.

FAT BABY RHESUS, SPIDERS, \$30;

Cinnamon, Black Ringtails, \$35; Squirrels, \$22; Woollys, \$75. Bronson Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. ju2

FOR SALE—ADULT MALE CHACMA BA-

boon, \$15; adult Guinea Baboons, males, females, \$125 each; white Arctic Wolves, \$225 pair; baby Black Bear Cubs, \$225 pair; Indian Water Buffalo, yearlings, \$600 pair; hand tame baby Monkeys, Military, \$65; Mona, \$45; Green, \$40; Drill Baboon, \$65; male Polarbear, two years, \$800. Meems Bros.-Ward, Sparkill, N. Y.

GIANT ALDABRA TORTOISES, 200 LBS.

arriving New York early June. Come to steamer, have your choice, \$350 each. Send deposit 50% as soon as possible. North Atlantic Fertilizer & Chemical Co., 39 Broadway, New York.

GRANTS ZEBRAS SPECIAL

Five pair, one and a half years old, easily broken, special, \$1,000 each, f.o.b. N. Y. TREFFLICH'S 228 Fulton Street, N. Y.

LARGE FRESH CAUGHT RATTLETS, FIVE

to sixteen lbs. each, 75 cents lb.; Horned Owls, \$10. Lost Jungles, Rt. 3, Box 111A, Mission, Texas. my26

LEARN HOW TO TRAIN SEALS, PROFIT-

able profession taught with props, animals; bookings furnished. Box C-430, c/o Billboard, Cincinnati 22, O. my26

PARAKEETS FOR CARNIVAL, 85¢ EACH.

Minimum order, 4 doz. Cages, \$4.80 doz. Canaries, Flash Cages, Monkeys, Rats, Mice, immediate shipment, terms part cash, balance c.o.d. Estab. 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. ju9

SEA LIONS, LEOPARD SEALS—TRAINED

or raw. Homer Snow's Seallitorium, 9734 Castlewood St., Oakland 5, Calif. Lo 2-4669. my26

SPECIAL—ELEPHANTS

Real Indian Assam female babies (Not Siamese) arriving June, large choice.

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.

39 Broadway, New York

SPECIAL MONKEY SALE—WOOLYS, \$50

ea.; Ringtails, \$30 ea.; Squirrel Monkeys, \$17.50 ea.; Spider Monkeys, \$27.50 ea.; Owl Monkeys, \$17.50 ea.; African Green Monkeys, \$25 ea.; Monas, \$35 ea.; Jays, \$35 ea.; Rhinos, \$35; Mandrills, young, \$100 ea. Trefflich's, 228 Fulton Street, New York.

BUSINESS OPPORTUNITIES

ASIA TRADE DIRECTORY, JAPAN, HONG-KONG, Ceylon, India, Malaya. Single item up. \$1 today. Nippon Annal, 920 3rd Ave., Seattle 4, Wash. my26

BOWLING (18) ALLEYS, LOST OUR LEASE.

Brunswick B10 Semi-Automatic Alleys, 5 years old. Excellent condition, completely equipped, Lockers, Shoes, Bowling Balls. Lease is expiring, must sell immediately. Make offer Mr. Balzer, 1609 Western Savings Fund Building, Philadelphia, Pa., call Kingsley 6-0111. ch

CONCESSIONAIRES WANTED—10 KIDDIE

Rides, Phone Atlantic City 2-7241 or write the Wharf, Longport, N. J. Storage available for equipment in off months. ch-my19

EARN \$74 WEEKLY AND UP, MAILING

and distributing advertising matter. Part or full time. Mail \$6¢ for outfit and instructions. Particulars, 5¢. Kendex Co., Box BB, 38 Maplewood Ave., Philadelphia 44, Pa. my26

FOR RENT—CAROLINA BEACH, N. C.

Concession Stands, suitable lunch, games, etc. Center Amusements \$300 season. Contact Sidney Abrams, Conway, S. C.

FOR RENT—SIDE SIDE WALK THRU

Space for rent. Apply Venice Amusement Corporation, Grand Avenue and Boardwalk, Seaside Heights, N. J. Seaside Park 9-0853. Eugene Thomas, mgr. ch

FOREIGN FIRMS SEEKING AGENTS FOR

their merchandise names and addresses, \$2. Max Saltzman, Dept. Billboard, 7635 Hinds Ave., North Hollywood, Calif. ju9

SALESMEN CARNIVAL MEN WAGON JOBBERS!



MEN'S WOMEN'S New Styles BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

ASSORTMENT OF 10 for \$72.95 (Sample Watch \$8.95)

Choice Lot—Famous WATCHES, 6 for \$49

Special Close-Out! Men's Elgin, Waltham WATCHES \$6.95 WHILE THEY LAST

Completely reconditioned. Complete with bands. Guaranteed.

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S 182 S. Main St., Memphis, Tenn.

6-PIECE WATCH SET

Real Flash—Appeal... Loaded With Profits!



Swiss jeweled watch, expansion band; Cuff Links, matching Tie Bar and Key Chain. In handsome plush gift box. America's lowest price. \$4.90 ea. in lots of 6

FLASH - FLASH - FLASH

Money refunded if not completely satisfied. All watches come with 1-year guarantee.

6-PIECE WATCH SET

Swiss jeweled gold-plated watch, sweep second hand, expansion band; Pen & Pencil Set, Cuff Links & Tie Bar. In satin-lined metal box. \$5.75 ea. in lots of 6

Jeweled watch with expansion band

\$3.90 ea. in lots of 6

Add \$1.00 on above prices for samples.

25% dep., bal. C.O.D., F.O.B. Chgo. 1391 Milwaukee Ave. STAR SALES CO. Chicago 22, Ill.

NEW LOW PRICES POLISHED ALUMINUM IDENTS



No. C-34—CHILD'S ASST. Gross—\$3.00



No. C-31—ADULT—SPECIAL Gross—\$3.60



No. C-32—LADIES' DOUBLE HEART Gross \$6.95



No. C-33—MEN'S IDENT. Gross—\$6.95

Send for Free C56 Carnival Catalog 25% Deposit With Order—Balance C.O.D.

OPTICAN BROTHERS 300 W. Ninth St., Kansas City, Mo.

Pittsburg Master Painters Products

Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a claim.

product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

RICHARD'S CHROME-FINISH
Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only. \$1.40 per gallon.

3-PIECE PAINT BRUSH SET
Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.00 per set.

ADJUSTABLE ANGLE WRENCH
3-pc. set of 4, 6 & 8" sizes • Quality steel • Polished heads • Red lacquered handles • Packed one set to box • Sold doz. lots only • \$11.70 per doz. sets.

10-PIECE DRILL SETS. From 1/16" to 1/4" sizes • Heat treated • Chrome steel twist drills • Set in recessed grooved wood self-display box • Sizes shown thru heavy duty sliding clear view front • Per doz. sets, \$7.80.

STILLSON PATTERN WRENCH
Steel • 8-inch size • Individually boxed • Per doz. \$5.40.
25% deposit—money order or bank check with order. Balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 S. Halsted Chicago, Ill.

FOR SALE—FULLY EQUIPPED LUNCH-sonette on Bowdoin, Franks, French Fries, Waffles. Excellent location. Can be seen in operation any weekend. 35-02 Boardwalk, Edgemere, L. I., N. Y.

GARDEN GOLF; NEW PITCH AND PUTT. Popular International sports. Built for better business. Supplies. Spencer Brockway, 112 Broadway, Seaside, Ore. my19

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations. \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ju9

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Will Stop and Read
YOUR AD
if you use
DISPLAY CLASSIFIED
RATE only \$14 per inch

MOUNTED PARK MULE AND PITCHING Steer for picture work. Due to illness, will take 1/2 mounting charge. \$350. F.O.B. for both. Free particulars and pictures. Carl J. Reilswig, Box 484, Kingfisher, Okla.

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Robert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

OPERATE PROFITABLE MAIL ORDER Business. Sell merchandise by mail. \$1 items. Write Walter Service, E4159 East 112 St., Cleveland 5, O. ch-mp

STAY HOME, SELL MERCHANDISE BY mail to women. We furnish everything. Ship your orders; big earnings. Write Johnson Enterprises, Box 1678, Raleigh, N. C. my26

SUPPLY STORES WITH FAST SELLING Novelties on self-service display racks. Small investment required; steady income! Robbins Corp., 127-B W. 17 St., New York City. ch

Big gift value!
5 stunning pieces!
Men's fine matched jewelry!

THORNEHILL ENSEMBLE

JEWEL WATCH GUARANTEED UNBREAKABLE MAINSPRING

KEY CHAIN

COFF LINKS

TIE BAR and EXPANSION BAND

\$575
6 OR MORE

NATIONALLY ADVERTISED
Sample \$6.95

Looks like a million... Complete jewelry wardrobe! No less than 5 different matching pieces—high styled cuff links... tie bar... full length key chain or pen and pencil... beautiful jeweled watch... fine expansion band. Presentation packed in luxurious leatherette box.

TERMS: 25% with order, balance C.O.D. SPECIAL PRICE TO QUANTITY USERS

HAWTHORNE WATCH CO.
593 MISSION ST.
SAN FRANCISCO 5, CALIF.

MANUFACTURER, REPAIR, TRADE ANYTHING CANVAS. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. ju16

OFFICE TRAILER OR COOK HOUSE. Insulated 31 ft. drop frame. Fruehauf; spun glass insulated, very low mileage, 4 practically new 900x20, perfect air brakes, \$800. 110 AC light plant, 6.3 KVA, \$350. Phone, wire Clair E. Myers, York, Pa.

ONE TWELVE CAR WHIP; PARK TYPE. Dismantled and ready to move. Electric motor not included unless you have two phase electric. Rocky Springs Park, Lancaster, Pa.

ORIGINAL PHILADELPHIA DONKEY—Ball Game, life sized; kicks, brays, when hit by baseball. S. Machson, 1215 Avenue N, Brooklyn, N. Y. Act fast. my19

PICTURE BOOTH, 3-4 CAMERA. Complete ready to operate. Booth 4-10 like new, cheap. C. H. Martin, 2025 8th Ave., Monroe, Wis.

SALE OR LEASE WITH IN ONE HUNDRED fifty miles, five Kiddle Rides. Terms. M. G. Lynam, 332 N. Delsea, Glassboro, N. J.

SEAT AND EQUIPMENT BARGAIN—4,200 Risertype Chairback Arena Seats (Ideal Seating Co.); also Steel Risers; 3,100 Amer. Seating Co.; Folding Chairs; IBM Score Board; Hammond Organ; Portable Basketball Floor, Goals, etc.; Boxing Ring with lights; Ice Machinery; Hockey Equipment. In fact, everything for inside of arena. It all has to go. In lots or as package. Stadium, 2200 Turner St., Grand Rapids, Mich. my26

SHORT RANGE TARGETS — SAMPLES free. One-day service. Save this advertisement. Fine Arts Press, 1016 Donald, Peoria, Ill. np

SHORT RANGE GALLERY, 11 FT LONG. with \$1,300 new, will sell for \$400. Write or call Mr. Barron, 164 Howard Ave., Boston 25, Mass. Tel. Highland 2-7267.

SNOW CONE CONCESSION, READY TO GO. all new, 5x5 ft. panel, 4 way center stand, Echols, new, improved high speed Shaver and Case, same stock. Price, \$375 cash. No. deals. W. E. Wanner 1131 East Ave., A. Hutchinson, Kan.

STUDIO MOUNTED BUCKING HORSE with genuine hide. Three life sized Dummies, 5 minute development Camera, Acid Boxes, used 3x5 Positive Paper. Priced reasonable. Cowboy Curley, 9325 Topanga Can. Rd., Chatsworth, Calif. ju2

SPILLMAN CARROUSEL, 36 HORSES. JUST painted, beautiful condition; Steam Train, Air Plane; see them. Jay's Amusement, West Bridgewater, Mass.

TESTED GOLF—FUN HOUSES. \$10: MIN-ature Golf, \$7; Pit Show (Turtle Girl), \$8. Free 48 plan circular. Brill, Box 875, Peoria, Illinois.

WATERPROOF
\$8.75
with stretch band

Luminous Dial & Hands
YELLOW TOP
unbreakable crystal
15 AND 17 JEWELS
your choice of
BULOVA, BENRUS, ELGIN,
GUARANTEED and reconditioned
LIKE NEW

NOVELTY DICE LAMP

No. 1057—Opal white glass with black dots. Stands 10 in high. Individually packed, 12 to carton.

\$18.00 Doz.

We Carry a Complete Line of Concession & Premium Merchandise

Write for Catalog. State Business in First Letter

Wisconsin De Luxe Co.
1900-12 N. 3rd St., Milwaukee 12, Wis.

18' CRISTAND TRAILER, ALL STEEL. Insulated, walk-in cooler, complete hot and cold water system, water storage tank. Cristand machine complete with condensing unit; space for other custard machine and short order grill; wash sink, floodlights, serving counter, \$3,300. Custom Blit Body Shop, Camp Road, Hamburg, N. Y. my19

COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE CURTAINS, TEN DIFFERENT (8x36) flashy bargains, each \$40; new Clown Suits, \$10; Wigs, Minstrels, Chinese Robes, Orchestra Coats, Bally Capes, Strips. Wallace, 2453 N. Halsted, Chicago. ju2

BIKINIS, \$2; PASTIES, 50¢; PANELS, 43¢; fringe G-Strings, \$3; white Tux Coats, \$4; Clown Bundles, \$6; Clown Suits, Wigs. Makeup, complete Tramp & Cop Outfits; Top Hats, Derbies, Tails, Rhinestones, Plumes, Sequins. Lowest prices, free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN "READY TO EAT." New Poppers vending machines, Warmers, popcorn one bag to carload. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. my26

SNO-CONE FLAVORS, PUNCH BASES. Fruit Acids, colors. The Perfection Co., Box 204, Waco, Tex. ju2

WIN, PLACE AND SHOW

That's your combination ticket for greater profits when you feature the Crisloid line. You WIN customers who PLACE orders and you SHOW a big profit with Crisloid dice, dominoes and plastic novelties.

Crisloid products are attractively packaged and conveniently carded to catch the impulse buyer.

Your BEST BET for volume sales. Order now. Write for Free catalog.

Crisloid plastics inc.

55 Porter Street
Providence 5, R. I.

Successor to The Silveroid and Ideal Dice Companies.

SIZZLING STEAK PLATTER AND HARDWOOD CARRYING TRAY

FROM BROILER TO TABLE: "SIZZLING HOT"

Sells on sight; everyone wants this quality item for home use. Cast of finest highly polished Alcoa aluminum, size 8"x13". For frying or broiling—steaks, chops, fish, ham, bacon, fowl, etc. Food will remain sizzling hot when served on three platters, retaining all their natural juices, flavor and goodness. Can also be used over direct flame, electric grill or barbecue. \$27.00 per doz. sets F.O.B. Los Angeles. Sample \$3.00. Write for circular. Fully guaranteed.

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UNBORN TWIN BABIES, PRESERVED IN alcohol, fine specimen; approximately two inches long. Best offer. Mrs. Alfred Harvey, 293 West Cedar St., Akron 7, O.

WHAT IS YOUR BEST OFFER ON EQUIPMENT for Snake, War and Unborn Shows? Mrs. Nat Rodgers, 4010 Obispo, Tampa, Fla.

2 KIDDIE AIRPLANE RIDES FOR SALE. \$625 each; day phone, 3351 Mr. Fred Utter, Main St., Adena, Ohio.

12X18 THREE-MAN SIX CAT, COMPLETE. Reasonable, tip-top condition. We make carnival equipment. John Ernest, 421 North Grove Street, Wichita, Kan.

20 NICE LITTLE PONIES, CONSISTING OF 12 females and 8 males, all for \$1.20. All can be hauled on school bus; delivery charge 25¢ mfr one way. No time for letter writing. Phone day or night 9317, P. L. Cobb, Amite, La.

MAGICAL APPARATUS

BLUEPRINTS, ESCAPES, MINDREADING, Occult Books, Formulas, Lectures, Hypnotism, Costumes, Professional list, 40¢. Genova, 160 East 44 St., New York 17, N. Y. my19

NEW 152-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. my19

MUSICAL INSTRUMENTS, ACCESSORIES

COMPLETE LINE AUTHENTIC LATIN- American Percussion Bongos, for professional and amateur use. All instruments imported from Mexico. Hand made tone hardwood and pearl finish; cured goatskin heads. Send for brochure, prices below retail. Contact "Bongo King," Box 512, 744 South Beacon Avenue, Los Angeles 17, Calif. Phone Dunkirk 9-2181.

MISCELLANEOUS

CIRCUS WANTED FOR AUGUST 4. Contact A. D. Brown, Q. M., V.F.W. Post 2370, Franklin, W. Va.

POSTCARDS REAIRMAILED FROM FLORIDA capital city, 30¢ each. C. L. Liddle, P. O. Box 1023, Tallahassee, Fla.

STUDY CO-ORDIPATHIC, THE REVOLU- tionary physical perfecting drugless service, by correspondence. Diploma awarded graduates. Caldwell, Co-Ordipathic Institute, Ogilvie Bldg., San Antonio 5, Tex.

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ATTENTION PANORAM OPERATORS
Will recondition your projectors reasonable. Fifteen years' experience.
RAY EKBLAD
Lakes Panoram Service & Parts
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Kimball 4-2358

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35MM. ROAD SHOW "EXPLOITATION" Films; also 16mm. Ampro Sound Projectors with are light. Must sell. Jacobson, 26079 York, Huntington Woods, Mich.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. je23

FOR SALE — SECONDHAND SHOW PROPERTY

CAROUSEL, ALLAN HERSHELL, 32 FT. 3 phase electric motor, fluid drive, stainless steel top. Replacement cost, \$14,000; for sale, used, good as new, \$7,000. Anasca Realty, 63 South 11 St., Brooklyn 11, N. Y. ch-ju2

EIGHTEEN HOLE MINIATURE GOLF Course. Operating at large northwest resort. \$2900 cash. S. Brockway, 112 Broadway, Seaside, Ore. my19

FLASHY CONCESSION TENT, HEAVY canvas, used twice; perfect condition, at half price. 14x12 ft. Spencer, Box 2, Versailles, Mo.

FOR SALE—ADULT CHAIR SWING WITH Truck, 20 passenger; 10 car Kiddie Auto Ride. Charles Anderson, Neffs, Ohio.

FOR SALE — MANGELS FENCED ROTO Whip, excellent condition, one owner, used short seasons only. S. M. Hahn, East Keansburg, N. J. Keans. 8-0675 or 2896.

FOR SALE—OTTAWAY STEAM TRAIN, 3 cars, 300' rail, under 3 years old, \$3,800. Schuele, Box 914, Boca Raton, Fla.

FOR SALE—MOTOR DROME, FIVE CY- cles, complete \$1,900; also Monkey Drone with Monkeys. Transportation for each. Neil McTaggart, Bad Axe, Mich. Phone 83801, Bad Axe.

FOR SALE — 3 ABREAST CAROUSEL, large park machine, good condition. 42 hand carved jumpers, 8 stationary, 2 char-lots. Hugh McElwee, 301 Henry S.E., Grand Rapids, Mich. Gl. 48285.

FOR SALE—55 PAIR CHICAGO CLAMP-ON Skates, assorted sizes; 24 pair Shoe Skates, ladies and men, juvenile to size 10. Repair parts, Moonlight Lights, like new; complete P.A. System, three speed Turn Table and Records. Lost location, highest offer takes. Box C-434, e/o Billboard, Cincinnati 22, O.

LORD'S PRAYER ON PENNY STAMPING Machines; proven money getter; samples, details 25¢. L. P. Engravers, 705 S. E. 28th, Portland 15, Ore. my19

MUST SELL AT ONCE—MICKY COHEN'S \$18,000 bullet proof Cadillac. This car is a 1950 model Fleetwood with only 7,000 miles. Titled in Texas. Weighs 10,000 pounds. Completely bullet proof with bomb proof trunk and hood; air conditioned. This car can be bought for a little over 10% of its original cost. This car will take in \$30,000 a year if properly located. Must sell to settle partnership. No proposition; only for sale. Contact Cliff Fowler, 2328 Carnation St., Fort Worth, Tex. Phone TE 8-8394.

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LOWEST PRICES ANYWHERE

Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations.

"TI" logs grow — by themselves — into beautiful tropical plants. Good flesh, 15 large plants, both green and colored, \$17.50. Logs—\$70.00 per 1,000. One-half deposit balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U. S., Canada. Also other top pitch items. Write for full information.

SHERFYS LTD
3126 BOYER SEATTLE, WASH.

Free... deducted 1st order. Refunded if not satisfied.

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100 feet only \$4.00 pppt.
124 PENNETTES
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SPECIAL! Men's Watches
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\$6.50

Wholesale only. 25% with order, balance, C.O.D. 5 day money back guarantee! Send money order or certified check with order to avoid delay in shipment.

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Instantly adjusts to fit everyone. In bright assorted colors with white. Lightweight construction, water repellent. It'll be a hit with the entire family... Cash in on all weather sales that can be yours!

Available in following color combinations: RED and WHITE—BLUE and WHITE—GREEN and WHITE—PINK and BLACK.

No. 150, \$12 Doz. No. 100, \$6.75 Doz. Retail at \$1.95. Retail at \$1.00. No. 100 is not water repellent.

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PDQ CAMERA

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate.

ate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER CAMERA.

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80¢ EACH

ONE PIECE PLASTIC HANDLE
Class Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold.

TELESCOPIC BAMBOO POLE
12-ft. length • 3 section • Fully equipped • 3 guides and full metal tip • Red lacquered wraps • Full metal clamp holder for reel • Individual clear bag sleeve • Blue Ribbon Brand, Per Doz., \$18.00.

SPINNING LINE Soft Monofilament • 100 yards to spool • 6 lb. test • Dupont Tynex • 12 spools packed to box • Per Doz. Spools, \$3.00. No less sold.

TROUT FLIES ON #10 Hooks • 12 cast numbers mounted files on two cork strips packed in Paulownia wood box • Box re-usable for men's cuff links and jewelry • 12 boxes total of 144 flies packed to container • Doz. Boxes, \$4.75. No less sold.

ALL ABOVE ITEMS ARE PROVEN WINNERS AND SPECIALLY LOW PRICED.
25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

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PHOTO SUPPLIES DEVELOPING-PRINTING

A SURE MONEY MAKER. THE "VICTOR" portable Direct Positive Camera. We also carry a complete line of Paper, Chemicals and Frames. Benson Camera, 166 Bowers, New York, N. Y. je2

COMIC FOREGROUNDS AND BACK-grounds. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ju9

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

PHOTOMOUNTS FROM MANUFACTURER. 3x5, \$3.80/100; 5x7, \$5/100; 8x10, \$11/100; 70 styles, 350 types; ask Department B for free samples. Penn Photomounts, Glenolden, Pa. ju7

PRINTING

PHOTO OFFSET: 5,000 8 1/2" x 11", \$18! Low cost copy, art, layout. Request samples. Maurice Fischer, 711 E. Boulevard, New York 55.

SPECIAL 1,000 5 1/2" x 8 1/2" NOTEHEADS AND 1,000 6 1/2" Envelopes, \$9.95 postpaid. Request free price list. John Peper, Box 822, Chattanooga, Tenn.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS— 10, 20, 30, 40 and 340-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality Repeats. Start without experience; men, women; full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-110, Chicago 22, Ill. my26

DISTRIBUTORS WANTED — RID-O-BUG now offers franchise territory to those who can produce. Write for free information, \$1.50 for sample. A permanent, year round business with good profit. Pryor Advertising Co., 115 1/2 West Jefferson, Dallas, Tex.

GOLDMINE OF 800 MONEY MAKERS— Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-1fn

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PREMIUM BUYERS
WAGON JOBBERS
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Make That "Easy Buck" with these sensational values

\$39.95 List Large 12" Electric SKILLET with Westinghouse Thermo.

\$7.50 ea. in Sample Lots of 6 **\$8.25**

HANDY UTILITY SET
• Sharp Edged Carbon Steel Cleaver
• 1 Hollow Ground Utility Knife
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Attractively Boxed—**\$2.50** List
Sample—**\$1.25** ea.
Lots of 6—**90c** ea. Set

All Mds. UL approved and guaranteed by Good Housekeeping — All Orders C.O.D. —

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A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83d Street, Los Angeles 3, Calif. ju16

NEW TYPE TATTOOING MACHINES— Money making designs, outfits, colors, concentrated Pelican, #13 sharp. Write Milt Zela, 728 Lewey, Rockford, Ill. re25

NEWLY DESIGNED MACHINES — COM- plete line of Tattooing Supplies. Free catalog upon request. Spaulding & Rogers, Court St., Jacksonville, N. C. my19

WANTED TO BUY

WANT 80 INCH ARMY SEARCHLIGHT with Generator, in good condition. State lowest price. Write P. O. Box 27, Mason City, Iowa.

WANTED—NOVELTY, SOUVENIRS, GIFT items, at wholesale. Leather goods, comic statuary, craft items, hobbies, etc. Your catalogues appreciated. Carl's Novelty-Souvenirs, Manning, S. C.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. **RATE: 20c a word—Minimum \$4.**

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Forms Close Thursdays for the Following Week's Issue

ATTRACTIVE GIRL PIANIST OR ORGAN- ist for club work. Call Mr. Thomas, CYPRESS 6-9147, Key West, Fla., after 9 o'clock nightly. my19

ATTRACTIVE GIRL PIANIST ACCOMPANY established male singer. Plenty work; must be able transpose, special material, rhythm, standards. Union only. Experience unnecessary. J. W. Marsh, 117 West 58 Street, New York. my19

EXPERIENCE NOT NECESSARY—MODEL, Dancing Instructress. Call Mr. Thomas, CYPRESS 6-9147, Key West, Fla., after 9 o'clock nightly. my19

FOREMAN FOR #5 ELI WHEEL AND GEN- eral ride help. Must drive; top wages. Contact Phil Daniello, Box 65, Solvay, N. Y. my26

IMMEDIATELY, PEOPLE IN ALL LINES: young leading team, ingenu, juvenile. Tent season June 1. The Roxy Players, Don Null, 2015 West 18th, Sioux Falls, S. D. Phone 8-2511.

MANAGER AND OPERATOR FOR POP- corn Unit. Waldameer Park, Box 1290, Erie, Pa.

THREE OR FOUR-PIECE ENTERTAINING Combs Call Mr. Thomas, CYPRESS 6-9147, Key West, Fla., after 9 o'clock nightly. my19

WANTED—TOP MUSICIANS, ALL INSTRU- ments. Reorganization and replacement; location only. Dick Wolever, 137 Hobson Ave., Hot Springs, Ark. Phone 3-2876.

WANTED BOSS CANVAS MAN
first class only
May 28th thru Labor Day
EMPIRE STATE MUSIC FESTIVAL
34 West 44 St., N.Y.C. Phone: OX 7-0499

WHEEL FOREMAN, \$60 WEEK PLUS % and bonus. Semi Driver extra; small 18" Chrysler Foreman, \$50 plus %; Kiddie Auto and Alpina, \$50 plus %. Semi Drivers preferred. Handy Man for erecting dog-stands, \$60 plus bonus. Agents, Custard and Popcorn. Elkton, Md., May 23 to June 2; Oxford, Pa. June 5 to 9; Chestertown, Md., June 12 to 16. Contact D. Van Billiard, Oaks, Pa. Phone Valley Forge 9-4561.

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5c a Word Minimum \$1

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Forms Close Thursdays for the Following Week's Issue.

CIRCUS & CARNIVAL

CIRCUS TRUMPET, EXPERIENCE. HAVE always given satisfaction; must be reliable? I am. Musician, 806 Jefferson, Memphis, Tenn. Phone Jackson 6-1376.

FANNIE BLAIS—THE DIFFERENT HALF and Half. Experience, ability; can do openings. Will go anywhere. Jack Bragdon, 313 West 77th St., New York. my26

INDOOR AND OUTDOOR CIRCUSES, fairs, rodeos; its Wild Horse Harry's trick and gun shooting cowpony (Montana Babe), Sherwood, Ohio. my26

RODEO CLOWN AND MULE AVAILABLE June 1. Flashy, late train, featuring the new game Volley Bull. You've had the rest, now try the best. Rodeo Clown Productions, 460 W. Montecito, Sierra Madre, California.

TALKER, BARKER, BINGO CALLER, RE- liable, sober, ready to join you. State salary, wire collect. Pitt, 113 W. Main, Norfolk, Va.

MISCELLANEOUS

AVAILABLE TO SOMEONE "BEHIND Those Doors." Experienced training and presenting professional and amateur talent past nine years. Seeking reputable connections to continue, and expand, in what I know and like. Bondable, sober, serious, reliable. Handle any details; routing, staging, business, emcee. Money not objective as I have an opener. Nothing fast or shady. I've already heard from you. Present commitments expire Sept. 1st. Professional and character references. No preferred territory. Go anywhere for right opportunity. Box C-435, c/o Billboard, Cincinnati 22, Ohio. my26

HOTTEST ATTRACTION IN SHOW BIZ TO- day. World famous Hypnotist now available for immediate bookings; Theaters, Nite Clubs, Fairs, Fund Raising Affairs. Contact Morton Greene, 1200 Euclid Ave., Miami Beach, Fla. ju9

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se15

LOOK! DUE TO DISAPPOINTMENT, BUD Whitney, Rodeo Clown and small leather shop all combined as a package unit for the '56 season. Rodeo, resorts, amusement park, kiddieland, advertising or? Lost lease, June 1 deadline. Hand tooled leather work. Producing old time gun fights, Indian attacks, rodeo clowning. Clown Mule; all new. Flashy late train. (Please unless you have Flashy late train, save your time.) Contract only. Time is short. 460 W. Montecito, Sierra Madre, Calif.

PALMIST DESIRES WORK — VERY catchy, enchanting, exotic, gypsy-like. Dance in girl show; also do hair and hair. Free to travel. Rose Davis, Avella, Pa. Phone Lu 7-8223.

MUSICIANS

ARRANGEMENTS—THE FINEST AVAIL- able, custom made to your requirements. Insure the success of your act or group with fine orchestration. Guaranteed to sound full with any size orchestra. Prompt service. Robert West, 3517 Newton, Corpus Christi, Tex.

BASS HORN—EXPERIENCED IN ALL lines; union dependability. Wire or write now. Carl Berggren, c/o Milner Hotel, Huntington, W. Va.

COMMERCIAL DRUMMER AVAILABLE for organized band. Play society, Latin, Dixie, jump shows and ready; also panto-mime. No pop. Sober, dependable. Prefer Midwest or Southern territory but will consider all offers. Write, wire or call Jack Rearick, Aberdeen, Miss. Phone 277-W.

DRUMMER, NAME BAND EXPERIENCE, cut or no notice; read, cut shows, play all styles. Age 26, available now. Write or wire Musician, 103 W. 7th St., Monroe, Mich.

DRUMMER, WELL EXPERIENCED, PRE- fer location, read, cut shows, Latin-rhythms, jazz, hotel style. Jerry Udeihofen, 843 Wall St., Mankato, Minn.

DRUMMER-VIBIST, WIDE EXPERIENCE. Solid drums, read, cut shows, solo vibes on more standards. Young, sober, reliable; member 47. Musician, 1708 N. Blackwelder, Oklahoma City.

DRUMMER—EXPERIENCED; READ WELL, play shows, all styles and Latin. Prefer location. Dick Green, 94 West Nichols Road, Detroit 3, Mich. Telephone University 4-4237. my26

ELECTRIC GUITAR—LEAD OR RHYTHM, double piano, fake or read chord symbols and treble clef only; well experienced, pop, Latin, etc.; good voice, male, white, union; small combos and location jobs preferred. Musician, Box C-415, c/o Billboard, Cincinnati 22, Ohio. ju2

GIRL TENOR SAX, CLARINET, AVAIL- able; location or travel; union; have card on more standards. Experience. Box C-433, c/o Billboard, Cincinnati 22, Ohio. my26

ORGANIST, PIANIST AND ACCORDION- ist. 20 years' experience in all types of music. Have own equipment. F. E. Bazaar, 4056 West Washington, Phone Be. 3676, Indianapolis, Ind. my26

ORGANIST, PIANIST, LOCAL 47, HOLLY- wood, Calif., and Local 5, Detroit, leads cocktail lounge, hotel location, lake mountains only; in New England, York state, Jersey, Penna. Age 45, good appearance, fine library, have p.a., don't have organ. Play all rhythms, boogie, popular, semi-classic, dancing. No bands, but will work with singer. Accompany singer, trans-pose. Contract 4 weeks, option. Minimum weekly, \$125 and room or \$110 room and board, or \$145 straight. Sober, reliable. Consider your telegram as contract. Available location May 29. Charles "Chuck" Brinkman, 331 California St., Arcadia, Calif. my19

PIANIST, WIDE EXPERIENCE; SOCIETY, commercial, jazz, modern sound. Prefer combo, union, will travel. Write Pianist, 43 Baldwin St., Bridgeport, Conn. my19

PIANIST, DOUBLE STROLLING ACCOR- dion; read, light classics, food Latin. Top recommendation. Solo, duo. Desires summer engagement. Box C-436, c/o Billboard, Cincinnati 22, Ohio.

TROMBONE, BASS, SING. READ WELL, fake; big band, symphony, combo, show experience. Reliable, will travel. Joe Profit, 3114 N. 20th, Tacoma, Wash. my19

TROMBONE, NAME EXPERIENCE, ANY style, cut or else; sober, age 46. Pete Boileau, 415 S. 6th Ave., Washington, Iowa.

TRUMPET—AVAILABLE JUNE 1. READ, fake, wide experience. College graduate and seeking permanent job. Rex Perrin, 806 Mulberry, Denton, Tex. my26

TRUMPET MAN, UNION, SECTION WORK, no lead, no jazz. Will travel, but no sleeper. Experienced on commercial bands. Sober, reliable. Art Athey, R. D. #3, Madisonville, Ky. my26

TENOR AND CLARINET—EXPERIENCED; combo, musician, General Delivery, Albert Lea, Minn. my19

THE HOWARD KENNY BAND AVAIL- able for summer location job; resort, hotel, club, etc. Music for dancing and entertainment; nine pieces; girl vocalist; male vocalist within band; experienced union, consider any location. Contact Howard K. Bramstedt, 629 W. Johnson St., Madison, Wis. Phone Alpine 6-1140. my19

NEW 5' TUBULAR Glass Casting Rod, 3 stainless steel guides and tip, metal handle with cork grip \$2.75 ea. Also 6 1/2" Tubular \$3.25 ea. Spinning Rod \$3.25 ea. CASTING ROD, full 5' ions, sturdy glass construction. Cork and aluminum handle \$1.15 ea. 6 1/2" spin 2.00 ea. 7 1/2" Fly Glass Rod 2.15 ea. In 1 dozen lots

138-PC. BAIT CASTING SET with Glass Rod and Ocean City Reel \$2.75 ea.

GRASS SEED Free of Crabgrass—"A blend of laboratory tested seed." High germinating. 5-lb. clear, heavy plastic \$90¢ per bag.

Assorted Lures, \$3.60 per dz. 1 doz. to box. 25% dep. with order, bal. C.O.D., F.O.B. Chicago. Open Sundays. Write for FREE Listing C & G SALES 1180 Milwaukee Av. Chicago 22, Ill.

PARAKEETS and CAGES
Wire or Write for Prices on Live Birds.

- Shipped Daily
- Safe Arrival
- Lowest Prices
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Real Flash Chrome & Nickel Cages, 50c 25% dep., bal. C.O.D., F.O.B. Chgo. **CHICAGO BIRD & CAGE CO.** 422 So. State St. Chicago, Illinois Phone: WEbster 9-4191

VAUDEVILLE ARTISTS

SPECIALTY TEAM—SAX, BANJO, HAR- mony singing, double dancing; plenty changes. Man, straight, characters; lady, ingenu type, do parts and can produce hits, 4 pieces. Appearance and wardrobe. Open for anything, have trailer. Joe & Bea Bennett, Gen. Del., Tampa, Fla.

ATTENTION—DEALER SALESMEN
Buy From World's Largest Importers
2000 DIFFERENT CLOSEOUT ITEMS
Free Catalog

Yellow gold Hamilton and Bulova 17 j. w.p., \$15.00 ea.; 17 j. Swiss Watches, \$3.50 ea.; Ladies' Bracelet Watches, 17 j., \$12.00 ea.; waterproof 17 j. Watches, \$8.90; new 17 j. Automatic, \$12.75 ea.; rebuilt Bulova, Elgin 17 j. Watches, \$8.50 ea.; \$11.75 Stretch Bands, \$2.00 ea.; Special 9 pc. English Sheffield Steak set, velvet chest, tagged \$49.95, \$5.50 ea.; Lifetime Cutlery Sets, 12 pc., beautiful chest, special \$6.75; 3 pc. Carving Set, \$5; 6 pc. Steak Set, \$1.19; White Xmas Perfume, \$6.50 per doz.; Gardenia Perfume, \$3.50 per doz.; A/1 Ronson type Lighters, \$6.75 per doz.; 24 pc. set Sil-verware, \$2.50; 4 pc. Pearl Set, tagged \$29.95, \$1.50; 4 pc. Rhinestone and Purse Set, tagged \$49.95, \$3.95; Earrings, \$1.98 retail, \$2.75 per doz.; Scatter Pins, \$3.50 per doz.; beautiful Necklaces, boxed, \$4.50 per doz.; leather Billfold, boxed and tagged, \$7.50, \$10.00 per doz.; Electric Shaver, \$2.50; Cuff Links, \$5.00 per doz.; Cigarette Holders, \$1.00 retail, \$2.25 doz.; Field Glasses, \$11.50 doz.; Ladies' Bracelets, \$2.00 doz.; Toy Planos, \$5.00 retail, \$1.75 doz.; retractable Pens, \$1.75 doz.; 4 Day Clocks, \$2.25 ea.; Elgin and Waltham Pocket Watches, \$12.00 ea.; 3 pc. Comb & Mirror Set, \$6.90 doz.; Toy Gas Stations, \$2.75 doz.; Pocket Knife, \$1.50 doz.; long type Necklaces, \$2.00 gro.; 3 pc. Necklace Sets, boxed, \$1.25; Telescopes, \$8.00 doz.; leather Bands, \$1.50 doz.; Watch Chains, \$4.99 doz.; Salad Bowls, \$3.50 doz.; 3 pc. Pen & Pencil Sets, boxed, \$5.25 doz. All orders shipped same day as received. 25% with order, bal. C.O.D. NATIONAL DISTRIBUTING CO. P. O. Box 241 Ocean Drive, S. C.

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CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

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Please state your business.
FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567

PLASTER
Serving Southern Beaches. Roadside Gift Shop.
NU-NAK NOVELTIES
Waycross, Ga.

MEXICAN JACKETS

100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors.

Dancers, Sizes 34-40
\$6.90 each

Embroidered, Sizes 34-40
\$5.90 each

White or sizes over 40, 60¢ extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.

At last we have them. Nickede d Color, Tarnish Proof. \$3.36 a dozen. \$3.96 a dozen with side ornaments. Both prices if in gross lots. If less than a gross, \$3.50 and \$4.20 a dozen.

Attention please: 25% dep., bal. C.O.D. Send for Free Catalog.

PEARL SALES CO.
P. O. Box 475, El Paso, Tex.

Beautiful Hand Painted MEXICAN SKIRTS

A marvelous full skirt number that will prove to be your fastest seller and biggest profit-maker.

\$3.90 ea. SPECIAL PRICES
On quantity lots

MEXICAN RINGS

ARE YOU FRAMING YOUR JOINT?

DART BALLOONS #5. 10 Gross for \$7.50
WEIGHTED DARTS. Gross \$4.00
BASEBALLS. Dozen 2.85
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AL DENVER



CLINT PIERCE

'56 MOA Convention Reflects Growing Importance of Assn.

• Continued from page 12

tor business meetings. Such topics as public relations, proper juke box programming, better business techniques and others shared the spotlight this year were as in the past they were hardly mentioned.

In addition to regular business sessions, MOA also provided operators with special forum meetings where local tax problems and dime play and depreciation could be hashed out among those operators interested.

Music Covers All

The exhibit floor was blanketed with music from the minute the doors opened in the afternoons until they closed in the evenings. Record companies, furnished phonographs by the four juke box manufacturers, three of which sported new 200-selection models, kept their records playing constantly.

Record companies and music publishing firms, 14 in all, greeted operators at their booths and in most cases had a promising young artist on hand to introduce.

There were 45 exhibitors in all at the convention, nearly a third

more than any previous MOA show.

The annual banquet, always a highlight of the convention, was staged on the closing night of the three-day event. A talent-packed show lasting over four hours was presented (see separate story in the music machine section).

Special Speakers

Special speakers were brought in for this year's convention. Two executives of public relations firms addressed operators at the regular business meetings. Congressman George P. Miller, of California, was also on hand for one of these meetings.

The morning meetings were of a general nature except for a report from Sidney H. Levine, MOA's legal counsel, who discussed MOA's stand in the current copyright hassle (see story in music machine section).

A special cocktail party and a movie on juke box public relations were also staged for operators at the show. The movie was presented by AMI, Inc., and was announced available to all operators at any time at no cost.

Further proof of MOA's growth was brought out when George A. Miller, president and general business manager, announced during his formal opening of the convention, that the association had outgrown its present bylaws and that changes were needed. "The bylaws now call for 22 State directors, it's our intention to boost this number to 48, one for each State in the country," Miller said.

Five-Year Contract

Along similar lines, the board of directors of MOA presented Miller with a five-year contract as president and general business manager.

Sidney Levine, acting as spokesman for the group, said: "This association is growing too fast not to have a permanent president at the helm."

Miller said Friday (11) that a committee had already been selected for next year's convention. "There is some talk at present," he stated, "as to changing the site of the convention next year. However, all operators in MOA will be asked for their views before a decision is reached."

Depreciation for Ops and Uncle Sam

Forum Outlines All Methods Used; Airs Gov't. Views On Salvage, Capital Gains

CHICAGO—Is the depreciation plan you're using the best one available to you? Does Uncle Sam like the way you're doing it?

These and many other questions were asked of operators attending the Tuesday (8) afternoon operator forum at the Morrison Hotel during the MOA convention. Forum moderators Harry Snodgrass, Albuquerque, and Jim Tolisano, Hartford, presented problems concerning juke box depreciation, then tried answering the problems themselves along with operators attending.

The number of operators attending the forum meeting was below expectations, altho in the "things accomplished" department, it was a different story. Discussed were the advantages and disadvantages of

CHICAGO — The subject of juke box programming was brought up at an MOA convention for the first time this year and wound up as one of the most lively discussion topics of the three-day event.

In the first of two crowded forum meetings held Monday afternoon, a panel of seven music operators from different sections of the country took turns in explaining to the audience how they program their juke boxes, how much money they spend each week on records

and how they try to avoid such problems as too many location requests.

The forum was moderated by Louis Ptacek, a director of MOA and a member of the Kansas Music Association. Panel members were Bill Power, a member of the South Dakota Phonograph Operators' Association, of Sioux Falls, S. D.; Hirsch de La Viez, a director of MOA and a member of the Washington Music Guild, Washington; H. H. Doliver, of Conrad, Mont.; Harlan Wingrave, secretary of the Kansas Music Association, Emporia, Kan.; Ted Nichols, president of the Nebraska Music Operators' Association, Montgomery, W. Va.

Ptacek opened the meeting by introducing the panel members. In turn, each told a little about the size of their operations and routes. Ptacek then talked briefly on the importance of good juke box programming, pointed out that it was vital in successful music operating.

Record Costs

The discussion became very spirited when operators began citing their record expenses.

Operators who were spending approximately 15 to 20 per cent of their gross collections for disks were amazed to hear other operators were spending as little as 10 per cent. Operators in the lower spending bracket were challenged.

Hirsch de La Viez, who operates a route of 750 phonographs in the

(Continued on page 75)

INSURANCE, AD PLAN STILL IN MOA HOPPER

CHICAGO—A nationwide operator insurance plan and a mass commercial advertising juke box plan are still in the hopper as far as MOA is concerned.

At last week's MOA convention, George A. Miller, president, told operators that committees were currently working on both plans. In fact, he said that they could expect to hear news of the insurance plan within the next few months.

The insurance plan was tried last year, but failed to pull enough support to warrant the move. "Since then, Miller said, "the MOA office has received many letters asking about the plan. If operators feel they want such an insurance plan, we'll certainly do everything in our power to get one of them."

The advertising plan was first introduced two years ago by Rodney Pantages. The plan proposes that commercial advertising records be used on juke boxes—the revenue for playing such disks to be divided between operators and location owners.



JOHN W. HADDOCK



LEE SCHOOLER



CONGRESSMAN MILLER

HOW'S, WHEN'S AND WHY'S

Programming Gets 1st MOA Airing in Forum

Miller Inks 5-Yr. Contract As MOA Prexy

CHICAGO—George A. Miller has signed a contract naming him president and general business manager of Music Operators of America for the next five years. Miller has served in that post since the association was formed in 1948.

The inking took place during an officers and directors' meeting at the Morrison Hotel just before the association's annual convention got under way. The contract sets his salary at \$12,000 a year.

During his opening convention address, Miller thanked operators for their confidence in him, vowed he would work doubly hard throughout the coming years.

'YOU'RE OVER 21'

Schooler Tells Why Good Will Needed

CHICAGO — "You're over 21. Act like it."

That's what Lee Schooler, a principal speaker at this year's Music Operators of America convention, told operators with regard to juke box public relations.

Schooler, who heads the Chicago firm, the Public Relations Board, addressed operators at the Monday (7) morning business session. The theme of his speech, "You're Over 21—the Age of Responsibility," was juke box public relations, why it's needed and how to get it.

Schooler, whose talk was well received, wasted little time in pointing out the need for public relations in the juke box industry. He cited his own hesitant reaction when first requested to be on the program: "When I heard the name of your organization—Music Operators of America—I didn't have the slightest idea what it represented. Then I learned that you (music operators) operate juke boxes. Remembering the adverse public relations your industry received recently, I nearly turned George A. Miller down. And then I did some very careful checking.

The Truth Might Hurt
"I found out differently, of course, so I'm here. I may hurt your feelings, but I was asked to talk about your public relations, not to conduct a public relations campaign for myself. If the truth hurts, that's my only value here as I see it."

Schooler went on to explain why he pointed out his reaction to the industry: "My reactions are much the same as those of most people. And these reactions stem from ignorance and misinformation which, in turn, stems from the lack of a positive public relations program designed to tell the American public the truth about music operators and MOA."

What is public relations? "Technically," Schooler stated, "the term public relations means to create favorable public sentiment for a product, a company, a person, an idea, or an institution. It means creating a favorable public image of you and your business."

Caesar Had a Plan
He pointed out how long before there was such a thing as a professional public relations man, astute leaders of men knew how to attract and keep the loyalty of their followers. Such men as Julius Caesar and Benjamin Franklin had an unusually good understanding of the importance of public relations, Schooler said.

Caesar built up his public following by word-of-mouth communication, while Franklin believed in personal impressions, Schooler said. Both systems, he added, worked fine for them, but today you have to use mass communications media to reach a mass audience, and you have to pick specific media aimed

(Continued on page 79)

Haddock: MOA Bright Hope In Industry

CHICAGO—"Music Operators of America is one of the bright hopes for the future of the music industry," declared John W. Haddock, president of AMI, Inc., in addressing the general meeting at MOA convention Tuesday (8) morning.

Operators should "have confidence in MOA, appreciate it, support it," he said.

Hitting the high costs of doing business today, Haddock said that controlling costs is a very great problem for music machine manu-

(Continued on page 75)

Wurlitzer Plant In Corinth, Miss., Gets Royal Welcome

CORINTH, Miss.—It was a big day for Corinth (population, 12,000), as the city last week welcomed the Rudolph Wurlitzer Company to town in a gala celebration opening the firm's new \$85,000 plant.

Thursday (10) was proclaimed "Wurlitzer Day" in honor of the plant opening and the company's 100th anniversary in the music industry.

The plant, located just south of the city limits, will employ between 200 and 300. Some phonographs, along with other machines and musical instruments are expected to be produced in the ultra-modern electronic piano plant.

Lt. Gov. Carroll Gartin, of Mississippi, representing Gov. J. G. Coleman, spoke at ceremonies, wel-

(Continued on page 66)

MOA's Stand in Copyr't Fight Outlined in Counsel's Talk

Sidney Levine Discusses 14-Point Statement Submitted to Congress

CHICAGO—Tho the subject of copyright legislation did not dominate the 1956 Music Operators of America convention, having had to share the honors this year with such topics as dime play and public relations, it certainly pulled considerable attention and discussion both on the exhibit floor and in the business meetings.

In the business meetings, not less than six speakers discussed the yearly performance fee-juke box battle. A few speakers concentrated on the topic. Sidney Levine, legal counsel of MOA, highlighted this latter group.

Levine, who has represented MOA in all its copyright legislation battles since the association was formed in 1948, normally reviews MOA's progress from convention to convention in regard to keeping the 1909 Copyright Act intact. However, this year, Levine slanted his talk toward what the nation's operators could do to help MOA.

Costly Battle
He pointed out that such legis-

lation was costly, that operator membership in MOA helped defray these costs. "If all operators in the country were to join MOA, we could put on a defensive battle that would insure success."

He asserted that the battle was a long way from over. "ASCAP and other performance rights societies will continue to fight for juke box money as long as they're in existence," Levine said. He added: "Each year the chances of a change in the Copyright Act grow greater, we must keep fighting, and even harder, before we can hope to win these yearly battles."

Operators can also help in this fight by sending wires and letters to their congressmen urging that they reject any and all proposals to change the 1909 Copyright Act, Levine declared.

14-Point Memorandum
Levine then read a 14-point memorandum which he submitted to Senator O'Mahoney concerning MOA's stand in the copyright battle. Briefly, the points brought

out in Levine's memorandum were as follows:

"1. Juke boxes represent an investment of over \$1,000, and operators usually purchase them via conditional sales contracts. There are more than 10,000 operators in the country, whose annual income hovers around \$3,000. On the other hand, advocates of S. 590 are the performance rights societies such as ASCAP, BMI and SESAC. These societies are seeking, and have sought for 30 years, to collect royalties from the operator, but offer him nothing in return.

"2. The exemption in favor of juke boxes contained in Section 1 (e) of the 1909 Copyright Act was enacted by Congress after long deliberation and with full knowledge and awareness of the existence of a large industry similar to and for all practical purposes, identical with the present juke box industry. The law has functioned very well and has encouraged our industry to expand and flourish. Thousands of small businessmen have invested millions of dollars in reliance on the law. Their investment would be confiscated and the industry destroyed should S. 590 become law.

No Aid to Composers
"3. S. 590, if enacted, (Continued on page 74)

Artists Galore at Annual MOA Show

CHICAGO — Television spectacles have a big job ahead of them if they ever hope to compete with the "star-studded" shows held annually at the Music Operators of America banquets. This year's show was no exception. There was virtually no end to the entertainment roster.

The show was launched around 9 p.m. It was still going strong at 1 a.m. Over two-dozen recording artists from over a dozen labels, along with the help of three non-vocal groups, kept operators and record personnel alike glued to their seats for over four hours.

Howard Miller, popular disk jockey in Chicago, steered the entertainment on and off the stage, aided by Hirsch de La Viez, an MOA vice-president and the man who puts these yearly extravaganzas together. Following the show, Hirsch commented: "To bad there wasn't more time. We had to turn down more artists than we used."

It is impossible to pick the favorite of the night, Four artists

were so well received that it took all Miller and Hirsch could do to quiet the audience so they could leave the stage after three numbers, which was already one over the prescribed limit.

The first to pull the house down was Nat (King) Cole, Capitol. When he finished "Too Young to Go Steady," the crowd was ready to let him sing all night. He was followed in the headliner department shortly after by pert Teresa Brewer, Coral, who probably received her best hand for "A Tear Feli," tho it's debatable since all three tunes pulled an avalanche of applause.

Mahalia Jackson, Apollo, was number three in the "favorites" category. By the time she finished her second number, the crowd had not only decided that she was to sing again, but had decided what she was to sing—"You'll Never Walk Alone." When she finished the crowd was calling for "Rusty Old Halo," but Miller finally per-

(Continued on page 66)

10c Play, P-R, Taxes Top Op Meet in Ala.

MONTGOMERY, Ala.—A forward look at taxes, dime play for juke boxes and membership plans topped the agenda at the Alabama Amusement Association's one-day meeting here at the Whitley Hotel.

Possible future taxation, was widely discussed, following a report by the association's attorney, Joel Robinson, on the recent bill introduced in the State legislature (Continued on page 66)



MUSIC OPERATORS AND RECORD PERSONNEL from all over the country converge on the Morrison Hotel, Chicago, last week for Music Operators of America's sixth annual convention. A highlight of the convention was the opening business meeting held Monday morning. Seated at the speakers' table at this meeting were most of the officers and directors of the association. From left to right they are: Jim Tolisano, president of the Music Operators of Connecticut, Hartford; David Baker, president of the Music Operators' Association of Massachusetts, Boston; Dick Steinberg, director of the Music Guild of New Jersey, Newark; Les Montooth, president of the Central State Music Operators' Guild, Peoria, Ill.; Larry Marvin, president of the Sacramento division of the California Music Merchants' Association, Sacramento; Bill Hullinger, Delphos, O.; Martin Britz, Great Falls, Mont.; Harry Snodgrass, director of the New Mexico Music Guild, Albuquerque; Clint Pierce, president of the Wisconsin Phonograph Operators' Association, Brodhead; Sidney Levine (standing), MOA legal counsel, New York; Al Denver, president of the Music Operators of New York; Willie Blatt, a director of the Automatic Music Operators' Association of Dade County, Miami, and Howard Ellis, secretary-treasurer of the Nebraska Music Guild.

A BEEHIVE OF ACTIVITY AT BB SERVICE CENTER

CHICAGO—The Billboard's service center went into action once every 30 seconds at the Music Operators of America convention last week.

Via four house telephones, six regular local phones, a paging service and a complete directory of exhibitors and personnel, Billboard staffers were able to handle an average of two requests from conventioners every minute that the service center was open during the three-day event. The center was in action from 10 a.m. to 8:30 p.m. daily.

Over 2,000 local phone calls were received or made at the service center desk. Over 600 long distance calls were received. And there was one Trans-Atlantic call from London.

In the paging department, nearly 1,000 messages were relayed to the convention floor. Approximately 100 announcements were made by or for the convention management.

"Who's Who"

Besides the normal run of services, such as locating business partners, wives, husbands, association officers and what have you, the service desk also acted as a gathering site and a "Who's Who" information booth.

Following the close of the convention, George A. Miller, president and general business manager of MOA, said of the service center: "The service desk, installed in the lobby on the exhibit floor by The Billboard, rendered a new and important service to music operators as well as all others. And this service was installed without charge to MOA. It was an added feature at this year's convention, but a feature that will be used at all MOA conventions in the future."

P-R Film Shown by AMI; Is Available to All Ops

CHICAGO—One of the biggest steps yet to improve public relations for the juke box operator in his home town was taken by AMI, Inc., last Monday (7) evening at the Music Operators of America convention. The firm showed a feature film designed specifically to build better good will for the juke box industry, then announced that the film was available to any and all operators for showing at local club meetings or civic gatherings without charge.

Bill FitzGerald, director of sales of AMI, explained the need for public relations to a jam-packed audience in one of the halls in the Morrison Hotel. He pointed out that the film, an 8-mm. colored film with sound, had been in the making for some time and had only recently been completed. He asked operators to jot down suggestions, things they would like to see in future films not covered in the one being shown.

The cost of producing the film, John Haddock, president, later pointed out, was \$25,000. He said that this cost was being absorbed entirely by AMI, that the movies would be available to operators for rental without charge. "The

only thing we ask," he said, "is that you give us a little notice of when you'll want to show the movie so that we can make sure it is available for you."

The film itself emphasizes the fact that the juke box industry is an interesting, stable, honest business. It introduces the operator who services the machines and buys the records that are featured on the selection panels, the distributor who supplies everything needed to keep equipment running smoothly, the manufacturer who is a specialist in sound systems, cabinetry and mass production.

Juke box locations in the film are typical locations found in any one of a thousand towns. The operators shown are conscientious, hard-working experts in their field.

Viewers are taken on a guide thru the AMI factory, where precision and technical know-how is spotlighted. At no time in the film, however, is there any mention of the firm name AMI. Length of the movie is approximately 20 minutes.

In addition to the film, FitzGerald also showed suggested ads which operators could adopt for local newspapers in their towns.

YOU TOO?

Ops Find Tax Problems Not A Unique Item

CHICAGO—Taxes are a familiar problem for music operators. The exchange of tax problems and methods for solving them on State and local levels at the operator forum on taxation Monday (7) at the MOA convention left no doubt on that score.

The session was moderated by John (Red) Wallace, president of West Virginia Music Operators' Association, and Larry Marvin, president of the Sacramento division of California Music Merchants' Association. Both are MOA board members.

Wallace led off by discussing operator taxes in his own State.

Operators from all sections of the country told how they were trying to reduce unfair taxes. Several who took the floor told of how they successfully reduced or eliminated such taxation in their own areas.

New Ideas

Marvin explained how the California association had helped operators get tax relief locally. His group offered model ordinances to operators in areas where a tax increase appeared imminent.

"Being prepared—knowing what you can afford to pay before you talk to the tax board—is half the battle," Marvin pointed out. He credited George A. Miller, MOA president and until recently head of CMMA, for the California group's winning local legislative battles. He said Miller was planning to set up a similar program on a nationwide basis.

Dana M. Hicks, executive secretary of the West Virginia association, also offered to make legislative data available to operators. He said that he had been collecting records and ordinances pertaining to juke box taxes and fees for some time in connection with proposed tax changes in his State.

Principal outcome of the meeting: Operators found out that they were not alone in their tax fights and that there are ways to win. The meeting clearly showed that the problem was big but beatable.

'Heartbreak' Still Top MOA Choice

NEW YORK—Elvis Presley's "Heartbreak Hotel" on RCA Victor again was named the nation's top juke box disk Saturday night (12) on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

Regional favorites were "Blue Suede Shoes," with Carl Perkins on Sun, West Coast; "Hot Diggity," with Perry Como on RCA Victor, Midwest, and "Can You Find It in Your Heart," with Tony Bennett on Columbia, East.

Voted most promising were "I Hear Music," with the Rover Boys on AMPA, and "Careless Love," with Lou DeMarco on Ferris.

Appearing in the show were George A. Miller, MOA president; Les Montooth, MOA vice-president, and Hirsch de La Viez, MOA vice-president.

Suffolk-Nassau, he stole the machines one by one, then hired Smith to deliver the machines to Koeppel. Smith, allegedly, was paid \$100.

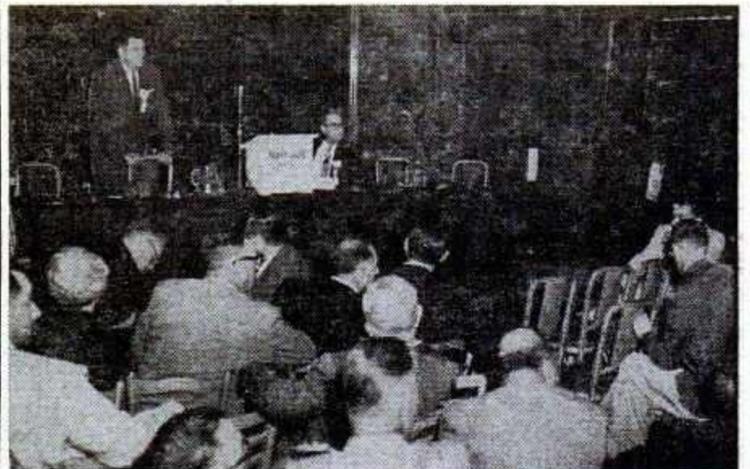
After his arrest, Funaro charged that Moore had given him the "double cross" and threatened to "fix" him.



JIM TOLISANO, president of Music Operators of Connecticut and Music Operators of America director, and Harry Snodgrass, Border-Sunshine Novelty Company, Albuquerque, N. M., and MOA secretary, moderate forum on depreciation at MOA convention in Chicago's Morrison Hotel Tuesday (8).



TED NICHOLS, president of Music Guild of Nebraska; Gordon Stout, president of South Dakota Phonograph Operators' Association and MOA director, and Howard Ellis, secretary-treasurer of Nebraska group, left to right, moderate public relations forum at MOA convention.



JOHN (RED) WALLACE, president of West Virginia Music Operators' Association, and Larry Marvin, president of the Sacramento division of the California Music Merchants' Association, moderate forum on taxation at MOA convention.



CLINT PIERCE, MOA vice-president, left, and Sidney Levine, MOA legal counsel, right, looks on as George A. Miller, president of MOA, signs five-year contract at MOA convention.

Jobber Tip Recovers 5 Missing Juke Boxes

NEW YORK—The honesty and alertness of a 10th Avenue juke box jobber has been responsible for the arrest of a former juke box repairman who police say has stolen more than \$10,000 from his employer.

When Edward L. Smith, a Patchogue, L. I., resident walked into the Koeppel Distributing Company and sold five pieces of equip-

ment for \$1,850, Harry Koeppel, who handled the transaction, had an idea something was wrong.

Checking the machine thoroly, he noticed scratched out Suffolk-Nassau Amusement Company decals. He also took the numbers of the registered locks. Then Koeppel called the police.

10 Machines

The police checked with Sandy Moore, head of Suffolk-Nassau. Moore said that in all, 10 juke boxes were stolen from him. Value of the stolen equipment is an estimated \$10,000.

Arrested was Carl Funaro, a former Suffolk-Nassau routeman, and Smith, who was accused as acting as the go-between in the sale of the machines. Both men are held on grand larceny charges.

Funaro, who was fired by Suffolk-Nassau in February, started his own route shortly thereafter. Police say that while working for

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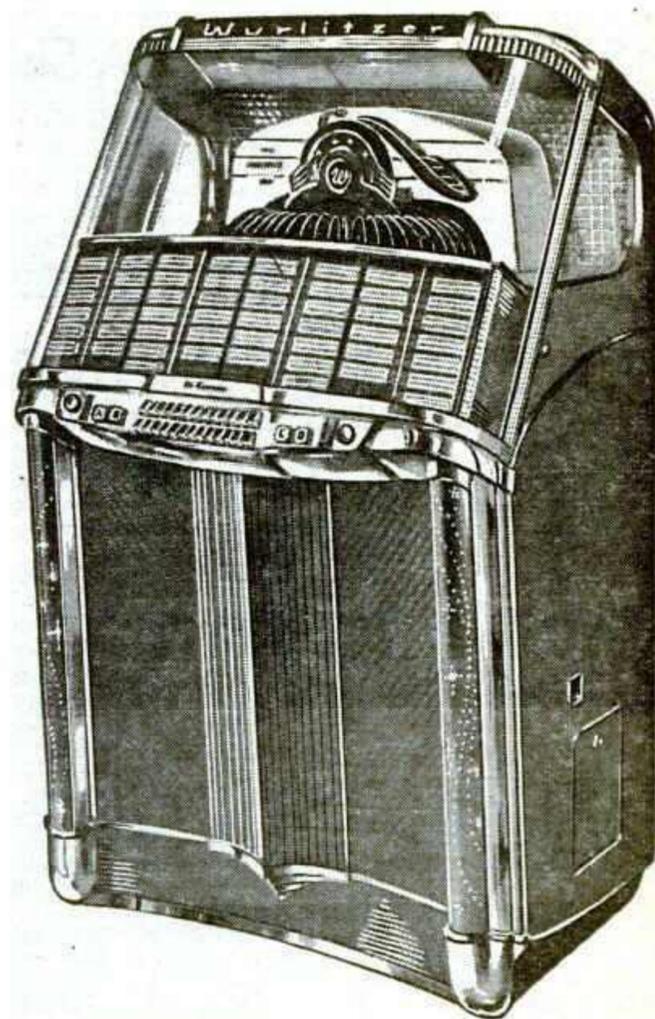


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CLIMBING UP THE GANGPLANK on a Chicago-bound Stratocruiser is the New York delegation to the Music Operators of America convention. Top to bottom are Frank Abrahamson, Ben Chicofsky (partly hidden), Gert Fagan, Lou Boorstein, Mrs. Boorstein, Hank Walton, Gabe Forman, Raymond Boorstein (in front of Forman), Al (Senator) Bodkin, Al Gassner, Hank Walton, Joe Fishman and Aaron Sternfield.



MEMBERS OF THE NEW YORK DELEGATION to the MOA show wave good-by before boarding a special flight to the convention. Captain Richard O'Neill and Stewardess Alta Smith look on at Ben Chicofsky (top of stairs) and Gert Fagan and Gabe Forman (below). The rest (left to right) are Harry Apostalaris, Bob Luttmann, Joe Fishman, Ben Haskell, Sandy Moore, Hank Walton, Al (Senator) Bodkin, Lou Boorstein, Frank Abrahamson, Mrs. (Lou) Boorstein, Alan, Raymond and Richard Boorstein, Al Gassner, Bernie Boorstein (partly hidden) holding Ellen Joy Boorstein, Marty Toohey, Mrs. (Bernie) Boorstein, Aaron Sternfield, Norm Weinstroer and Jerry Blaine.

NOTES FROM FUJIYAMA

Gotham Ops Take Over on Special Flight to MOA Show

NEW YORK—Officials of the Northwest Orient Airlines are still discussing the special flight which took some 20-odd New York coinmen to the recent Music Operators of America convention in Chicago. Amid the popping of flash bulbs

and the fond farewells of relatives, the Gotham contingent boarded the double-decked Stratocruiser at noon Sunday (6) and took over the Fujiyama Room in the lower level.

A surprise reception for the operators was given by Leslie Dis-

tributors in the form of a kaffe klatch and box luncheon. Lou Boorstein poured.

Official Party

Members of the official New York party were Lou and Bernie Boorstein; Bob Luttmann, Al (Senator) Bodkin, Al Herman (Herman Distributors); Ben Chicofsky; Hank Walton, Sandy Moore and Gabe Forman, all of Suffolk-Nassau Amusement Company and Young Distributing of Long Island; Al Gassner; Norm Weinstroer, Coral Records; Jerry Wechsler, Atlantic Records; Max Silverman; Ben Haskell, attorney for the Associated Amusement Machine Operators of New York; Joe Fishman, New Jersey Wurlitzer and game distributor; Frank Abrahamson, representing Sammy Kaye; Jerry Blaine, Ahmet Ertuger; Harry Apostalaris, Alpha Distributors, and Marty Toohey and Aaron Sternfield, both of The Billboard.

Northwest Airlines flight personnel were so impressed by the conviviality of the New York contingent, that the pilot, Capt. Richard O'Neill made a special trip to the Fujiyama room to meet the operators personally.

Before disembarking, the operators passed a special vote of thanks to Alta Smith, stewardess, and Harry J. Honda and Larry Baehr, flight service attendants, who spent most of the journey with the group.

Meeting the operators at Chicago's Midway Airport was Dr. Gabriel Belvidere, Chicago neurosurgeon who worked part-time as a repairman in New York to finance his way thru his pre-medical studies. Dr. Belvidere later attended a dinner in his honor at the Epicurian Restaurant.

Young: Ferris, NJB 1-2 Punch In Op Copyright

CHICAGO—National Juke Box, Inc., and Ferris Records is the "one-two punch" against the American Society of Composers, Authors and Publishers in the fight against removing the juke box exemption from the 1909 Copyright Act, Barney Young, head of both organizations, told operators at the MOA convention Tuesday (8) morning in the Morrison Hotel.

Young gave the group a progress report on both firms. He said that NJB, the performing rights society arm, was in the process of building a library. Ferris Records, which will produce the music licensed by NJB, is to release initially one to two records a month, said Young. "We've got all types of music in the works," he declared.

Simply, here is the deal which Young offers music operators:

For every five records they buy from Ferris, they will receive a share of stock free until all the stock is exhausted. Young said there are 2,290,000 shares with a par value of 10 cents. He said he expects to pay dividends on the stock. Records will cost operators 55 cents each.

Young said the fact that NJB now has in its catalog "Stars and Stripes Meringue" is a "psychological victory" against ASCAP since the original music was written by John Phillip Sousa, one of the founders of ASCAP.

George A. Miller, MOA president, in announcing Young would speak, made it clear that "MOA has no financial interest whatsoever in either of the two firms which Young is sole owner." Miller said further that "MOA will never consider under any circumstances being competitive with record firms."

Alabama Topics

• Continued from page 63

to assess "punitive" taxes on juke boxes. The bill was killed by a sine die adjournment of the legislature.

Robinson outlined plans to appear before the house ways and means committee to acquaint members of the tax burden already carried by operators in Alabama.

Dime play was discussed at length after the subject was introduced by Simon Wolfe, of Wolfe Distributing Company, Jacksonville, Fla., and Birmingham. Members indicated they would support the move.

Reporting on membership, Committee Chairman Al Toronto, of Birmingham Vending Company, praised South Alabama members for their success in recruiting new members and in supporting the State organization. Singled out for particular praise was C. A. Martin, Martin Amusement Company, for his recruiting record in Mobile and Prichard, Ala. Toronto ended his report by urging all members and all operators in the State to "bring at least one new member each into the organization."

Gulf Shores was voted the August meeting place. The motion was amended to the effect that the Gulf Shores meeting would place emphasis of the social side. Members were urged to bring their wives and children. Irwin Kamper, Fairhope operator, was appointed chairman of the August session.

At the buffet dinner, which followed the business sessions, the conversation was largely dominated by suggestions to better public relations. Max Hurvich, of Birmingham Vending Company, said every

Artists Galore

• Continued from page 63

sueded the audience that the show had to go on. Mahalia, incidentally, appeared at an MOA banquet for the first time just two years ago, and she walked off with the show.

The last of the favorite foursome was Pat Boone, Dot. Tho appearing late in the show, Pat aptly showed that no matter how much entertainment is showered on the guests, when they like an artist they can't get enough. His top tune: "Ain't That a Shame."

Frank York and his orchestra, Coral, played the gruelling four-hour stint and they finished smiling. They turned in a fine performance to winning applause. To the members of the band, the show represented a four-hour set because there were no breaks. The band also worked two hours of practice in the afternoon.

Other recording artists, and the labels they represented, were the Rover Boys, featuring Billy Albert, ABC-Paramount; Myoshi Umeki, Mercury; the Hilltoppers, Dot; Joe Reynolds, M-G-M; the Four Lovers, RCA; Betty Madigan, M-G-M; Gloria Wood, Diamond; Bobby Darin, Decca; Eddie Fontaine, Vik; Ronny Selk, ABC-Paramount; Cathy Carr, Fraternity; Nick Valino, Vik; Vi-Counts, Coral; Joe Clav, Vik; Silvia Sims, Decca; the Block Busters, Personalities, Inc., and Stu Hamblin, RCA Victor.

Artists in the audience who were unable to appear because of the time element included Pee Wee King, Tommy Leonetti, Johnny Maddox, Billy Vaughn and Nick Noble. Telegrams wishing luck and regretting non-attendance came from Connie Boswell, Gale Storm and Mitch Miller.

Wurlitzer Plant

• Continued from page 63

coming plant officials to Mississippi and wishing the company success. Top visiting officials included R. C. Roling, president of Wurlitzer, Chicago; J. C. Roling, vice-president and general manager of the DeKalb, Ill., division of the firm, and approximately 100 other Wurlitzer officials and employees. Many North Mississippi music operators also attended.

B. C. Roling responded to Lieutenant Governor Gartin's address, saying his company was happy to have a plant in Mississippi and to work with such congenial, hospitable people.

The day started with a luncheon for the Wurlitzer officials. A parade followed, featuring floats, five high school bands, the Corinth National Guard unit, Boy Scouts, 4-H Club, old model cars, horse-drawn buggies and men and women in their Corinth Centennial costumes.

Following the parade, the plant was dedicated and an open house was held. A barbecue, sponsored by the Chamber of Commerce, was served to some 1,000 people who visited the plant site.

attempt should be made to "clarify the picture in the public mind."

"Today's coin machine operator is a family man," Hurvich said. "We need to put that fact before the public. We support our nation, State and cities thru taxes. Many of us serve on committees appointed to serve our communities thru civic and charitable organizations. It's only thru our efforts that we can provide our business with the good will needed from people who make up our communities."

Officers of the Alabama Amusement Association are Morris Pina, of Franco Distributing Company, president; Harry Hurvich, Birmingham Vending Company, vice-president, and Leonard Barnes, Leonard Barnes Music Company, Selma, Ala., secretary-treasurer.

Convention Notes

Probably the busiest member of the New York operator contingent was Senator Al Bodkin, who will be guest of honor at the New York Coin Machine Division's United Jewish Appeal dinner on June 13. Al took time off from pressing business matters to solicit funds for the drive. UJA is \$6,000 better off as a result of his trip.

From a New York viewpoint, one of the convention's highlights was a Tuesday (8) dinner given by the operators for Dr. Gabe Belvidere, who worked on New York's coin row as a part-time repairman while a pre-medical student and who is currently in practice there.

Dave Stern, Seacoast Distributors, was toastmaster at the dinner, and Gabe Forman, Young Distributing of Long Island, assisted in the emcee chores.

Gotham operators took time out from business sessions to visit the Chicago factories and inspect production facilities. One such tour included Nat Cohn, Dan Carr, Sandy Moore, Gabe Forman, Hank Walton and Irv Holzman.

Doc Shapiro, director of the Music Operators of New York, came to the convention from Fargo, N. D., where he visited friends. . . . Lou Boorstein assisted the over-worked Billboard Service Center by making his own announcement over the p.a. system.

Mrs. Johnny Bilotta, wife of the New York State Wurlitzer distributor, joined her husband from Hannibal, Mo., where she was visiting her folks.

Dave Bond, Trimount Distributors, Boston, returned from Europe while the convention was going on and couldn't make the show. Irv Margold represented the firm.

VENDING MACHINES

MAY 19, 1956

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

THE BILLBOARD

67



ROBERT F. CHANA



MOE MANDELL



MILTON T. RAYNOR



IRVING SHEPHERD



FRED BRANDSTRADER

Mandell Lauds NVA Progress In Past Year

CHICAGO—"Our organization is doing a tremendous job for all of us, and continued progress will come only with unity, proper planning and leadership from all parts of our industry."

That was the observation made by Moe Mandell, New York, president, in his welcoming address to members of the National Vendors' Association at the sixth annual convention here Friday (11) at the Morrison Hotel.

"In the last year," he declared, "I have watched our industry 'on the move,' and I can sincerely state we are on the move in the right direction."

"We have become an important part of the vending industry and as a trade association we have built respect and recognition for our operators."

Reviewing his tenure as president, Mandell said two thoughts came to mind:

"First, I have seen a growing security developing for our industry throughout the country, a security which I feel stems from the unified action of operators thru our trade association."

"Second, I have found the people in our industry are a 'swell bunch of guys,' always ready to co-operate, and always willing to carry their share of the responsibilities and obligations in order to build a better industry for all."

He declared that both conditions had made his position a pleasurable one and that much gratification is derived from progress of this kind.

National Sets Vacation Date For Workers

ST. LOUIS—Factory and office employees of National Vendors, Inc., will take their annual vacation from July 28 to August 13, A. F. Diederich, president, announced last week.

During the vacation period no shipments will be made nor will any be received by the factory, Diederich announced. Customers have been notified of the vacation dates, he said, so they can arrange orders for machines or parts in advance.

NVA Helping Bulk Ops Win Battle for New Locations

Association Counsel Points Up Footholds Gained on Bulk Vending Sales Frontier

CHICAGO—"Now is the time to fight."

With that as the theme of his discussion, Milton T. Raynor, general counsel, urged members of the National Vendors' Association at the sixth annual convention at the Morrison Hotel here Friday (11) to continue their winning battle to open new areas of operation.

Reviewing the five years of NVA's history and growth, especially the great strides made in placement of penny and nickel bulk vending machines in national chain stores, supermarkets and huge, new shopping centers, Raynor declared:

"Now is the time to fight for every city in the country. Now is the time to renew efforts with all concerned for reversal of opinion. Now is the time to consider the look-see viewer for areas which still have narrow-minded officials, since this conclusively makes the machine the salesman of a penny's worth, or nickel's worth of merchandise with no surprise, or element of chance involved."

Pointing out that NVA has outgrown infancy, the association, he said, with maturity must face certain basic responsibilities and obligations, declaring:

"These factors must be faced in the form of establishing association policy, and since association policy is, in effect, set by the members, the members are the ones who now assume and must make industry decisions."

Recalling advances made by the bulk vending industry in the past several years, Raynor cited the changes made, the slow but steady move toward the position wherein the industry today is accepted as a fundamental part of the national economy.

"Thousands of people—families—are directly and indirectly dependent upon the industry, and

only in scattered sections of the country," he asserted, "have we met with resistance."

"The chains have welcomed us into their stores. Taxing bodies of municipalities, counties and States are seeking to extract license fees and taxes from us. Gradually the antagonisms felt for us—possessed by public officials—are decreasing. (Continued on page 70)

TELLS NVA OPS:

Diversification Potential Great

CHICAGO — There is great potential to an operator's earnings thru a diversified operation, Frank Mencuri, vice-president of Exhibit Supply Company, will tell members of the National Vendors' Association at the Saturday morning (12) business session of the sixth annual convention here.

Specialization in the field of one product operation is rapidly becoming a business of the past, Mencuri declared, citing the fact locations set the pattern by offering a variety of products today.

"Location owners," he said, "are determined more than ever before to get the maximum profit possible from their investment, and will

diversify their business to attract more customers."

"The fact that locations are seeking additional means for increasing income greatly favors the operators of vending machines. He can offer a variety of items at no cost to the owner, and at the same time provide prompt, adequate customer service which does not require additional help."

Service, Not Income

"But it's also true—and most important—that your plan to diversify is not based on increasing the income of the location," Mencuri pointed out.

"It's very important not to stress (Continued on page 70)



ROLFE LOBELL



FRANK MENCURI

Lobell Tells NVA Members: 'Get Insurance'

CHICAGO — Because of the greater security offered at lower than average costs thru the association's group plan, Rolfe M. Lobell, Chicago, vice-president in charge of sales of Leaf Brands, Inc., urged members of the National Vendors' Association to take advantage of the NVA insurance program.

Addressing the opening session of the NVA's sixth annual conclave Friday (11) at the Morrison Hotel here, Lobell declared:

"There is no risk to your business when you are insured properly. In fact, it is one of your greatest assets in selling a new location. You are not only protecting your own business, but also the interests of the location, and that one point is what stops take into consideration first in new business ventures." (Continued on page 69)



PROJECTS FOR THE COMING YEAR, including the curbing of sales of vending machines to locations, were discussed at the annual meeting of the board of directors at the National Vendors' Association's conclave in Chicago last week. Members of the board clockwise are: S. H. Bloom, Oak Manufacturing Co., Culver City, Calif.; M. J. Abelson, Oak Manufacturing Co., Pittsburgh; Lester O. Hardman, Penny King Co., Pittsburgh; Rolfe M. Lobell, Leaf Brands, Inc., Chicago; Samuel J. Phillip, Samuel J. Phillip Co., St. Louis; H. B. Hutchinson Jr., H. B. Hutchinson Co., Atlanta; Paul A. Crisman, King & Co. Chicago; Moe Mandell, Northwestern Sales & Service Co., New York, president of NVA; Milton T. Raynor, Chicago, NVA general counsel; W. R. Greiner, Northwestern Corp., Morris, Ill.; Harry Bell, Harry Bell Sales, Chicago; Bob Guggenheim, Karl Guggenheim, Inc., New York; Bob Kantor, Confection Specialties, Inc., Chicago; Leonard G. Quinn, Confection Products Co., Columbus, O., and Charles Kanak, Star Vending Supply Co., Houston.

SAYS BRANDSTRADER:

Organization Benefits All Ops in Tax Fights

CHICAGO — Effective organization of industry benefits everyone in vending, Fred L. Brandstrader, Chicago, an attorney and former legislative counsel of the National Automatic Merchandising Association, is to tell Saturday's (12) business session at the National Vendors' Association convention here.

Discussing "The Real Meaning of Industry-Wide Organization," Brandstrader declared:

"The smaller operator cannot afford to let the larger companies fight his battles. He is more effective as a legislative contact than is the salaried employee of the larger company."

Industry-wide organization of the vending business is only justified if the objectives of such organizations are in the public interest, and if the problems facing the industry are sufficiently grave, he stated.

Brandstrader pin-pointed this remark, asserting the history of vending shows a definite need for effective trade organization, and that the principal problems of vending are in the fields of taxation, sanitation, management and public relations.

"Increased public acceptance of vending has resulted in decreased unfair taxation of the industry both at the State and city levels," he explained.

Increased acceptance of vending, he continued, has been brought

10 Show Machs. at NVA Meet, 2 Bow New Units

CHICAGO—Two of the 10 equipment manufacturers exhibiting at the sixth annual convention of the National Vendors' Association here last week introduced new bulk vending machines for the first time.

A combination ball gum and picture card unit, Premiere, was bowed by Oak Manufacturing Company, Inc., of Culver City,

Calif., and Vendorama, a combination ball gum and charm machine, was shown to the trade for the first time by World Wide Manufacturing Company, Pittsburgh.

Oak's bulk venter is designed to dispense a piece of ball gum and a picture card for 1 cent. It has a capacity of 800 cards and 1,000 pieces of ball gum. It is 5 1/2 inches deep, 13 inches high, and 13 inches wide. It lists for \$24.95 f.o.b. factory.

Oak also displayed its 400 capsule venter, the Goldmine tab gum selector, and the all-purpose Acorn unit.

World Wide Manufacturing Company presented its Vendorama, a combination console type which combines vending of packaged charms with ball gum. (The Billboard, April 21.)

For every penny inserted the purchaser obtains a ball of gum, and on every eighth coin, the customer receives a packaged charm. The machine, 13 inches wide, 7 1/2 inches deep and 42 inches high, lists for \$79.50 f.o.b., Morris, Ill.

Victor Vending Corporation, Chicago, exhibited its complete line of venders include the Supermart, a 1, 5 or 10-cent ball gum and capsule unit; the Topper Deluxe, and Topper Deluxe King Size 1-cent machines, its combination of Baby Grands and Super V's units that vend at 1, 5 or 10 cents.

Atlas Manufacturing & Sales Company, Cleveland, showed its Atlas Master.

Northwestern Corporation, Morris, Ill., exhibited its complete line, including its 5-cent package gum machine, the 1-cent tab gum unit; the 5 and 10-cent capsule venders, and its new Sweet 16 candy bar machine with 16 selections and 500 capacity.

about by better equipment, better product, but principally by better service.

"As the public comes to know vending better and to value it more highly, the lawmakers tend to treat it more equitably tax-wise," he stated.

Despite the success which has already been achieved, there is still a great deal left to be done—and only effectively organized industry can do the job.

Adam Young Named Head of NAMA Reg. 1

BOSTON — Adam Young, Heard Young Company, Nashua, N. H., was elected chairman of Region 1, National Automatic Merchandising Association at the regional meeting here Saturday (5).

About 150 attended the meeting in the Sheraton-Plaza Hotel presided over by Mason Dunn, Vendway, Inc., Manville, R. I., retiring chairman. Following the business session, members attended a cocktail party sponsored by the Austin Packing Company, Baltimore.

Region VIII — Iowa, Missouri, Kansas, Nebraska and Colorado—will be held at 10 a.m. Saturday, May 19, at the Hotel President, Kansas City, Mo.

IT'S WONDERFUL

THAT AFTER CONVENTION FEELING . . .

With a Pocket Full of Orders and a Heart Full of Gratitude for loving our Newest Charms and Gimmicks.

THANKS EVERYONE

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\$18.15 ea.

ROASTERS AND SALTERS OF NUTS

Everything for the operator.

1/3 Deposit, Balance C.O.D.

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NORTHWESTERN SALES & SERVICE 1198 Tremont St., Boston 20, Mass.



NEW! NEW! NEW!

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GENIE LAMP
RUBBER FINGERS
LARGE BABY SHOE
OWL WITH JEWEL EYES
SKULL WITH JEWEL EYES

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2538 MISSION STREET

PITTSBURGH 3, PA.

OPERATORS: GET BIG PROFITS—Fast Turnover with DEAN BALL PEN VENDERS

SEE DEAN BALL PEN VENDERS AT ROOM #689, MORRISON HOTEL, CHICAGO NVA CONVENTION, MAY 10-13

Repeat — Repeat Sales because your Vender will be selling Trimmet and Finest writing retractable ball pen that can be compared to the highest priced. Gay-colored barrels—red, pink, yellow, blue, white, etc.

A machine for operators. Made of heavy gauge metal with simple ejector for nuisance slugs made of cardboard, plastic, linoleum, etc.

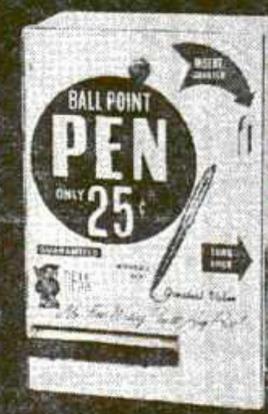
Holds 100 pens; yet is only 5" deep by 8" wide and 13" high. Comes with suction cups for placing on counters and holes set for stand or wall mounting. Protects your locations . . . gets you new locations.

SEE THE DEAN PEN VENDER and PENS at your distributor, or if there isn't a distributor in your area, please write, wire or phone

DEAN MANUFACTURING CORP.

Mfrs. of Ball Pens and Precision Fab. for the past 10 years

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MARBLE SEASON

Will soon be here—order now

- Agate—Glass—Assorted Colors
21,000 size 9/16 \$21.00
50,000 size 9/16 45.00
17,000 size 3/8 19.00
40,000 size 3/8 35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

CHARMS

Try a bag of charms (450 to 500 charms) \$3.20 per bag—Parcel Post Paid.

Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

ROY TORR Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

Advertisement for Victor Standard Topper \$53, featuring a 4 Standard Toppers, 28 lbs. of Gum, and 1000 Best Grade Charm Mix. Price \$64. Includes contact info for Champion Nut Co.

Advertisement for Bernard K. Bitterman Northwestern Sales & Service, 4709 E. 27th, Kansas City, Missouri.

Advertisement for Victor Standard Topper 1c Ball Gum Vender \$13.25 Each. Includes contact info for Bernard K. Bitterman.

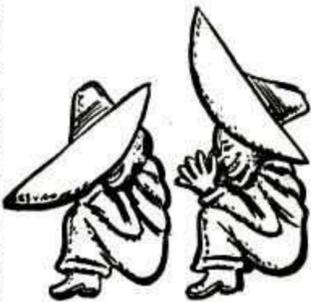
TWO GREAT NEW VENDORS

Victor's Super Mart Vendorama and Victor's Ball Gum and Card Vender. Contact your nearest Victor distributor.

VICTOR VENDING CORP. 5701-13 W. GRAND AVE. CHICAGO 39, ILLINOIS

SENSATION of N.V.A. CONVENTION

"NAUGHTY PEDRO"



HOTTEST NEW CHARM ON THE MARKET

SEE WHAT PEDRO IS DOING UNDER HIS HAT!

Great gimmick that will stimulate sales! Designed for multiple uses by the kiddies. Attractive two-tone color combinations. For bulk or capsule vending.

ONLY \$15.00 Per M

Paul A. Price Co. Inc. 55 Leonard St., N.Y. 13, N.Y. COllman 7-5147



5c

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00 DOWN

BALANCE \$10.00 PER MONTH

WATLING MFG. CO.

4650 W. Fulton St. Chicago 44, Ill. Est. 1889 Telephone: COlumbus 1-2772 Cable Address: WATLINGITE, Chicago

Experienced Operators Say:

"YOU MAKE MORE MONEY WITH . . .

Northwestern

VENDING EQUIPMENT

PROVE IT TO YOURSELF



Just try a Model 49 all-product vander on your route and see for yourself how you can make more money.

It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
216 Armstrong Street, Morris, Ill.

E. Paterson Seeks Ban On Outdoor Venders

EAST PATERSON, N. J.—A blanket prohibition on outdoor vending machines may be passed by this North Jersey community Thursday (17) when the Borough Council meets for a final reading and public hearing on the bill.

The proposed measure got by the first reading last week. Simply, it provides that no mechanical machines dispensing food or beverage be allowed on outdoor locations. Indoor machines would not be affected. Fines of from \$10 to \$100 are provided.

The bill comes in the wake of an attempt by the Grand Union Company to install a battery of 10 vending machines in the parking lot of company headquarters here (The Billboard, April 9).

Take-Home Items

Discussions had taken place with Vari-Vend for the installation of the first five machines. These units would vend butter, eggs and bread, with packaged meats under consideration.

Outright prohibitions on outdoor vending machines is nothing new in New Jersey. The State has a history of such laws, generally pro-

moted by retail store groups to cut down on competition from operators of quart milk machines.

Like other laws—most of which have not stood up in the courts—the proposed East Paterson measure is a shotgun blast which affects ball gum machines, bottle drink venders and cigarette machines as well as units which dispense products normally bought in grocery stores.

Appearing at the final reading will be Ed Murach, representing the New Jersey Automatic Merchandising Association.

LoBell Tells NVA

Continued from page 67

He chided those members who have not taken advantage of the public and property liability plan, the hospitalization program or the free life insurance offerings of the NVA. Bluntly, he announced:

"To you who have not subscribed to the NVA insurance program, you are risking your entire life's work on an unforeseen incident. You are not conducting your operation along safe line. You are gambling that nothing can happen to you."

He pointed out that the majority of members have taken out complete insurance coverage, and have saved thousands of dollars that would otherwise have proved costly and could have ruined their business.

As to public liability and property damage coverage, he stated: "Savings thru NVA plan equals from \$20 to \$25 per 110 bulk venders. In other other words, every operator of 150 machines or more can get a membership in the NVA practically for free, plus all other benefits thru this one phase of insurance."

The NVA provides its members with low cost insurance, and in addition presents each member with a \$1,000 life insurance policy free of cost as part of its over-all program to protect members from unnecessary risks.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. Deluxe 1¢ & 5¢ Comb.	12.00
N.W. 239 1¢ Porc.	7.95
N.W. 233 1¢ Porc. B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
ABT Guns	30.00
Acorn 1¢ or 5¢	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Sheik	.57
Cashew Whole	.61
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.53
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain Bio Ball Gum, 60 ct.	\$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid, on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. . . . Write

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH

Northwestern



PACKAGE GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

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PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weights, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month, 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.
Send more details Send scale
\$20 deposit enclosed

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ADDRESS _____
CITY _____ ZONE _____ STATE _____

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ATTENTION! VENDING OPERATORS!
Earn steady income with route of "FUN SHOPS." Fast selling tricks, jokes, puzzles, on metal display racks, for store counters. \$500 merchandise investment required. Write for full details today!
D. ROBBINS & COMPANY
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VICTOR'S TOPPER

1¢ BALL GUM MACHINE
\$12.25 each
\$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND
\$13.25 each

1/3 Deposit on All Orders

Write for "Specials" on

BALL GUM-CHARMS-NUTS-CANDIES

BIRMINGHAM VENDING CO.
540 Second Avenue, N.
Birmingham 4, Alabama

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

New—For Additional Income ADVANCE AMCO® HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in venders. Provides a highly appreciated location service and fits in well on location with other venders. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33 1/2", width 4 1/2", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty, separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4 1/4" long, 1 1/4" wide, 7/64" thick.

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

PRICE OF MACHINE

10¢ Operation—	Each
Single	\$24.10
2 to 11	19.30
12 to 49	18.05
50 or more	17.60

PRICE OF COMBS

	Gross
1 to 24 gross	\$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

Immediate Delivery on Machine and Combs. Order Today!

Write for information on other types of vending machines & merchandise

J. SCHOENBACH 1645 Bedford Ave. Brooklyn 25, N. Y.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for

UNEDA IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS | NATIONAL 930, 950 750, 9A

ALL MODELS

Also • ROWE PRICE DIFFERENTIAL BARS
Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

CIGARETTE VENDORS

National Model 9A, 9 Cols., 270 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrier Model W, 9 Cols., 270 Cap.	85.00
National 950, 9 Cols., 370 Cap.	115.00
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢	135.00
Rowe Crusader, 10 Cols., 425 Cap., 25¢ & 30¢	145.00
Rowe President, 10 Cols., 425 Cap., 25¢ & 30¢	135.00

All Equipment Unconditionally Guaranteed. COMPLETELY RECONDITIONED AND REFINISHED
Trade Prices, 1/3 deposit, balance C.O.D.

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"The Nation's Leading Distributor of Vending Machines"
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ROWE PRESIDENT

8 Cols., 340 Cap., 25¢ and 30¢ Vend:

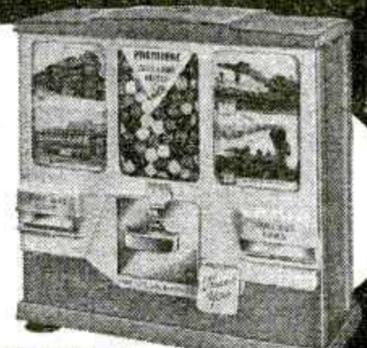
KING AND REG.

\$125.00

the new OAK'S "PREMIERE"

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak

oak's famous ACORN all purpose vender

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!



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7 in A-1 condition, original finish.
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\$195.00 each or \$1,200.00
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The Wonderful New 'Money-Maker' for

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\$6 to \$15 per thousand Coins

Over 25 Varieties Available. WRITE FOR FREE PRICE LISTS. SEND \$1 FOR SAMPLES or \$15 FOR SAMPLE ASSORTMENT OF 1,000 COINS (5 Varieties) or \$18 (15 Varieties).

We also have genuine foreign paper money. Send \$10 for 1,000 piece mixture. All orders F.O.B., N. Y.

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The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/8" by 2" by 3/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today

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Factory Distributor of Advance Vending Machines
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VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$13.25 Each

\$12.75 Each
100 or More

30 day money-back guarantee if not satisfied.

1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.

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2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

NVA Helps Ops

Continued from page 67

and a reasonableness of attitude and desire to give us a fair shake is taking its place. These are all healthy signs of our growth."

Unfortunately, Raynor warned members, the advancements of the industry brings with them certain problems of which each must be acutely alert, and on guard to fend off.

"These," he stated, "include such as arbitrary and unreasonable license fees or taxes, capricious actions by officials in local health boards, certain 'holy roller' competitors who deliberately seek to stir up trouble in order to feather their own nests, and finally, the problems we can create for ourselves by becoming smug, reckless, or careless in our operating methods."

The human being, Raynor declared, is a peculiar instrument. Give him 12 months of peaceful bliss and security and he will have completely convinced himself that no matter what he does to stimulate business, all is well, and no one will bother him.

"This is a grave mistake," he asserted, "one that can lead to real retrogression for our entire industry. Therefore, this is the time to fight the smart alecks, the adventurers, those undersirables who don't give a hoot about taking a vending machine such as ours and turning it into a gambling device for quick, greedy returns."

"As a part of the vending industry—which is growing with great strides in public esteem—we are profit earners for locations, requiring no time or energy from them for making sales."

"As operators, we have learned to diversify ourselves to obtain maximum benefits from our routes. Our gains have been achieved by hard work and faith in the industry, and now is the time we must be ready to fight anyone, or anybody who seeks to jeopardize and destroy all that we have accomplished."

Since being accepted as an important segment of the vending industry, bulk operators have learned that to build volume requires ingenuity, he stated, good merchandising, not indifference or neglect of machines and their contents. New and different locations, including huge shopping centers and chain stores, not a stand-pat attitude, and new markets which have heretofore been closed to bulk vending operations.

Concluding, Raynor declared: "Now is the time to fight, and the bulk vending industry thru its tireless efforts stands on the threshold of a new area, an area which can well expand millions of dollars beyond its \$75,000,000 annual mark today."

VICTOR'S SUPER MART VENDORAMA
(Trade Mark)

"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending.

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REAL WOODEN NICKELS

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\$40.00
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LOW Factory Prices

BUBBLE • CHICLE
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Bubble Ball Gum, 140-170 & 27¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Cler-o-Vend Ball Gum 40¢ lb.
Cler-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 34¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 28¢ box
S-Stick Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

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\$53

SPECIAL!
4 Standard TOPPERS plus 25 lbs. of Gum plus 1,000 CHARMS
\$64

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RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

Silver King, 1¢ or 5¢	8.50
N.W. Model 49, 1¢ or 5¢	12.50
N.W. 39, 1¢ Porcelain	7.50
N.W. Deluxe, 1¢ or 5¢ Comb.	9.95
Masters 1¢ & 5¢ Comb.	9.95
Acorn 1¢	9.95
Silver King 5¢ Hot Nut	9.95
Asco 5¢ Hot Nut	7.50
Mills 6 Col. Tab	17.50

Ajax 5¢ Hot Nut Vendors, recond., incl. stand and cup dispenser. Write for SPECIAL price! **\$64.50 EA.**

Pop Corn Ser—clean, ready for location, 10¢ mechanism. **\$64.50 EA.**

1/2 deposit, balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St.
Philadelphia 23, Pa. LOmbard 3-2676

GIVE TO DAMON RUNYON CANCER FUND

Diversification

Continued from page 67

commissions particularly in diversifying, because you don't know what your service costs are going to be," declared, "but do stress service."

Admitting it takes funds for expansion, Mencuri asserted, diversification can be accomplished on a small but steady scale with sound planning.

Small-Scale Move

The neighborhood store that has a bulk vender dispensing gum, nuts or candy could support a card machine. Many, he said, would permit installation of a cigarette machine or cold drink unit if the advantage of such venders were explained properly.

"Merely the fact that an owner could devote more time to other items and his customers in general by letting machines handle the sales of fast moving items is a great incentive to locations," Mencuri asserted.

Diversification in virtually every business is an actuality today, and it is up to the operators to take full advantages of the opportunities offered them, he said.

New Locations

Arcades and Kiddieland parks are ideal for such projects, he claimed, pointing out as an example a Kiddieland in a suburb just west of Chicago.

"Several years ago, he stated, "there were no vending machines of any sort there. Then a penny scale was installed and much to the owner's surprise, it clicked."

"As the result, a ball gum machine was added, then another. A nut machine followed. Today that operator has cold drink, candy, card, cigarette and popcorn venders in that one stop, and all are doing well."

Continuing, Mencuri declared that because no labor problems concerning location owners are involved in the operation of vending machines, progressive operators can look forward to many prosperous years.

The age of automatic merchandising is rapidly approaching, he said. Manufacturers of venders have realized this, and especially the American demand for quick service at any hour of the day.

"The manpower shortage in the clerical and selling field today," he concluded, "is rapidly bringing about this realization as witnessed by the advent of the growth of the milk and bakery goods venders along with ice cream machines and hot food venders."

POTTSVILLE, Pa. — The United Metal Cabinet Company has completed the move to the new Pottsville, Pa., plant. According to Milton Greenberg, sales manager, the new factory represents an investment of \$2,000,000. United makes waste receptacles for the vending industry. The plant has 150,000 square feet of space.

CIGARETTE MACHINES TO OFFER

Keeney 9 Column, 5c, 10c and 25c \$85.00
P.X. 8 Column, 25c 45.00
Eastern Electro 8 Column, 25c 40.00
Smoke Shop 9 Column, 5c, 10c, 25c 60.00

F.O.B. Houston, Texas

Big State Cigarette Service
1217 Taft St., Houston, Texas

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY,
160 capacity, prwar model . . . \$110.00
STONER 6-COLUMN CANDY,
102 capacity, prwar model . . . 80.00
NATIONAL 9-18 CANDY,
162 capacity 75.00
ROWE 8-COLUMN CANDY,
120 capacity 60.00
DUGRENIER CHAMPION CIGARETTE,
11 column, king size 65.00
DUGRENIER "V" CIGARETTE,
7 column, king size 50.00
UNEEDA 6-COLUMN CIGARETTE,
king size 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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VICTOR'S TOPPER

1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more

more
AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/3 Deposit on All Orders

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(Foreign rate, one year, \$8)

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Address
City Zone State
Occupation

One reason why advertisers in THE BILLBOARD get all they pay for.

Genco Booths Feature Pool, Arcade Pieces

Bows Fortune Unit, Coin Baseball Game, Mark-Lite Table

CHICAGO — Genco Manufacturing & Sales Company untied a triple package of new coin pieces at the Music Operators of America convention here last week. A grandma fortune teller machine, a pool game with a table top made of new material, and the latest coin baseball game were exhibited to MOA visitors. The new fortune teller, designed for chain stores, transportation depots, bowling alleys and Arcades, is available to be set up with a

(Continued on page 73)

NCMDA Elects Gil Kitt Pres. At Dinner Meet

CHICAGO — Gil Kitt, president of Empire Coin Machine Exchange, was elected unanimously president of the National Coin Machine Distributors' Association at its dinner meeting in the Morrison Hotel Sunday (6). Milt Marmer, Marmer Distributing Company, Cincinnati, was elected vice-president; and re-elected were Irwin Blumenfeld,

(Continued on page 78)

Chi Coin Unveils Arcade Games at MOA Conclave

CHICAGO — Two new Arcade games, Twin Hockey, action unit for one or two-player operation, and Steam Shovel, kiddie construction piece, were introduced to the trade by Chicago Coin Machine Company at the Music Operators of America show here last week. Ed Levin, director of sales, said both of the games will be shipped to distributors very soon.

ARCADE EMPTY? WALK IN MOA AND FILL 'ER UP

CHICAGO — While the coin pool game predominated the Music Operators of America show amusement game exhibits, there were enough Arcade games and kiddie rides on display to fill an entire Arcade.

In fact, an operator with an Arcade on hand, but without any machines, could have strolled into the show and come away with enough equipment to open for business.

Among the Arcade-type units were the improved Auto-Photo machine, Gym Cycle Amusement Company's bicycle kiddie rides, Horoscopes, Inc.'s colorful fortune telling machine, Capitol Projector's movie equipment, Chicago Coin's Twin Hockey and Steam Shovel, Williams' Crane and 4-Bagger baseball game, Genco's new grandma fortune unit and Hi-Fly baseball, and Exhibit's card venders.

Keeney Shows New Slate Top, 3 Pool Games

CHICAGO — J. H. Keeney & Company unveiled a new slate-top pool game at the Music Operators of America convention last week and exhibited its Arcade and Flicker Pool models.

In addition, Keeney showed its coffee, soup and snack vending machines.

Paul Huebsch, general sales

(Continued on page 73)

NCMDA Holds Biggest Meet; Maps P-R, Membership Drives

CHICAGO — The National Coin Machine Distributors' Association, in its second general meeting since its reactivation a year ago, elected a new slate of officers and board of directors, passed a revised set of bylaws, mapped out a plan to increase its membership, named a committee to discuss mutual problems of the industry with executives of Music Operators of America and discussed industry public relations.

The dinner meeting, attended by a record 44 distributors, was held Sunday (6) at the Morrison Hotel; on Monday (7) the board met.

Al Schlesinger, NCMDA's managing director, declared of the meeting: "It was the best we've had. It was very well attended and the discussions were excellent. If interest and enthusiasm means any-

thing, NCMDA will accomplish much for the entire industry. I feel that our meeting was a big step forward for our young group."

Schlesinger traced the past year of NCMDA's activities and outlined the subjects and business agenda which the membership were to discuss at the meeting.

Gil Kitt, president of Empire Coin Machine Exchange, Chicago, was elected NCMDA president; Milt Marmer, Marmer Distributing Company, Cincinnati, vice-president. Re-elected to another term were Irwin Blumenfeld, General Vending Sales Corporation, Baltimore, and J. D. Lazar, B. D. Lazar Company, Pittsburgh. (See separate story in this section.)

Elected to the board of directors were Dave Bond, Trimount Coin

Machine Company, Boston; Ron Rood, Southern Music Distributing Company, Orlando, Fla.; George George, Monroe Coin Machine Exchange, Cleveland; Jack Bess, Roanoke Coin Machine Exchange, Richmond, Va.; Lou Wolcher, Advance Automatic Sales Company, San Francisco; Barney Sugarman, New York; Joe Kline, First Coin Machine Exchange, Chicago; John

(Continued on page 73)

Fischer Gets Nyack Slate Sales Contract

NYACK, N. Y. — The Nyack Slate Company, Inc., here completed negotiations at the Music Operators of America show in Chicago last week with Fischer Sales & Manufacturing Company, pool game manufacturers, for exclusive sales of Nyack slate tops.

Fischer, according to John L. Van Wyck, Nyack president, will now be the sole game manufacturer to receive shipments of Nyack slate tops.

Current plans call for weekly production from 200 to 250 units, according to Van Wyck. Distributors were previously named to handle the Nyack products. (The Billboard, May 12) and will continue to receive shipments, but Fischer will be the only manufacturer to receive the slate tops.

Coin Youth Center Draws Civic Praise

By DELORES NEWCOMB
SILVER SPRING, Md. — An Arcade-type room equipped with coin-operated amusement games more than fills the bill as a youth center here—it has won the plaudits of both customers and juvenile authorities.

"Constant promotion, a clean, wholesome atmosphere and good equipment will make such a room fit in with any community."

That's the opinion of Jim Myers, owner of the successful Silver Spring Recreation Center.

The center is open all day, all year, and caters to the family.

"When I decided to get into this business five years ago," said Myers, "I was amazed at the unfavorable comments made by juvenile authorities and parents against amusement games and vending machines. I realized, however, that many of the comments were justified, and I was determined to have an operation that would win the approval of the authorities as well as the customers."

Determination Pays

Myers' determination has paid—today he operates the only room in the area that has the approval of the Boy's Club of Silver Spring—and one of the few rooms where

you will see a brother and sister, or father and son enjoying pool or pinball games together. Even mothers approve of the attractive knotty pine walls and the clean appearance of the center.

On the location are eight regular pool tables, two snooker tables (Myers plans to add coin pool games in the future), two pinball games, a gun game and four penny machines. An assortment of vending machines serve up hot dogs, soft drinks, cigarettes, penny and

(Continued on page 77)

Columbus Pin Ops Get Favorable Court Ruling

COLUMBUS, O. — Pinball game operators here won at least a temporary victory over the city last week in a two-year battle involving city ordinances barring the games.

Columbus is the third major Ohio city to bring the question of pinball game legality under court review in the past month. Cincinnati currently has a case before the State Supreme Court, and Toledo banned the games last

April 9, to become effective July 1. (The Billboard, May 12.)

In a 14-page decision Franklin County Common Pleas Judge Dana F. Reynolds declared the ordinances passed by the Columbus Council in 1954 "are prohibitory and not regulatory."

He said council does not have right to enact "prohibitory" ordinances which give police the au-

(Continued on page 76)



SHOWN ABOVE ARE DISTRIBUTORS at the National Coin Machine Distributors' Association dinner meeting at the Morrison Hotel Sunday (6). Among those who attended, most of whom are shown, were: Joe Mangone, All-Coin Amusement Co., Miami; Gil Kitt, Empire Coin Machine Exchange, Chicago; Irwin Blumenfeld, General Vending Sales Corp., Baltimore; J. D. Lazar, B. D. Lazar Co., Pittsburgh; Milton Marmer, Marmer Distributing Co., Cincinnati; Jack G. Bess, Roanoke Vending Machine Exchange, Inc., Richmond; Sam Taran, Taran Distributing Co., Miami; Ron Rood, Southern Music Distributing Co., Orlando, Fla.; Wally Finke and Joe Kline, First Coin Machine Exchange, Inc., Chicago; John Bilotta, Bilotta Distributing Co., Newark, N. J.; Hy Branson, H. M. Branson Distributing Co., Louisville; George George, Monroe Coin Machine Exchange, Inc., Cleveland; Barney Sugarman, Runyon Sales Co., New York; Donald J. Maloney, Donan Distributing Co., Chicago; Herb Perkins, Purveyor Distributing Co., Chicago; Leonard Drapkin, Lawrence Novelty Co., Montreal; C. A. Robinson, C. A. Robinson & Co., Los Angeles; Edward Ravreby, Associated Amusements, Inc., Allston, Mass.; Jake Friedman and Jack Geldier, Friedman Amusement Co., Atlanta; Sam Solomons, University Coin Machine Exchange, Columbus, O.; Bill Miller, Miller-Newmark Distributing Co., Grand Rapids, Mich.; Abe Susman, State Music Distributors, Inc., Dallas; Ed Zorinsky, H. Z. Vending Co., Omaha; Mickey Anderson, Mickey Anderson Amusement Co., Erie, Pa.; Romeo Laniel, Laniel Amusement Co., Montreal; Max Roth, Philadelphia Coin Machine Exchange, Philadelphia; Joe Fishman, Joe Fishman, Inc., Newark, N. J.; Jerry Harris, Lieberman Music Co., Omaha; Myron Hillman, Lavoie & Hillman, Fall River, Mass.; Frank Fabiano, Fabiano Amusement Co., Buchanan, Mich.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average

BALLY
Atlantic City (5/52) \$ 75.00 \$ 49.60 \$ 60.00
Beach Club (2/53) 115.00 60.00 85.00
Beauty (11/52) 99.50 69.50 75.00
Big Time (1/55) 325.00 290.00 310.00
Bright Spot (11/51) 95.00 69.99 95.00
Coney Island (9/52) 85.00 39.00 49.50
Dude Ranch (9/51) 115.00 65.00 90.00
Fralic (10/52) 95.00 75.00 80.00
Gayety (3/55) 245.00 140.00 175.00
Gaytime (6/55) 345.00 215.00 275.00
Hi-Fi (6/54) 145.00 69.50 100.00
Ice Follies (1/54) 145.00 75.00 110.00
Miami Beach (9/55) 445.00 349.50 375.00
Palm Beach (7/52) 95.00 49.50 60.00
Spot Lite (1/52) 75.00 39.50 49.50
Surf Club (3/54) 150.00 75.00 110.00
Variety (9/54) 210.00 175.00 190.00
Yacht Club (6/53) 95.00 40.00 70.00

GENCO
Golden Nuggett (2/53) 65.00 35.00 65.00
Jumping Jack (11/52) 50.00 35.00 35.00

GOTTLIEB
Diamond Lil (12/54) 175.00 175.00 175.00
Flying High (2/53) 95.00 70.00 95.00
Guys & Dolls (5/53) 110.00 70.00 110.00
Happy Days 195.00 70.00 95.00
Marble Queen (8/53) 125.00 85.00 125.00
Pin Wheel (11/53) 125.00 95.00 125.00
Poker Face (9/53) 125.00 99.00 125.00
Skill Pool (8/52) 110.00 70.00 110.00
Southern Belle (6/55) 225.00 190.00 225.00
Stage Coach (11/54) 195.00 165.00 195.00
Wishing Well (9/55) 225.00 175.00 225.00

UNITED
Hawaii (6/54) 95.00 75.00 89.50
Manhattan (4/55) 275.00 195.00 250.00
Mexico (3/54) 135.00 110.00 125.00
Pixie (9/55) 425.00 365.00 385.00
Rio (11/53) 125.00 69.50 105.00
Singapore (10/54) 145.00 49.50 95.00
Stars (6/52) 425.00 60.00 425.00
Tahiti (8/53) 125.00 50.00 75.00
Triple Play (8/55) 375.00 225.00 295.00
Tropics (7/55) 75.00 65.00 69.50

WILLIAMS
Peter Pan (4/55) 175.00 165.00 165.00
Screamo (4/54) 135.00 85.00 135.00
Thunderbird (5/54) 135.00 85.00 135.00

ARCADE EQUIPMENT

Code—AP—Auto Photo, B—Bally, CC—Chicago Coin, Ev—Evans, Ex—Exhibit, G—Genco Go—Gottlieb, K—Keeney, M—Int'l Mutascope, R—Roovers, S—Seeburg, Sc—Scientific, Sh—Shipman, T—Telecoin, U—United, W—Williams, Wa—Watling.
ABT Challenger (5/46) \$ 30.00 \$ 20.00 \$ 30.00
All Star Baseball (U) 195.00 195.00 195.00
Auto Photo (AP) 1850.00 1700.00 1850.00
Baseball, 2 Player (G) 150.00 125.00 145.00

MOST ACTIVE EQUIPMENT (For four-week period ending with issue dated May 12, 1956)

ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES, PINBALL MACHINES
1. GENCO—Rifle Gallery
2. SEEBURG—Coon Hunt
3. BALLY—Moon Rides
4. GENCO—Basketball
4. SEEBURG—Shoot the Bear
1. SEEBURG—M-100-B
2. SEEBURG—M-100-A
3. AMI—Model D-80
3. AMI—Model E-120
4. ROCK-OLA—1436 A
4. WURLITZER—1400
1. UNITED—Leader Shuffle Alley
2. UNITED—Imperial
2. UNITED—Royal
3. CHICAGO COIN—Hollywood
3. UNITED—Team Bowler
1. Northwestern 39, 1c
1. Northwestern Deluxe 1c & 3c
1. Silver King 5c
1. Peter Pan
1. Screamo
1. Thunderbird

Table with columns: HIGH, LOW, Mean Average for various categories including Basketball, Shooting Gallery, Sidewalk Engineer, Six Shooter, Sky Gunner, Sky Rocket, Space Ship, Sportland, Sportsman, Standard Metal Typewriter, Super Home Run, Telequiz, Undersea Raider, Voice-O-Graph, AMI Model B, Model C, Model D-80, Model E-120, ROCK-OLA 1436 A, 1438 A, SEEBURG M-100-A, M-100-B, M-100-C, WURLITZER 1250, 1400, 1500, VENDING MACHINES Acorn, National, Northwestern, Rainbow, Royal, Silver King, SHUFFLE GAMES Ace Bowler, Advance Bowler, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Capital Deluxe Shuffle Games, Capital, Carnival, Cascade

Table with columns: HIGH, LOW, Mean Average for various categories including Champion, Chief, Classic, Clipper, Clipper Deluxe, Clover Shuffle, Comet Targette, Comet Deluxe, Criss-Cross, Criss-Cross Targette, Crown, Diamond, Feature, Fireball, Flash, Gold Cup, Gold Medal, Hollywood, Imperial, Jet Bowler, King, Leader Shuffle Alley, League Bowler, Lightning, Lightning Deluxe, Magic, Mars, Match Pool, Mercury Deluxe, Mystic Bowler, Olympic, Pacemaker, Rainbow Shuffle Alley, Royal, Shuffle Alley, Shuffle Alley 10, Shuffle Alley, 11th Frame, Shuffle Pool, Speedy, Speedlane Bowler, Starlite, Super Frame, Team Bowler, Triple Score Bowler, Triple Strike Bowler, Venus Deluxe, Victory Bowler, Vinus Bowler

Explanation of Coin Machine Price Index

Prices given in the index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors. Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with the mean average listing. Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment. Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

IRONMEN NO MORE Ops Boost Work Staff, Get More 'Plans' Time

MILWAUKEE — After two years of turning in "ironman" performances on their amusement game routes, Harold Summerfield and Chris LeMay, Southern Novelty Company, here, have hired a work staff to ease their strenuous route duties. They now find they can keep a close tab on their route and put any needed improvements into action to boost profits. Both Summerfield and LeMay are veterans in the coin business, having spent many years with the former Wisconsin Novelty Company when it was owned by Mike Rischmann, now retired. LeMay has been active in the industry for a quarter century; Summerfield for about 10 years. According to Summerfield, running a coin machine enterprise requires continuous supervision in order to maintain it on a profitable level. Gets Long-Range View "You can't gain a true perspective of the condition of your route when you are too close to it—run-

ning from one location to the next, servicing them. You actually have to back up a little and get an overall view—you see more that way." The actual physical labor involved in servicing, collecting and maintaining a coin machine route day in and out, says Summerfield, tends to keep the owners from instituting improvements where they are badly needed. "We finally decided that it is far better to hire several people to perform most of the daily route chores. This way we both can hit the trouble spots more effectively, and do a better job of lining up new locations," he asserted. The additional overhead will be more than compensated for, he feels, by the business they will gain via the new procedure. Recently added to the Southern Novelty payroll in their expansion program are: Charles A. (Slim)

Wico MOA Booth Shows Coin Parts CHICAGO—Wico Corporation, Chicago, displayed its line of coin machine parts and supplies at the Music Operators of America meet here last week. The exhibit consisted of over 1,000 individual parts and supply units related to the juke box amusement game and vending machine fields. Eddie Ruber, Wico, said that currently, anti-warp bars for coin pool games were one of the firm's principal sales items. Summerfield, Harold's brother from Jackson, Mich.; Red Byers and Eddie Baur. All three are newcomers to the field and are receiving on-the-route training.

Fischer Pool Line At Music Conclave CHICAGO—Focal point of the Fischer Sales & Manufacturing Company exhibit at the Music Operators of America meet here May 5-8, was the new Double Bank coin pool game, recently introduced to the trade. Object of the game is to bank shots thru a "V" formation of bumpers, off cushions, and line up shots at the pockets. The game requires players to bank balls twice to score on any shot. Fischer also displayed its Cue Star pool game models. The firm is expected to introduce a slate top pool model in the near future.

NCMDA Meet

• Continued from page 71

Bilotta, Bilotta Distributing Company, Newark, N. Y.; Joe Mangone, All-Coin Amusements, Inc., Miami.

Bond, Rood, Wolcher, Sugarman and Bilotta were re-elected as directors.

By unanimous vote a committee was named to meet with officials of MOA to discuss mutual problems of the industry.

Earlier an exchange of correspondence between George A. Miller, MOA president, and Schlesinger, was read suggesting such a meeting of representatives of the two associations.

The joint meeting, held Wednesday (9) afternoon resulted in a definite agreement between the groups that they should work together in promoting a public relations program.

The idea of the two associations sponsoring a joint convention was thoroughly discussed and it was decided such a plan was not feasible.

Representing NCMDA at the meeting were Schlesinger, Blumenfeld, Kitt; Don Maloney, Donan Distributing Company, Chicago, and Wally Finke, First Coin Machine Exchange, Inc., Chicago. MOA was represented by Miller, Sidney Levine, MOA legal counsel, and these MOA officers: Al Denver, of New York City; Willie Blatt, Miami; Harry Snodgrass, Albuquerque, N. M.; Dave Baker, Boston; Marvin Britz, Great Falls, Mont., and Larry Marvin, Sacramento.

Hilmer Stark, general manager, Coin Machine Division, The Billboard, and Harvey Carr, of The Coin Machine Journal, both addressed the general meeting. Lewis Bennett, NCMDA counsel, spoke to the group on anti-trust legislation.

Genco Booth

• Continued from page 71

supplementing base. The base piece consists of a horseshoe unit with a separate dime coin chute. The grandma unit delivers a fortune card via a nickel chute.

The grandma figure is enclosed in a box measuring 20 by 20 by 30 inches. Regular production is set for the near future. Unit is covered by patent.

New-Type Table

The Mark-Lite pool table is a regular-play three-hole game featuring a new-type lightweight, durable top. According to Avron Gensburg, Genco vice-president, the top is warp-free and requires no bracing.

The Mark-Lite game, samples of which have been shipped, is available in two models: The Royal model with Mark-Lite top and cork-finished cabinet.

Both models have heavy rails, levelers, center holes, and come with or without light-up bumpers. According to Gensburg, the tops will stand up under extreme pressure without cracking or bending.

Hi-Fly, the new Genco baseball game is a five-foot-long, two-player piece that has players hitting half-inch solid balls thru the air without use of playfield ramps. Initial orders for the game, according to Gensburg, have been greater than for any similar type game produced by Genco.

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GIL KITT, newly elected president of National Coin Machine Distributors' Association and president of Empire Coin Machine Exchange, Chicago, presents plaque honoring Harold Lieberman, past NCMDA president and president of Lieberman Music Company, Minneapolis, to Jerry Harris, head of Omaha Office of Lieberman Music.

**Bert Lane Bows 3 New
Pool Units at MOA Show**

CHICAGO—Triple Zero, a new electric pool game, and two novelty play pool games, Corner Pool and Tic-Tac-Toe, were unveiled to the trade by the Bert Lane Company, Inc., at the Music Operators of America show here May 5-8.

Triple Zero can be played by two or four players, with score reels on a backglass attached to the far end of the table scoring for a red team and a yellow team.

Players shoot for respective red or yellow holes on the playfield which have changing score values that flash on the backglass after each ball is sunk.

A player shoots until he misses or sinks a ball in opponent's pocket, then next player is up. The first side that reduces scores of 300 or 600 (depending on number of players) to "000" is the winner.

Corner Pool

Corner Pool is a four-side play game, with players lining up five balls each in inverted "V" formation at one end of the table to begin the game.

Players shoot balls at respective red or white ball holes located kitty-corner from starting position. Two bumpers flank each of the two holes and two bumpers are located at near-center position on the playfield.

Each time a player sinks his ball into his own color pocket, he shoots again. If player sinks one of his opponent's balls, there is no penalty, but if he sinks one of his own into opponent's cup, his opponent can then drop a ball into a pocket. Dimensions are 35 by 50 inches.

Tic-Tac-Toe

Tic-Tac-Toe, a four-side play, nine-hole game, has players shooting to sink three balls of one color in three ball holes in line.

Five balls of each color are set up on marked spots at opposite ends of the table. After the first ball is played, players must alternate shots whether or not a ball is sunk.

O'Neil Re-Elected

BUFFALO—George O'Neil Jr., head of the Westchester County Pepsi-Cola Bottling Company, Inc., was re-elected president of the New York State Bottlers of Carbonated Beverages, Inc., at a meeting here recently. He is a member of the Westchester and Pelham County clubs and serves on the Pelham Manor planning board.

First player to get three balls of his color sunk in any straight line on the playfield is the winner. Eight holes, each flanked by a bumper, surround a center hole guarded by four bumpers. Lines connect the holes, showing in-line score opportunities. Dimensions are 66 by 34 inches.

**Williams Displays
Wide Game Variety
At MOA Conclave**

CHICAGO—A four-game exhibit of pool, baseball and kiddie Arcade models was featured at Williams Manufacturing Company's Music Operator of America convention booths.

All of the items have been recently introduced to the coin game market, the latest, Imperial Pool, shipped this week.

Imperial is a de luxe model pool unit featuring large balls and bumpers and a new playfield decorative scheme. The game covers 36 by 64 inches of floor space. It's convertible to two or three hole play with a center hole plug. Playfield is marked in numbered sections for three or four side play.

Klik Billiards, another Williams model exhibited is an "off-beat" version of the coin pool game with "bumper balls" encircling the center hole, which serve as sources of rebound action.

Baseball Game

Deluxe 4 Bagger, the baseball game, is similar in many respects to the baseball novelty games of the previous year, but has new added features affecting playfield and scoring arrangements. Panels on the backglass award replays to players who top the best previous high score, better a pre-set batting average, or match a number flashing at the end of the game with the last digit of their score.

The Crane, successor to Side-walk Engineer, kiddie bulldozer unit shipped by the firm last year, features four-button operation of a model construction crane inside a glass cabinet. Players press buttons on the cabinet molding to raise or lower the bucket of the crane to pick up scoops of material and dump it into a hopper. A built-in scale above the hopper registers weight of material loaded.

Keeney Shows

• Continued from page 71

manager, said the firm has started shipping its new slate-top pool game models, along with the Arcade, Flicker and Fascination Pool units.

The new slate model is a regular-

type play game with standard playfield features. Arcade Pool, played from one end, features light-up buttons behind playfield holes which flash to indicate different score values of pockets. Flicker Pool, four-side play game, has a series of lights which "travel" to and from each hole, awarding highest scores when lights are nearest pockets.

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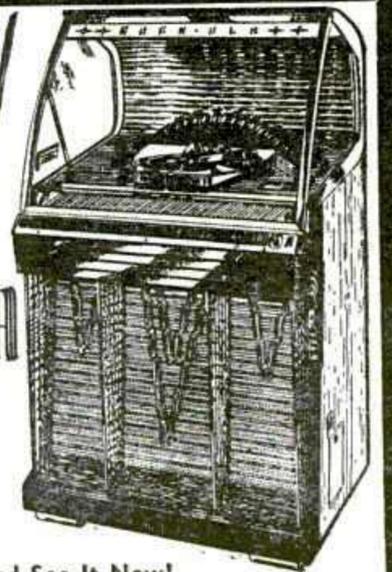
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MOA Stand on Copyr't Fight

Continued from page 63

would crush the juke box industry without aiding the songwriter or composer for whose benefit it was introduced. Outright repeal would permit each performance right society to charge whatever it chose with absolutely no ceiling, safeguards or legislative check. Economic factors would compel many operators to go out of business. It would cause a chaotic condition, and is doubtless one major reason why Congresses during the past 30 years have consistently rejected such legislation.

"4. The average songwriter will not benefit from the passage of S. 590 but will sustain serious losses of income since he often receives more money from the purchase of records that are made popular on juke boxes and purchased by juke box operators. It is estimated that our industry buys 75,000,000 records a year. Operators thus make direct payment of 4 cents a record by way of mechanical royalties provided for in the Copyright Act of 1909. In addition, records played on juke boxes stimulate sales of millions of additional records to the public. If S. 590 is passed, the average songwriter will suffer directly in proportion to the shrinkage of our industry.

"5. ASCAP is an organization dominated by a dozen publishing firms who are, in turn, controlled by the motion picture industry. These motion picture firms are commercial businesses — publishers, not creative songwriters and they get the lion's share of the ASCAP revenue.

Mechanical Fees Paid

"6. S 590 would give the performance rights societies a new right which has never heretofore existed and which was specifically denied to them by the exemption contained in Section 1 (e). Mechanical royalties as well as limited performance fees were granted by the Copyright Act of 1909 and this was a major step forward.

"7. The case referred to as White-Smith Music Publishing Company vs. Apollo, 1908, specifically states: "The Supreme Court has declared that you (Victor Herbert, who was representing songwriters) have no standing in court." Prior to 1909, the songwriter or copyrighter had no legal right to collect any kind of royalty on a record. In view of this, it ill behooves ASCAP to state that Congress limited the right of performance.

"8. There is nothing to discuss which has not been thoroly aired during at least nine previous public hearings since 1926 on similar bills aimed at the removal of the exemption.

Investigate Facts

"9. I respectfully urge the subcommittee to utilize its powerful investigation processes to ascertain the facts which are so essential before a conclusion can be arrived at with respect to the proposed legislation. In addition, the subcommittee should determine who will get the money, if any, that our industry would be obligated to pay. It must find out whether our industry could economically afford to make any additional royalty payments. It should ascertain if the passage of the bill would benefit the songwriter financially.

"10. A prime factor which the subcommittee should consider is the income received by the performance rights societies today.

"11. In 1947, ASCAP's testimony revealed that its income was about \$9,000,000 a year. Today, its income is in the very swank neighborhood of \$20,000,000. The committee should try to determine whether the lot of the average songwriter has improved proportionately.

"12. Music operators are scattered throuth the country and are by no means highly organized and prepared to de-

fray the costs of opposing this legislation. They are not organization-wise or financial-wise equipped to fight these highly organized and wealthy interests that support this legislation (S. 590) year after year.

As in the Past

"13. It is imperative that the economic facts involved should be disclosed before any action is taken on S. 590.

"14. I respectfully request that this subcommittee do what all its predecessors have done on almost a score of occasions during the past 30 years. Reject the proposed legislation, S. 590."

Levine closed his talk saying that without MOA, these victories made by the juke box industry, which opposed changes in the Copyright Act would not have been possible.

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Programming
• Continued from page 62

nation's Capitol, said that his record expenses averaged out to 10.2 per cent of his collections. He said that this enabled him to give three records to every location every week.

Hirsch, unlike other panel members, said that he did not buy records for specific locations, but bought the same records for all. He pointed out that each week he buys three records for each machine on location—the same three records going on all his boxes. The general breakdown, he added, is two popular tunes and one country and western number.

Operators in the room fired questions at Hirsch for a full 15 minutes regarding his system.

Record Inventory

Harlan Wingrave followed Hirsch on the speaker's platform. Wingrave made use of a large blackboard to demonstrate his record buying and inventory technique. On a large board in his service shop, Wingrave said he has every location on his route listed and also the records being used.

Wingrave bases his system on what he calls the top 40 tunes in the country. When a new record moves up into the top 40, he adds the title to his board and begins covering his locations with the number. With the tunes listed down the left side of the board, and locations across the top, he can tell at a glance exactly what tunes he has on what locations.

Special requests are kept in a small file apart from the top 40 listings. Wingrave said that the reason for this was that these numbers were nearly always a one-record purchase and would be a waste of time to show them on the board.

Wingrave figured his record expenses to be about 15 per cent of his collections.

Nearly all operators attending the meeting had their own technique in buying records. Some used the trade magazine charts, others used prepared programming guides, while still others said they bought per one-stop and distributor advice.

Interestingly, most operators said that they allotted a certain number of records to a location every week regardless of how often the stop was collected. Thus a location scheduled to get three records a week, tho being serviced every other week, gets six records when the stop is made.

The programming forum was originally scheduled to be held Wednesday, but was pushed up to Monday when MOA directors announced a special meeting Wednesday morning.

MOA Bright Hope
• Continued from page 63

facturers. "Trying to keep costs of equipment down to the point where it makes a worthwhile investment" is the big problem to deal with, he said.

Specifically, he said wage scales are two-and-a-half times what they were in 1948, tooling costs two-and-a-half to three times what they were five years ago. At the same time, equipment incorporates many new technological advances over that of several years ago, he pointed out.

Turning his attention to the operator and what the future holds for him, Haddock said that efficient methods of operating will have to be wisely cultivated and closely adhered to. For the operator who "gives more attention to methods of operating he will do at least as well or better than ever. Careful methods of operation will insure success," he said.

Discussing mutual problems at

such meetings as MOA provides, he commented, is healthy for the industry. It's as simple as this, he declared: "If you have one idea and keep it to yourself, you still have one, but if you share it with another who has one, you have two."

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ARCADE has changing values on all pockets with each ball scored. Scoring drums on litebox. One or two players or two teams of players.

FLICKER POOL has changing pocket values of 100 to 600 by matching Flicker lites. 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.

WRITE—WIRE—PHONE



Columbus Ops

Continued from page 71

thority to seize and destroy the machines.

Pinball operators in the Columbus area hailed the victory, but indications were that city officials will fight the judge's decision.

One method would be to enact new "regulatory" ordinances and the other measure would be to appeal the decision to higher court.

City Attorney Chalmers Wylie said he and his staff are studying the ruling and will not act until they learn the results of a case now pending before the Ohio Supreme Court.

This ruling would have a direct bearing on the Columbus case in that it involves a regulatory ordinance in Cincinnati. It would also have bearing on a pinball ban recently enacted in Toledo, O.

In the case decided by Judge Reynolds May 9, which has been pending since last November, Columbus operators had attacked the ordinance on the ground it was unconstitutional.

They claimed the ordinance provided for the seizure of property without due process of law and without proof of its alleged use for gambling purposes.

Businessman Testify

At the trial several months ago businessmen testified in Common Pleas Court that enough money was made off normal play on the machines that it was not necessary to use them for gambling.

In upholding the operators Judge Reynolds said, in part: "It appears that the pinball machines here under consideration are not gambling devices since, when operated, they do not deliver as a result of chance any money, property, or any other thing of value, nor may a person operating the same become entitled to receive as a result of chance any money or other thing of value."

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NEW, ORIGINAL CRATES, UNITED 5th INNING... @ \$225.00
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UNITED STAR SLUGGER	Write
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SUPER JUMBO, JUBILEE, ALL LATE GOTT. 5 BALL
"CASH WAITING... TOP DOLLAR!"

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SPECIAL SPRING CLEANUP MUSIC

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BINGOS

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Genco Sky Rocket (Like New)	\$269.50
Exhibit Kiddie Wild West	104.50
C. C. Triple Strike—Late	269.50
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RECONDITIONED POOL TABLES
\$135.00

BOWLERS

CC Score-a-Line	\$425.00
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Un Cascade	60.00
Bally Victory	175.00
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MUSIC

AMI F-120	\$495.00
AMI Model A	99.50
Seeburg M100A	275.00
Seeburg M100B	245.00
Wurlitzer 1500A, 45 RPM	295.00
Wurlitzer 1500, 45 RPM	225.00
Wurlitzer 1450, 45 RPM	225.00
Wurlitzer 1250, 45 RPM	135.00
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Mercury 9-Column Cigarette (Like New)	150.00
Silver King Hot Nut	9.00
Keeney Coffee Vendor	425.00
Atlas Capsule Vendor	12.50
Continental Coin Change	84.50
Acorn 12 (New)	14.95
Stoner 9-Column Cigarette (New)	Write
Eastern Electric Cigarette (Blonde)	150.00
Rock-Ola Lo Boy Scale	49.50
Downey-Johnson Coin Counter	Write

ARCADE

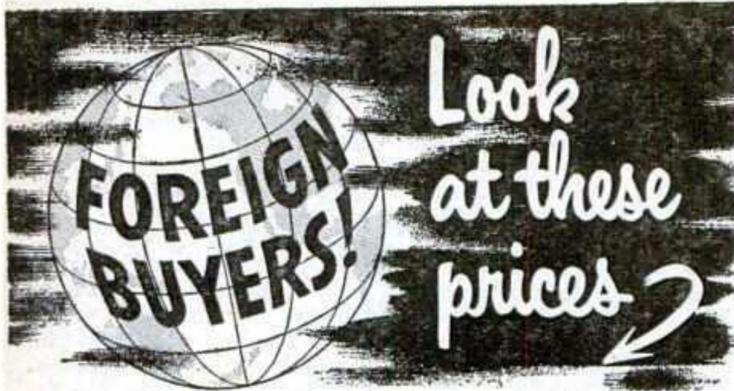
Genco Big Top	\$325.00
Genco Wild West	345.00
Genco Sky Rocket	345.00
Genco Sky Gunner	95.50
Bear Gun	125.00
Coon Hunt	195.00
Chi Coin Pistol	50.00
Ex. Six Shooter	94.50
Ex. Gun Patrol	94.50
United Carnival Vendor	225.00
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United Jungle Gun	175.00
Auto Shoots	150.00
Muto, Voice o Graph	350.00
Chi Coin 4-Player Derby	150.00
Chi Coin Basketball Champ	195.00
Set Shot Basketball (Used)	295.00
Chi Coin Goaler	90.00
Standard Metal Typex (Used)	275.00
Standard Metal Typex (New)	450.00
Genco 2-Player Basketball	195.00
Kirk Astrology Scale	74.50
Genco Champion Baseball	350.00
Bally Big Inning	85.00
Chi Coin Home Run	175.00
Chi Coin Super Home Run	195.00
Wms. Deluxe Baseball	125.00
Auto Photos	1,850.00
Kiddie Whip (New)	395.00
Exhibit Big Bronco	350.00
Super Jet	395.00
Bally Moon Ride	250.00
Midget Movies with Film	100.00
Muto, Photomatics	250.00
Drivemobile	150.00
Bert Lane Steam Fire Engine	Write
Evans Bat-a-Score	145.00
Richman Air Hockey	325.00
Scientific Pitchem & Batem	150.00
Mercury Athletic Scale	65.00
Fun House Mirrors	Write
Genco Rifle Gallery	200.00

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COIN MACHINE EXCHANGE INC.

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SEEBURG		AMI	
M100B	\$480.00	Model A	\$100.00
M100C	575.00	Model B	135.00
		Model C	135.00
ROCK-OLA		Model D-80	265.00
1436	\$250.00	Model E-120	450.00
1432	150.00	WURLITZER	
		1500	\$275.00

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Klondike 2-3579

SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

Youth Center

Continued from page 71

nickel candy, ball point pens, and gum.

"Now that I've proved that an operation of this type is acceptable to all, I'll add more machines whenever I can," Myers said.

Proof of acceptance is the fact that Myers was given the 1954 Levy Memorial award by the Boy's Club of Silver Spring—an award presented annually to a local businessman for "outstanding services to boys in the area."

Judge Alfred D. Noyes, People's Court for Juveniles, wrote to Myers, "I am in accord with your views about furnishing good wholesome recreational activities for young men. I know from your work on the Inter-County Committee on Juvenile Problems that you are aware of the many problems and needs of young people. It may be of interest to you that we have not received any complaints on your establishment, and I am of the opinion that you see to it that it is operated with proper supervision."

Myers is proud of the appearance of his operation but cautions that unless a room is approved by parents and authorities, it's useless to count on equipment alone to bring in customers.

Brings Added Business

His success in winning the favor of boys' clubs, mothers' organizations, charitable and civic groups, has brought in many patrons, and with them a greater demand for more equipment.

If the operation continues to run as successfully as it has in the past, Myers will realize one of his fondest hopes—a separate room added to the center for amusement games. "Then, when the kids come in here off the streets, they'll really have something to keep them busy," he concluded.

Myers also has a weekly sports show on a local station and awards trophies to the "athlete of the week."

Chi Coin Unveils

Continued from page 71

well as providing competition between two players.

Played by a single player, one of the hockey goalies is operated manually, while the opposing goalie is activated automatically providing the opposition. Played by two, one player defends one goal, his opponent, the other.

Twin Hockey has a Formica playfield, another new feature, and has automatic scoring for two players. Plastic handles are turned by players to activate the two opposing goalies. Balls are delivered up from chutes along the side of the playfield.

Steam Shovel

Steam Shovel, the kiddie construction game, features lever-operation of a miniature steam shovel enclosed in a glass cabinet. Players get scores for lifting simulated gravel into a hopper via the steam shovel, and a clock sets a time limit on the operation.

Twin Hockey is available in regular, free-play and triple match models. Steam Shovel is available in regular and free play models.

Rotation Pool, the new Chicago Coin pool game, is a four-side play game with numbered balls. Each player or team has five balls numbered from 1 to 5 to sink in red or white end pockets. Balls are shot in number order.

WANTED BINGO MECHANIC

Write
The Billboard
BOX 853
Chicago, Ill.

Only the BEST... Always for LESS at WORLD WIDE

BINGOS

GAYETY	\$155
BIG TIME	315
VARIETY	185
SURF CLUB	115
PALM SPRINGS	85
BEAUTY	75
PIXIES	375
TRIPLE PLAY	275
NEVADA	95
HAWAII	75

LATE SHUFFLES

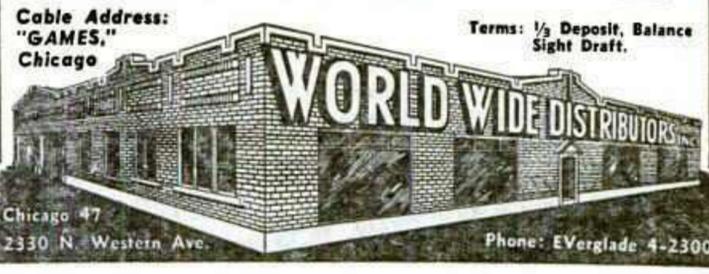
BLINKER	\$365
HOLLYWOOD	295
DLX. CAPITOL	325
DLX. CLIPPER	295
DLX. LIGHTNING	275
DLX. MERCURY	185
ACE	165
BANNER	165
LEADER	145
CLASSIC	75

ARCADE

NEW WMS. DELUXE 4-BAGGER	WRITE
NEW WMS. CRANE	WRITE
SIDEWALK ENGINEER	\$175
GENCO 2-PL. BASKETBALL	225
BIG LEAGUE BASEBALL	195
SUPER PENNANT BASEBALL	175
POLAR HUNT	345
KING OF SWAT	345
SUPER SLUGGER	335
CARNIVAL GUN	235

ALL TYPE POOL GAMES
SENIOR MODELS
JUNIOR MODELS
Hole-in-Middle. All have new Cue Sticks and Balls.
From **\$125**

WANT TO BUY
LATE BINGO GAMES
GOTTLIEB 5-BALLS
MUSIC
WILL PAY CASH OR TRADE
POOL TABLES AND SHUFFLE GAMES
CALL NOW!



GUN SMOKE DOUBLE FEATURE-PLUS



SKILL FEATURE
SKILL BUTTON

- Fit Any Location
- Depth, 17"-Width, 24" Height, 66"
- Location Tested—Now in Production
- Fascinating Fast Play—Tops in Player Appeal
- Coin or Non-Coin Operation
- Electrical Replay Counter

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COIN-OPERATED POOL GAMES

★ Save on cloth, cues, balls and other supplies!

★ Buy direct from factory!

Now you can buy everything you need to maintain your equipment direct from the factory of the world's largest manufacturer of pool and billiard equipment... Brunswick. Get prompt service from stock. Get substantial savings, too.

★ Write, wire, or phone for prices today!

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THE BRUNSWICK-BALKE-COLLENDER COMPANY
623 South Wabash Avenue, Chicago 5, Illinois
WA bash 2-4020



when answering ads... Say You Saw It in The Billboard

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SEEBURG M100A's

GUNS

GENCO BIG TOPS
GENCO WILD WESTS
WILLIAMS SAFARI
WILLIAMS POLAR HUNT

GAMES

GOTTLIEB 5 BALLS

also

ALL TYPES OF
ARCADE EQUIPMENT

Send in complete lists—
we will make offers



Exclusive Gottlieb, Williams, Seeburg, Genco and
International Mutoscope Distributors.

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS

Depreciation for Ops, U. S.

Continued from page 62

number of years over which it is to be depreciated. Thus, a machine costing \$1,000 and to be depreciated over four years is written off at a rate of \$250 a year.

The sum of the digits method was the most popular method with operators attending the forum. It, too, is relatively easy to set up. If a machine has an expected life of four years, the sum of the years is 10 (four years plus three years plus two years, etc.). The first year four-tenths of the equipment is written off. The second year three-tenths, and so on.

The double declining balance method permits operators to take the biggest depreciation during the first year. With four years as the base, the equipment is depreciated at a rate twice as big as with the straight line method. However, the equipment is depreciated on the remaining balance rather than the original purchase price. Therefore the first year 50 per cent is written off, the second year 50 per cent of the remaining balance and so on.

The inventory method is the least used method. Depreciation is determined by the actual remaining value of machines each year. Most often, trade paper used price indexes are used to determine the current value of equipment.

The advantages of the sum of the digits method and the double declining method, it was pointed out during the forum, are that they allow operators to write off larger depreciations during the early years of the phonograph, when they normally depreciate the fastest.

However, one operator in the audience pointed out that large depreciation allowances are not always to the operator's advantage. By taking a large depreciation in a year when gross profit is low, an operator saves little from a tax

viewpoint. And later, when and if profits go up, the equipment will be depreciated at a very low amount, thus boosting the operator into a higher income bracket.

It was generally agreed that it is to an operator's advantage to check all forms of depreciation each year before selecting an individual method. It was also pointed out that operators could change to the straight line method at any time, but could not change to an accelerated method once using the straight line or inventory methods.

Harry Snodgrass brought up the question of what Uncle Sam expects from operators in regard to depreciation.

He said that the government had a "gripe" about the amount of depreciation taken on the purchase price. "It's because of the plans," Snodgrass said, "because no value is left on the books after a piece of equipment has been depreciated."

He said that government tax officials had told him that it was a good idea to keep a salvage value on all music equipment. "It stands to reason," he asserted, "that a machine four or five years old is still worth something."

Snodgrass explained his system as follows: "If I purchase a machine for \$1,100 and depreciate it over four years, I base the depreciation on a \$1,000 figure, leaving the \$100 amount on my books as salvage value. Then when the equipment has been written off in four years, still shows a \$100 value, which is certainly more realistic."

Salvage Inevitable

Tom Withrow, an officer of MOA who was on hand for the meeting, told operators that he kept a salvage value on his books by using the double declining balance method. "Because you depreciate equipment on the remaining balance, the full amount of the purchase price is never written off," Withrow said.

It was also brought out at the meeting that government tax officials were recommending, on the double declining balance method, that operators stop depreciating when they reach the end of their normal depreciation schedule. For example, operators who normally depreciate equipment over a four-year period would stop depreciating a piece of equipment with the double declining balance method after four years, even tho there was a balance remaining.

As to the number of years that should be set up for depreciating

equipment, the group was divided. Half said four years, the others said five.

Prove Capital Gains

With regard to capital gains, operators were informed that they should have a bill of sale for every piece of equipment sold or traded in. In some areas a simple transaction showing you received a trade-in allowance is not considered evidence warranting capital gains.

All trade-ins, the forum emphasized, should be considered capital gains, with depreciation taken on the full price of the new equipment, not on the purchase price less the trade-in value. Tax on capital gains is only half that of normal operating business gains.

Snodgrass pointed out that the government considered the "reasonable life" on a phonograph to be anywhere from four to 10 years. He said that each territorial tax official had the authority to set up any yearly regulation that he thought best.

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Elects Gil Kitt

Continued from page 71

General Vending Sales Corporation Baltimore; and J. D. Lazar, B. D. Lazar Company, Pittsburgh, secretary and treasurer, respectively.

Kitt succeeds Harold Lieberman, Lieberman Music Company, Minneapolis. Jerry Harris, manager of Lieberman Music's Omaha office, accepted a plaque for Lieberman, who is abroad, expressing the gratitude of NCMDA for his "great work in organizing and strengthening the organization" (see picture in this section).

In accepting the presidency, Kitt expressed great confidence in the future of the NCMDA, and stressed the "dynamic progress made in the past year."

He extended an invitation to all qualified distributors, not as yet members, to join the organization "in order to give it the unity and strength necessary to accomplish the tremendous program being formulated."

Kitt emphasized that it will be a program "designed to benefit the entire coin machine industry."

Schooler Talks on Good Will

Continued from page 63

at each of the various publics you want to impress.

Schooler emphasized the multi-publics. "First, of course," he commented, "there's the public we mean when we speak of John Q. Public. Then there are government officials, teen-ager, and their parents, bankers, location owners, record manufacturers, recording artists, local civic leaders and other operators. And in this run-down of publics, we mustn't forget your employees and the unions to which they may belong."

When the various publics have been broken down, Schooler stated, what is going to be done about them and what stories are they to be told must be decided.

Schooler asked operators why, for instance, he didn't know that there were some 30,000 juke box employees, that operators purchased millions of records a year, that there were nearly a half-million juke boxes in the country.

"These are impressive figures," he said, "and they prove that your industry has grown up, that you are big business. Why didn't I know? I didn't know because you didn't tell me. And if you didn't tell me, you didn't tell any of your publics."

Tell the World

With just these facts, Schooler said, you can tell the bankers that you are financially stable—and growing, the man next door that you are important to the economic health of your city, the record manufacturers that you're important in their sales plans, and you can tell your governmental authorities that you're in business, just as much as the owner of a shoe store, the local real estate man or the automobile dealer.

"It's up to you," Schooler said, "to prove that you recognize the requirements of good citizenship. You have to prove that you are re-

sponsible members of society, that you are really mature.

"It's up to you to go on the offensive. Get your story in first, get it circulated as widely as possible and, above all, be sure you have a good story to tell."

He pointed out that all too often businesses wait until they are in trouble before they worry about their reputations. The time to act, he said, is before the trouble arises.

Schooler said: "You're in a good position with your story of the economic importance of your industry. But you need a positive, hard-hitting public relations approach."

As a basis for your creative public relations program, you must recognize your responsibility to the consumer public—primarily the nation's teen-agers."

All big businesses, Schooler pointed out, sooner or later realize that they have an obligation to the people who buy their products. "Just lately," he said, "the automobile industry added horsepower in the motor and safety belts on the seats for safer driving."

Mental, Moral Aspects

In the entertainment field, he asserted, physical health and safety of customers does not enter the picture, but mental and moral health does. When a smutty or double-meaning disk comes out, operators must set up immediate self-censoring restrictions, he said. He also suggested operators set up their own central censoring committee as a function of MOA.

With regard to business connections, Schooler said: "A man is known by the company he keeps, and when he does business with people who are on a community 'black list,' he runs the risk of winding up on the black list too. It's only good business to be known as men who recognize their responsibilities to their customers."

In a sense, Schooler explained, music operators are modern Pied Pipers, because juke boxes give the public its only opportunity to hear the music it wants when and where it wants it. Take care, he added, that you are never accused of leading our children to destruction.

Teen-Ager Is Tops

Schooler pointed out that the operators' biggest public is the teen-ager, and anything they can do to help provide him with good entertainment is to their advantage. "Most kids don't want to be juvenile delinquents," he asserted, "they just somehow slide into delinquency without knowing it."

"If I were a music operator," he continued, "I would make every possible effort to establish myself in my home town as a supporter of civic enterprises aimed at keeping youngsters off the down-hill slide. I'd join the Kiwanis Club; I'd join the Chamber of Commerce; I'd make juke boxes and records available to teen-age clubs and schools; I'd do like some Detroit operators do and sponsor shows. And I'd make darn sure every one in town heard about my efforts."

"As a member of the MOA, I'd support long-range, national public relations programs dealing directly with teen-agers and designed to enhance my industry's reputation."

Food for Thought

"Perhaps I'd want to set up music scholarships to give talented youngsters the opportunity for advanced training. I might make a deal with record manufacturers to give young unknowns the chance to be heard on juke boxes across the country."

However, no public relations program is worth the cost of postage to mail out one news release if it is not undertaken sincerely, Schooler asserted. "You can't buy good will," he said, "you have to

earn it." He pointed out that a public relations program is not going to help operators if the public thinks they're trying to buy themselves a fire escape to heaven. "It takes a sustained, long-range public relations program to build up the picture you want to present and to keep your story before all the publics you need to influence," he said. "And you can't expect

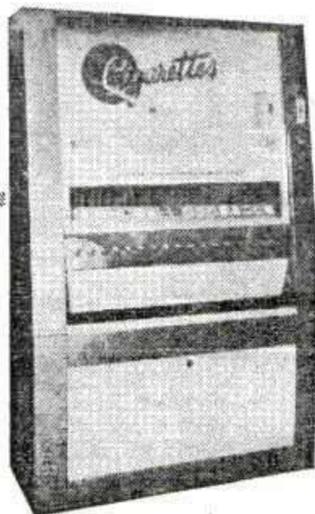
results overnight, or even in a year."

Schooler cited other industries that have gone thru the same problems. "When I was a youngster," he said, "bowling alleys were classed with pool halls. Today, the bowling alley is an entertainment place for the whole family."

In closing, Schooler declared: "There's no reason why you music

operators have to puf up with the bad publicity you've been getting. All it takes is a sincere effort to educate the public as to your true roll in our lives today, both as entertainment and as big business.

"The age of responsibility is a wonderful time of life—only if you make good use of the experience maturity should bring. You're over 21—act like it."



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West Side Busy on Bowler Conversion, Slate Pool Top

NEW YORK — Harry Berger, West Side Distributors, currently has three irons in the fire—a 300 conversion for bowling games, a slate top for pool tables, and a fibreglas pool cue.

The 300 bowler conversion is currently being turned out in West Side's plant at the rate of 25 a day, Berger said. He added that the conversion can be made on Lightning, Clipper, 11th Frame and El Dorado bowlers.

The conversion sells for \$89.50 and the operator's old machine in exchange.

Slate Tops

Berger said he is currently turning out 100 slate pool table tops a

Exhibit Bows Card Vender at MOA; Shows Pool Units

CHICAGO — Exhibit Supply displayed a new card vending machine at the Music Operators of America show here last week, along with the firm's latest pool game models, Slate Pool and Spanish Pool.

The card vender, Model 311, is a single cell counter model, a supplement to the double cell Model 307 used in park and Arcade locations, according to Chet Gore. Gore said the new model is in answer to requests for a single cell vender from drugstores, bus depots, parks and historical societies.

The unit has a curved plexiglass front. It will take any coin denominations. Gore said the unit will be further developed to vend envelopes as well as cards. He said Exhibit sold more card venders in 1955 than in any other year and expects top sales to continue.

Spanish Pool is a new two-hole pool unit played from one end. Players shoot balls off cushions or ball bumpers into red or white hole located near shooting end of table.

Slate Pool is a regular-play two-hole model with a slate playfield top. The slate top adds weight and playfield speed to the game.

Blendow Is Head Of Black Sales

NEW YORK — Al Blendow, who recently resigned as sales manager of Capitol Projectors to take over the newly organized Black Sales Company, told The Billboard this week that the firm is his own.

A story in The Billboard last week said that Dave Simon is the owner of Black Sales. Blendow said this report is without basis.

Black Sales will be a sales outlet for equipment made by United Manufacturing Company and Capitol Projectors. Other lines will be added, Blendow said.

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week, but that his plant is capable of pushing thru 250 units a week if the sales are there.

The tops have jumbo light-up bumpers and measure 38 inches by 52 inches. Price is \$79.50, and Berger said installation can be made in 10 minutes.

Berger said the fibreglas pool cue will sell for about \$3.

SOUPED UP

Capitol Intros New Kid Car, Movie Combo

CHICAGO — Capitol Projector Corporation, New York, introduced a new Thunderbird sports car kiddie ride piece at the Music Operators of America show here May 5-8. The piece is combined with Capitol's Drive-In Movie unit.

The miniature car sways from side to side with the kiddie behind the steering wheel via the dime fare. The ride goes a step farther from offering a built-in TV set. It has a miniature movie theater suspended just above the car hood, offering a triple movie feature.

S. B. Goldsmith, Capitol president, said the new Thunderbird piece has been the most successful of the many pieces the firm has tested in combination with the movie attachment.

Capitol has tested the movie attachment with midget racers, horses, Merry-Go-Rounds and other kiddie rides, but found the Thunderbird the best attraction.

Key to Popularity

Goldsmith said grosses on the ride-movie combo are good, for two reasons, in particular:

1. The movie-ride piece poses itself as a bargain to the customers. Kiddies get both the ride and the movie for a dime.

2. The piece gets replay. Because three different movies are offered, the kiddies want more than one turn, and the open screen draws attention from other prospective customers at the location.

Goldsmith added the fact that the piece was legally accepted in practically every area of the country was another factor for its sales success.

Another Capitol piece on exhibit at the MOA show was the Auto Test, a drive-it-yourself machine, also featuring a movie screen.

The screen, in this case, shows actual driving scenes, with the patron steering and braking in realistic fashion to gain a favorable driver's rating.

Scoring on the machine has been improved to offer a rating for proper steering as well as a bonus score for proper braking.

Edolite at MOA With Match Pool

CHICAGO — Edolite Products, Inc., Detroit game firm, showed its new match play coin pool game at the Music Operators of America meet here last week.

The match play game is a regular-play game with the exception that it has small playfield lights, numbered from 1 to 5, running along one of the side cushions and bumpers that light up to count for match scores when corresponding to the side lights. Winner of the game is credited with match scores made.

Separate table tops with the match play features are also in shipment.

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SALES PITCH

Yanks Boost Arcade Play On 'Block'

BALTIMORE—Arcade operators on East Baltimore Street report grosses climb fast when the New York Yankees baseball team hits town.

Says Barry Neiburger, manager of the Play Center and two other Arcades on Baltimore's colorful fun road, known as "The Block," "When the Yankees are here playing the Orioles, we have it good."

"They're a younger team than the others," he says, "but players from all the teams come in if they stay at nearby hotels."

There are six amusement Arcades of note in Baltimore. Five are on the sunny side of Baltimore Street, another, a late entry in the field, is on North Howard, where the mood and the clientele is different.

Servicemen, who during the war gave Arcades here a big play are not so much in evidence today, but grosses are reported still up to par.

The clientele is all inclusive—from 16 to 60 years of age—at the Baltimore Street location. Children and others not much more than children, who seem to materialize from nowhere to haunt the Arcades, still wander in at all hours in dungarees and pony tails and assorted hand-me-downs. The Block hasn't lost much of its color thru the years.

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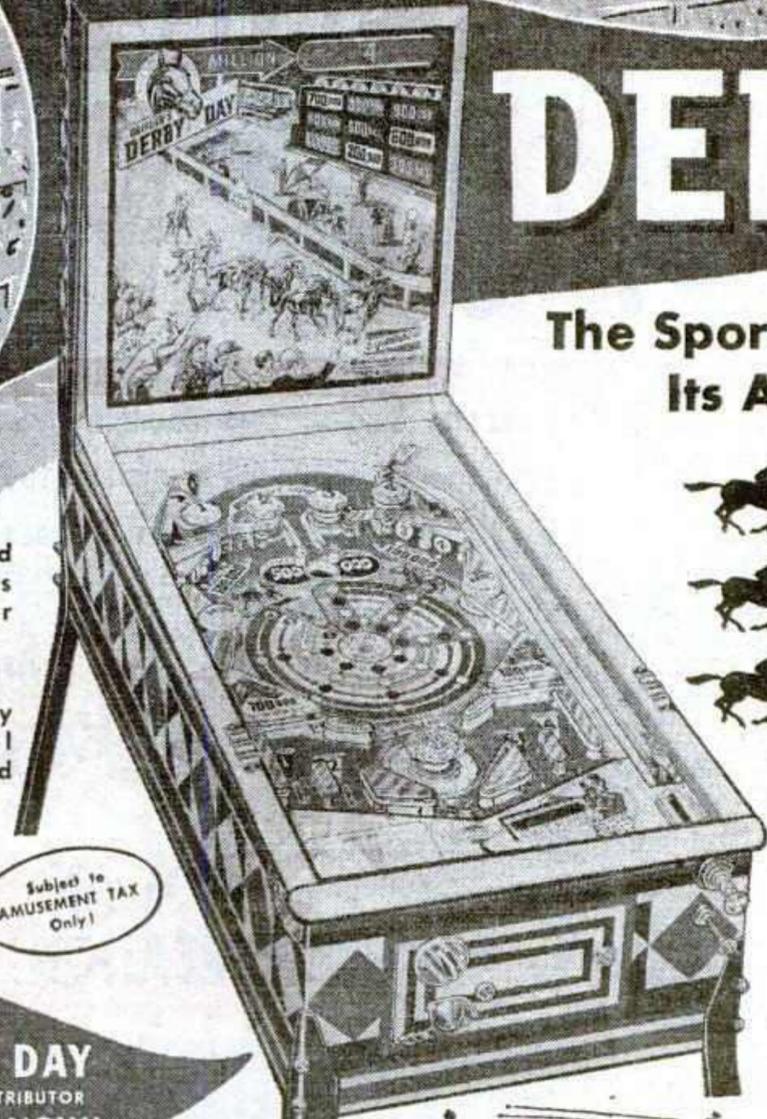
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- 2 Cyclonic Kickers
- Actionized Pop Bumper
- 2 Super Powered Flippers

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DISTRIBUTING, INC.

GAYETY	\$140.00	HAVANA	\$ 75.00
SURF CLUB	90.00	FIFTH INNING DELUXE....	195.00
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CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

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HI-FI	135.00	CONEY ISLAND	40.00

NEW POOL TABLES WITH LIGHTS.....\$240.00
NEW POOL TABLES WITHOUT LIGHTS..... 190.00
USED BALLY POOL TABLES WITH LIGHTS..... 175.00
POOL BALLS.....\$1.40 ea. or \$12.00 a set

1/2 DEPOSIT
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.
7855 Stony Island Ave. Chicago BAyport 1-1616

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- May 18—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
- May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.
- May 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- May 22—Westchester Operators' Guild, fifth annual dinner, 42 Club Restaurant, Scarsdale, N. Y.
- June 2—Regions X, XI, XII, National Automatic Merchandising Association, regional meeting, San Francisco Hotel, San Francisco.
- June 2-3—Nebraska Music Guild, quarterly meeting, Pawnee Hotel, North Platte.
- June 3-6—National Industrial Recreational Association Convention, Hotel Statler, New York.
- June 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- June 5—California Music Merchants' Association, Los Angeles division, association headquarters, Los Angeles.
- June 5—Washington Music Merchants' Association monthly meeting, association headquarters, Seattle.
- June 6—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- June 6—Summit County Music Operators' Association, monthly meeting, Akron.
- June 7—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
- June 11—Wisconsin Music Merchants' Association, monthly meeting, Eau Claire, Wis.
- June 13—Coin Machine Division's annual dinner for the United Jewish Appeal, Sheraton-Astor Hotel, New York.
- June 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- June 22-23—West Virginia Music Operators' Association, directors meeting, Daniel Boone Hotel, Charleston.

WASHINGTON — Venders interested in selling to collegiates will have to supply chocolate milk if they want to keep the ivy league happy. The National Milk Producers' Federation reports that students at the University of Wisconsin and

Cornell preferred chocolate milk over white in vending machines three to one. Wisconsin plans to have 20 machines in operation soon. Cornell presently has 26. Four of the Cornell machines vend ice cream products and two vend quart containers of milk.

POOL CUES

HIGHEST QUALITY

Buy Direct From Manufacturer
Buy the best in cues at savings of 50% and more. Created especially for bumper pool games. 48" long, 1 1/4" butt, rubber cushioned, beautiful balance and taper. Made from select straight grained Northern hard wood for long life. Body milled, sanded and waxed to incredible smoothness. Two-tone finish. Quality leather tip. 12 to a carton. No less sold. Money-back guarantee. \$17.90 per doz., check or deposit with order.

STATE CUE CO.
924 State St. Racine, Wis.
Melrose 2-1951

- ★★★★★★★★★★★★★★
- * GUARANTEED, READY ***
- * FOR LOCATIONS ***
- * Bally Variety
 - * Bally Miami Beach
 - * Bally Atlantic City
 - * Bally Beauty
 - * Bally Beach Club
 - * Bally Yacht Club
 - * Bally Dude Ranch
 - * Bally Palm Springs
 - * Bally Surf Club
 - * Bally Gayety
 - * United Pixies
 - * Games Inc. Hunter
 - * Genco Jumpin' Jacks
 - * United Classic Bowlers
 - * United Leader Bowlers
- Also other Bingos and Bowlers. All machines completely reconditioned. Money refunded if not completely satisfied. 1/2 down, balance C.O.D. or S/D.

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314 E. 11th St., Erie, Pa.
Phone 5-7549
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say you saw it in
THE BILLBOARD!

THE GREATEST GAME OF SKILL SINCE SKILL POOL!

**ENTIRELY NEW INNOVATION
IN POOL GAME PLAY!**

EXHIBIT'S

SPANISH POOL

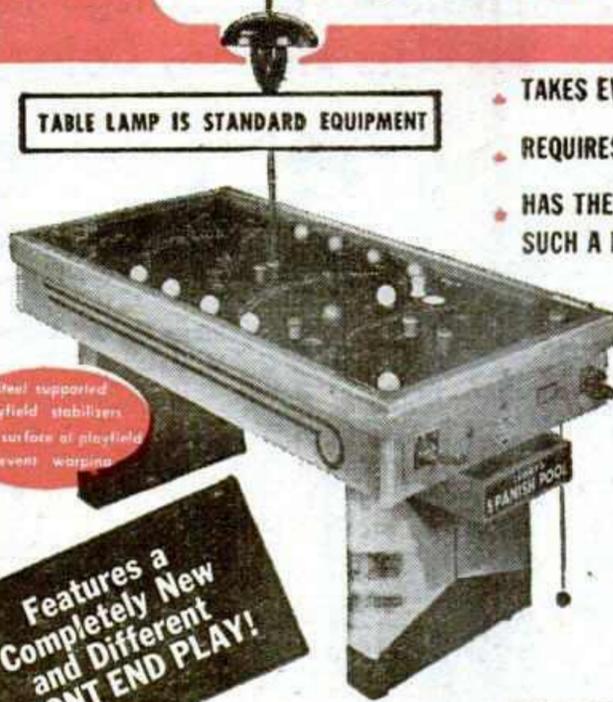
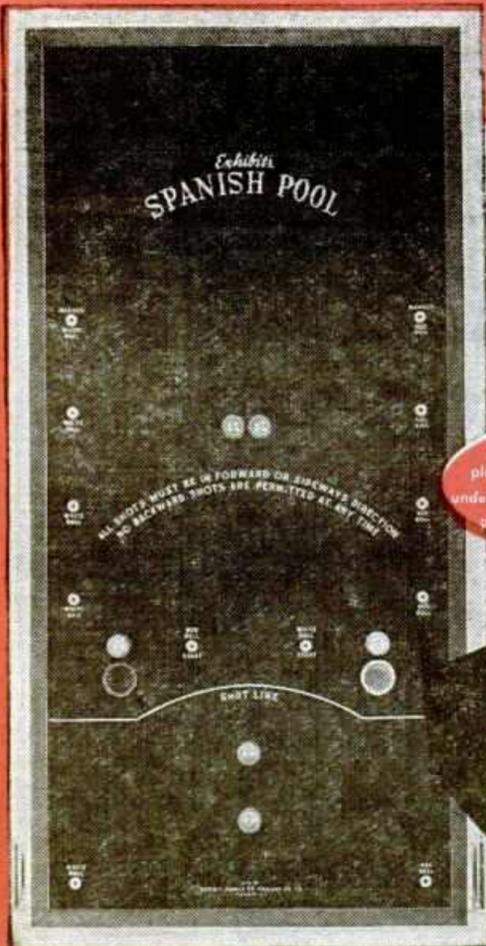


TABLE LAMP IS STANDARD EQUIPMENT

- TAKES EVEN LESS SPACE THAN THE ORIGINAL SKILL POOL!
- REQUIRES SKILL AND THINKING—YET IS EASY TO LEARN AND PLAY!
- HAS THE SAME PLAYER FASCINATION THAT MADE SKILL POOL SUCH A FABULOUS MONEY-MAKER IN LOCATIONS EVERYWHERE!

NOT A COPY!

NOT A VARIATION!

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Features a Completely New and Different FRONT END PLAY!

**ON DISPLAY AT
YOUR DISTRIBUTORS!
CALL HIM TODAY!**

THE EXHIBIT SUPPLY CO.

Established 1901

4218 W. Lake St. • Chicago 24, Illinois • Phone: VA 6-3100

CORNELL GIVES BOSSY ASSIST—FLAVORWISE

ITHACA, N. Y. — What flavor of milk will you have?

Yep, there's strawberry, cherry, peach and blackberry, and, barring technical problems, Cornell University will offer the four flavors thru vending machines on the campus soon.

The university's agricultural experiment station plans to adopt a "Dutch treat"—that's fruit-flavored milk.

Dr. H. F. Holland, head of the university's department of dairy industry, disclosed Dutch scientists have developed a process by which high-grade pectin, a substance familiar to homemakers who put up jellies and jams, is mixed with milk and sugar. After that, fruit juice is added.

The experiment, university officials said, will be the first tests made of the Dutch process in the United States.

SHUFFLE GAMES

- FIRST-Conditioned CHICAGO COIN**
- *HOLLYWOOD\$295
 - *ARROW 315
 - *THUNDERBOLT 295
 - *BONUS SCORE 295
 - *TRIPLE STRIKE 275
 - *PLAYTIME 225
 - *FLASH 195
 - *FEATURE 185
 - *STARLIGHT 175
 - *SUPER FRAME 165
 - *ADVANCE 135
 - *KING 120
 - *GOLD CUP 115
 - *TRIPLE SCORE 85
 - *CROWN 85
 - *DOUBLE 75
 - *NAME 65
 - *10TH FRAME 65

UNITED

- *Del. CAPITOL\$315
- *Del. CLIPPER 285
- *Del. VENUS 250
- *Del. MERCURY 235
- *Del. MARS 225
- *TEAM 155
- *LEAGUE 155
- *CLASSIC 85
- *CLOVER 75
- *STAR 10TH FRAME 65

KEENEY

- *DIAMOND\$175
- *BIKINI 150
- *BONUS 125
- *PACEMAKER 95
- *DOMINO 75
- *CARNIVAL 65
- *10 PLAYER 55

BALLY

- JET BOWLER\$195
- *Indicates Match Play

POOL GAMES



WORLD'S BIGGEST SELECTION

IMMEDIATE DELIVERY ON ALL NEW AND RECONDITIONED GAMES!

FIRST-Conditioned

Like New

- Exhibit SKILL POOL\$125
- Chi. Coin CROWN POOL 125
- Keeney FASCINATION POOL 125
- Genco TOURNAMENT POOL 125
- Wms. BANK POOL 125
- Bally DELUXE POOL (Hinged Top) 140
- Exh. 84 DELUXE POOL (Hinged Top) 140
- Chi. Coin HOOLIGAN POOL 235

NEW PLAYFIELDS

FOR YOUR POOL GAMES 3-Hole Models \$32.50

Write for Information

Exclusive Distributors



CHICAGO COIN

- ROTATION POOL
- ADVANCE POOL
- CLOVER POOL
- SENIOR POOL
- STEAM SHOVEL
- TWIN HOCKEY
- CHAMPION POOL
- JUMBO POOL

EXHIBIT

- SPANISH POOL
- SLATE TOP POOL
- SUPER STAR POOL
- SKILL SCORE
- "800" SKILL POOL
- "750" KING SIZE

INTERN'T'L MUTOSCOPE

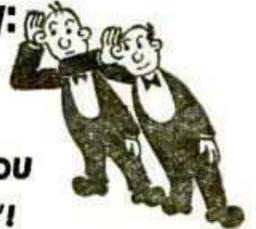
- ROCK 'N' ROLL\$149.50

- K.O. CHAMP
- TUNGO
- DROP KICK
- LORD'S PRAYER
- MYSTIC SWAMI
- ZELDA
- 3-DART PARADE
- MUTOS. MOVIES



1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Wally and Joy say:



CALL US FIRST—
CALL US LAST—
AS LONG AS YOU
CALL US "FIRST"!

BINGO 5-BALLS

FIRST-Conditioned BALLY

- CAYTIME 275
- GAYETY 165
- VARIETY 185
- SURF CLUB 125
- ICE FROLICS 110
- PALM SPRINGS 90
- DUDE RANCH 90
- BEAUTY 80
- PALM BEACH 75
- BEACH CLUB 85
- YACHT CLUB 75
- ATLANTIC CITY 75
- SPOTLIGHT 75
- CONEY ISLAND 65

UNITED

- MEXICO\$135
- HAVANA 115
- RIO 105
- TAHITI 95

ARCADE

FIRST-Conditioned

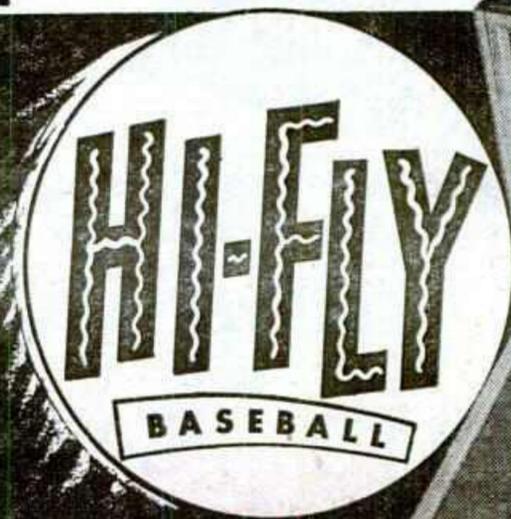
- Genco QUARTER-BACK\$325
- Bally MOONRIDE 250
- Genco 2 Pl. BASKETBALL 195
- Wms. BIG LEAGUE BASEBALL 175
- Chi. Coin HOME RUN 175
- Mut. DRIVE-MOBILE 145
- Chi. Coin BASKET BALL CHAMP 145
- Mut. SUPER BOMBER 145
- Cap. MIDGET MOVIES 135
- Mut. SKY FIGHTER 135
- Chi. Coin 4 PLAYER DERBY 125
- Bally UNDERSEA RAIDER 125
- Evans BAT-A-SCORE 115
- Bally BIG INNING 115
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- ZINGO 65
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Even greater than our "Champion Baseball"



NOW READY... GENCO'S NEW, EXCITING BASEBALL GAME

FOR 1 OR 2 PLAYERS



NEW!
ADJUSTABLE HOLD-OVER PENNANT FEATURE and multiple or single replay

NEW!
KING SIZE 1 1/2" SOLID BREAK-PROOF BALLS!

BALLS SOAR 4 FT. THROUGH THE AIR WITHOUT THE USE OF RAMPS

NEW!
COMPACT PIN GAME SIZE CABINET —only 60" long, 24" wide, 69" high

NEW!
COLORFUL FORMICA PLAYING FIELD!

- Scores — singles, doubles, triples, home runs
- Over the Fence Feature — Scores up to 50 Runs
- "Pennant" feature scores 100 Bonus Runs
- Back rack shows realistic base-running action
- Realistic Wooden Bat
- Beautiful, modernistic cabinet with new mar-proof finish



3 OUTS AN INNING —adjustable to 1, 2, or 3 Innings

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ROADMAN—SALES
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 GOOD SALARY plus EXPENSES
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WORLD WIDE DISTRIBUTORS, Inc.
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ROCK-OLA COMET 1438 . . . \$495.00
 ROCK-OLA WALL BOXES—120 Sel., Chrome . . . \$49.50
 ROCK-OLA STEPPERS for 1436, 1438, 1446 . . . 29.50

ROCK-OLA	SEEBURG
1448, 45 rpm, used Write	M-100-BL \$425.00
1446, 45 rpm \$595.00	M-100-B 395.00
1442, 45 rpm 500.00	M-100-C 525.00
	AMI-A 69.50

All Machines Guaranteed . . . Reconditioned Like New
 WRITE FOR COMPLETE LIST AND QUANTITY PRICES
 Terms: 1/3 down, balance C.O.D.

S & K DISTRIBUTING CO.
 Exclusive ROCK-OLA Dist. in E. Pennsylvania and S. Jersey
 808 N. BROAD ST., PHILA. 30, PA. PO 5-6384

Ops Await Equity Trial on City Pin Tax Question

WILLIAMSPORT, Pa. — Pinball game operators here are awaiting a pending Equity Court trial here on city coin game taxes. Patrick H. Fierro, Williamsport lawyer, had challenged the city on the constitutionality of the levy. He lost that despite an appeal to the State courts and now is attempting to show the tax does not apply to corporations owning and operating coin amusement devices in the community. He said these corporations cannot be taxed by Williamsport since they already are taxed by the State. The pinball tax is levied under an act which makes it lawful to tax anything not taxed by the State. City Solicitor Charles J. Bidelspacher Jr. filed his answer April 23. Both the city solicitor and

Valley Shows Full Pool Line at Meet

CHICAGO — Valley Manufacturing Company, Bay City, Mich., exhibited its full coin pool game line at the Music Operators of America show here May 5-8. The line includes all regular-play models in standard size, king size and de luxe king size. A new slate top model is now available in standard size, and the de luxe Pro Pool will soon be shipped in regular size as well as king size. Fierro are scheduled to confer soon with county judges to discuss whether any testimony will be taken in the case. Possibility was seen that the case will be heard without testimony and if such is the case, both sides will file briefs with the court and give their arguments before Judges Charles S. Williams and Charles F. Greevy.

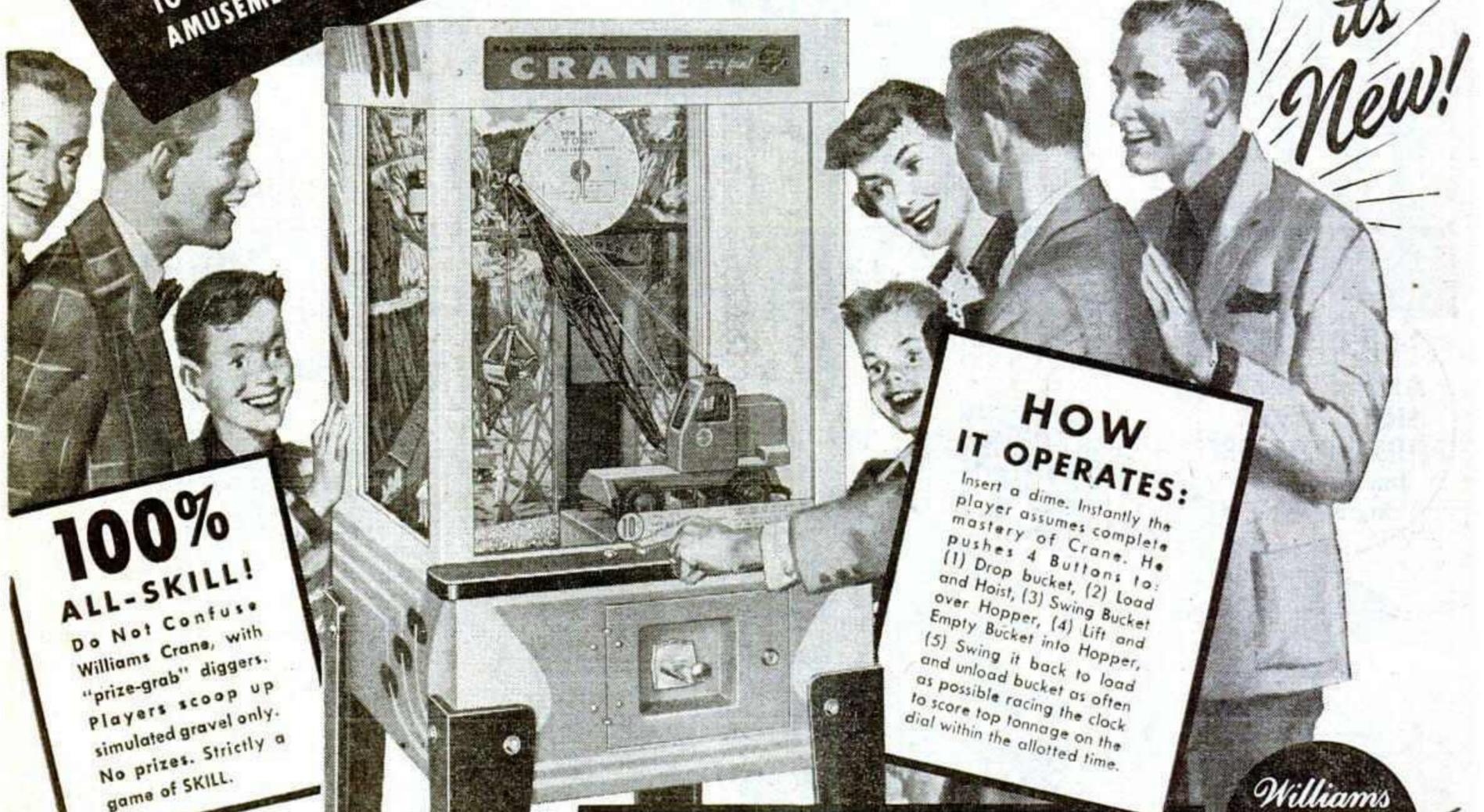
Tri-State Vending Group Sets Meet

CONCORD, N. H.—The Tri-State Vending Association holds its third annual meeting Saturday (19) at the Eagle Hotel here. The session lasts from 11 a.m. until 4 p.m. The group consists of operators from Maine, New Hampshire and Vermont. President is Adam Young, Heard Young Company, Nashua, N. H. Dick Springer, Windsor, Vt., is vice-president, and Harold Croft, Concord, N. H., is secretary-treasurer. Young was recently named chairman of the National Automatic Merchandising Association's Region I (New England).

YOUR TICKET TO SALES RESULTS—
 THE ADVERTISING COLUMNS OF THE BILLBOARD!

Extra!
 HUNDREDS OF THOUSANDS OF LOCATIONS ARE READY TO INSTALL THIS PURE-SKILL AMUSEMENT EQUIPMENT!

Watch FREE-SPENDING CROWDS POUR LOADS OF MONEY INTO THIS *Williams* **"TONS OF FUN" CRANE** *it's New!*



100% ALL-SKILL!
 Do Not Confuse Williams Crane, with "prize-grab" diggers. Players scoop up simulated gravel only. No prizes. Strictly a game of SKILL.

HOW IT OPERATES:
 Insert a dime. Instantly the player assumes complete mastery of Crane. He pushes 4 Buttons to: (1) Drop bucket, (2) Load and Hoist, (3) Swing Bucket over Hopper, (4) Lift and Empty Bucket into Hopper, (5) Swing it back to load and unload bucket as often as possible racing the clock to score top tonnage on the dial within the allotted time.

WITH EACH LOAD the Red Car moves progressively downward while the pointer on the Dial goes higher and higher. A light signals "Expert Crane Operator" for a predetermined number of "Total Tons"—but, you've got to be good to get it. Williams "Tons of Fun" CRANE is packed with lively action, frenzied thrills and tantalizing suspense. It is a true-to-scale miniature Crane that can go into countless locations as an extra piece of equipment without replacing presently installed amusement units. It does not compete with kiddie rides or other amusement installations. Because it occupies such tiny space it makes "dead corners" come to life in places where floor space is at a premium.

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Now IN PRODUCTION Williams **STAR POOL** Williams **KLIK BILLIARDS** Williams **DELUXE 4-BAGGER** Williams 2-Way Deluxe 2-Way Special Deluxe and 2-Way SENIOR Deluxe **BANK POOL**

chicago coin Offers You the Most Complete Line of Pool Games in the Industry!

4 SIDED Rotation POOL

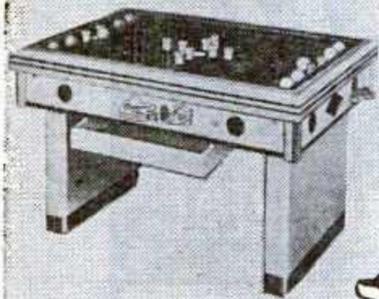
LOOK!

Realistic Numbered Balls For Rotation Play!

LOOK! Here's The First Pool Game To Duplicate Every Skill... Every Thrill Of Rotation Play!



CHAMPION SENIOR POOL
8 inches longer—size 3 ft. by 5 ft.



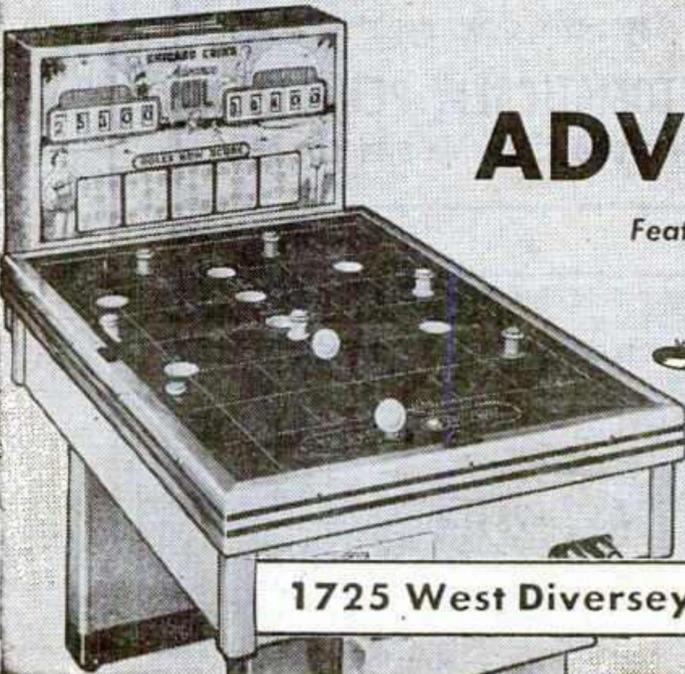
CHAMPION POOL
Also available Champion Model 35



CLOVER POOL
Also Available Clover Model 35



JUMBO POOL
18 inches longer than regular size — 70 inches by 36 inches



ADVANCE Pool

Featuring 3 Pop Up Holes!

Plus Progressive Advance Scoring

All holes advance in scoring as game progresses. (5 scoring panels lite up progressively to show new scoring value of each hole.)

- Rotation Pool is 8" longer — size 3 ft. by 5 ft. Another Exclusive Feature!
- Cross-Bar braced legs for absolute rigid support to entire table!
- Brilliantly colored cabinet!
- "Level-Matic" adjusters are standard equipment!

1725 West Diversey Blvd., Chicago 14, Ill.

**chicago
coin
MACHINE COMPANY**

*Here's the front-play pool-table
that really earns big money in small space*

Bally Magic Pool

ONLY FRONT-PLAY TABLE WITH *REAL POOL* PLAY-APPEAL



NOW you can serve your crowded spots, where space is at a premium, with a front-play table that has all the play-appeal of real pool... resulting in bigger earnings than you ever thought possible with a front-play game.

See Bally MAGIC-POOL at your Bally Distributor

... see why MAGIC-POOL puts limited-space locations on a big-profit basis.



*Choice of
2 DIMES or
1 QUARTER
operation*

NOW ON DISPLAY AT YOUR
Bally DISTRIBUTOR
NIGHT-CLUB
Deluxe ABC
OFFICIAL SCORING **bowler**
Booster-Pool
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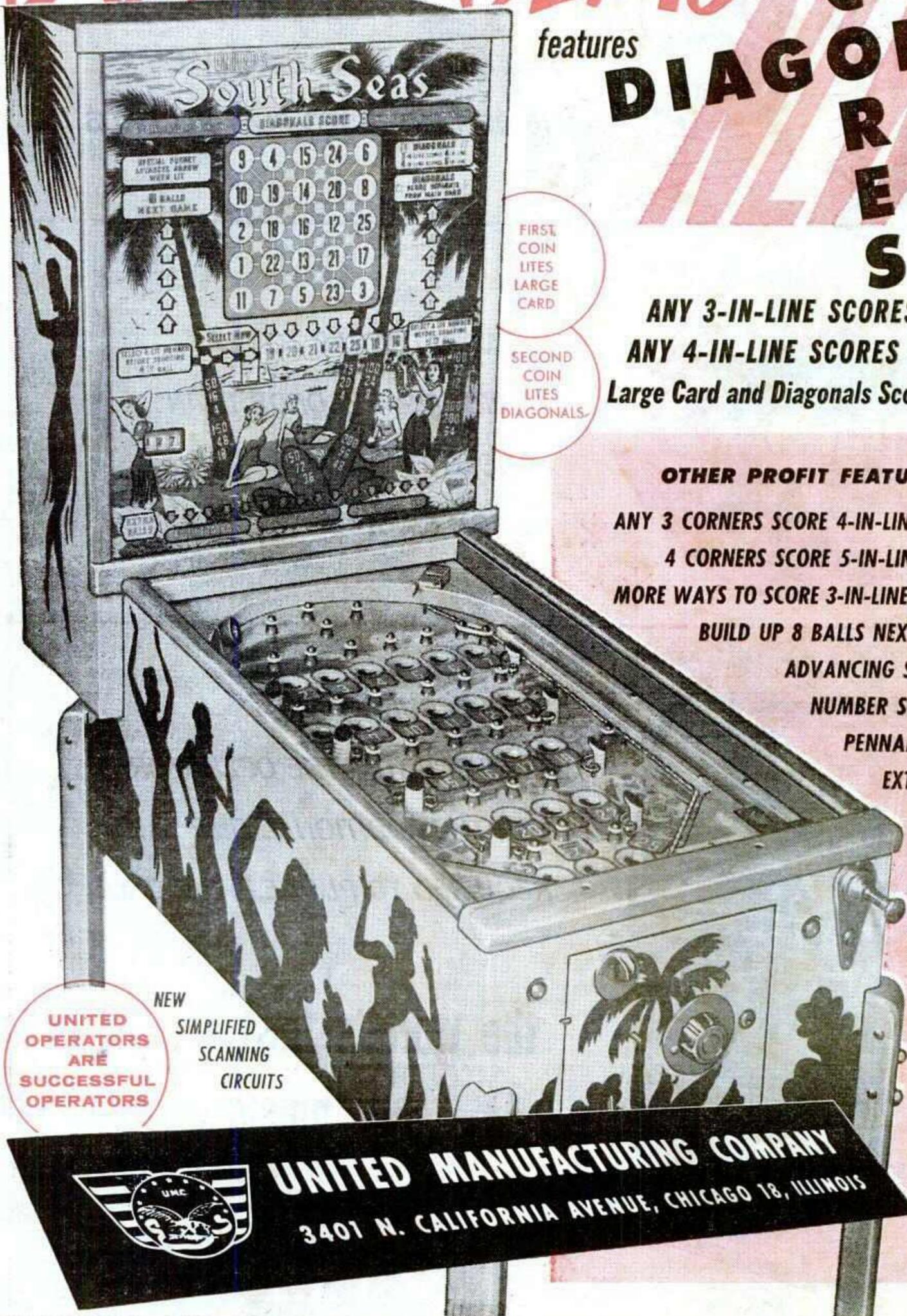
AMAZING
Color-Detector
TOTALIZERS
AUTOMATICALLY SCORE
for player who sinks opponent's ball
AUTOMATICALLY PENALIZE
player who sinks his own cue-ball

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

YOUR *Bally* DISTRIBUTOR \$ \$ \$ \$ \$
\$ \$ \$ \$ \$ always has good deal waiting for you

UNITED'S **SOUTH SEAS** SCORING

features **DIAGONAL**
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FIRST COIN LITES LARGE CARD

SECOND COIN LITES DIAGONALS

ANY 3-IN-LINE SCORES 4-IN-LINE
ANY 4-IN-LINE SCORES 5-IN-LINE
Large Card and Diagonals Score Separately

OTHER PROFIT FEATURES

ANY 3 CORNERS SCORE 4-IN-LINE
4 CORNERS SCORE 5-IN-LINE
MORE WAYS TO SCORE 3-IN-LINE AND 4-IN-LINE
BUILD UP 8 BALLS NEXT GAME
ADVANCING SCORES
NUMBER SELECTION
PENNANT FEATURE
EXTRA BALLS

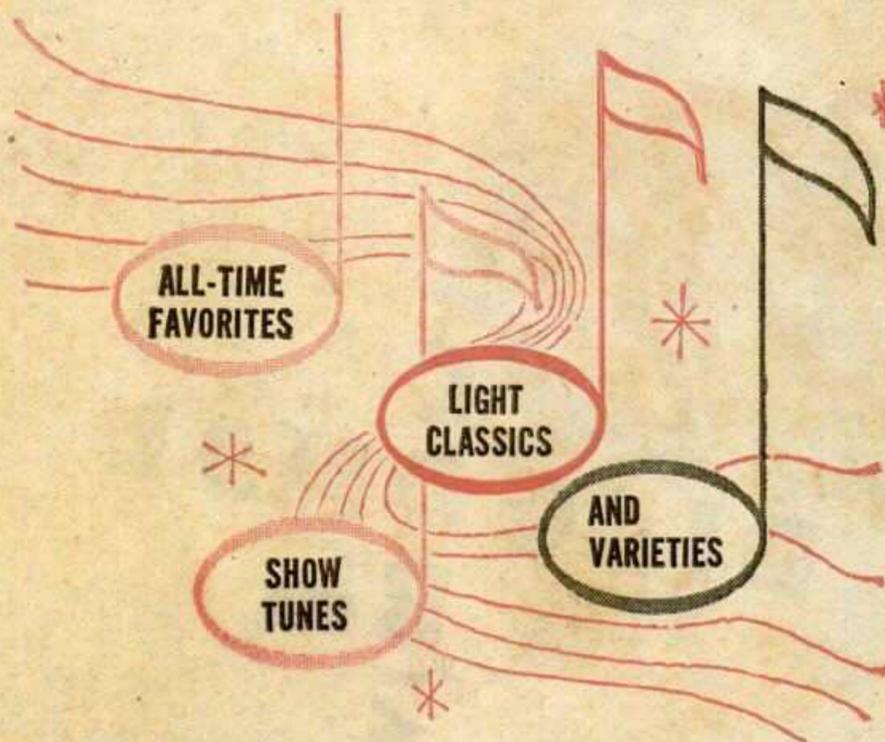
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NEW SIMPLIFIED SCANNING CIRCUITS

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

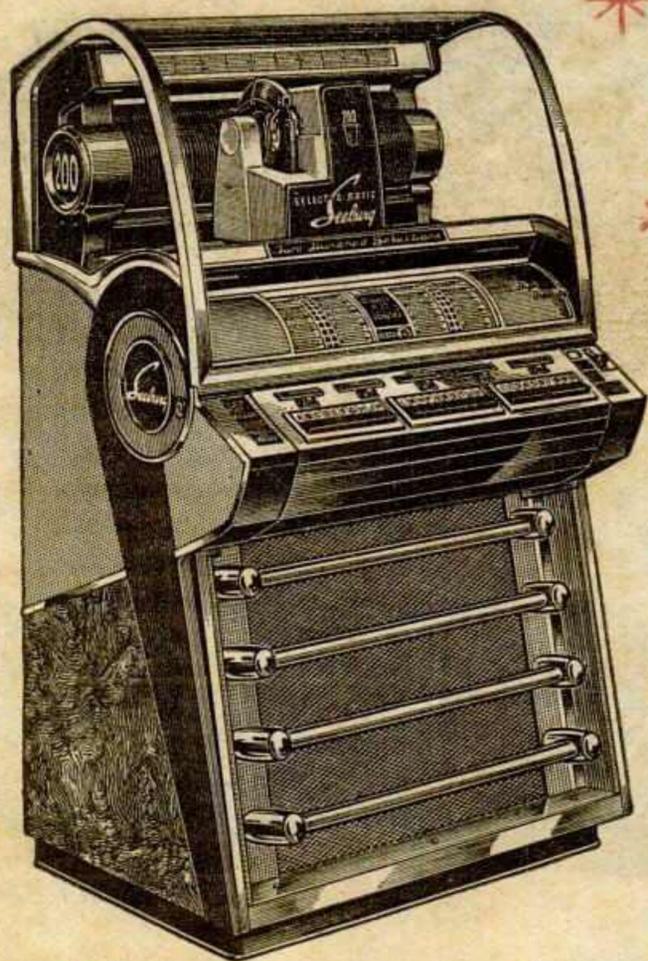
HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • ROTO POOL • HIT POOL • STAR SLUGGER • REGULATION Shuffle-Alley



*MOST OF THE STANDARD MUSIC
THE PUBLIC WANTS TO HEAR
IS AVAILABLE PRINCIPALLY ON
45 RPM EXTENDED PLAY RECORDS*



*IT TAKES LONGER TO PLAY
45 RPM E.P. RECORDS THAN
IT DOES TO PLAY
45 RPM SINGLES*



*THE SEEBURG V-200
COMPENSATES THE OPERATOR
FOR THE ADDITIONAL TIME
REQUIRED TO PLAY E.P. RECORDS*

**the world's first
dual music system**

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Chicago 22, Illinois