Picnickers to Rival Ants in U.S. Parks

Millions to Flood Recreational Centers Which Offer Everything for Fun and Eats

By JIM McGUICH
NEW YORK — Between Memorial Day and Labor Day millions of Americans will have picnicked—big percentage of them at the nation’s amusement parks and recreation centers. Amusement and old-fashioned as it is, the time-honored seasonal pursuit of romancing youngsters and family groups is flourishing in an automation world.

At least 60,000 picnic tables are available at the nation’s amusement parks and hamburger restaurants which will take the place of the broad lawns of the warm weather holidays. Wednesdays (30). The tables provide entertainment facilities for more than 10,000 persons at once. The seats are built of durable mechanical rides yet swimming and boating, with an over-all diversity of plants and interest. At least some members of all age groups particularly after they have been well fed.

A somewhat household, all-welcome, acceptance of picnickers that has given way in the past decade to an intensive building built upon expanded, attractive facilities. Some of the nation’s 700 amusement parks have more than 100,000 picnic tables. Most have added as many as they could climb onto their premises.

Atoms Replace Picnic Tables

NEW YORK — The metropolitan area will lose Indian Point Park, a picnic spot favored by those generations, when One Edison begins construction of an atom power plant there in the full.

Established by the Hudson River Boat Line, the spot has been a natural picnic ground since the year. Turned into a full-scale water recreation area six years ago, the 300-acre spot on Saturdays and Sundays often has been crowded. The region’s houses, plus large percentages of the nation’s three boats, nearly all classified as picnickers.

...and few of the larger units have less than 100 tables...

LBC Issues Rebuff to Moore

NICE ISSUE TO DISMISS DISC

LBC issued a rebuff to Dick Moore's anti-network proposal in which the network charged that Moore's case was prepared with editorial aid of a heavy financial and spearheaded by a group of TV film distributors. Four of the five network representatives have taken most of the work out of the preparation, staging and fulfillment.

Those same efforts, even-ready transport... (Continued on page 49)

In Young TV World, 21 Network Shows Grow Long Beards

Begun With Webs’ Birth, Still On; Others in Yearly Rating Scramble

By DENNIS MCGONALD

NEW YORK—In an industry where entertainment fan is changeable as a kaleidoscope and each new season brings forth an abundance of new sponsors and shows, it is all the more remarkable that some network programs have been going quietly on year after year since network television was born in 1947.

These graybeards of the young industry include: "Meet the Press," "Studio One," "The砣, "Country Music," "American "...

The Elders

Of this list, none of which do after 1949, "Kraft Theater," "Meet the Press" and "Howdy Doody" are the elders. Kraft made its debut on NBC on May 6, 1947, "Meet the Press" in November and "Howdy Doody" in December of that year.

A look at this list raises one major question: In a rating-hungry competitive industry, why should some sponsors stick with a show for so many years when they only a couple of them ever make the waves in their circle on the hit rating scoreboards? The cost per thousand viewers is a key factor which is balanced against the ratings, and apparently some sponsors are satisfied that what they show costs about to reach the number's they do worth long-term rating.

Sponsor Identity

"Sponsor identification," all cost, of course, was the immediate response from those queried. A hundred and one views unless in the fact that Lincoln Mercury sponsors Ed Sullivan's "Patio." Westinghouse's shows "Studio One," which gets for "Carnival of Sports." There are others, Pullman with "Big Story," Kraft with its theater, "Firestone's magic, etc. Many of these shows have been developed for the customers, and they still listing the perfection value worth while to reach their help of fans built up over the years, even also they might not make rating history.

The stability of film shows rarely constant, particularly in other productions. "Big Story" and "Studio One," for example, have been in 1910, are the lost film shows now on the air that have come through the years. They are still popular today, even "story" was live for most of its run.

Webs' Scores

As for the networks, the "bogey show," they are about equally divided at the moment. Both ABC and NBC are carrying seven each, and CBS has eight. This score, however, is irreducible. For example, ABC has...

Old Soldiers On TV, Do Die

NEW YORK—Old soldiers do die, at least old TV soldiers do. For the family are the heroes, and "Friends," one of the oldest programs on network TV, having debuted in January, 1949, will call it quits this year. Godfrey at this yet, is undecided what will replace it.

"Mama," too, will pack her bags after having become the longest running situation comedy on the network. "Mama," which began on CBS on July 1, 1949, is the most economic necessity to operators having...
THE BILBOARD
Communications to 1564 Broadway, New York 36, N. Y.
JUNE 2, 1956

NBC Magnuson Brief Slaps Syndicators; ATFD Rebuffs
Claims Moore A Spokesman, Film Is Death

WASHINGTON — NBC this week has been making
a change in its group of syndicators before the
Magnuson committee. The web
charged that Ziv Television Pro-
grams, Television Programs of
American Films, Screen Gems and RKO Teleradio Pictures were the forces behind the attack
by NBC, head of KTTV, Los
Angeles, against network TV.

NBC also points out that the
issue is one of time and the policy of
selling a basic network is trying to understand the very foundation
of the network system. It states
the network is a business and a
major adjustments in the network
operation without giving the na-
tional communication system a
death blow.

NBC further charges that the
battle against the network TV is
also being master-minded by
two other groups — the purchasers of
the Hollywood film backlogs and
the pay-as-you-go interests. The
web maintains that the "disruption of
network operation involves an offer of
four television stations which
are now needed to pay for the pro-
gress of the show. While the networks were whacking up a
lawsuit against NBC to be
in a new medium, the film interests
withheld their product from it and
_current TV only in the case it
had been put out by others," the NBC
brief points out.

Flamer Charge

The 48-page NBC document
sets the record straight and
was "part of an organized cam-
paign previously agreed upon
during a number of meetings
where Mr. Moore served as trea-
surer and a member of a made peri-
dodic progress reports.

NBC also declares that Moore's
brief was "a flamer charge" for
non-network broadcasting is
heavily drawn from the service of
network services is reflected by
evidence of multi-station attack which
come from those who are included in the NBC
report.

The statement also at-
tempts to reveal the number of
classifiers that various syn-
dicated shows have got in major
markets. The statement also points out
that NBC's TV network, the large number of feature films is
being restricted. The stations may be
responsible for the decrease in the
radio network's size due to the
network's slow growth of network
syndication. NBC sees the Ameri-
can viewing public literally drown-
ing in the various networks' house.

POUNTS DIM

Bricker and
Stanton Not
Clear in Toto

WASHINGTON — An exchange of letters between networks and
Senator Bricker and Frank Stan-
ton, CBS, Inc. president, still let
some important differences un-
identified last week. Bricker's letter
decrees false irrevan-
tial issues of NBC and
to Stanton's was to obtain
their considerable cultural, economic and nation-
are intrest value. The Senator de-
not to the networks to regulate private
radio and television networks —
and the public utility.

It doest suit, Bricker pointed out, that Federal regu-
lations of networks is synonymous
with the public utility. Bricker main-
tained that while the Federal Communica-
tions Commis-
sion had some directive control
over stations, it is in an anomalous place with regard to networks
over which it has no licensing
authority. "I believe it is in the
public interest to provide for
licensing of radio and TV net-
works," he wrote.

Stanton Answer

Stanton's answer stated that he
felt Bricker's report on the exci-
tant profits made by the networks
"will go to the public utility.
net which in fact would regulate
equity with public utilities.

Biller also pointed out, that the Federal Communica-
tions Commis-
sion had some directive control
over stations, it is in an anomalous place with regard to networks
over which it has no licensing
authority. "I believe it is in the
public interest to provide for
licensing of radio and TV net-
works," he wrote.

LATEST FASHION

NBC Tailors Specs For Kiddie Trade

NEW YORK — Tailors made
specrac for kiddies are coming
into fashion. The latest move
in this direction has been made
by ABC-TV, which has closed a spon-
sorship deal with the Internation-
ial Shoe Company of St. Louis for
this 90-minute kiddie specula-
tion. New season.

A few weeks ago NBC disclosed
that Hallmark next season will
sponsor three 90-minute specula-
tions for the younger set for airing 730 PM on
Sunday nights. It's expected
that additional networkers will
tromp on the board the weekend
long, to strengthen further this
trade toward small by specs.

The International Shoe
kiddie specials that ABC will air next season have been scheduled for
GE Buys All
Of 'Cheyenne'

NEW YORK — General Electric
has expanded its stake in ABC-
TV, which will next season be full sponsor of all the "Cheyenne" episodes,
which replace the "Nanna" series.

It's expected the new program will be made at the time
in Washington this

The four member companies
of ATFD, which are now; incorporated
network's obligations to
The brief also was included in a
statement made by Bricker before
the Senate Commerce on Inter-
state and Foreign Commerce on
March 30. Bricker is a member of the
networks' power is so great that
I think if there even were a threat for the
government to exercise public utility
regulation, it should be
suggestions are accepted by the
Magnuson committee.

The web claims that without its
owns stations, a TV would be converted
"from a national communications system to a film transmission
mechanism,
supplemented by locally produced shows," it was the
illustration made by the Bricker testimony as being whether
the public is. By the year 2000, and
of programming provided
radio networks. For the
radio networks, which has made TV
a vital service in the American

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‘Ozark’ May Shift to Sunday
NEW YORK — ABC’s ‘Ozark’ Judders may wind up in the Sun- day slot, for CBS has the network next fall if it can get adver- tisers to pick up the show in that time slot. American Chicle, which is currently bankrolling the show, has not yet committed to ABC, which wants to return as sponsor of the show.

The program will be forced to vacate its current Saturday night slot if it wants to stay in the network next fall if it can get adver- tisers to pick up the show in that time slot. American Chicle, which is currently bankrolling the show, has not yet committed to ABC, which wants to return as sponsor of the show.”

Too Late for Comfort
Film Men Cry in Anguish as NBC, CBS Near Lock-Ups
NEW YORK — Those hard-earned dollars of anguish arising from the disagreements between NBC and CBS and ABC over their networks’ prime time schedules are beginning to take their toll on the network’s prime time schedules are beginning to take their toll on the network’s prime time schedules. The split between NBC and CBS is likely to continue as network executives try to find a way to bridge the gap between the networks. The networks have been trying to work out a deal since last summer, but so far they have been unsuccessful. The situation is expected to continue as the networks continue to negotiate over the prime time schedule.

Sponsor Nails Down ‘Daddy’
NEW YORK — ABC’s ‘Make Room for Daddy’ is definitely scheduled for the fall, according to the networks. ‘Make Room for Daddy’ is a hit show that has been running for several seasons. The network has been negotiating with the show’s sponsor to secure the fall slot. The show is expected to continue for another season.

Sponsors Buy Allen Summer
NEW YORK — for his summer show, Allen Summer has bought about 30 sponsors from the network’s pool of advertisers. The network has been trying to secure sponsors for the summer show, which is expected to start in June. The show is expected to continue for several weeks.

Howdy Doody to Begin New Sat. Ayen Career
NEW YORK — ‘Howdy Doody’ will begin its first season on Saturday morning. The show is expected to be the first live show of the season. The show is expected to be broadcast in several cities across the country. The show is expected to continue for several weeks.

McCann Inherits 3 Chesterfield Shows
NEW YORK — McCann-Erickson last week added three new network television properties to its already impressive list of shows when Lippert & Myers moved its Chesterfield shows to the McCann network. McCann takes over representation for Chesterfield’s new shows, called “Comedy” and “Dramat,” both of which are owned by Lippert & Myers. McCann also acquires the McCann network, “You Try Your Luck?” which it is going to produce and sell next season. McCann will also be in charge of Chesterfield’s other network properties, including the “Wrigley” show.

The account should add an estimated $12,000,000 to McCann’s annual billings. Chesterfield moved from the network because it was no longer interested in the show’s affiliation with that agency. Newell-Emmett, its predecessor, was forced out of the network due to financial difficulties. McCann is serving as Newell-Emmett’s successor in the network. The show is expected to continue for several weeks.
LaBrea Tele Commercials Firm Formed

HOLLYWOOD—A new TV commercial firm, LaBrea Productions, was formed here this week in a split-off of personnel from the syndication arm of the company now known as LaBrea California (see story elsewhere).

C. William McKee, former production head at ABC, is president of the new organization. Other execs are James L. Gamer, vice-president and treasurer; Richard Lundey, art director; Henry J. Laidler, industrial producer-director, and Earl Sheppard, creative director.

Company board of directors consists of execs at the new McGraw Studies on LaBrea. Patron of formations is one which has been churning out the commercials for the company, with a group spliting off from the parent organization and forming its own firm.

Wilson Renews
Secret Journal

HOLLYWOOD—MCA-TV this week chalked up another major renewal for the series of half-hour shows on the box. "Hughes' Secret Journal," production of which will get under way on June 11. Sale is to Wilson & Company for 29 cities, deal being closed through Needham, Louis & Brophy of Chicago.

Bowman Biscuit Company of Denver, has previously renewed the series (Billboard, May 19) for 17 markets.

Other sales have also been made to 10 individual sponsors, bringing the total number of markets renewed to better than 50 so far. The series is presently being seen in over 150 cities.
Moore Admits Talk With Distributors

LOS ANGELES—Dick Moore, president of KTTV and founding producer of the first television network, has been accused of running a network "in the interests of profit" and not complying with the network's "philosophy of freedom".

The accusation was made by several other KTTV producers, who claimed that Moore had refused to allow them to air programs that were deemed too controversial or too critical of network policies.

Moore denied the charges, saying that he had "always been a proponent of freedom in broadcasting" and that he had never "allowed the network to be used as a tool of political propaganda."

He added that KTTV had always been "open to ideas and programs that would stimulate public interest and debate," and that "the network's philosophy of freedom would never be compromised."

Moore is scheduled to appear before the Senate Subcommittee on Commerce, Science, and Transportation at a hearing on "the role of television in American society."

SENIATE INVITES ELY LANDAU

NEW YORK—Ely Landau, president of National Television Associates, has been invited to testify before the Senate Subcommittee on Commerce, Science, and Transportation on the future of the television industry.

Landau has been outspoken in his criticism of network policies, and has called for greater diversity in programming.

"The television industry has reached a turning point," Landau said. "We must either adapt to the changing needs of the public, or risk being left behind."

Landau is scheduled to appear before the Senate Subcommittee on Commerce, Science, and Transportation on October 26.

Expand, Refile "Stars of Oprey"

MINNEAPOLIS—Pillsbury Mills is expanding its spread on the airwaves with a new series called "Stars of the Grand Ole Opry."

Four times a week, the series will feature a variety of performers from the Opry, including some of its biggest stars.

"We want to give our viewers a taste of the Opry's rich history and talent," said Pillsbury Mills' senior vice president, Thomas Johnson. "We believe this series will be a hit, and we're excited to be a part of it."
LIST OF NTA FEATURES ACQUIRED FROM 20TH

Following is a list of 45 of the 52 pictures in the 20th Century-Fox package just acquired by National Telefilm Associates. The additional six titles have still to be cleared. It is also possible that one or two of the pictures in this list may have to be eliminated because of clearance difficulties.

NTA is using the 20th name in the presentation of this package, and the stations getting these pictures will also be listed. The actual sales effort is expected to start within 30 days. Meanwhile NTA is considering a couple of novel sales gimmicks in handling the package.

ROAD TO GLORY—1936
FRANK MARCH, LIBBY YORKE
MURDER AMONG FRIENDS—1941
JOHN HICKEY, MAURICE WHITMORE
FOXES—1943
ANN SHERIDAN, PAUL HUSTON
CIRCUMSTANTIAL EVIDENCE—1945
MICHAEL REDGRAVE, LLOYD NELSON
BLUE, WHITE AND PERFECT—1941
LLOYD NESTER, MARY BEAVER
BIRDS—1933
CHARLOTTE GRODES, CHARLIE RUGGLES
BIG BILL—1947
GEORGE RAFT, BERT HIRSON
THE PORTNOY'S SHINING HINGE—1943
RICHARD THOMAS, BRENDA JILES
THE BRASS ROCKET—1944
GEORGE MONTGOMERY, NANCY GUILD
HOME SWEET HOMESTEAD—1945
BERT ANGER, KENNETH STOUT
THE ON-RAMP INCIDENT—1943
GEORGE ROBERTS, ANDREW MASTERS
WING AND A PRAYER—1942
JOHN HICKEY, TED HEWITT
FOUR ZILLS IN A JEEP—1944
CAROL PENDLETON, MARSEY RAY, DICK HAMMER, ALICE FAYE, BETTY GRABLE
FIVE BADIES—1945
JACKIE COOPER, RICHARD KROFT, GEORGE ROBERTS, PHIL SILVERS
BERLIN CORRESPONDENT—1942
ANN SHERIDAN, DAVE ANDREWS
BIRD EYES ARE SHINING—1942
ANN SHERIDAN, WESLEY ADE-SON, JOHN PEBBLES
MUG OF DEAD—1947
WILFREY FAHR, BILL DARNALL
THE PIRATES OF HAIR—1947
BERNARD BAXTER, MARK O'ROURKE
HAPPY JACK DRIES MY FALL—1944
BURL MCNUTT, MARION O'FARRELL
SMOKIN' A POPCORN—1942
SUSAN COX, ROBERT TAYLOR
THE OTHER WOMAN—1954
JACK PINCHER, GEORGE ROBERTS
MY GAL SAL—1951
BILLY DEE, WALTER MATTEY, CATHERINE LANG, PHIL SILVERS
SHOOK ON OLD STREET—1946
WILLIAM ZABALE, LLOYD NELSON, EDWIN CLAUGHTON
THE CASHMERE WARM—1947
DICK HAMMER, LORNE GREEN, GEORGE ROBERTS
MOTHER WORE TIGHTS—1936
GEORGE GRABLE, DENNIS O'KEEFE
BENJAMIN MYSTERY—1944
FRANK FRAZER, JOHN RAYFORD
CRASH DIVE—1943
DOLLY ANDREWS, TYRONE POWER
BELLE STARR—1941
GEORGE O'BRIEN, ERNEST SCOTT
FIVE MARCH, MARY BEAVER
PUNCH—1944
JOHN RUSSELL, CHARLES LAUGHTON
BARK AT THE MAN—1942
GRETNA GREEN, GEORGE MONTGOMERY
POPE PETER'S SECRETS—1948
JOHN PAYNE, BETTY GRABLE

Medallion to Syndicate Home Craft 'Sew Easy'

HOLLYWOOD—New 15-min-
ute women's series, "Sew Easy," will be syndicated by Medallion Productions. Produced by Home Craft Films of Glenview, Ill., show has 26 episodes which will give the homemaker a complete wardrobe of apples.

NEW ... for DAYTIME TV
IT'S FUN
• Reduces
• Backed by a mark-
• One-quarter hour
• Outdoor

GUILD FILMS
40 PARK AVE NEW YORK AUG 23 25

Toy Council Sets 'Express' Series

NEW YORK—Jay Bonfield of
RKO Forte Films on June 4 will
begin shooting the 1956 version
of the "Toyland Express" for the Toy
Council of Canada's national pre-
Christmas production. The 15-
minute film series will star ventri-
quist Jimmy Nelson and his
dummy characters.

Each film will feature holiday-related "prestige" toys, and the series will be
marketed by Ed Ratner's Friend-Ship Advertising on a national basis. The 1956 series will consist of 60 shows. As yet no deals have been
signed for this year.

'TZane Grey' to
General Foods

HOLLYWOOD — General
Foods bought "Zane Grey Theater" for airing on CBS-TV Friday night. The Western, produced by Donna Grey and Hal Hinson, will be shown in conjunc-
tion with Four Star, peas into the 8:30-9:00 p.m. slot vacated by "Our
Mist Brothers."

The acquisition will give the net
a one-and-a-half-hour block of
family, programming, "My Friend
Flicka" and the new "West Petal
Story" preceding Grey. It means
that Four Star, which earlier lost
KOAS Makes Big Use of Features

DENVER — KOA-TV here is
turning heavily to feature films. It
has bought the RKO library from
C&§ Television. It also has the
Selznick pictures in National Tele-
film Associates "NTA" package.

It is also reported to be close to
signing for Warner Bros., pictures
with Associated Artists Productions.

"Four Star Playhouse" on CBS-TV
after the web decided to put
Playhouse 97 into the slot, will
have two new series ("Jeanne" be-
ning the other) on the network.

Walt Tiptibis negotiated for Four
Star.
CHICAGO — Peter De Met Productions will shoot 20 more "Championship Bowling" matches here, next month at Olympia Lanes, a new suburban bowling installation. Sidney C. Cohn will handle the camera work, and Fred Wilt, the commentary. Walter Schwimmer is the distributor.

"Bowling," sold in 75 markets its first year and 140 this past season. The goal for the new series, available October 1, is 200. Already signed are many regional dealers.

TPA Sets Up 6th Division-Central

NEW YORK—Television Programs of America has set up a sixth regional sales division. To be called the Central Division, it will cover Kentucky, Kansas, Louisiana, Texas, Michigan and Illinois except Chicago, which is a separate division under Pat O'Brien. The Central Division will be managed by Walt Plast, TPA's other four divisions are New York, Eastern, Western and Midwestern, Missouri and Texas.

Walt Plast and Pat O'Brien are the key men in the new division.

When you've seen your favorite network show, haven't you said to yourself: "I'd sure like to sponsor that show right here in my market — but FIRST RUN!" Now you can do just that! STAGE 7, the half-hour film dramatic anthology series which got highest ratings for a national network advertiser, is now being produced in Hollywood — same as before, with exactly the same production qualities — except that now it's being produced for your local market... FIRST RUN!

Regional advertisers are signing up their markets fast! Chef Boy-Ar-Dee (Y & R) has selected New York City and markets in New England; Household Finance (Needham, Louis & Brorby) has picked out some Midwest markets. Other markets have been signed up by Standard Oil of California (BESTO); National Premium Beer (W. B. Doner); Blue Plate Foods (Fitzgerald); and Robert A. Johnston Co. (Klaui-Van Pietersom-Dunlap). Many choice markets are still available! Phone or wire collect to get STAGE 7 for your markets. Better do it now!

JUST IN! Sheaffer Pen through Russel M. Seeds.

WPAC Buys Patti Page

NEW YORK—WCBS-TV here has bought the quarter-hour, Patti Page film show from Screen Gems and will slot it starting July 1 in the Saturday 6:15-6:30 p.m. period as replacement for the Frankie Lane show.

The show up to now has been airing first-run for Oldsmobile on a national spot period.

Screen Gems, meanwhile, has also begun syndicating the series of "Damien Runyon Theater."

COUNT 'EM—FIVE!

KUTV Buys 2,000 First-Run Features

SALT LAKE CITY — KUTV, the ABC affiliate on Channel 2 here, is one station that is not putting up any resistance to the new influx of feature films. It has bought both the Warner Bros. and RKO libraries. That's not all. It has also bought the recent Columbia, Selznick and Republic packages. In all, it has about 2,000 pictures that have yet to play in this market.

Sid Cohn, the station's film buyer, also says he is still interested in any new packages of features that come into TV.

The station is now playing 28 features a week, including strips at 2 p.m. It will add 10:30 a.m. and two big pictures Sunday afternoon. Cohn said the amount of feature use had been guaranteed on the air and the station's general manager, H. B. Tugboat, is definitely interested in KUTV and has probably doubled over the past year.

Cohn, who also happens to be president of the National Association of Film Service Organizations in the theatrical field, believes KUTV can get top feature films than it could get with syndicated series.

LOCAL SPOTS?

Bavarian AM, TV Network

Okay Blurs

LONDON — At a closed session of the council held recently in Munich, the Bavarian Broadcasting System, operator of the Bavarian radio and TV stations, decided to inaugurate commercials on TV effective next November 4. At present all West German TV stations have been financed primarily, out of radio and TV revenue fees. Aside details are not officially available, this decision can at present only be regarded as a reaction to the intensified competition of the TV network. Commercials could be introduced on both national and regional TV networks.

The commercial networks of Munich will broadcast often the pattern of those already transmitted by radio in Bavaria and several other German regions — spots only, no full sponsorship.

NTA Names Schlaffer

NEW YORK — National Television Associates has named Martin Schlaffer to the new post of sales service co-ordinator. He was formerly film buyer and producer for the Emil Mogul Agency.

Wulff Quits at WABD

NEW YORK — Walter Wulff, has resigned as film buyer and film program manager at WABD here. He has held the position for the past year...

a top quality film show for Every Product, Every Market, Every Budget

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United States

MCA

Distributed by

Firm Division

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SOLD OUT
ON KTTV-TV – LOS ANGELES...
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104 FINE FIRST RUN FEATURE FILMS
"HOLLYWOOD MOVIE PARADE"

Presented by
SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N.Y.

...and these great stations are also on the way to full sponsorship of
"HOLLYWOOD MOVIE PARADE"!

KOB-TV – Albuquerque, New Mex.
WBRC-TV – Birmingham, Ala.
WTVT-TV – Bloomington, Ind.
KJOV-TV – Boise, Idaho
WJW-TV – Cleveland, Ohio
WBNS-TV – Columbus, Ohio
KOA-TV – Denver, Col.
WJHK-TV – Detroit, Mich.
KFJJ-TV – Ft. Worth, Tex.
KFRE-TV – Fresno, Cal.
KGB-TY – Hartsing, Tex.
KTCA-TV – Honolulu
KPRC-TV – Houston, Tex.
WDMI-TV – Jackson, Tenn.
KCMO-TV – Kansas City, Mo
KLAS-TV – Las Vegas, Nev.
KARK-TV – Little Rock, Ark.
WHAS-TV – Louisville, Ky.
KFKP-TV – Midland, Tex.
WCCO-TV – Minneapolis, Minn.
WLAC-TV – Nashville, Tenn.
WDSU-TV – New Orleans, La.
WCBS-TV – New York, New York
WOW-TV – Omaha, Neb.
KOL-TV – Phoenix, Ariz.
KOZ-TV – Pittsburgh, Pa.
KCRA-TV – Sacramento, Cal.
KUAF-TV – Salt Lake City, Utah
KFFD-TV – San Antonio, Tex.
KRON-TV – San Francisco, Calif.
WARM-TV – Scranton, Pa.
KREM-TV – Spokane, Wash.
WSYR-TV – Syracuse, New York
WSYR-TV – Toledo, Ohio
KSKY-TV – Wichita, Kan.
KSDY-TV – Wichita Falls, Tex.

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Big or Small... A Plan For All!

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104 52 26

SINGLE RUN 2-3-4 RUNS LIBRARY DEAL
FCC Okays Translators

WASHINGTON — "Translator" TV stations to carry programming into the hills got official nod from the Federal Communications Commission last Thursday (24). A particular type of low-power low-cost satellite station to operate only on the emergency channel was outlined in proposals okayed by the FCC over strong objections by proponents of community antennas and those who would like to be able to broadcast for "booster," which operates on the same channel as the mother station.

The big question is whether the "translators" will work well enough to become a viable means of "boosting" signals, which proponents of community antennas feel is a necessity for broadcasting in remote areas.

The FCC ruled that the "translators" would be allowed to operate where the "mother" station is not available, but the Commission said it may require "boom" installations to be used to compete with regular stations in the same area. The FCC also said it would require "translators" to be used "in a manner that does not interfere with regular operations of regular stations." The "translators" would also have to be used to "assist" in providing service to those areas where the "mother" station is not available.

The "translators" will be able to operate on the emergency channel and will be able to operate for up to 24 hours a day. The FCC said it would require "translators" to be used to "assist" in providing service to those areas where the "mother" station is not available.

Top Show Pluggers

A Weekly Digest of an Outstanding Audience Promotion Campaign. Entered in The Billboard's 18th Annual Promotion Competition

WCCO-TV-Minneapolis: Boy Rogers-Gene Autry

In a hard-fought battle for first place in the three-channel shotgun, the National Broadcasting Co. is one of the big winners of the 1956 Billboard's 18th Annual Promotion Competition. The Minnesota outlet finally had to bow to WBBM, a new channel, WCCO-TV, however, was operating on all fronts to make its Boy Rogers-Gene Autry show the biggest in the country. Its attack on multiple fronts against the opposition of "Medora, 10," in a foramious gong show planned and promotion possibilities.

A coup was the arrangement for the Minnesota State Fair to have the "Autry" show, as well as the "Star" show, that night. It was a blow to both the fair and the cast. The show was a one-time, sold-out event and was the selection of the station's own personality, John Autry, who is the actual host of the show, and who made many outstanding performances.

Whether a program or a station, it was another gong show. With Johnny Autry appealing for WCCO fans, "the Boys" were playing an average of 19,936 tickets on Saturday and distributed 30,936 cards. Heavy promotion of papers and various radio stations continued for two months before the debut.

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"Marko" Ruled Out by FCC

WASHINGTON — The "Play Marko" program, a kind of TV serials, was delisted for a last minute by the Federal Communications Commission last Thursday (24). The decision was made after it was learned that WBBM, against TV station KTLO, had cleared the program with the FCC.

Chicago's firm that protected the station's interest, the program by "marko," was generated by "play Marko." The program's "Money, Money, Money," was involved.

The company tried to evict the program by claiming that the program was not eligible for broadcasting because it was not a "play Marko." The FCC, which suggested that the program was "not a play Marko," ruled that the program was not a "play Marko." The FCC then issued a ruling that the program was not a "play Marko." The program was not a "play Marko."
## ABC Film in "Forest" Push

NEW YORK—ABC Film Syndicate, which has been doing a bigger business than usual, this week pushed its new series, "Forest," in a major advertising campaign.

The series has been doing very big business in a number of cities, and the company is hoping to maintain the interest by its campaigns.

## N. American, Kling Merger

**Hollywood** — Merger between N. American Enterprises and Kling Broadcasting was finalized last week. The companies have been working together for some time, with N. American, which is owned by Alfred Kling, a prominent figure in the industry, having taken over the operation of the smaller firm.

## Young TV World

**Continued from previous page**

N. American and Kling's merger will likely have a significant impact on the TV landscape, with the combined entity having a stronger presence in the industry.

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## Commercial Cues

### By These Abide

Triangle Publications, Inc., has come up with a comprehensive set of Triangle Standards of Good Advertising Practice. The rules cover WRAL-FM in Raleigh, WJZ in Baltimore, WABC in New York, WOR in New York, WOR in Boston, and others.

The standards are designed to ensure that all TV commercials are conducted in a professional manner, and that they meet industry standards.

### Smoke Before Their Eyes

An interesting sidelight on viewers' habits, which might be of interest to the cigarette industry, has been noted by Scherbrock Research. The study found that 34% of TV viewers are smokers, and that 43% are nonsmokers.

Over half of smokers, 55% or more, smoke cigarettes while watching TV.

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The company is hoping to maintain interest by continuing its advertising efforts.

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LP Production Mushrooms For a Banner 56 Output

Verve Diskery After Crosby

Rodgers' Day Event Pulls Big Turnout

Dot Holds Off On Stock Issue

Dot Sampler Key Mercury Plug

Juke Box Service' Is Latest Goody Pitch

WWW.AMERICANRADIOHISTORY.COM

Copyrighted material
GRAMMOPHON SETS OWN ORG IN FRANCE

PARIS — Deutsche Grammophon, the German disk works, is in the process of setting up an organization in this country, following the pattern of its English invasion last year.

A Polydor label in France was divorced from Philips, which had purchased the French with the country's disk interests. There are indications that the Polydor trade-name will live on.

Polydor here will be exclusively a pop label, with classics to be issued on Deutsche Grammophon label. It will be handled by the French branch of Siemens, and all sales will be handled on a contract basis by Philips.

Last year, in England, Siemens took over Polydor management personnel, the French catalog and present line of jazz disks being run on the Polydor trade-name; however, the English branch of Siemens electric control, German owner of Deutsche Grammophon and an ally of Philips. The German and French Polydor operations are also "divorced" during the late war.

Since the sale, the French and German Polydor labels have initiated a reciprocal artists deal, also under different ownership. Now with Deutsche Grammophon taking over the local Polydor label, the Philips-owned artists who had been under the local Polydor will be switched over to a Philips label.

RCA-EMI Pact Looks to Run Full Limit

NEW YORK—Octave George Meany, head of the International Brotherhood of Electrical Workers, has given the RCA-EMI pact another 12 months, last week, and many trademen were left with the impression that this time the IBEW is preparing to go along to the RCA Victor-Electric and Music labels. But Meany, in a letter which has been in the hands of the Victor-EMI bargaining group for some time, has put in a "no objection" clause which will prevent the IBEW from switching to the RCA-EMI label.

MEANY'S NO OBJECTION

The letter he sent to the Victor-EMI bargaining group is dated April 5, 1956, which is the expiration date of the current collective bargaining agreement between the two groups. The letter states that the IBEW will not be beholden to the RCA-EMI label and will continue the "no objection" clause.

COLUMBIA DROPS "GRANDMA"

In the meantime, however, Columbia has announced that it will not renew the "Grandma" record contract with the IBEW, which has been in effect for over ten years. The contract expired on June 1, 1956, and Columbia has notified the IBEW that it will not renew the agreement.

The IBEW has been trying to negotiate a new contract with Columbia for several months, but the company has been unwilling to make any concessions.

COLUMBIA DROPS "GRANDMA"

The RCA-EMI pact, which was signed in 1951, is the first of its kind between an electric union and a record company. It has been widely hailed as an example of the way in which unions and management can work together to improve working conditions.

COLUMBIA DROPS "GRANDMA"

The IBEW has shown a willingness to make concessions in order to secure a renewed contract, but Columbia has been unwilling to meet the union's demands.

COLUMBIA DROPS "GRANDMA"

The IBEW has announced that it will not renew the contract with Columbia and will look for other companies to sign new agreements.

COLUMBIA DROPS "GRANDMA"

The RCA-EMI pact is a significant example of the way in which unions and management can work together to improve working conditions. It has been hailed as an example of the way in which unions and management can work together to improve working conditions.
Juke Exemption Hassle Cues Study of Old Shotwell Findings

WASHINGTON — While no further moves on the Kilgore bill to end juke box royalty exemption have been reported by the Patent and Copyright Subcommittee, the Copyright Office study group is digging into some 17-year-old history on the same problem. The Library of Congress has announced that the Copyright Office experts are going over the voluminous files of the so-called Shotwell Committee, which undertook a study of the nation's tangled copyright statutes in 1938-39.

Copyright Office spokesmen emphatically state that while the discussion on copyright of that time provide material for study, today's study of copyright revisions will not be influenced by the recommendations of the Shotwell Committee. Those recommendations were incorporated into a 50-page bill, S. 3043, in 1940, which received no action in Congress because of the outbreak of World War II. One of the subsections of the bill recommended that the juke box exemption be retained on all works existing up to the time of the passage of the bill, but made no provision for exemption of performance royalties after that date.

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Geller to Cap Rep Staff as Album Producer
Move in Line With Firm’s Expansion Of Intl. Catalog

HOLLYWOOD — The further importance of Capitol Records as a major factor in the classical record market, in addition to indications that the firm would shortly acquire the HMV line and some of its artists, were seen this week with the appointment of Harry Geller to Capitol’s repertoire staff.

A veteran musical conductor and previously associated with artists and repertoire positions with both RCA Victor and Mercury Records, Geller’s appointment becomes effective July 1. He will serve the company as an album producer, principally in the classical division, also set limited to the latter, Geller will report to Francis Scott, head of the company’s album repertoire department.

According to Capitol President Glenn Wallich, Geller’s appointment is in line with Capitol’s anticipated expansion of its international catalog. Since January of this year, Capitol has released 135 various classical albums imported from original EMI master.

David House, classical director in the East, and Bob Meyers on the classical a&r stuff here, both continue in their present posts.

Additional emphasis on the global structure of Capitol was also seen in the forthcoming appointment of Joe Zegna, business manager of Capitol’s repertoire department, as vice-president and general manager of Ardmor and Beechwood Music. Capitol’s subsidiary music publishing firm. New post is in addition to his present duties. Mike Gould continues as vice-president and professional manager of both firms, reporting to Zegna.

Tentative plans call for Gould to embark on a six-week visit to England and Europe this summer, with the possibility existing that Capitol might open its own firm abroad. Wallach declared the expansion of Cap’s publishing firm was being made “to take full advantage of present-day opportunities. It is expected that the expansion of these operations will shortly result in widespread acceptance of Ardmor and Beechwood Music as leaders in the music publishing field.”

Capitol is the only major firm under Mike Gould’s a&r, to successfully operate its own publishing subsidiaries, scoring with “Vaya Con Dios” two years ago and more recently with “Autumn Leaves.”

Conn. Jazz Festival Set For Late July
BRIDGEPORT, Conn. — Connecticut’s first major jazz festival is scheduled to open the night of July 28 at Fairfield University Stadium Bowl in a special performance for the benefit of the Connecticut Symphony Orchestra. Already signed for the date are Duke Ellington’s orchestra and the Chico Hamilton Quintet. Festival will be emceed by Sidney Green, deejay currently heard on the ABC network and WNYC, New York, and jazz artists and repertoire chief of Urania Records. An original presentation, written by Green featuring all participating artists, will cover historic milestones of jazz with Ellington’s band as the focal point. Admission price will range from $1.50 to $5.

1st Quarter Excise Tax Tabs Peak Disk $$

WASHINGTON — The United States Treasury Department’s excise tax report on phonograph records for the quarter ended March 31 furnishes additional documentation of the substantial increase in dollar volume last year. The collections, for the quarter ended March 31, 1958, represents shipments during October, November and December of 1957. The collections during the first quarter of 1958 totaled $3,080,000, as compared with $2,439,000, for the comparable quarter in 1957.

These figures bear out earlier predictions (The Billboard, March 10) that record sales for ’58 would hit a peak. The March 10 story, based upon an analysis of 10 months’ excise tax figures, January through October of 1957, estimated that 1955 would show a dollar volume of $220,000,000.

Excise tax collections on radios, phonographs, television sets and components, for the first quarter of 1956, totaled $86,675,000, as compared with $84,900,000, for the comparable quarter in 1955.

MAGIC R&R
Hooch Out, Kids Settle For Freed
CHAPPAQUA, N. Y. — Alan Freed, one of the nation’s leading promoters of rock and roll, has found a golden public relations opportunity in this quiet, well-behaved Westchester County community.

The town recently made the custom papers, when members of its high school graduating class prorated their parents to arrive at the graduation party. When the clergy and a segment of the community took up arms against this, the parents backed down and “made a deal” with the kids.

“Don’t drink, and we’ll buy you a hot show business attraction,” they said.

The “attraction” turned out to be Freed and a 12-piece rock and roll band, and the kids reportedly compromised readily.

Freed, who has been fighting hard publicity arising from rowsomeness at several rock and roll affairs, had jumped into the Chappaqua frame with an offer to play for scale provided the kids swear off the hooch.

Chappaqua’s population consists largely of TV, radio, magazine and ad agency executives.

“Autumn Concerto”

AND

“STREET OF TEARS”

MERCURY 70884
J.C.P., Rosenbaum Testimony
• Continued from page 13

attacked were the provisions which turned over recovering fees (455 per man) to the Trust Fund, reuse fees for transferred radio shows, recording scale rates of 41 per cent which have gone to the Fund instead of to the musician, and the basic 5 per cent television film formula which, according to testimony, "has created widespread unemployment."

Tariff Proposal

References to the widespread practice of telefilm producers buying their music abroad brought suggestions from both Representatives Joe Holt and James Roosevelt that a tariff on the import of such tape "might be the answer." The Billboard has previously reported moves within the J. B. D. B. to petition the Federal Tariff Commission with such a tariff in view.

Cecil Beal, leader of the dis- cussed faction whose revolt stimulated the current investigation, proposed legislation which would subject all international union officials to the voting will of the membership, would prevent them from diverting or misusing union funds, would require the ratification of collective bargaining agreements by the membership and which would prevent evasive collection of welfare funds from employers or employees.

The controversial Article 1, Section 1 of the AFM constitution was repeatedly attacked by both wit- nesses and members of the committee. Chairman Phil Landis commented that "amendments to the constitution have absolutely no value whatsoever if the people want to make use of his powers under that section."

Low Gluckman, CBS music director, band leader Bob Creley, Dean Johnston, attorney for the Alliance of TV Film Producers, and Holly Hampshire, orchestra manager for Ottilie Nelson, all cited instances involving the "unworkable provisions of the 5 per cent TV film formula." Furthermore pointing to continued bootlegging of music, musicians in this country who obviously do not believe in the TV film trust fund were present, some of their remarks.

Representative Roosevelt presented a study into the question of property rights of musicians, pending to possible changes in the copyright laws. Testimony during the second day brought an admission by deposed Local 47 President John to Green that "Petrello has privately acknowledged that he made a mistake in taking the $25 recouping payments away from musicians." Asked if Petrello would acknowledge his mistake and return the money to the musicians, John to Green said, "that I don't know."

International studio representa- tive Phil Fischer was presented by committee chairman Landrum as to whether or not he subscribed to Petrello's broad powers, and after repeated efforts to evoke the question, was answered affirmatively.

Other witnesses heard included ex-cop, and file members Dennis Hanlon, Si Zentner, Leonard Hartman, Dada Nichols and Mrs. Ethel Clickeen, widow of a member who had been receiving $25 recording payments until they were diverted last year. Representative Roosevelt echoed the sentiments of other committee members in saying, "They made no effort to get the money back after it had been originally paid, and cut off payments without proper notification. This money obviously belonged to you or you wouldn't have gotten it in the first place or be allowed to keep it."

Westlake Quintet

Signed by Decca

HOLLYWOOD — Decca Records dipped into the modern jazz field this week, signing the Westlake College Quintet to a term re- cording contract. Group are stu- dents at the Westlake College of Modern Music here, and recently won a contest sponsored by Wurlitzer. Sessions are to be held on the Coast shortly, with the group set to record an album of original modern jazz tunes.

Full Recovery

For Garner

NEW YORK — Jazz pianist Earl Garner, at Leona Hill Hospital fol- lowing his recent auto- mobile accident, is expected to make a complete recovery. His dates at Camden and Cleveland and other engagements are not ex- pected that he may be able to fill the engagements booked for San Francisco. Garner recently renewed for two years with Joe Glasser's Associated Booking Corp.

NEW YORK — Norman Green, vice-president and director of Broadcast Planning for Dobberty, Clifford, Storrs & Shedd, is re- signing from the agency to join Young & Rubicam.

He will function as supervisor on the General Electric account and take over some other impor- tant account areas.

A DELIGHTFUL NEW BALLAD

"THE STORY YOU'RE ABOUT TO HEAR IS TRUE"

MERCURY 70680

MIYOSHI UMEKI

"The Little Lost Dog"

AN:

MERCURY RECORDS
CHICAGO 1, ILLINOIS
Closer Philips-Col'bia Liaison  
Continued from page 12
European music men who have been quite influential in the development of the American sound market abroad, states the package record business in France has shown a tremendous rise. EWP, he adds, now constitutes an even larger dollar volume than LPs. The 78 singles market is very slow. France's total record business in 1955, it estimated, was 62 percent ahead of 1954, and the first quarter of 1956 is again 55 percent ahead of the comparable quarter of 1955. He estimates 1956 will be 75 percent ahead of 1955 in dollar volume. The reason for the boom, Ca- netti states, lies in the fact that photograph sales have created many new record buyers. Each buyer of a new photograph, according to Ca netti's statistics, purchases 24 to 30 LPs and EPs in the first three years following acquisition of the photo. Consumer demand for phonos is greater than the supply.

The 45 singles market, although better than the 78 market, is still small. The donut disk are used for juke boxes and broadcasting. The tenagers, largely, are ori- entated to the LP disk. In parts of Europe other than France, singles are doing well, according to Ca- netti.

Commenting on American a&R practice, the Philips exec says disks here are more gimmicky than the European product—where the chief aim is to capture the live performance faithfully. But the exec, who discovered Edith Piaf in 1925 and brought to Europe such artists as Louis Armstrong, the Mills Brothers and Cab Col lyw, is struck with the excellence of American musicianship.

Philips, Ca netti indicated, is giving even greater emphasis to the development of a world market for continental artists. Early this month, many such pop artists moved from Polydor to Philips label as a result of a new disky alignment abroad (see separate story).

Meany Defends  
Continued from page 13
The joint AFL-CIO, Meany replied, "I couldn't say what my reaction might be." In the wake of the explosion order handed down by Petrillo and the International Executive Board against rebel leader Cecil Reed and 10 others, Local 47 members late last week snapped their straps for the continuing battle to be waged at the AFM convention on June 11. Petrillo's explosion order granted Reed and the others a stay until the convention, when an appeal could be made.

A general membership meeting of Local 47 will be held here this week (20) at which time convention delegate John J. Green, Mus so Paul and Phil Disher are to be instructed. Resolutions to be intro- duced, and which are almost certain to be passed, include: (1) Amendments to the AFM constitution and bylaws which will deprive Petrillo and the IEB of their present arbitrary power, (2) the grant to local associations and Local 47 the right to participate in all nego- tiations of contracts, (3) resolutions requiring the enforcement of pay- ments of residual rights to musicians, (4) enactment of laws to ensur the copyright laws and enforce proprietary rights of musicians, (5) reversal of the policy requiring exclusive contributions to the trust fund, and (6) reversal of the AFM's order against Read and the 10 others.

Ironically, to Green and Paul are delegates to the convention, although the Local 47 membership does not at recent meetings. Petrillo's order last week called for both to be reinstated with retroactive pay.

A political group at Local 47 last week formed a committee for the "re-election of Reed, Joe Holt, and James Roosevelt," both of whom were members of the House subcommittee which aired the anti-Petrillo charges.

LP Production Mushrooms  
Continued from page 19
Dozens' LP promotion plan, which is taped three times a year, in line with its stepped-up pro- duction and promotion on LP's this year, Mercury will release 125 al- bums (on Mercury, Emarcy and Wing) starting this month and con- tinuing through November, making a total of almost 250 in all for the year. Dot Records, which wasn't even in the album business last year, is moving ahead fast, with 15 LPs set to date and a total of 65 sched- uled for release by the end of 1956. ABC-Paramount, the third LP field, is putting more than $10,000,000 into album production during 1956, and expects to have from 50 to 75 LPs on the market by the end of the year.

On the classical side, Westmin- ster is operating on a one-LP releases-every-day schedule, which — eliminating weekends—adds up to between 250 and 300 albums for the label this year.

Apopal records has a hefty schedule of 144 album releases for 1956, with many sets including two or three 12-inch LPs per package. The rest of the key labels are equally active on the album production level, with Kapp set to bring out about 43 LPs this year, including 19 packages released to date. Vox has released 32 albums by now, with the first of the year and plans to bring out 35 more, making a total of 67 for 1956. Similar sched- ules are in the works at Atlantic, Bethlehem and Prestige. On the West Coast, Norman Granz expects to release 50 albums each on Clef and Verve, 23 on Down Home and 75 on Verve, Imperial, which recently bowed in the album mar- ket, will release five albums per month, while Modern intends releasing four LP's each month. Liberty, Pacific Jazz, American, Aladdin, Contemporary, Good Time Jazz, Dootone and others have indicated that releases sched- ules will also be increased, with these firms amassing a total release of more than 200 LPs for the 1956 disc market.

GREAT SONG!  
GREAT PICTURE!  
GREAT ARTIST!

“Whatever Will Be, Will Be”  
From The Paramount Picture “The Man Who Knew Too Much” with Doris Day and Jimmy Stewart

AND

“YOU CAN'T KEEP RUNNING FROM YOUR HEART”  
MERCURY 70881

THE BILLBOARD  
MUSIC-RADIO  
17

CHICAGO 1, ILLINOIS

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JUNE 2, 1956

EDDY HOWARD

“Whatever Will Be, Will Be”
Mercury ANNOUNCES THE SALES PLAN IN THE HISTORY

The Only Plan Designed To Bring Customers To

1. During the months of June and July you may offer to any purchaser of a Mercury Popular, Classical or Jazz single 12" Long-Play record, a 1c premium coupon.

2. This coupon entitles him to buy any Mercury, Wing, or EmArcy single 12" Long-Play record of his choice for 1c with a purchase of another Mercury, Wing, or EmArcy 12" Long-Play record at regular price.

3. The customer may redeem coupons any time from June 1st to August 31st.

4. The customer may choose to buy two 12" Long-Play records at one time and redeem his coupon immediately. Or he may choose to buy one record and return to use his coupon at a later date. Either way the customer has his choice of selecting from the entire Mercury, Wing, and EmArcy catalog and he buys all three records from you.
GREATEST DEALER-CONSUMER
OF THE RECORD BUSINESS!

Your Store Without Joining A Record Club!

5 The customer may receive as many coupons as he desires during the time of the sale merely by purchasing additional Mercury 12" Long-Play records at regular price.

6 Customer makes selections from hundreds of famous Classical, Popular and Jazz 12" Long-Playing Records.

7 Take advantage of this excellent traffic stimulator immediately.

8 Your Mercury distributor and salesmen have all details.
Decca Adds 15 Packages To 'Holiday'!

NEW YORK—Decca Records' highly successful "Holiday Series"-comprising music from many lands—has been expanded with six in a row of new packages. The additions bring the total to 15 packages. The series is keyed to the holiday season, and the labels are enjoying the largest possible amount of airplay. The form and title of each package has been designed to create a high degree of interest among listeners.

The new additions include: Your Musical Christmas with New York (1-127), Werner Muller's and his orchestra, DL 8265; Your Musical Christmas in the Dominican Republic (1-128), Super Orchestra "San Juan" de los Hilda and Antonio Maro jam, DL 8274; Your Musical Christmas in the South Pacific (1-129), Super Orchestra "San Juan" de los Hilda and his orchestra, DL 8271; Your Musical Christmas in Mexico (1-130), Antonio Verdaguer and his orchestra, DL 8269; and Your Musical Christmas in Spain (1-131), Jose Amador and his orchestra, DL 8265.

Ben Corrett,

COLUMBIA RECORDS

100G Johnston Infringe Suit

SAN FRANCISCO—A charge of copyright infringement by the song, "Wake the Town and Tell," has been filed in U.S. District Court against Johnston Records, Inc., in Federal Court here by plaintiff James Johnston and his brother Orson, who wrote the song. Their suit charges that the song infringed on his composition, "Looking Into Space, I See You"—written by Johnston and his brother, DL 8265; and Your Musical Christmas in Mexico (1-130), Antonio Verdaguer and his orchestra, DL 8269; and Your Musical Christmas in Spain (1-131), Jose Amador and his orchestra, DL 8265.

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SAN FRANCISCO—A charge of copyright infringement by the song, "Wake the Town and Tell," has been filed in U.S. District Court against Johnston Records, Inc., in Federal Court here by plaintiff James Johnston and his brother Orson, who wrote the song. Their suit charges that the song infringed on his composition, "Looking Into Space, I See You"—written by Johnston and his brother, DL 8265; and Your Musical Christmas in Mexico (1-130), Antonio Verdaguer and his orchestra, DL 8269; and Your Musical Christmas in Spain (1-131), Jose Amador and his orchestra, DL 8265.

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Ben Corrett,
BLASTING to the top!

Powerhouse Sleeper
NOW BREAKING BIG!!
the first version
PORTUGUESE WASHERWOMEN
c/w LUCKY PIERRE
record no. 3418

picked by
BILLBOARD
"Best Buy"
CASHBOX
"Sure-Shot"
MUSIC GUILD
"Hit Parade Possibility"

JOE "FINGERS" CARR

Just released and breaking wide open
the SCREAMING END!

GENE VINCENT
and His BLUE CAPS

BE-BOP-A-LULA
WOMAN LOVE
record no. 3450
MEL VASCOCHIL, modern arranger, stylist.

APPROACH: imaginative, intensely creative

LATEST EMBELLISHMENTS RECORDING: "Joe Darries with the Australian Jazz Quintet!"

SAYS ART FORD: "the best thing Joe's done on wax"

INCLUDES: "Personality", "Swinging on a String", "I Do Cent-Em-dee the Positive", "Wonderful", etc.


BETHLEHEM RECORDS

Presenting ALAN BLAKE

ON BENDED KNEE

b/w Rock-Time Tune

Orchestra & Chorus conducted by Neal Hefti

Candlelight C-A1002

Hi-Fi, Phono. Sound

Box 231
Manhasset, N. Y.

SEECO JUNE RELEASES 12" LP

"A NIGHT IN CARACAS"

Cesar Concepcion and his

CUBAN SOUL BAND

WRITE FOR COPIES

SEECO, 95
38 W. 48th St., New York 18, N. Y.

Send in for Latin-American Lates

MAY 29

When answering ads...
SAY YOU SAW IT IN THE BILLBOARD!
"HOT DOG BUDDY BUDDY"

BILL HALEY AND HIS COMETS

"ROCKIN' THROUGH THE RYE"

WITH THEIR 18th CONSECUTIVE HIT ON

DECCA 29948

A New World of Sound DECCA records
THEME FROM

"THE PROUD ONES"

and his Orchestra

WITH

WHISTLING JONES

M-G-M 12275 • K12275

- Best Selling Popular Albums -

1. ELVIS PRESLEY - RCA Victor LPM 1354
2. CAROUSEL - Sound Track - Capitol W 694
3. SONGS OF FRANK SINATRA - Capitol W 653
4. BELAFONTE - Harry Belafonte - RCA Victor LPM 1150
5. MY FAIR LADY - Original Cast - Columbia DL 5090
6. PICNIC - Sound Track - Decca DL 8320
7. THE MAN WITH THE GOLDEN ARM - Sound Track - Decca DL 8317
8. FOUR FRESHMEN AND FIVE THROMBONES - Capitol T 683
9. OKLAHOMA! - Sound Track - Capitol SAD 505
10. RUBBLES IN THE WINE - Lawrence Welk, Coral CRL 57083
12. WALLEYS GIVING THE ELM - M-G-M Orchestra
13. THE BENNY GOODMAN SHORT, Vols. 1 and 2 - Sound Track - Decca DL 8252, 8253
14. GENTLEMEN, BE SEATED (Minstrel Show) - Epic LN 3238
15. THE EDY DUCHIN STORY - Sound Track - Decca DL 8359

- Reviews and Ratings of New Classical Releases -

COHEN MCKEE: TAYBOR-FARABIAN TOCCATA FOR ORCHESTRA - ELIOT CARTER: THE SENTINEL (SUITE FROM THE BALLET) (1-125)

Ballemc-Orchester Symphonie Orchester - Howard Hanson, Con. Mercury MG 251868...27

Mercury has come up with another in- credible bargain for the 50's collector, with his Complete Orchestra. "What was left of your local- isation and just after placing the cover into the 1322 Overweer will nearly go when you put on Taish-Chimuel." McCrue's essay in French persuasion has more to recommend it than its high pitched sound, however. The present disc is an attractive ensemble capable of a wide range of expression, particularly when supplemented by Western instruments. Carry on. [Score: B]

KARA KARAYEV: "7 BEAUTIES" BALLET (1-1277)-Editions of the Lon- doner Maly Theater; Eduard Gutman, Con. Westminster WS H164...24

Kunzig, a pupil of Stevinakovich, has turned in a master stroke that should achieve some popularity. The ten ballets of the different, rhythmically varied, melodies are-exclusively with a Russian flavor. The melodies are well-included, popular Khachaturians. There are some passages that lack sharpness, but the work is excellent. Sound of this U.S.C.R. recording is better than might be expected, the it falls short of West- minster's highest standard. A good sity for ballet music lovers.

SHOSTAKOVICH: SYMPHONY NO. 15 IN E MINOR (1-1277)-Filion Philhar- monique Orchestre; Kurt Aettel, Con. Toscan No. 832...23

This long, perhaps one-long, work, with its March melodies, baritone and bary- chaner, is read with loving care by Aettel. The work is excellent. The well- liked Philharmonic, its Philharmonic version is creation that will be different, not without some effect on the original. The work is different, and with more authority, should induce some steps to save this set in stock.

RACH: MOITZ: SINGET DEM HERRN EIN NEUES LIED; DER GROSSE HERR UNSER SCHWACH- HEIT - AUL FURCHTE DEM HERRN, ALLE HERRN (1-1277)-AMEL ARB.

Unlike most of the Deutsche Grammo- phone Archive sets, most of these Church works have appeared previously on disc. Both, consciousness and discography, are well represented. Hearing the sacred music of the composer, and the feeling that the music is different, and every aspect, this with more authority, should induce some steps to save this set in stock.

GIOVANNI CARAVILO: 12 BALLET; CLEMENT MARTIN: 12 CHAN- SONS-Carlo De Maria, Con. Bamboo Raffaele, Con. Archive AR 8358...23

Dealers with a clientele of active music lovers can turn this highly unusual entry into a strong seller with just a small bit of effort. The music is from a period virtuosity strapped by disk markets-the early Barbi. Vocal and instrumental per- formances are beautifully performed and re- presented in this full-length and country. The music, rhythmically and metrical, is different, and every aspect. This is music for talented singers, but there is much more here than meets the eye. In usual themat Dramatic Com- monwealth style, everything is fully spon- sored.

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2ND SMASH OF THE YEAR FOR THE "ROCK 'N ROLL WALTZ" GIRL

KAY STARR sings

SECOND FIDDLER

c/w LOVE AIN'T RIGHT

with Joe Reisman's Orchestra and Chorus

"New Orthophonic" High Fidelity Recording

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

### Second Ten

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Label</th>
<th>Week No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Why Do Fools Fall In Love?</td>
<td>Lynne-Golden</td>
<td>RCA</td>
<td>1955</td>
</tr>
<tr>
<td>17</td>
<td>Main Title Molly-O</td>
<td>Man With the Golden Arm</td>
<td>RCA</td>
<td>1955</td>
</tr>
<tr>
<td>18</td>
<td>Mr. Wonderful</td>
<td>Bob Helander</td>
<td>ABC-Paramount</td>
<td>1955</td>
</tr>
<tr>
<td>19</td>
<td>On the Street Where You Live</td>
<td>Leroy &amp; P. Lowe</td>
<td>ABC-Paramount</td>
<td>1955</td>
</tr>
<tr>
<td>20</td>
<td>Church Bells May Ring</td>
<td>Wilkins &amp; Friends</td>
<td>ABC-Paramount</td>
<td>1955</td>
</tr>
</tbody>
</table>

### Third Ten

<table>
<thead>
<tr>
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<th>Record Label</th>
<th>Week No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>I Could Have Danced All Night</td>
<td>Frederick Loewe &amp; Alvy Lee Lerner</td>
<td>ABC-Paramount</td>
<td>1955</td>
</tr>
<tr>
<td>27</td>
<td>It Only Hurts for a Little While</td>
<td>Max Davis &amp; Fred Springer</td>
<td>ABC-Paramount</td>
<td>1955</td>
</tr>
<tr>
<td>28</td>
<td>My Blue Heaven</td>
<td>G. Whiting &amp; W. Donaldson</td>
<td>ABC-Paramount</td>
<td>1955</td>
</tr>
<tr>
<td>29</td>
<td>To Love Again</td>
<td>Bob &amp; Carol George</td>
<td>ABC-Paramount</td>
<td>1955</td>
</tr>
</tbody>
</table>

### Fourth Ten

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<tr>
<td>30</td>
<td>The Marchers</td>
<td>The Marchers</td>
<td>ABC-Paramount</td>
<td>1955</td>
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<tr>
<td>31</td>
<td>The Marchers</td>
<td>The Marchers</td>
<td>ABC-Paramount</td>
<td>1955</td>
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<tr>
<td>32</td>
<td>The Marchers</td>
<td>The Marchers</td>
<td>ABC-Paramount</td>
<td>1955</td>
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<tr>
<td>33</td>
<td>The Marchers</td>
<td>The Marchers</td>
<td>ABC-Paramount</td>
<td>1955</td>
</tr>
</tbody>
</table>

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

NEVER TURN BACK

Written by Herb Miller and Irving Berger

Sung by

AL HIBBLER

LEE MAGID
PERSONAL MANAGEMENT
224 West 49th St.
New York, N. Y.

DECCA
29950
9.29950
**Best Sellers in Stores**

For survey week ending May 23

**Most Played in Juke Boxes**

For survey week ending May 23

**Most Played by Jockeys**

For survey week ending May 23

**Pocket Records & Sheet Music**

**June 2, 1956**
MR. HITMAKER WITH 2 BIG NEW SIDES

DICK JACOBS

WITH A SMASH FOLLOW-UP TO "MAIN TITLE" AND "MOLLY-O"

BEAUTIFUL BALLAD EXCITING INSTRUMENTAL

TE AMO THE GOLDEN BATON

SOUTHERN MUSIC
MURRAY DEUTCH
GEN. PROF. MGR.
1619 8'way, New York City

Coral 61653 • 9-61653

Coral Records
America's Fastest Growing Record Company

rush your order to your distributor
**Territorial Best Sellers**

For survey week ending May 23

**Atlanta**
1. Moonlight And Images From "Flicker"
   - M. Stoloff, Dec.
2. Heartbreaker Hotel, E. Presley, Vic.
3. Moonlight And Images From "Flicker"
   - G. Carson, Col.
4. Heartbreaker Hotel, E. Presley, Vic.
5. Heartbreaker Hotel, E. Presley, Vic.
6. Heartbreaker Hotel, E. Presley, Vic.
7. Blue Steel Shoe, C. Perkins, Col.
9. Moonlight And Images From "Flicker"
   - M. Stoloff, Dec.

**Baltimore**
1. Moonlight And Images From "Flicker"
   - M. Stoloff, Dec.
2. Heartbreaker Hotel, E. Presley, Vic.
3. Heartbreaker Hotel, E. Presley, Vic.
4. Heartbreaker Hotel, E. Presley, Vic.
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8. Heartbreaker Hotel, E. Presley, Vic.
9. Heartbreaker Hotel, E. Presley, Vic.

**Buffalo**
2. Moonlight And Images From "Flicker"
   - M. Stoloff, Dec.
3. Heartbreaker Hotel, E. Presley, Vic.
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8. Heartbreaker Hotel, E. Presley, Vic.
9. Blue Steel Shoe, C. Perkins, Col.
10. Blue Steel Shoe, C. Perkins, Col.

**Chicago**
1. Heartbreaker Hotel, E. Presley, Vic.
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6. Heartbreaker Hotel, E. Presley, Vic.
7. Heartbreaker Hotel, E. Presley, Vic.
8. Heartbreaker Hotel, E. Presley, Vic.
9. Heartbreaker Hotel, E. Presley, Vic.

**Cincinnati**
1. Heartbreaker Hotel, E. Presley, Vic.
2. Church Bell Melody Ring, Diamonds, Mer.
3. Heartbreaker Hotel, E. Presley, Vic.
4. Heartbreaker Hotel, E. Presley, Vic.
5. Heartbreaker Hotel, E. Presley, Vic.
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**Dallas-Forth Worth**
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**Denver**
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**Detroit**
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**Kansas City**
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**Los Angeles**
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**Miami**
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**New York**
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**Philadelphia**
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**San Francisco**
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**Seattle**
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**Toronto**
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9. Heartbreaker Hotel, E. Presley, Vic.
BUDDY MORROW
AND HIS ORCHESTRA
FIRST WITH A GREAT COMMERCIAL HIT!
THEME FROM
"THE PROUD ONES"
From The 20th Century Fox Picture "The Proud Ones"
AND
Smooth As Velvet
"PARADISE LOST"
WING 90079

BIGGER EVERY DAY!
MARIE KNIGHT
"TELL ME WHY"
AND
"AS LONG AS I LOVE"
WING 90069

WING A SUBSIDIARY OF MERCURY RECORD CORPORATION
**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. **On the Street Where You Live**... *Vic Damone*  
   (ASCAP) Columbia 40954

2. **Graduation Day**... *The Rover Boys*  
   (BMI) ABC-Paramount 9700

3. **Kiss Me Another**... *Georgia Gibbs*  
   (BMI) Mercury 70650

4. **Portuguese Washerwoman**... *Joe (Fingers) Carr*  
   (ASCAP) Capitol 3418

5. **Treasure of Love**... *Clyde McPhatter*  
   (BMI) Atlantic 1092

6. **Graduation Day**... *Four Freshmen*  
   (BMI) Capitol 3410

7. **In a Shanty in Old Shanty Town**... *Somethin’ Smith*  
   (ASCAP) Epic 91068

8. **I Could Have Danced All Night**... *Sylvia Syms*  
   (ASCAP) Decca 20903

9. **I Almost Lost My Mind**... *Pat Boone*  
   (BMI) Dot 15472

10. **Born to Be With You**... *The Chordettes*  
    (ASCAP) Cadence 1291

**THIS WEEK’S BEST BUYS**

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

1. **ALMOST LOST MY MIND** (Jill & Range, BMI) – *Pat Boone* – Dot 15472

2. **Born to Be With You** (BMI) – *The Chordettes* – Cadence 1391

3. **Second Fiddle** (Shapiro-Bernstein, ASCAP) – *Kay Starr* – RCA Victor 6451

   This singer is creating quite a stir with this new record of hers. "Rock and Roll Waltz" put Kay back on top, and, as a result, this disk is finding a big ready-made market. Best volume was reported this week in St. Louis, Atlanta, Milwaukee, Pittsburgh, Buffalo, Providence, Boston, and Philadelphia. Flip is "Love Ain’t Right" (Stantons, BMI), which is also seeking good action in some important territories. A previous Billboard “Spotlight” pick.
VOX JOX
By JUNE BUNDY

JOCKS ON A Buggy RIDE:
In a move to promote safe driving on Memorial Day, five top jockeys at KING, Seattle, staged a "Klunker Karavan," last Saturday (19). The station gave each of them $10.00 to purchase mutton for the race, which was run under police supervision from the station to the State capital building in Olympia. Worse, a distance of around 60 miles. Albeit no additional money was spent on repairs, each jockeys used his $10.00 bag in good enough condition to meet Washington State vehicle safety regulations. The ancient cars were auctioned off after the race, with proceeds going to Seattle's Children's Orthopedic Hospital. Dog-lovers and dog-lovers attending were Bill O'Meara, 1940 Detroit, Harry Jordan, 1941 Studebaker, Bill Chase, 1941 Buick, Bruce Vanderhoof, 1940 Chrysler, and Al Cummings, 1930 Duokat.

THIS 'N THAT: In 1948 Vox just reported that Bill Hale, KGEM, Boise, Idaho, had a private collection of 20,000 records. Today, reports Hale, the collection has grown to 53,300. full rails. KCRC, Eads, Okla., is anxious to contact the Dallas deejay who "wants to swap weekly tapes." ... Dale Stevens has deserted the Fourth Estate to do a daily jockey show over WAVI, Dayton, O. However, the ex-amusement editor of The Dayton Daily News still writes: 'I'm doing three paid ads in column form for WAVI.' Stevens also does taped telephone interviews with movie, TV and record stars on his show and airs his five-hour Saturday program (all jazz) from the window of a downtown record store. Eighty per cent of his programming is drawn from new album releases.

Harry Barroll, WSTV, Stephensville, O., lives up his recorded horse by giving away tickets to record show. ... Lou Britte, WKAL, Rome, N. Y., needs autographed pictures of record artists to distribute at record hops in Rome, Utica and Oneida. ... Ted Connor, WFMJ, TV, Youngstown, O., issues weekly Saturday afternoon record hops, which are aired under the sponsorship of 7-Up. Free dancing lessons are given and Connor interviews students on the air. He also gives away free tickets and "needs more platters." The kids are invited to attend in club groups only to avoid duplication and facilitate the type and quality of teenage-oriented station wants to use on camera.

CHANGE OF THEME: Check Bosco informs us that KXEE, San Antonio, celebrated its new status as an indie station on May 21 with the launching of its new music and news format. The new jockey line-up — selected after extensive auditions — includes JERRY BERRY, X//4X-0213

SINGERS ONE-STOP
1812 WEST CHICAGO AVE, CHICAGO 12, ILLINOIS
A MENTIONED ONE-STOP
64 ABOVE COST
FREE TITLE SHEETS TO OPERATORS

YESTERDAY'S TOPS—
The nation's top tunes as recorded as reported in The Billboard

JUNE 1, 1949:
1. The Gypsy
2. Laughing on the Outside (Crying on the Inside)
3. Prisoner of Love
4. All Through the Day
5. They Say It's Wonderful
6. Sinner City Sue
7. Oh! What It Seemed to Be
8. Shoo-Fly Pie and Apple Pan
9. Full Moon and Empty Arms
10. I Don't Know Enough About You
11. We'll Gather Lilacs
12. Convent Mare
13. You Won't Be Satisfied (Until You Break My Heart)
14. Count Me a Little Bit
15. In the Mood Mist

THEY'RE WILD
about this one
Chase #1268

Rough New Hit! 1949

ARCHIE BLEYER
"The Rockin' Ghost"
Sung by
everyone

"SLEEP, SLEEP, DAUGHTER"

THEME:
Long's Hillbilly," National
song

CHICAGO RECORDS
PHONES 1, 7, 2.

THE END

CHICAGO
RECORDS
CORP.

JUNE 2, 1956

42x1119 10" or 45 RECORDS
PRESSING-15c-INCLUDING
labels, carton sleeves, etc.
Write for full particulars
BEST PRESSING DEAL
ANYWHERE
ROYAL PLASTICS CORP.
1548 Brevelle Ave., E. Cleveland 7, Ohio

RECORDS
A Project of the Columbia Phonograph Mfg. Co.
# THE TOP 100

For survey week ending May 23

A list of the Top 100 RECORD RIDERS 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. His 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>
<thead>
<tr>
<th>No.</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
<th>Last No.</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Ooby Dooby</td>
<td>Roy Orbison</td>
<td>Sun #242</td>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>

# SUN #242

**Ooby Dooby**

Exclusive Management

**STARS, INC.**

Suite 1916, Sterick Bldg.
Memphis, Tenn.

**SUN RECORD CO.**

704 Union
Memphis, Tennessee

**EXCLUSIVE MANAGEMENT**

**STARS, INC.**

Suite 1916, Sterick Bldg.
Memphis, Tenn.

**SUN RECORD CO.**

704 Union
Memphis, Tennessee

**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.

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**THE BILLBOARD’S MUSIC POPULARITY CHARTS - Pop Records**

**JUNE 2, 1956**

For survey week ending May 23

A list of the Top 100 RECORD RIDERS 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. His 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.
Tunes With Greatest Radio-TV Audience

It's Wayward
In Flamenco.

Can I Have a Little While (R)
(ASCAP)

I'm Grown Accustomed to Your Face (R)
(ASCAP)

I Gave Up Love (BD) (M)
(Pic-ASCAP)

On the Street Where You Live (R)
(ASCAP)

Poor People of Paris (R) - CONES

Porto-Pieces (R) - B. Reiter (ASCAP)

Porgy and Bess (R) - E. H. Morris (ASCAP)

Somewhere (R) - Frank (ASCAP)

Standing on the Corner (R) - G. B. Frank

Sue Love Again (R) - Columbia (ASCAP)

Take Close for Comfort (R) - M. L. Bach

Way Are Wind (M) - Warner Bros.

When You're Too Young (Right for Love) (R)

You Can't Be True in Two (Dot)

RELEASED MAY 15TH!
(Just Six Days Ago)

ALBUMS SHIPPED!

COLE PORTER SONG BOOK

SUNG BY ELLA FITZGERALD

NOW IN DOUBLED, OVERTIME PRODUCTION

TO MEET GROUNDSWELL DEMAND FOR GREAT,
GREAT, GREATEST ELLA SIDES OF ALL TIME!

WRITE—WIRE—PHONE YOUR DIST. — OR VERVE RECORDS

ELLA-ELLA-ELLA—singing 32 of Cole Porter's most—with Buddy
Bregman and orchestra—in the smash album package of this—
or any—year!

ON SALE APRIL 15TH!
**Review Spotlight on...**

**RECORDS**

PATTI PAGE...Mercury 70878...ALLEGHENY MOON...<br>Loew (Oxford), ASCAP)<br>A warmly sincere, tasteful throbbing job on an unusually<br>ballad. This one should grab pleny of spins. Flip is "The<br>Strangest Romance." (Leon, ASCAP)<br><br>BILL HALEY...Decca 29894...HOT DOG, BUDDY BUDDY...<br>(Valleybrook, ASCAP)<br>ROCKIN' THROUGH THE RYE...<br>(Valleybrook, ASCAP)<br>Here's anybody's rock birthday card for Haley. The boys belt<br>across two bouncy rock and roll rhythm duties in their usual<br>frantic style and solid hard-driving beat.<br><br>CALE STORM...Dot 15471...DON'T BE THAT WAY...<br>TELL ME WHY...<br>The thrash seemingly can't rest and her new disk should do as<br>well as her past efforts. "Tell Me Why" is an appealing cover<br>of a hit ballad, originally sung by Mel Torme. "Don't Be That<br>Way" (a new tune, not the old standard) is a<br>penchant ballad with a catchy r&b, beat and a personable<br>performing job by Miss Storm.<br><br>OTIS WILLIAMS...De Luxe 6095...ONE NIGHT ONLY...<br>(Joy & Cos., BMI)<br>Williams is riding high right now on both the pop and r&b charts<br>with "Troye Tower," and his new platter should find an equally<br>strong acceptance in both markets. He still a strong vocal on<br>an attractive up-tempo ditty with a good melodic line and infectious<br>backing. Flip is "It's All Over." (Arrow, ASCAP)<br><br>AL HIBLER...Decca 29950...NEVER TURN BACK...<br>(Springfield, ASCAP)<br>Hibbler should rock up hotly with this impressive ballad.<br>He waltzes the tune's moving message with sincerity and<br>strong emotional impact. Flip is the pic tune "Away All Boats." (Northern, ASCAP)<br><br>ONESME GROBOS...Capitol 3440...<br>The LEFT BACK...<br>The label has finally hit upon a winner in its Capitol of the World<br>ballad. Both sides of this happy disk spotlight bright, smartly<br>paced instrumental throw on a piano, a movie-go-round<br>type drum effect, banjo and baritone horn. The results are <br>evenly different and should pay off with extensive juke and<br>jockey play. (Hansford, ASCAP)<br><br>**DISK JOCKEY PROGRAMMING**

DICK HUMAN...M-G-M 12252...WHEN YOU`RE SMILING...<br>(Mills, ASCAP)<br>ROLLIN' THE BOOGE...Cromwell, ASCAP<br>Has a fine texture with depth in its latest in a flexible<br>programming item, which should please a maximum of jocks and<br>their listeners. "When You're Smiling" by a charming instrument<br>of the oddie, with harpsichord solo and whistling chorus. The<br>flip spotlights a solid boogie piano solo.<br><br>**Reviews of New Pop Records**

<table>
<thead>
<tr>
<th>RECORD</th>
<th>RATING</th>
<th>COMMERCIAL POTENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Noon...</td>
<td>100-100</td>
<td>Top</td>
</tr>
<tr>
<td>90-99</td>
<td>Excellent</td>
<td></td>
</tr>
<tr>
<td>80-89</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td>70-79</td>
<td>Fair</td>
<td></td>
</tr>
<tr>
<td>60-69</td>
<td>Poor</td>
<td></td>
</tr>
</tbody>
</table>

KAT BROWN...The Ten-Year Hop...<br>DECCA 29892—The ex-Mercy-<br>thrust tussles off on Decca with highly attractive<br>type-material; discursive and luscious in the current rock and roll idiom. This<br>one has a good chance. (Sunset, ASCAP)<br>You Must Come In at the Door...<br>A hop little ditty, this gets an overly<br>strenuous production that renders it less<br>effective than the flip. (Bureau, ASCAP)<br><br>THE JOMARKS...Battle of the Bones...<br>CAPITOL 3443—A rocking blues<br>chanted with conviction by the Jomark<br>s. There's a beat and even here. Good<br>for the booths. (Myers, ASCAP)<br>Louie Love...<br>Another blues belted out sharply by the<br>Jomarks. Nice programming for the<br>beats. (Coliseum, BMI)<br><br>JAN AUGUST...Dominique...<br>IMPERIAL 7097—Stands out piano solo<br>work by August on a delightful instru-<br>mental theme with delectable c&ws. Finest<br>desire programming material.<br>(Towson, ASCAP)<br>Las Vegas and Lollipops...<br>The charming theme from a new movie (by the producers of "Little Fugitive") is<br>wrapped up in a light, listenable piano<br>theme by August. Another good jockey<br>side. (Triumph, BMI)<br><br>MARC FREDBRECKS...<br>To Love Again...<br>A.L. MAE 6095—With high voice harmonies,<br>parents, vocal groups and teen-agers will<br>surely in tune this June. Marc Brenda<br>should be a money maker, and could<br>set a niche for itself. (Columbia-Pic, ASCAP)<br><br>MARTIN'S...<br>Interesting instrumental backed with<br>Spanish风味, especially in the use of the maracas. The power is in the flip,<br>however. (Gold, BMI)<br><br>WERNER MULLER ORK...<br>Any Love...<br>DECCA 2981—Muller and his<br>Boys take a leap of faith here with this<br>up-styled sweetie side from their "Bulli-<br>ard 50's" LP. Good all-around<br>programming fare, this one of the most<br>likely to sell on the album. (MB, BMI)<br>Smooth...<br>"Any Love" should be a hit too, in<br>a tricky, back-lashed theme. The<br>second flip will like this for a change of pace<br>with good possibilities. (Cancer, BMI)<br><br>EDDY HORNADRY...<br>What Ever Will Be Will Be...<br>DECCA 2981—A Montana<br>medley with tenor sax and already<br>on a previous page from the<br>Dell-tow-think, "The Man Who Knows Too Much."<br>This flip could probably grab a fair share with her weirdness to<br>it. A feel-good number. (Gibson, ASCAP)<br>Running From Your Heart...<br>"Attractive vocal job on a typical<br>up-tempo ballad. (Manfred, BMI)<br><br>GENE VINCENT...<br>Woman Love...<br>CAPITOL 3439—Gene Vincent is<br>in good form to find another dandy. This<br>side is a beauty, too, in the extreme<br>outlandish style. (Barnes, BMI)<br>Baby, Baby...<br>Another hot number in some extreme style — this one additionally<br>stuffed with echo.<br><br>JOHN LESLIE...<br>To Love You...<br>ARCIA-MARK...A lovely ballad from<br>a fort...the flip. This "Maid of Love"<br>is a very workable thematic for<br>programming purposes. (Epidemic, BMI)<br>It's an easy sitter. (Pavilion, ASCAP)<br><br>70 TO 90 LIVE...<br>Leeds has been favored with top<br>material on this side. This facile<br>ballad, set to an easy, sweet,<br>melodious tune, will appeal to Leeds' many.<br>Leeds must stick with a theme like this. (Chaplin, ASCAP)<br><br>HEIN LIMCHER...One More Monday...<br>CAPITOL 3443...This is a<br>symphonic ballad with an especially<br>appealing melody. The flip, "Madaline,"<br>vice versa. Backed with lush tenor and classical<br>accompaniments, sales jump. Furniture-jockey<br>jingle material. (St. Moritz, BMI)<br><br>MACIE LEE...<br>Macie Lee does a solid performance on<br>this folk-styled ballad. Country<br>is simmered for good religious effects.<br>Macie's final cut here is a stand-out<br>and it gets the good piece of showdown. (Saluda,<br>ASCAP)<br><br>HEGIO WINTERMOUTH ORK...<br>Canal 2991—A very workable<br>theme with a snappy piano side by<br>Howard Smith. Jockey will find this<br>interesting programming material.<br>(Maloney, BMI)<br>THAT IS True...<br>"We're Only Here For A While...<br>Wood-Man..."A monster ballad<br>dance tune, with an original chorus, it<br>isn't especially effective. (Windly, BMI)<br>90 TO 70...<br>Wahs & Bums, BMI<br><br>LEON HINSHE...<br>Where or When...<br>ARCAL 3438—A very workable<br>theme. The jockey has a field day with<br>this melodic ballad, with a very good<br>ensemble style. (Hudson, BMI)<br><br>CAB CALLOWAY...<br>AMERICAN-929—Incredible<br>harness as efficient an R&B<br>job as has ever been heard. (Barnes,<br>ASCAP)<br>"That Is True..."
**This Week's Bests**

**THE Hoot OWL BOOGIE** (Aberach, BMI) - Red Foley - Dec 30 1950 - The sales response to this record is the best for Foley solo in a number of tries. Southern dealers that are not describing the traditional country music are finding this one of the most commercially potent records in a long time. Several New Southern territories are also seeking good business on the disk. Flip is "A Hundred of Rose" (Springfield, BMI), a previous Billboard "Spotlight" pick.

**SWEET DREAMS** (Ashoff, BMI) - Until I Met You (Lancaster, BMI) - passing Young - Jan 27 1951 - This record is the second traditional styled sides among those contesting "Hit" and pulling well on the flip. Artie has big potential on this and future wax.

**Kitty Wells**

Id Rather Stay Home (Ashoff, BMI) - "For you're the best I ever had" and in a pleasing way. Wells' talent is a real asset. The pick is "My Honeymoon" (Lancaster, BMI) - Rock Candy Rock (Starrite, BMI) - Star Day 243 - C&W's pick of the week contesting "Hit" and pulling well on the flip. The pick is "When you're true about me" with all the standard C&W styling.

**Talentwell**

FRED CRAWFORD
Secret of My Heart (Starrite, BMI) - Rock Candy Rock (Starrite, BMI) - Star Day 243 - C&W's pick of the week contesting "Hit" and pulling well on the flip. The pick is "When you're true about me" with all the standard C&W styling.

**Reviews of New C & W Records**

**BONNY JAMES**

"A Hundred of Rose" (Springfield, BMI) - a record that has a lot of potential. An interesting find. The pick is "A Hundred of Rose" (Springfield, BMI) - a record that has a lot of potential. An interesting find.

**BOB MILLER**

ARTISTIC, ASCAP

"A Hundred of Rose" (Springfield, BMI) - a record that has a lot of potential. An interesting find.

**ROGER AND JESSEBOO**

KEITH MILTON, BMI

"A Hundred of Rose" (Springfield, BMI) - a record that has a lot of potential. An interesting find.

**RANK THOMPSON AND MELLE TRAVIS**

You're True About Me (Lancaster, BMI) - Star Day 140 - Thompson has the word on an entire division of one country disk. A favorite selection.

**C & W Territorial Best Sellers**

For survey week ending May 23

<table>
<thead>
<tr>
<th>City/State</th>
<th>Seller</th>
<th>Weekly Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>High Quality</td>
<td>127,654</td>
</tr>
<tr>
<td>Chicago</td>
<td>Sounding Board</td>
<td>100,456</td>
</tr>
<tr>
<td>Cleveland</td>
<td>Capitol</td>
<td>75,345</td>
</tr>
<tr>
<td>Detroit</td>
<td>Capitol</td>
<td>60,987</td>
</tr>
<tr>
<td>St. Louis</td>
<td>Capitol</td>
<td>50,456</td>
</tr>
</tbody>
</table>

**Best Sellers in Stores**

Records are ranked in order of their current highest selling importance at the retail level, as determined by Billboard's weekly survey of retailers' records in a highly competitive and varied market. As market conditions continue to change, this list will be updated accordingly.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Seller</th>
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<tr>
<td>Heartbreak Hotel</td>
<td>BMI-E. Presley</td>
<td>162,987</td>
</tr>
<tr>
<td>Blue Suede Shoes</td>
<td>BMI-E. Perkins</td>
<td>125,456</td>
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<td>You and Me</td>
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<td>100,345</td>
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<td>BMI-J. Brown</td>
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<tr>
<td>Jim And Jennifer</td>
<td>BMI-K. Wells</td>
<td>60,987</td>
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**Most Played in Juke Boxes**

For survey week ending May 23

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<td>Jim And Jennifer</td>
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<td>60,987</td>
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**Most Played by Jockeys**

Bides are based on the overall number of plays on disc jockeys radio programs according to The Billboard's weekly survey of disc jockey shows in order to reflect the overall popularity of the record.

<table>
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</table>
BREAKING BIG!

JOHNNY HORTON
The Singing Fisherman
featuring
HONKY TONK MAN
Columbia #4-21504

Already in the Charts

FROM THE BILLBOARD OF MAY 26, 1956
COUNTRY & WESTERN RECORDS

- Most Played by Jockeys

- Most Played in Juke Boxes

EXCLUSIVE MANAGEMENT
TILLMAN FRANKS
1343 SUMMERS ST.
SHREVEPORT, LA.
PHONE 2-8711

ANOTHER HIT FOR

RED SOVINE
and
WEBB PIERCE
LITTLE ROSA
Decca #29876

The Billboard, May 26, 1956
COUNTRY & WESTERN RECORDS

- Most Played in Juke Boxes

FOR BOOKINGS, CONTACT
HUBERT LONG
319 7TH AVE. NO.
NASHVILLE, TENN.
PHONE Alpine 5-4154 OR 5-3533
**This Week's Best Buys**

ROLL OVER, BEETHOVEN (Ace, BMI)—Chuck Berry & Cash 1956—Chalk up another powerhouse for Berry! Within 10 days of release, it was reported that the title song was #1 in Atlanta and Detroit, and also rated a very strong seller in Philadelphia, Baltimore, Buffalo, Sr. Louis, Detroit, Minneapolis, and New York City. Indeed, it is already "Beethoven" should be on the national charts in a week or so. Flip is "Drifting Heart" (Ace, BMI). A previous Billboard "Spotlight" pick.

**Review Spotlight on...**

SHIRLEY GAUNT
*(Headline Home)*

Take a walk on the wild side. The Gaunt has a warm, intense style that packs a solid wallop and she is right at home with this show, spiritually and stylistically. Top-notch delivery on the classiest new group with pizzazz big action. Flip is "I Want You" (Modern, BMI)

**CENNE AND ENUCE**

Let's Get Together (Aldooin, BMI)

I'm so in Love With You (Aldooin, BMI) — Aldolfo 3321—The pair have a strong pair of sides with gobes of appeal. On top is a snarlingly swinging opus with tangy harmonica; Elektro cornet with a powerful vocalizing for her own. This flip focuses on a journey, be sure. This disk could go either way and action should be fast.

OTIS WILLIAMS

One Night Only (Jay & Cee, BMI) — De Luxe 6005—See Pop Spotlight Review Section.

**SPIRITUAL**

The FIVE BLIND BOYS

Save a Seat for Me (Gion, BMI) — Peacock 1706—The keys never sounded better. The album acts as a moderated level but builds to a wild intensity. A must entry in its market. Flip is "There's No Need to Cry" (Lion, BMI)

**TALENT**

THE PRELUDES

I Want Your Arms Around Me (Simon House, BMI)

Don't Fall in Love Too Soon (House of Fortune, BMI) — Empire 101—Here's an impressive new group with a professional polish. The ballad sides are handled with skill, while catchy-catchy harmonies and the lead那种 out with a particularly classy delivery. These sides will bear plenty of watching.

**Reviews of New R & B Records**

BOBBY MICKEL/  

"I Wonder What to See You Go..." (MGM, BMI) — Imperial 888—This has been a great hit for the group. Harmony is tight, and the song gives excellent flavor to the Columbia show. This one should make a lot of money, and the Columbia show could be the first hit, this one could be number one.

JOHN BERRY

"I Wonder What’s Gonna Happen to Me..." (Stax, BMI) — Checker 915—Your favorite new act's second hit is a standout all the way. This one should be a huge hit. (B Nordic, BMI)

"I Can’t Help Myself..." (Stax, BMI) — Checker 915—This is a standout all the way. This one should be a huge hit.

"I’ll Always Love You..." (Stax, BMI) — Checker 915—This is a standout all the way. This one should be a huge hit.

"I’ll Be Around..." (Stax, BMI) — Checker 915—This is a standout all the way. This one should be a huge hit.

LILIAN CHILDS

"The Last Laugh Will Be on You..." (GMC, BMI) — Gold 4166—This is a fine debut for a young singer who could go far. This one is a great one and the GMC show could be a big hit.

THE DAPPERS

"Unwanted Love..." (GMC, BMI) — Gold 4166—This one is a fine debut for a young singer who could go far. This one is a great one and the GMC show could be a big hit.

"Tall, Tall, That’s All..." (GMC, BMI) — Gold 4166—This side’s a cute ballad offering, a song in a new fashion. (Sally, BMI)

**Best Sellers in Stores**

For survey week ending May 23

RECORDS are ranked in order of their current national retail importance at the present level, as determined by The Billboard's weekly survey of dealers throughout the country. A record which is reported on both sides of a record, points are combined to determine ranking. In the case of split sides, both sides are listed in bold type, the leading side on top. (Continued on page 4)

1. I'M IN LOVE AGAIN (BMI) — F. Domino. 

2. MY BLUE HEAVEN (ASCAP) — Imperial 3806—This is a top seller. It could be a hit, but it is not as strong as "I Wonder What’s Gonna Happen to Me..." (Stax, BMI)

3. SLIPPIN' AND SLIDIN' (BMI) — Specialty 572

4. I WANT YOU TO BE MY GIRL (BMI) — Teen-Agers

5. DON'T LET ME BE BOOED (BMI) — The Esquires

6. BLUE SUEDE SHOES (BMI) — The Everly Brothers

7. HEARTBREAK HOTEL (BMI) — The Everly Brothers

8. LITTLE GIRL OF MINE (BMI) — The Platters

9. WHO DO YOU LOVE IN LOVE? (BMI) — The Esquires

10. TREAT ME LIKE YOU LOVE ME (BMI) — The Platters

11. MAGIC TOUCH (BMI) — The Platters

12. PLEASE, PLEASE, PLEASE (BMI) — The Esquires

13. RUBY, RUBY (BMI) — The Drifters

14. IVORY TOWER (BMI) — The Platters

15. FORTY DAYS AND FORTY NIGHTS (BMI) — The Parking Lot Band

16. ME, WAITER (BMI) — All Around (BMI) — De Luxe 8290

17. YOU ARE MY SUGAR (BMI) — The Esquires

18. DON'T FALL IN LOVE TOO SOON (BMI) — Empire

19. I'M NOT A KING (BMI) — The Esquires

20. BLUE SUEDE SHOES (BMI) — The Everly Brothers

**Most Played in Juke Boxes**

For survey week ending May 23

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 of jukeboxes throughout the country. A record which is reported on both sides of a record, points are combined to determine ranking. In the case of split sides, both sides are listed in bold type, the leading side on top.

1. LONG, TALL SALLY (BMI) — Little Richard

2. My Blue Heaven (BMI) — Imperial 3806

3. CORRINE, CORRINE (BMI) — The Everly Brothers

4. MAGIC TOUCH (BMI) — The Platters

5. I WON'T FALL IN LOVE (BMI) — The Esquires

6. I WANT YOU TO BE MY GIRL (BMI) — Teen-Agers

7. BLUE DIAMONDS (BMI) — The Platters

8. LITTLE GIRL OF MINE (BMI) — The Platters

9. DRIVING BLUES (BMI) — The Esquires

10. DON'T LET ME BE BOOED (BMI) — The Esquires

11. I WON'T FALL IN LOVE (BMI) — The Esquires

12. I'M NOT A KING (BMI) — The Esquires

13. I WANT YOU TO BE MY GIRL (BMI) — Teen-Agers

14. I WON'T FALL IN LOVE (BMI) — The Esquires

15. LITTLE GIRL OF MINE (BMI) — The Platters

16. DON'T LET ME BE BOOED (BMI) — The Esquires

17. I'M NOT A KING (BMI) — The Esquires

18. RUBY, RUBY (BMI) — The Drifters

19. IVORY TOWER (BMI) — The Platters

20. FORTY DAYS AND FORTY NIGHTS (BMI) — The Parking Lot Band

**Most Requested by Jockeys**

For survey week ending May 23

RECORDS are ranked in order of the greatest number of plays at disc jockey stores throughout the country according to The Billboard's weekly survey of top disc jockey shows in all key markets.

1. I'M IN LOVE AGAIN (BMI) — F. Domino

2. MY BLUE HEAVEN (BMI) — Imperial 3806

3. SLIPPIN' AND SLIDIN' (BMI) — Specialty 572

4. I WANT YOU TO BE MY GIRL (BMI) — Teen-Agers

5. DON'T LET ME BE BOOED (BMI) — The Esquires

6. BLUE SUEDE SHOES (BMI) — The Everly Brothers

7. HEARTBREAK HOTEL (BMI) — The Everly Brothers

8. LITTLE GIRL OF MINE (BMI) — The Platters

9. WHO DO YOU LOVE IN LOVE? (BMI) — The Esquires

10. TREAT ME LIKE YOU LOVE ME (BMI) — The Platters

11. MAGIC TOUCH (BMI) — The Platters

12. PLEASE, PLEASE, PLEASE (BMI) — The Esquires

13. RUBY, RUBY (BMI) — The Drifters

14. IVORY TOWER (BMI) — The Platters

15. FORTY DAYS AND FORTY NIGHTS (BMI) — The Parking Lot Band

16. ME, WAITER (BMI) — All Around (BMI) — De Luxe 8290

17. YOU ARE MY SUGAR (BMI) — The Esquires

18. DON'T FALL IN LOVE TOO SOON (BMI) — Empire

19. I'M NOT A KING (BMI) — The Esquires

20. BLUE SUEDE SHOES (BMI) — The Everly Brothers
JUNE 2, 1956
THE BILLBOARD'S MUSIC POPULARITY CHARTS... RHYTHM & BLUES RECORDS

41

BREAKING FOR HTFS!
ANN KAYE
DILLY DALLY DARLING
EVERY FORTUNE TELLER TELLS ME
1614

THAT THE MELOW KEYS
LISTEN BABY
I'M NOT A DEEPER
CHIEF RECORDS
220 West 42 St.
New York 18, N.Y.

BREAKING POP!
SMILEY LEWIS
SHE'S GOTTED ME HOOK, LINE AND SINKER
AND PLEASE LISTEN TO ME
15349

LONELY & SAD

ATLANTIC RECORDING CORP.
1450 6th Ave., New York 9, N.Y.

Hitting In All Field
LOVE, LOVE, LOVE
w/ YOUR TENDER LIPS
THE CLOVERS
Atlantic 1094

ATLANTIC

RECORDING

CORP.

1450 6th Ave., New York 9, N.Y.

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GOSPEL SPIRITUAL HITS
"JESUS CAME AT MIDNIGHT"
KANSAS CITY SOUL REVIVERS
#395

"TWO LITTLE FISHES"
ZION TRAVELERS
#389

DOUGHTONE RECORDS

IMPERIAL RECORDS


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DOUGHTONE RECORDS

IMPERIAL RECORDS


RHYTHM-BLUES NOTES

BY: BILL SIMON

\[ \text{THE ORIGINAL \(5\) BLOODY NOS} \]

(Jackson Hernemans)\n
\[ \text{"THERE'S NO NEED TO CRY"} \]

w/ \[ \text{"Save A Seat For Me"} \]

\[ \text{PEAK} \text{!973} \]

PEAVONIA RECORDS, INC.

1959 Fleming St. \nMiami 29, Florida

These weeks, readers will note that The Billboard has picked its first R & B Territorial Best Sellers list. Although there have been a number of pop and jazz LP's that have sold well in predominantly R&B shops, this is the first time for the "Apollo" packs special interest in the market among buyers who consider the Apollo Theater in Harlem to be the national showcase of R&B show business. It's the first time the great idiomatic humor of such comics as George Kirby and "Mama" Malbey have been made available to stay-at-home listeners, and also the only chance many will ever get to hear the world-famous Apollo American Band. The latter has been captured with all of its "showmanship" and, we predict that two of the most audience acts will be heard from soon in professional. There would be the blues through Downey Vaughan, and a Brooklyn High school group, the Heartbreakers.

**R & B Territorial Best Sellers**

For survey week ending May 23

Listings are based on sales reports received weekly by Western union messenger service from area buyers and dealers and include only releases from the "Apollo" and "Savoy" labels. All titles are available in the East, West and South. While buyers and dealers are encouraged to send in sales reports for R&B releases, this will be kept entirely confidential. Any where you may see the blue and black Apollo label, you may, if you wish, send in sales reports on the form in the back of the magazine.

1. **Chicago**
   - **I'm In Love Again** - P. Daniels, Imp.
   - **Fern, L. W., John, Kat.
   - **Roll Out, Rebuilders, All.
   - **Four Days and Forty Nights** - H. Daniels, Imp.
   - **The Revivers**

2. **Atlanta**
   - **I'm In Love Again** - P. Daniels, Imp.
   - **Fern, L. W., John, Kat.
   - **Roll Out, Rebuilders, All.
   - **Four Days and Forty Nights** - H. Daniels, Imp.
   - **The Revivers**

3. **New Orleans**
   - **I'm In Love Again** - P. Daniels, Imp.
   - **Fern, L. W., John, Kat.
   - **Roll Out, Rebuilders, All.
   - **Four Days and Forty Nights** - H. Daniels, Imp.
   - **The Revivers**

4. **Los Angeles**
   - **I'm In Love Again** - P. Daniels, Imp.
   - **Fern, L. W., John, Kat.
   - **Roll Out, Rebuilders, All.
   - **Four Days and Forty Nights** - H. Daniels, Imp.
   - **The Revivers**

5. **KANSAS CITY**
   - **I'm In Love Again** - P. Daniels, Imp.
   - **Fern, L. W., John, Kat.
   - **Roll Out, Rebuilders, All.
   - **Four Days and Forty Nights** - H. Daniels, Imp.
   - **The Revivers**

6. **St. Louis**
   - **I'm In Love Again** - P. Daniels, Imp.
   - **Fern, L. W., John, Kat.
   - **Roll Out, Rebuilders, All.
   - **Four Days and Forty Nights** - H. Daniels, Imp.
   - **The Revivers**

7. **Denver**
   - **I'm In Love Again** - P. Daniels, Imp.
   - **Fern, L. W., John, Kat.
   - **Roll Out, Rebuilders, All.
   - **Four Days and Forty Nights** - H. Daniels, Imp.
   - **The Revivers**

8. **Minneapolis**
   - **I'm In Love Again** - P. Daniels, Imp.
   - **Fern, L. W., John, Kat.
   - **Roll Out, Rebuilders, All.
   - **Four Days and Forty Nights** - H. Daniels, Imp.
   - **The Revivers**

9. **Chicago**
   - **I'm In Love Again** - P. Daniels, Imp.
   - **Fern, L. W., John, Kat.
   - **Roll Out, Rebuilders, All.
   - **Four Days and Forty Nights** - H. Daniels, Imp.
   - **The Revivers**

10. **Philadelphia**
    - **I'm In Love Again** - P. Daniels, Imp.
    - **Fern, L. W., John, Kat.
    - **Roll Out, Rebuilders, All.
    - **Four Days and Forty Nights** - H. Daniels, Imp.
    - **The Revivers**

**Reviews of New R & B Records**

*Continued from page 48*

LYLE SONGS. Originals and arrangements. (Chiming, Chime, BMI, A & R)

LEW ANDERSON. Distribution of Happiness. (Gott3eR, Imperial, BMI, A & R)

MISSIONS. Originals and arrangements. (Chiming, Chime, BMI, A & R)

DETTORRIO, ANNA. Originals and arrangements. (Chiming, Chime, BMI, A & R)

CHUCK HUGGINS BAND. Oh Yeah, You Know. (DOUGHTONE, BMI, A & R)

EMILY BROWN. Don't Let It End This Way. (PEAVONIA, BMI, A & R)

GAEL YAN MOON. My Love. (DOUGHTONE, BMI, A & R)

GEOE 51. Ain't it Fun. (DOUGHTONE, BMI, A & R)

HAB: BEE, MI HAB: BEE. (DOUGHTONE, BMI, A & R)

LW ANDERSON. Originals and arrangements. (Chiming, Chime, BMI, A & R)

WORLD-WIDE RECORDS

IMPERIAL RECORDS


RHYTHM-BLUES NOTES

BY: BILL SIMON

*That's A Pretty Good Love*

BY: "TAIN'T WHATCHA SAY"

BY: SAVOY 1995

BY: SAVOY 1193

Guitar Slim

"DOWN THROUGH THE YEARS" "OH YEAH"

ATCO 6727

Frankie Marshall

"FANNY LOU" "WHY, OH WHY"

ATCO 6750

The Castelles

"HAPPY AND GAY" "HEY, BABY, BABY"

ATCO 6506

Pauline Rogers

"ROUND AND ROUND" "COME INTO MY PARLOR"

ATCO 6701

TWO BIG ONES!

FROM

BIG MAYBELLE

LITTLE ESTHER

2 RECORDS... 4 HITS!

"CANDY"

"YOU CAN BET YOUR LIFE"

by SAVOY 1995

by SAVOY 1193

"THAT'S A PRETTY GOOD LOVE"

by SAVOY 1995

"TAIN'T WHATCHA SAY"

by SAVOY 1193

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**Reviews and Ratings - New Popular Albums**

Continued from page 37

*BRENT CARVER*

*Waltz 'Round the Moccasin* (Spartan) $3.50

This album, and the one which is reviewed below, are the first two by a young pianist and composer, Brent Carver, who has been making a name for himself in the jazz world. The first two records were made by Carver and his group, and the third and fourth are by Carver alone. The music is a mixture of classical and jazz styles, and the arrangements are interesting and well-done. The songs are well-written and the instrumentations are good. The album is highly recommended for anyone who enjoys jazz music.

**Reviews of New Pop Records**

Continued from page 37

**ARLIE HINES**

*The Little Mermaid* (Atlantic) $3.25

This is a collection of old-time songs, and it is very well done. The arrangements are interesting and the performances are good. The album is highly recommended for anyone who enjoys old-time music.

**Reviews of New C & W Records**

Continued from page 37

**COLM EAGLESON**

*The Last Waltz* (ABC) $3.00

This is a collection of old-time songs, and it is very well done. The arrangements are interesting and the performances are good. The album is highly recommended for anyone who enjoys old-time music.

**Reviews of New Sacred Records**

**HARRY WILLIAMS**

*Alaska* and "Our Times* (Olive Hill) $3.00

These albums are both collections of old-time songs, and they are very well done. The arrangements are interesting and the performances are good. The albums are highly recommended for anyone who enjoys old-time music.

**FOLK TALENT & TUNES**

By BILL SACHS

Around the Horn

Word is spread that Ann Barre, enterprising-deejay of Bixler, Minn., sugarbulb and yaksmoke with the top af the West Bank, has launched a new radio in that region, and that he has been making a name for himself. The new station, Bixler Radio, is located on the outskirts of the town, and it is broadcast from the old Bixler Mill. The station is run by a group of local businessmen, and it is a success. The station is known for its great music and its interesting programs. The station is highly recommended for anyone who enjoys music and entertainment.

The man, an enterprising-deejay, is ready to be heard. He has been making a name for himself in the jazz world, and he is a success. The station is run by a group of local businessmen, and it is a success. The station is known for its great music and its interesting programs. The station is highly recommended for anyone who enjoys music and entertainment.
ANTs, MOVE OVER!

Picnickers to Flock To Nation’s Parks

Continued from page 1

often salvaged a seemingly bad day, one that dawned wet or otherwise discouraging. The weather broke thru by mid-morning, and highways jammed with picnickers can not be expected to thin with the crowds. May be the crowds will be less than they would be under perfect conditions, but the point is the park will do well, indeed.

Wildflowers are being chartered in abundance, the outings will show on schedule in any event.

MIAMI’S EXPO

Cite Delay in World’s Fair Bond Offering

MIA M I — The fabulously planned “Interama” project, to be a permanent world’s fair at 1,675 acres along Biscayne Bay, has had a tough sledding getting off the ground. This was evident during April 17-22. A $70,000,000 bond issue was scheduled after intensive surveys of previous world’s fairs by a New York engineering firm. Ground-breakings were planned for April May. Expectations based on the surveys were that 15,000,000 people the first year, tapering to 10,000,000 in ensuing years. “The general economic situation” was cited as a reason why the bond sale has not started yet. It will get under way in future weeks, according to the latest report.

Sacramento Rodeo Plays to 13,636

SACRAMENTO, Calif. — The Third Annual Sacramento Rodeo played to a crowd of 13,636 at the Cali- fornia State Fair here April 16 and Sunday (19-20), pulled a total of $30,000 in advance sales, tickets were given, matinees on both days and an extra show Saturday evening. City Wax Gods all-round cow- boy honors with Don McBride run-up. Event was sponsored by the Lions Club.

Names Dot Both Raleigh & ESE Coliseum Programs

NEW YORK—Two name are immediately saluted by the talent programs set for the coliseum at the Eastern States Exposition, Springfield, Mass., and the North Carolina State Fair, Raleigh.

The programs set by GAC, Hamil, call for Dorothy Lamour to appear during the entire run at a Springfield. Other names set for that event will be Mary Livingstone, Dorothy Collins and Bussell Arms, plus a band and other acts, for three days. The “Midwestern Hay Ride,” with Pat Boone featured, has been scheduled for May 19th.

A rodeo has been featured in the unique building for the past two years under the GAC fair manager. In addition to the usual events, GAC-Hamil will also present the grandstand entertainment, a revival-type offering, as in the past.

This is believed to be the first time that such talent has been featured at the Raleigh event, a major Eastern fair. Two shows are set for the Coli- seum at the Eastern States Exposition, Springfield, Mass., and the North Carolina State Fair, Raleigh.

Two shows are set for the Coli-

Mon. — A $15,000,000 bond issue was sold for the Raleigh Coliseum Fund here April 1, placed at 135.000,000 on count April 1, 1036, when the last census was taken.

Dean Retires

As Miss. State Fair Manager

JACKSON, Miss.— J. M. Dean, manager of the Mississippi A. & I. Fair for the past 10 years and a veteran Mississippi fair executive, announced his retirement from the post Thursday (4). He was succeeded by N. S. Hand, former county agent and more recently assistant to Dean.

In addition to his position with the state, Dean has been active in educational work in the state, was with the State Department of Agriculture and Commerce for 10 years and organized the Mississippi Association of Fairs and served as its secretary for 30 years. He recently retired from the teaching profession and was also succeeded by Hand.

Rose Gold Falls at Frisco;
Fractures Arm, Leg, Pelvis

SAN FRANCISCO — Rose Gold Piatnik, aerialist of the Palace Bros.
Western Unit, suffered fractures of the pelvis, left leg and arm here Sunday (20) when she fell 40 feet as the Rose Gold Trio was winding up turnin g a 15-day engagement at the Civic Auditorium.

She was taken to Central Emergency Hospital and later removed to Children’s Hospital.

The trio, which includes her husband, Andre Piatnik, and Francisco Retetti, had almost com- pleted the act when the accident occurred. They were doing the final stunt in which the two men hung downward by their knees and hands while the female partner dived to catch the rope on the way down. She is reported to have touched the rope but failed to close grip, slamming ankle as she hit the floor.

Following the accident, the performance was ended.

Piatnik said the accident was “unavoidably induced by a photog- rapher’s flash bulb, because it all occurred as a consequence.” He added that she had done the act several times, of times from 600 feet down.

The show moved on to Stock- ton, where it opened Monday (4) for a week engagement. At the hospital Wednesday it was re ported she was resting well and doing as well as could be ex- pected.

Total attendance of the fair hit a record high of over 4,000,000.

OUTDOOR SPECIALISTS

R-B Agency Switch
Pposes New Ad Look

NEW YORK — The RI Agency has switched ad agencies once more, with the new account holders being one of this nation’s foremost advertising agencies. While very few definite policies have been formulated, it is apparent that the agency, Foote, Cone & Belding, will hang on to Ling’s most powerful advertising symbol in decades.

Certainly the firm is equipped for it, being nationwide in scope and operating one of the biggest outdoor departments in the advertising field.

Selection of FCB & B was announced this week, and it makes the third company to handle R-I advertising in much less than two years. Last year John Ringling North em- ployed the Monroe Greenzeller Agency, deep in motion picture art. And last fall the Chicago agency that handled Ringling ad and on that starting the New York engagement.

Both prior agencies had, as their main hurdle, the difficulty of long distance contracting of outdoor and newspaper-broadcast advertising. Relatively basic for long engagements in major cities, the situation became complicated on one-night stands, and several revisions were made last season while the client remained far from agency headquarters.

The FCB & B will sell itself of the offices in Chicago, San Francisco, Los Angeles, Houston, Pittsburgh, Philadelphia, Cleveland, St. Louis and to Vice-President William C. (Continued on page 47)

$1.5 Mill Fire
At French Fench

PARIS—Fire caused $1,500,000 damage at the grandstand circus tent “Foire de Paris” early on Mon- day morning, opening day of the big fair, which opened on May 5. The fire gutted the Regional Pavilion, in which food products of France were on display. It was brought under control before it could spread to the sur- rounding halls and stands.

The American “No! Youself” exhibit and the many displays of American products, including evaluation and vending (coin-operated) machines and juke boxes, were not damaged.

Unchanged Price Policy

The fair’s price policy was unchanged from last year with adults pay- ing $73 cents on Thursday and (Continued on page 47)

Name O’Malley to Stee Pie, Tren- ton Bally

NEW YORK—John O’Malley, New York publicist, has been named handle- ing for the Atlantic City Steel Pier, New Jersey Fire, Trenton. The appointment was announced by George A. Harris, president of that company.

O’Malley operates included by O’Malley include the Ventrella night club for more than eight years, a publicist for the restaurant chain, including the Rainier Room. Personalities he has handled include Edith Piaf, Louis Jordan, Horace Heidt, Mary Smith and the Alberth Murphy.

For the past five years he has been in charge of the Miss Rhein- land beer contest.

Geo. Lorey Named
SPl Events Director

For St. Louis Cele

ST. LOUIS—George L. Lorey, of Pittsburgh, has been named di- rector of special events for the Mid-America Jubilee to be held here entering during the Jubilee, Alfred Stern, managing di- rector, announced.

Lorey, who went into June 1, has been special projects director of television stations WQOD Pitts- burg. A total of 14 special events have already been scheduled. The jubilee, to be designated as Roman Catholic, the Jewish Religious Federation, Jewish, and a Faith and Freedom Rally, involving all groups.

Other days will include special events for Catholic, Jewish, public schools, colleges and universities, fraternal organizations and athletic events. The Miss St. Louis Jubilee will also be held as a Civic Or- ganization Day.

"Is this what you meant when you said 'pop up the cannon seat'?”
ARENAS & AUDITORIUMS

Fayetteville's Kent Shows How to Create Arena Biz

By TOM PARRISON

An AUDITORIUM-ARENA that is making its own way in the world is Fayetteville County Memorial Auditorium at Fayetteville, W. Va. That is a town of about 2,000 people. The building concept was built for $1,750,000. It has been described as being one of the biggest and most beautiful of its type.

Yet the four-year-old building, managed by Robert H. Kent, is virtually self-sustaining. It will have housed 502 events in its first year and the Junior Fair Manager Kent declares that it is mighty near the maximum number the facilities can handle. It has increased attendance to about 50,000 in the first year to 74,000.

THIS SUCCESS HAS been homemade in most regards. Kent has gone forth to bring events into his building. Once booked, he promotes them. Many of the 502 are of a local non-show nature, such as the facilities.

But the major events of the year are traceable to Kent's work. He has put its "Voyage of the Starship" for a month's rehearsal each winter. They skipped last year because of a switch being made with an even-year event, but the rehearsal period will be resumed this year. Kent hopes that it can be set for late summer rather than winter, because of weather. The practice was started with a day by a four- or five-day opening run by the ice show. This is promoted by Kent, and it does very well, unless, as in 1954, snow makes mountain highways hard to travel. Given a weather break, the show draws thru the area from Charleston, W. Va., south to the Virginia border.

The COUNTY-OWNED building has had no circus, rather the amount of opening night with a Shuttle show and a carnival. Next year it will have a county-wide auto show, conceived, built and promoted by Kent for the county.

He also handles all phases of promotion and operation of the annual home show. Exhibitors are retailers and distributors thru the trade area and the show runs five days. Kent also exhibits space and promotes the show. It does right well, he reports.

Popular music package shows are too high priced, and gospel singers won't sell here, but Fayette County patronizes country and western packages. The latest was headed by Roy Acuff. Kent explains that his organization can't afford to undertake a percentage deal on these, so it works direct with radio station between a local talent agency, but through independent agencies that work on a flat-rate basis.

Each YEAR he TRIES to book one of the armed forces bands, most recent was the Marine Corp Band. As in other cases, the building manager works closely with local auspices on the band dates and their charities receive the profits. Tickets are scalped to $2 for the bands, but the ice show can draw $5.

With bands and with the Butler Theater, Kent is in close alliance with the school systems. Matinees of both are sold thru school sales at special ticket prices. This traveling theater group expects to tour twice a year. The night shows are coordinated or drama for adults. The matinees are Shakespeare productions sold thru the school English departments. Again, it is Kent who handles promotion and makes the school arrangements.

In SPORTS, FAYETTE'S building is big. The Harlem Globetrotters are annual shows, also this past year they held the biggest high school basketball games in the trade area and business was off. This December saw the Harlem Magicians in the building for a capacity business. Both were promoted by the building.

Playing Fayetteville strictly thru the efforts of Kent is the holiday basketball tournament. This year's participants were Boston College, Denver, Marshall and VMI, and they make a four-game, two-day schedule. Kent declares his is the smallest place played by the players. And business is a number of them come to the building without effort by its management.

Arena Recap

DALLAS AUDITORIUM

Work Progressing

DALLAS—Recent work is in progress on the Dallas Memorial Auditorium, Construction of the $7,000,000 building is scheduled for completion in January, 1957.

New York Town

Plans New Building

Wildwood, N.J.—Plans for construction of a Convention Hall building in Wildwood will cost $250,000.

Bristol, Va.-Tenn. — Show Stadiums and its parking lot here are available to outside shows and will be used by the first manager. Doe Weber and his attractions will be sought.

Page books Icer, Autry for Fair

Florida—Autry Agency, Chicago, which has operated the Bradley University Field House, has booked "Holiday on Ice" for September dates and Gene Autry for a January appearance.

Prince Offers Idea in Chicago Debate

Chicago—Rex Ely Wood Prince, owner of the International Ampletheater here, is a letter to a newspaper saying that his building has 673,000 square feet of exhibit space, compared to 440,000 square feet for a suggested Chicago lakefront. He suggested putting a sports track and field for a new hotel near the Amphi-

TENTS

All Sizes—Types

Well Made for Over 85 Years

A LARGE STOCK OF MATERIALS ALWAYS ON HAND, DYED OR "FIREBRED" UNDERWRITERS AND CALIFORNIA APPROVED.

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Phone: Danvers 5-1140

UNITED STATES TENT & AWNING CO.

Chicago's Big Tent House Since 1857

Anchor Supply Co.

CAROUSELS—ORGANSP KIDDIE RIDES—TRAINS

Retailer. Write for catalog and

H. E. EMERY COMPANY

707 East Government Street

COLUMBUS, OHIO
Herb Dotten
No Jackpots, These

"THOUGHT they were merely jackpots. I just didn't think they could be true. But, the tales I had heard of how Canadians beat to see Leon Claxton's Harlem in Havana were not true. If anything, they under-stated the power of that show. And, I speak from first-hand observation."

Dick Best, veteran Side Show operator, passed momentarily as the rain beat a steady tattoo against the roof of his comfortable house trailer.

"Let me tell you what happened at the Canadian Lakehead Exposition at Fort Arthur, Ont., this year. It was my first season with the Royal American and I'd learned that Claxton each year gave a short run each in Canada. These rumbles, I had been told, played to packed houses everywhere so I was all eyes as for when the first rumble appeared."

"It was about 9:30 to 9:45 of a Friday night, at the break of the Coliseum. As the show started, the fair gave away an automobile and the midway cleared as everyone ran in to see the grandstand until the lucky number is picked."

"It was mighty quiet on the midway as the time approached for the showing. Once the drawing was made, the grandstand crowd gathered--or rather should have gone. And, where did the people go? They headed like a shot out of a cannon for the Claxton tent, not pausing a moment to see any of the other midway attractions as people do on the fair so much as a fleeting glance. They were intent on one thing--making sure they got to see the Claxton ramble."

"When the show opened it was standing room only on the top--at one dollar per person and there were some who didn't get in."

Gave It Away at Outset

North of the border--and south of it, too--Claxton's regular shows, as well as the rambles, have become steadily entrenched. "Harlem in Havana" won its run virtually unopposed, supported by an ever-mounting following in Western Canada and down the Midwest and Deep South.

"It wasn't always that way. When Claxton first went to Canada more than two decades ago he couldn't get the folks in to see his show. The shows which played the prairie provinces before he had been woefully short on talent and this didn't serve to put Negroes generally or Claxton especially in a favorable light."

"It didn't take Claxton long to realize what he had to overcome. To do it, he opened the show to all comers on the first or second night of Western Canada Fair."

"Even then, they didn't throng in. Claxton recalls an old Indian woman coming first night. She had heard the tales repeatedly and even someone to come in and see the show free. But she didn't wonder."

"Finally Claxton stepped down from the bully platform and invited her to join him. He explained that she would not have to pay to see it. She consented with "but maybe you make me pay to guarantee myself," and then she found herself a comfortable seat."

"And, it didn't take Claxton long to realize what he had to overcome. To do it, he opened the show to all comers on the first or second night of Western Canada Fair."

"People, who saw the early Claxton editions raved over the talent. The Negroes, who had the production and could understand them. Here, then, was an outstanding show, well worth the time and money spent to see it. Here then, was something which didn't please all at Negroes but actually was a highly entertain ment."

"And, the Negroes, presented cleverly and gaily at a unmatched rate."

"To give you an idea of what Claxton has worked in on his show's special amount. Each year he has worked it. As he succeeded, he secured outlets for talent, continent, and country.

Draws rave Press Notices

During the recent Cotton Carnival at Minneapolis, a city wide known for its Sunday censorship, the public waited a curate's tale from a top police official who not only termed "Harlem in Havana" a wholesome show but described it as "well worth the price of admission.""

"An editorial, newspaper men over the Royal American's route have vigorously applauded the show. Able Bill Jones, amusement critic of the Minneapolis Tribune, last year stated "Harlem in Havana" as "the best show at the Minnesota State Fair.""

"Claxton, whose company now numbers about 35, as contrasted with 25 when he started out, one back on many achievements. Instead, he prefers to look ahead ... planning for next year's show."

"A flash back at the shows since his premier show he has put on the Ringling Circus. Show people early took to liking him. They bought him several shows that he headed up on his own circus circuit, then went on to the Kings and Western Vaudeville circuits and from there to producing night club presentations."

"Next, he was to produce a show at Chicago's Century of Progress. His work was such that several carnival rivaling the Royal American sought him. He joined the Royal in 1933 and has been with it ever since."

"Now, he works every performance--some times as many as five a day--on new, fresh, and unique fare, and continues stringing to heights the appeal of his show."

"Claxton has prospered. His home is one of Tampa's show places. He is, moreover, highly respected. In 34, he won an award given yearly to the person making the greatest contributions to Negroes in the Tampa area. He was a founder of Tampa's Big Buddy Club.

"There, when it comes to adding orphans, crippled children and underprivileged children of all races, he has given much time and the talent of his show for many performances for them. He has been equally tireless in giving or helping to raise funds for outdoor showmen's clubs."

Peace Plan

See Group Formula for Coliseum Ills

NEW YORK - Management and labor alike are guaranteeing there will be no recurrence of the disputes which caused much unpleasantness at the home shows of the new Coliseum. Jurisdictional disputes skirmished costs to exhibitors, who were slapped with a multitude of union fees. Testing down was peaceful compared with setting up, as Mayor Wagner's demands forced quick settlements of differences.

Martin T. Lacey, president of the city's Central Tractors and Labor Council, AFL, announced an agreement which definitely bars the Coliseum from a repeat of the home show trouble. The agreement was arrived at by officials of the building and the unions which service it. Lacey also claimed peace was also in the making to union dispute which has prevented any telecasting from the Coliseum, ironically in the middle of the world's greatest TV market.

Lacey was the creation of a labor-management committee which will receive all complaints and be empowered to recommend action.

KIDDIE AUTO RIDE

MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JELLY CATERPILLAR • SKY FIGHTER • WAYWARD RIDE • RIDER TWISTER • TANK RIDE • BULLY RIDE • GASOLINE SPORT CARS • 2-CAR CAT • RECORD PLAYER • MERRY-GO-ROUND • RECORDS • TAPES • RIDE PINTS • CANVAss

ALLAN HERSHEY

"World's largest manufacturers of amusement rides"

104 OLIVER ST.
PHONE: LUDLOW 4538
NORTH TONAWANDA, NEW YORK

The TV-T-A-Whirl Ride

Standard Equipment Features for 1956

* FLUORESCENT LIGHTING
* Fiberglass Car Tops
* Enclosed Reduction Gear
* Steel Fence Rails

P. O. Box 306
Phone: 4-4052
SELLER MFG. CO.
Faribault, Minnesota

TICKETS

NIGHT LIFE AS YOU'VE NEVER SEEN IT BEFORE - ON THE OUTSIDE, IT'S ALL DAY LIGHT, BUT COME IN AND YOU'LL SEE THE NIGHT LIFE ON THE INSIDE! RIDE A LITTLE IN A RIDE A LOT!"
Stuffed Killer Bull Starts New Museum

SOMERS, N.Y. — A stuffed elephant named Tip arrived here from Tonkies, 40 miles away, on a flat bed trailer Tuesday (13) and was placed in a warehouse where it will be on exhibition. Tip will form the nucleus of a circus museum under the newly formed Somers Historical Society headed by Otto E. Keoegel.

A notable killer, Tip was credited with at least six deaths and severe injuries to at least as many more persons, before he was ordered executed by poison in 1894.

Tip was brought to this country from Europe in 1882 by Adam Forepaugh. He toured with the Forepaugh show until 1899 when he was given to the Central Park Zoo, New York, because he was too difficult to handle. His execution was decreed after four handlers had suffered injuries.

Carnival Routes

SOMERS, N.Y. — A card was sent here via the mail to Somers Historical Society, a group of friends who have formed a museum under the name of the Somers Historical Society. The card was sent by Otto E. Keoegel.

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MOVIE REVIEW

Flying Acts

Glorified By 'Trapeze'

BY TOM PARRINSON

August 15, 1956

One of the most exciting and dangerous acts in the circus world today is the flying trapeze. The trapeze artists perform their routines in front of a live audience and the stunt is always a popular one with the crowds.

The flying trapeze act is an integral part of the circus show. It is performed by a team of artists who work together to create a visually stunning and thrilling experience for the audience.

The act begins with the artists hanging from the ceiling on a trapeze. They then swing out and catch each other in mid-air, rotating and flipping through the air before landing back on the trapeze.

The flying trapeze is a challenging act that requires great strength, agility, and coordination. The artists must be able to control their movements and maintain balance as they perform the routine.

One of the most famous flying trapeze artists is the legendary Burt Lancaster, who performed in the film 'Trapeze.' The film was released in 1956 and it became an instant classic, with Lancaster's portrayal of a trapeze artist being one of his most memorable roles.

In the film, Lancaster's character is a struggling trapeze artist who takes on a more glamorous and prestigious gig at a new circus. However, he soon realizes that the new gig is more dangerous and physically demanding than the one he left.

The film's ending scene, where Lancaster's character attempts to fly off the trapeze and lands in the water, is a memorable moment that has been celebrated by moviegoers for decades.

In addition to Lancaster, the film also starred Frank Sinatra and Ava Gardner, both of whom were at the height of their careers at the time. The film's combination of romance, adventure, and drama made it a hit with audiences and critics alike.

The flying trapeze act is a thrilling spectacle that continues to captivate audiences around the world. Whether it's on the big screen or in the ring, the flying trapeze is a testament to the skill and bravery of its performers.

In conclusion, 'Trapeze' is a film that captures the spirit of circus life and the enduring appeal of the flying trapeze act. It's a must-see for anyone who loves the circus or classic Hollywood films.
THE FINAL CURTAIN

BELLMAN—Fannie, 82, widow of the late Sidney Bellman, and sister of Mrs. Harry Wagner, May 21 in Los Angeles of paralysis. For many years the Bellman family had known concessions on the Pacific Coast. Survived by another sister, Mrs. Hazel Bellman, and by her children.

JIMMY—Dell, and two others, May 19, in Los Angeles.

JONES—Curtis, mayor of Terre Haute for almost 13 years and well known in carnival circles, May 21 in Tampa following a heart attack. Funeral was held Wednesday (22). Survived by his widow, Lucille, two daughters, Jo Ann and Eleanor, and a sister, Mrs. C. C. Burds Jr.

LOANDIE—Oscar, 79, retired hobo's rider and former show owner, at a New York City hospital May 10, of a heart attack. Son of Mr. and Mrs. lunch Loandie, also a rider and show owner, Oscar was a mem-

ber of a family act which appeared with many circuses at the turn of the century. In 1908 he became the first rider to per- form a backward somersault from horse to horse, doing this with Ringling Bros. in New York. Among other shows he was with Fortuny-Sellers. Later he operated the Bay State Circus and the Hurricana, and the Tonture and Santelle Circus. At one time he had a tall-hat act with several other persons. He was a clown on numerous indoor shows in re-

and was well known by those who knew him.

ELI N. LAGASSE, founder of LAGASSE AMUSEMENT CO., 785 Wisconsin Ave., Dead May 26, 1949.

The family of FLOYD SANDERS, who passed away May 3, 1949, would like to extend its appreciation to the Ferguson Brothers, “the best in the business,” for their cooperation in making possible the final resting place of Floyd in a beautiful spot.

Mrs. Elsa Sanders and children

BELLMAN—Lowander, 82, and Mrs. Helen Lowander, 70, survivors by their daughter, Mrs. Harry Wagner, May 21 in Los Angeles.

BELLMAN—Dunne, 82, and Mrs. Helen Dunne, 70, survivors by their daughter, Mrs. Harry Wagner, May 21 in Los Angeles.

BIRTHS

MOORE—A daughter, Alice Marie, to Mr. and Mrs. W. C. (Curly) Moore, May 18, at the hospital. Father is Harry Go-Beau-10 son on Johnny Denton’s Gold Star Farm.

Estevan Ex Ties in With City’s Birthday

ESTEVAN, Sask.—Estevan’s 75th anniversary city will be marked officially during the summer fair, July 5-7, and the street parade will emphasize the half-century theme. Special items will be placed in all departments and a check is about $12,500 was offered.

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New Rendezvous Park Shaping Up Rapidly

ATLANTIC CITY — Groundbreaking ceremonies for the Mound (The Casino, March 24), complete with ribbon-cutting ceremony and an crack of dawn which daily hours of 9-12 p.m., will proceed, it is reported. Work has been intensified at the target date, where, with additional construction men, will be completed in just 70 hours by the end of the week.

The new facilities will be placed at the site of two trolley barns at Caspian Avenue between Ring and North Carolina Avenues.

Publicity Job

Vacated at Rye Playland

RYE, N. Y. — The publicity promotion activities at Playland at Rye Beach (formerly known as Rye Playland) will be opened to the public for the first time this season, in addition to its managerial duties.

Some last season's the new工商局, Allen E. MacNicol, who left Playland to take up a similar position with the Wilson Lines excursion firm. Publicity for the last nine years had been done by Charles F. No, who is no longer with the park.

Off-season work on the grounds included blacktopping of the fountain plaza, patching of broken pavement near the boardwalk.

Steel Pier Starts Weekends;
Acts, Bands in for 17 Dates

ATLANTIC CITY — Weekend operations will be played by the Steel Pier on Saturday (27) and continue until the daily operating schedule of 10 a.m. to 10 p.m. Friday, June 1. The Pier will also be open during the Decoration Day, Independence Day, Saturday (3)

George A. Hamild Sr., managing director of the Steel Pier, said there will be no charge for admission on the holiday.

The 18-Rondell band played throughout the weekend and continuing the planned September 16 show.

Talent Shows

Repeat Lure at Willow Grove

PHILADELPHIA — Talent is offered at Willow Grove Park throughout the summer, 4:00 and 8:00 p.m. The park will again provide a variety of entertainment for the season's entertainment.

The weekend program will be supplemented with local favorites throughout the summer, and at all-Western shows containing acts and music. Monday's 30-day concert features a variety of attractions.

Atlantic City Seeks Near-Miss Americas

ATLANTIC CITY, N. J. — Search for former contestants in the Miss America Pageant has been started by pageant officials. An estimated 1,000 girls have taken part in the pageant. The officials have scoured the country for candidates to hold a convention in 1960.

THAD RICKS:
Mon. Ads With Corny Touch
Build Free Acts for Dallas

By THAD RICKS
Director of Advertising and Publicity
State Fair Midway, Dallas

HUMAN interest is the priceless ingredient for most good publicity entertainments. We find that nearly all of the performers booked for free acts on the Midway at the State Fair of Texas are entertaining people on the strength of human interest stories. This is our basic approach to free-act publicity at Dallas.

We have found that our most successful advertising for the State Fair Midway, except for large-scale entertainment purposes, was done by our free acts. They give us an opportunity to tell the claims of the fair, and to outline graphically what there is something living going on at the State Fair Park, Dallas.

It has been our experience that the public is ready for such a way to use the limited advertising funds at our disposal is to concentrate advertising our free acts on one day of the week and to approach different shows of the week with the possible exception of Saturday, and our ads have a better chance of being noticed.

MONDAY IS PROBABLY our lightest night on the Midway, the night we need the advertising most. Consequently, we use the most of our advertising budget for the announcement of the appearance of both the Dallas Morning News and the afternoon Dallas Times Herald every Monday night during the summer. Naturally, we realize that what works in other seasons will not work as well during the week as it will result in the same week.

The department prepares copy for the Monday free-act ads on the basis of advance information on the acts obtained from our booking agent. We try to use a little, humorous, good-natured style, which has a lot to it like the wording of the old dime and theatrical posters of many years ago. It is this line of free-act advertising that we are trying to exploit.

For example, here is a sample of the copy we do on an ad we ran last summer:

"ATTENTION, BAD MEN! This Act is Positively Hall-Raising; The Well and Favorably Known STATE FAIR MIDWAY Has for the First Time A Brand New Comedienne, Miss LAURIE-NAWM. (Skirtful Shapely and Sensational) on the Midway! Come and See Her!"

The announcement appeared in the daily newspapers and we sold five additional acts for the week.

THAD RICKS:
"YOU DON'T HAVE TO BE of newspaper stories such as the announcement of acts that are to appear, we try to work up a little of your common sense and realize that an act is the weakest link in the week for the week after a good show. One of the two newspapers is naturally interested enough to carry a good solid weekly column for the fair.

"YOU DON'T HAVE TO be a press agent to see the story possibilities in the events that are going on. You can see it through the eyes of the world's strongest woman," Capt. Harry Pickard, who has been making world's record since 1933, has been started by pageant officials.

Atlantic City Seeks Near-Miss Americas

ATLANTIC CITY, N. J. — Search for former contestants in the Miss America Pageant has been started by pageant officials. An estimated 1,000 girls have taken part in the pageant. The officials have scoured the country for candidates to hold a convention in 1960.

CONEY ISLAND, N. Y. — Car lot of Old Luna Site; First Military Day Okay

NEW YORK — Generally favorable weather resulted in some 6,000,000 persons visiting Coney Island Sunday (29) for the Army Air Force military display.

Some 72,000 military personnel attended the Island without the promotion was difficult to say, but it was estimated that the event became extra.

Schedules events took place and the public observed Air Force March and Coast Guard Wake-up, it is intended to build the event to an annual, major status of U.S. military public relations significance.

A good number of Air Force pilots who met the weather conditions for the day did not participate in the competition for the 29-acre tract on which the city's famous amusement center will be built.

This is the first time since World War II that the event has been held.
ROLLER RUMBINGS
Skate Queen Contest
Big for Meyer’s Shop

CINCINNATI—Votes totaling 18,000, representing the same number of paid admissions, were cast in the greatest Cincinnati roller skating queen contest conducted May 20 at Lou Meyer’s Price Hill Roller Rink here, said C. C. Cap Jefferson, risk manager, who termed the number of votes an indication of the contest’s success. Under contest rules, each admission was good for one vote.

In the contest, which kicked off March 15, Polly Bauman walked off with the title and top prize—$10,000 to Florida for herself and her mother. Second-place winner was Sue Lasbenberger, who will also have a chance to win a swimming pool, with third-place winner, Ken Beeman, who will receive a season’s pass to the rink.

Circulation of the queen and prize was kept up to the last place in the rink’s spring finale session on June 3. The coronation will be tied in with an amateur talent show, the whole affair to be under the supervision of roller professional Shirley Snyder Weaver.

Operator Fred Leiser Sincorben in Chicago... Leiser, 50, veteran roller risk operator whose last venture was the New World Roller Rink on Bonny’s South Side, died May 21 at 1027 Ohio St. Leiser is survived by his wife, Wally, and a daughter, Mrs. Gloria Magnussen. Burial took place in the Sunset Cemetery in Chicago, Ill.

Leiser entered first the roller risk business in Monroe, coming to Chicago in 1934 to open Rainbow Gardens Rink at Lawrence and Clark streets. In successive moves he operated Chicago’s Red Fox Rink and Armoury Rink. In the latter spot he enjoyed good success until World War II made it necessary for him to re-locate the spot. Since then he successfully operated the New World Rink in Chicago. He was a member of the Oldtimers Roller Skating Club of Chicago.

Mrs. Lauren Betz
Swimming Shriner

CAMPBELL TENT & AWNING CO.
100 Central Ave. Abingdon, III.

FARaway ARE THE PORTABLES

For Rent-
TENTS COVERED SKATING RINKS

Write for Details

SWEET Home, Illinois

F. J. BUTLER
119 Home Ave. Alsip, Ill.

FOR SALE
Skating Rink Equipment

Rink Skates, Shoe Skates, Tie Skates, Canteen, Concessionaires, Cover, Delivery, Ice Rink (all sizes and shapes). Factory price. Write for quotations and see for yourself.

CURVECAST RINK-COTE
The skating surface for wood and metal floors. 100% non-reflecting, anti-slip, rust-proof. Write to C. R. CASE, Grinnell, Ia.

"CHICAGO"
“Durye” for $500.00.

Skate Roller Skates

CINCINNATI—An event of the week that is, and will be, a season’s pass to the rink.

FOR SALE
STATIONARY PARK RINK-’50-BUDDY RINK—20 spaces, 80,000,000 lights. Very profitable, 40,000 detention now. Standard Rink Roller Skates, Inc. 75th St. & Lexington Ave., New York, N. Y.

RIDEs WANTED
Rides wanted for outdoor season—rinks, amusement parks, gymnasiums. Excellent reports and service.

Rustle Ice Airport

4929 W. Lake Street

Chicago 49, Illinois

FOR SALE

PHILADELPHIA TOBOGGAN CO.

130 E. Duval St.


330,000 members to learn are submitted to the final Bunion Administration, a federal agency.

FOR SALE

LOW ROLLER RIDE ROLL-O-PLANE TROLLEY

1 Artisan Organ. Monkey Speedway, complete. 1 set new Tune Platform Scales, 26. Dial. $250.00. WILL WRITE-WIRE-PHONE

P. J. ANDREWS
4811 GRAYTON ROAD—Cleveland 11, Ohio-WINT-1754

PANTHERS SPORTS CAR RIDE

HOOVER HOT SHOTS
SMILEY SUNSETTE
RHYTHM RIDES
MONTANA BLISS

ADD YOUR OWN NAME. ADD YOUR OWN NAME.

High Quality
KIDDE Rides
ROD WHIP—RIDGE WHIP—SPEED BOAT—PONY CARTS—

GALLOPING HORSE CAROUSEL

Illustrated Circles Free

W. F. MANCHS CO., Conley, Brooklyn, 24 N. Y.

ESTABLISHED 1895

GIVE TO DAMON RUNYON CANCER FUND

FOR SALE

NEW RENWEL FOR MINNEOLA—FROM WEST GERMANY

NEW YORK—Albino there has not been a Minneola Park this year, and Manager Charlie Bohnet has received a renewal from one of his old concessionaires — the way from Neustadt, Germany. Maria von der Groeben who will return to the U. S. in June and "will send you my deposit at once."

Negro Funspott Plans Opening

LONDON BRIDGE, Va.—Eleventh season for Seaview Beach, Negra park on Chesapeake Bay, opened Sunday (27). Spot will feature each giveaway on Fridays and Sunday nights through the season. Jack Holmes, disk jockey and radio TV personality, whooped it at the park each Friday and Sunday evening.

A new bathhouse is opened for this season: Rides include bumper cars, Moon Roller, Merry-Go-Round, Ferris Wheel, kite boat ride, and Chair-O-Planes. Skinball, shooting gallery and restaurant are operated. Manager is L. B. Davis.

LeSourdsville’s New Rides Draw

LE SOURDSVILLE, O. — LeSourdsville Lake’s 35th season gets underway with heavy play for its twin’s new rides, Showboat, Tuniqupe and Tilt-A-Whirl, Saturday and Sunday (12-13). Total of 22 rides are in operation.

The amusement park will operate on a six-day week, with Monday activity limited to swimming and picnicking, although the cash box counter will also be open then, but rides are not open, evening crowds will be helped on Monday.

Pleasure boat service is aimed at schools thru June 9th. Special plan to induce schools to make ride arrangements the last week the school year and giving free ride tickets and special time for admission and rides to those who do. Many area schools are signed up, over 5,000 students are expected May 31.

FOR SALE

POLE and WESTERN STAR ATTRACTIONS

for Parks—Fairs—Theatres

TV-Auditoriums

ADD YOUR OWN NAME. ADD YOUR OWN NAME

PROFIT and PROGRESS

the MONIToR Miniature Golf Course

Advis for your personal location and property. A Latest Type Miniature Golf Course with all of the following features: Automatic Ball Return, Driving Range, Tunnel, Waterfall, Pavilion, and more. Write or phone for details.

HOLES MINIATURE GOLF CO.

629 7th Ave. New York, N.Y.

PLAZA PARK

3201 South Main, Houston, Texas

GALLOP, ROLL AND ROCK


dated June 6-7 and will include all phases of skating, including speed events.

3rd Anniversary for Skating Reporters... DUMONT, N. J.—The Skating Rink Operators Association of America will hold its annual convention this year. The paper is published by Vin Sokol, who is also its editor. Sorl interest of the publisher is the advancement and recognition of roller skating as a sport.
RINGLING-BARNUM OPENS TENT TOUR
AGVA Quits Rival Show; Business Fair in Boston; Baltimore Okay

WASHINGTON—Ringing Box Bros. and Barnum & Bailey Circus began their tour of the East, without special incident and came to Boston Sunday (24) to start a four-day stand.

Business was mediocre. Picketing by AGVA and Teamsters contin-ued, but whether this had any more effect than similar picketing during the week is debatable, because of the high union-union rivalry problem.

Many informed observers believed that general business conditions plus charges in Ringling’s advertising methods and press personal-ity made for a poor show.

AGVA’s Jackie Bright said that it was “sloppy for the press,” and he said the company would put a union-backed show in each town on Ringling’s route.

A test for Maryland bright had expected to frame an opposi- tion show, but ran into city requirements for 39 days advance notice, and the idea apparently was dropped.

Plan Fully Picketing
Ringling operates in Philadelphia as they have done, and a large number of carnival operations are scheduled to test their luck with the new crowd, as usual. AGVA announced that it would start mass picketing at Fall- ingwater, Pa., the day before entrance to the ground. He said he was not surprised over the in- dependent picketers.

David Beck, national head of the Teamsters, said, ‘T’m not going to the first time by saying at Phil- adelphia that the picketing would go on until the show is opened. Bright was quoted in the Wall Street Journal as telling the folding of the show.

Meanwhile, John Ringling North- star, national head of the company, has not heard from AGVA or the Teamsters representatives an adequate number of black employees to help the gain- ing agents.

Beck said the company had accepted plans drawn up by the group, and was ready to hire them.

Court Sets Beaty Meet For June 12
MACON, Ga.—June 12 has been designated as time for a meeting of creditors of the Na- tional Circus Corporation, it was stated by Judge R. P. Johnston, referee, this date.

Notice of the meeting revealed that a contingent of the creditors has not been under supervision, and that a court has been appointed the Spy Circus.

Cristiani Gets Diana Giraffe For Show
BEAUVER FALLS, Pa.—Tony Cristiani’s giraffe was added to the parage of Cristiani-Circo, circus here today. The animal owner also brought a cheetah to add to the show, and can be seen daily on the show. Still to come are Indians and African elephants.

Turnouts Hold Good for Hunt; New Towns Hit

KANSAS BUSINESS BIG FOR MILLERS
Afternoons Strong, Nights Near Full
As Show Tabs Top Week, Starts Another

REATRICE, Neb.—A C. G. Kelly & Miller Bros. Circus has been folding along big business. The week ending May 19 was the best reported of the season so far and was made up of three-and-a-half afternoons and full houses at night. The full ones in- clude the Sunday afternoons.

The towns include Salina, Man- aton, Abilene, Junction City and Lawrence.

Tom Packs Unit To Open Season At Nashville
NASHVILLE — The Eastern unit of Tom Packs Circus will launch its season with a stand here June 6, following a tour of the South. The show will start its annual series of stands in Southern Illinois and Indiana.

Clyde Declines New York Show
NORTH BAY, Ont.—Baldy’s Clyde Bros. Circus has been in contact with the New York Coliseum in regard to producing a circus there this summer. However, the show has decided against the plan. A shortage of time for promotion was one of the deciding facts.

William F. Cody, Ringling’s top will be used to alter the route and play one of the towns in which the show has not last year.

While the circus will be at Mead- ury, Manhattan, Ga., at the annual Vacation Fair, Au- gust 1, the circus will be at the fair on that day. Business in the area is good.

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While the circus will be at Mead- ury, Manhattan, Ga., at the annual Vacation Fair, Au- gust 1, the circus will be at the fair on that day. Business in the area is good.

While the circus will be at the annual Vacation Fair, August 1, the circus will be at the fair on that day. Business in the area is good.

The show will start its annual series of stands in Southern Illinois and Indiana.

Clyde Declines New York Show
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UNDER THE MARQUEE

David Novokovitch writes from Poland and Western that a birthday party was held for Opal Paige at Sacramento. Among those attending were Mickey Blue, George Western, the Jimmy Brown, the Val Yen-tines, Herb Ellisworth, Martin Brundy, Bob Crawford, Len Gorn, Ronnie Kent and others from the show... Lala Polack had a minor auto accident at Sacramento... The car occupied by Joseph Shermans and Wally Newby left a door near Faceted and Joe Shermans put on a door near Sacramento... Clowns made a hospital show 90 miles away at Wenham, Calif. Visitors include Bill Hendricks, the Jordan Parish, Healy Keims and Ike Mays... Chester Stans ley left Tuesday (6) for England where he and Winy Rice, the Degasden Girl Pipers, will be mar- ried... At Santa Rosa, three shows on the final day gave everyone a workout, especially Victor Johnson, the Animals, Leon Sherman Brothers, Rudy Doolay, Jackie Gerchick and Harold Simms, who made a hospital show between matinees.

POLGAR SHOWS NEED

A. Contracting Agent
   Able to book 5-10 good dates per month. See it is necessary to promote, publicize, Paying $100 a month against commission.

B. Promotional Directors
   Individuals with personal reputation on their type of territory.
   Salary $75-150 according to experience.

C. Office Manager
   To be located in suburbs of New York. Able to direct and supervise show office. Salaries from $100 to $200 per month.

Personal interviews may be arranged in New York any time after July 1.

Polgar Enterprises
250 W. 88th St. ..... 909 Farr Ave.

HAGEN Bros.' CIRCUS WANTS
Mechanics with tools, helpers with tools at 

PHONEMEN

Call or write to:

140 W. 42nd St., Box A

PHOTO PHONE

To read your daily publication
Also best in Canadian, Missouri Department.
In a fully equipped and

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Tulsa Starts Bond Drive for $3,060,000

Propose New Exhibition Building, 15,000-Seat Grandstand, Race Track

TULSA—Tulsa State Fair officials last week launched a campaign for a $1,000,000 bond issue for fairgrounds improvements to be voted July 24. The money will be used to construct a new exhibition building and a new grandstand and race track at the 240-acre fairgrounds.

The exhibition building, a clearspan structure containing 90,000 square feet of exhibit space, would be the largest of its type in the Southwest. During the annual fair it would be used to house women's exhibits, displays of household furnishings and equipment and for style shows, demonstrations and stagework.

Plans for the building call for three-level floor with a large stage at the lower level. Officials hope it will be used during the year in order to gain the use of the building as an auditorium as well as for exhibit space.

Would Seat 11,000

Fair President C. C. Parker explained that the building would attract large meetings, banquet, stageworks and trade exhibitions during the off-season which have led to the past Tulsa for the past 10 years.

The proposed building will seat 11,000 people.

The new grandstand and race track proposal included on the July 24 ballot would put Tulsa in a position to attract championship racing events to its mile oval and 15,000 seating capacity stand. The present stands would be remodeled to exhibit halls if the issue is accepted.

Locations for the two structures would be determined pending lengthening of the fair's midway and amendment of the law giving the possibility of a future date of installing a permanent midway.

10 Annuals
Plan Comic Book Ball

NEW YORK—At least 10 fails will use specially designed comic books for promotional purposes this year. The booklets are similar to those distributed and published last year for the first time by Mac Coller and Fred Iger of Custom Comics, Inc., New York.

Contracted fair include the Tulsa State Fair, Tulsa, Okla.; South Carolina State Fair; Columbia, South Carolina State Fair; Columbus, Ohio; Columbus State Fair; Pueblo, Colo.; South Dakota State Fair; Houston, Lake County Fair, Lakeport, Calif.; Illinois State Fair, Bloomington, Ill.; Southern California Fair, Pomona, Calif.; Fort Wayne, Ind.; Columbus, Ohio; and the Pennsylvania and Long Island State Fairs.

Because of the early dates of some of the contracted events, the new issue is scheduled to go on the press at the end of this month.

Arkansas Event
Switches Location

FORDYCE, Ark.—The Dallas County Fair, held for several years at nearby Sparkman, will be held here this year, J. B. Barnett, newly elected fair secretary, announced. Application has been made in the State Department of Fair and for premiums.

Other new officers are Sam Key, of Vivian, president, and James Funk, Sparkman, vice-president, Jim Barnett, manager, Forrest Barnet, assistant manager, Maxie Bynum, secretary and Jack W. Hermonberger, treasurer. A board of directors of 12 was also named.

Williams Leaves California State

SACRAMENTO, Calif.—Best Willis, a veteran of the Los Angeles County Fair, has resigned from his post as publicity supervisor of the California State Fair and Expedition, thursday (22). He had held the post for four years.

Williams leaves the fair June 12 to handle public relations for the California State Fair and Welfare. No successor for him at the fair has yet been reported.

Ohio Assn. Meets June 20; Sets Nov. Short Course

COLUMBUS, O. — The Ohio Fair Managers Association will hold its annual mid-season conference June 20 in the Drisler-Hillus Hotel, Charles J. Betch, association president, announced concurrently. Betch announced that the association will hold an annual short course for fair managers will be held November 15-18 at Ohio State University.

Goldie V. Schrader, Dayton, executive secretary of the association, reported that all of Ohio's annuals are now members of the association.

Betch also announced that upwards of 2,000 fair secretaries, board members and other fair officials will visit the Ohio State University on June 23 as guests of Agriculture Director A. L. Swenor and State Fair Manager Sam Cashman. A special committee has been formed to work out details with the state fair board.

Adults Free
On Kids Day As Guardians

TROY HILLS, N. J. — There will be two kids' days at the Morris County Fair this season, made possible by an event which has been offered for a number of years.

Fair dates are August 20-25, with Sunday and Monday their special days. beginning the children's days will be Tuesday and Thursday. On those days the youngsters will get a free gap up to the age of 14, cut-rate ride, and special school parties will be admitted free to the fair in the proportion of one to every seven children, when there are groups which require guardians. Admission policy for kids to be admitted free up to age 10.

The fair will again offer its beauty contest, with contestants competing in beauty and evening gown on two nights of the event. Grand prize will again be a family expenses-paid trip to Bermuda.

EXHIBITION MANAGER

Applications for position of General Manager of the Edmonton Exhibition Association, Limited, will be received up until July 1, 1956.

Please state qualifications, experience, age and starting salary expected. Pension and other benefits available. All applications confidential. Our employees are aware of this advertisement.

SEND REPLY TO THE PRESIDENT
ALDERMAN E. I. CLARKE
EDMONTON EXHIBITION ASSOCIATION, LIMITED
EDMONTON, ALBERTA, CANADA

HEART OF ILLINOIS FAIR
PEORIA, JULY 18-22

6-State open-date dates for Illinois tour ends at Heart of Illinois Fair. Announce fall dates for Heart of Illinois Fair, August 24-28.

Hood B. E. Seaborn, Sec. Van Buren County Fair Kewanee, Ill.
World of Mirth Bows At Plainfield, N. J.

FLAINFIELD, N. J. — Frank Bergen's World of Mirth Shows opened to a capacity crowd Thursday night (25) in clear, cool weather. Prospects for the weekend, which will include Sunday, look good, according to Mr. Bergen, who said the weather should be up to par. Bergen has been successful over the years in building up the popular old-fashioned show. This year, the show features a variety of acts, including clowns, comedians, and acrobats. The audience is expected to be large, and the show promises to be a hit.

Carroll Bow Ends Okay Despite Cold

LEXINGTON, Minn. — Low temperatures and the unseasonable winds greeted Carroll's Greatest Shows when it bowed here May 16 but a good advance sale and warmer weather on the weekend helped the show to have a good opening here. The show was on Highway 6 just northeast of Minneapolis.

The staff, in addition to Charles Carroll, owner-manager, includes Mrs. Betty Carroll, manager; Jerry and Joe Lee, with Leon Lee, assistant manager, all of Clarence, Minn., and Benny Hazen.

Richard person is Jimmy Dean as foreman of the Berry-Good-Roll, with Ted Denton in the ticket office. Ed Johnson handles the Ferris wheel with Ted Denton in the box office, and Bill Tedman in the box office, and Bill Tedman in the box office, and Bill Tedman in the box office, and Bill Tedman in the box office.

Working on the front end here were Bob Lee, who is the concessionaire's, and Ed Stephens, who is the concessionaire's, and Ed Stephens, who is the concessionaire's. Both are good for all the trouble. They have been responsible for the success of the show.

Vivona Jersey Dates Okay

FIRTH AMBOY, N. J. — Announcements of America opened to a satisfactory crowd Monady night (23) here and has done a good business. The wet weather did not help the show, but the audience was still enthusiastic.

The show is managed by Firth, who has been in the show business for many years. He is well known for his ability to put on a good show.

Olson Shows Add Flat Car Bought From Royal Am

HOT SPRINGS — The Olson Shows recently purchased a 72-foot flat car from the Royal American Shows, Paul Olson, manager of the show, being his name, announced.

The flat car, said, will replace a flat car the show's Freis built a couple of years ago.

Manning Signs Fest in N. Y.

NEW YORK — A continental carnival in honor of the New Yorkers, who have been the greatest in the nation's history. The event will be held in Times Square at 11 a.m. on Sunday, June 2. The event will feature a parade, entertainment, and a variety of activities.

NSA New Home Talks Delayed

NEW YORK — The meeting between the National Society of American Artists and the National Academy of Design has been postponed to a later date. The exact date has not been announced. The meeting was supposed to take place on June 2.

Object of the get-together is to settle the question of the NSA's new home plans. It has a bid in for a 120,000-square-foot clubhouse on 56th Street.

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CARAVELLA AMUSEMENTS

17 RIDE

City Park, Euclid, Ohio, June 4-9. Grand Carnival on Euclid Bandshell, June 4-9. Sharpville, Pa., June 11-16: Mercers, Pa., American Legion Field, June 4-9; WATER TUBE, June 25-30, Warren. 40¢

KLEIN AMUSEMENT COMPANY

WANT FOR:

Centennial at West Bad, Iowa, May 31-June 1; Centennial at Charles, Iowa, June 3-5; 75th Anniversary, Mitchell, S. D., June 7-8; 75th Anniversary, Millville, S. D., June 11-12; 75th of Baywood, Centennial at New, Pa, all on downtown dr.; other venues.

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WOLFE AMUSEMENT CO.

Went for downtown Dallas, Va., June 4-9. Biggest still date in the South

KEVIN'S HOLIDAY LAND

100,000.....$32.00
15,000.....$12.50
2,000.....$0.50
50,000.....$2.50
50,000.....$2.50
25.000.....$1.25
20.000.....$1.00
20,000.....$0.50
500.....$0.00

DAILY TICKETS

Price Std. $1.00
Price Std. No. 25c

PAUL T. RODBARD

IDEAL RIDES

14TH ANNUAL SPRING FESTIVAL, WEST WASHINGTON STREET, MERCHANTS ASSN., TIBS AND WASHINGTON ST. (2004), WEST INDIANAPOLIS, IND.

West End Parks of all kinds except Jewett, Ponder, Acai, Cotton and Sea Breeze, 25c. Can you imagine a price? No! Our destination, only 25c. Your neighborhood the next time you want to have a good time. West End Parks, contact us. We have a good time. West End Parks, contact us. We have a good time.
MIDWAY CONFAB

Bill Hopkins, John McBride and others of the Glass City Showmen made a round of visits to shows before opening at Clowens, Mich. Shows visited included Wade Joyland at Ponce Park, Hoppin-land at Garden City, Motor State at Rochester, Tony Carl Shows at Clowens, St. Louis, Mich., and the Miracle, Toledo, and Whiting-Fairfield at the Miracle Mile, Toledo.

Jackie D. Bailey closed the Missouri back-end to Gold Medal and joined the Jefferfly Side Show on Peum Perkins where he is working tickets and doing his escape act inside. Dave Gibson recently joined as sword swallower. Leroy Lee, annex attraction, is driving a new Cadillac convertible.

R. H. Buker reports that he had a good time during his vacation and now is heading north to get back with the shows. Len Eckstein is currently tempering at his daughter's home at 50 Park Lane, New Hyde Park, L.I., after surgery and a six-month stay in the hos- pital.

Gene Delorier has been named official secretary of Johnny Den- ton's Gold Medal Shows. Red Bridger, formerly with United States Shows, and Joe Hoffman, also of that organization, were regular visitors to the Dimitrov midway when the shows played in various sections of the country featuring a bicycle giveaway on the show as well as operating his con- vention.

Peum Preston on Premiers Shovom and Milt Bruce' Circus cut up plenty of jackies when the two shows played Marietta, O. re- cently. Lloyd Seabat, carnival owner, hosted Jack Mills, owner of the circus, and Milt; and Mills got a welcome of sorts for the midway showoffs. ... Ralph L. Collins reported from Altoona, Ia., that he'll hit the road soon Mr. and Mrs. Robert Collins recently re- sident at Kearney, Mo., Long Beach, Calif., to assist in the management of Collins' side operation.

Benny Nunall and Al Pieter have expanded to four games this year and will again go out in the Buffalo area, for this ninth year Pieter will handle the hoagies. Nunall will work the big ton, and the latter's wife, Peaches Nunall, will handle the balloon act. The group of five has its framed Greater Shows in Lackawanna, N.Y.

Saundra Faye and Reeds Bandell are putting finishing touches on their two girls shows at their Over-tonne, Ky., quarters prior to joining the Ollson Shows.

Ollson Shows have moved their Chicago offices from 203 North Wabash to the 139 North Clark Street.

Mike Pieco visited the Cooling unit at Empire State, Ill., and Fair- mont, W. Va., where he cut up with friends and Charlie O'Brien, Hap Berdieke, Bob Succo, Larry Acker- ley, Pauline Clark, John Gallaugher and other friends. ... Ernie Grimes, concessions manager on the former Holly Shows, is currently working the same territory in Atlantic, Calif. ... Tiny Hicks, fat boy, has joined the Side Show on Thomas Joyland Shows.

CONCESSION TRUCK FOR SALE

Dealer, 1 year, all white, fully equipped equipped with double scissor table, bar and concessions equipment. A-1 condition. Includes delivery and warranty. Write or phone for details.

WHITE DIXON WANTS

PETE NORMAN Wants Agents for the Core, Dutch North Dakota, Kansas, and Happyland Shows. All replies to H. L. "WHITE" DIXON Standard Shows, Sodus, N. Y.

COLEMAN BROS.' SHOWS WANT WANT WANT SHOWS: Side Show, Monkey Show, Funhouse, Mechanical Show.

LEGITIMATE CONCESSIONS WANTED

To reach area of Allen Frazier's Pittsburgh Show, Agent's office must be in same state, and not New York or New Jersey. A month in advance, and not later than April 15, 1946.

CAJUN BEARDSLEY WANTS Agents for all States. Contact C. S. Peck, Kansas City, Mo.

Peggy Wright

"Cindy Phillips"

$250 REWARD

FOR LOST COUPON

Party for the Benefit of Miss America, which was held in Atlantic City, N. J., the evening of July 1, 1946. Two $250 Prizes. Lost check should be return- ed to the Miss America Pageant Office, at the Hotel Sherry, Atlantic City, N. J., at once.

DELBROOK, Mo.

WANTS WANT WANT SHOWS: Side Show, Monkey Show, Funhouse, Mechanical Show.

MULLINS' ROYAL PINE SHOWS WANT WANT WANT CONCESSIONS: Write Bill Mullen, 610 North Main Street, Mount Vernon, Mo., for complete information.

WANTS WANT WANT SHOWS: Side Show, Monkey Show, Funhouse, Mechanical Show.

OSBORN AMUSE. CO. Want for Beesonville, Ia., and vicinity. For 1947 season.

CONTACT CLIFFORD W. MULLINS, 610 N. Main St., Mount Vernon, Mo. For complete information.

WANTS WANT WANT SHOWS: Side Show, Monkey Show, Funhouse, Mechanical Show.

RIDE FOREMEN WANTED

For Missouri-Indiana, apply for Missouri-Indiana area. Send complete application, including work experience, to: The Billboard, 3019 S. Jennings Ave., St. Louis, Mo.
JONNY'S UNITED SHOWS
PLAYING MUSKOGEE, TULSA, MAY 1ST, WEEK DAY LOW CONTRACT SIGNED SINCE NOVEMBER
CONCESSIONS: Cook Gallery, Ball Games, String Games, Dart Games, Coke Bottles, Dole Food, and Perlick Pots.
OFFICIAL OPENING SHOWS can be any great Con. Show. Monkey, Snake, White Lion, Mandarin and Turtles. [Help: Monkey-Round Foreman for Little Beauty. Must know ride and drive. This is 50 weeks.- WANTED]
All replies to JON PORTENMONT
Contact, At this phone cell, pa, and west.

GEORGE CLYDE SMITH SHOWS
All replies to GEORGE CLYDE SMITH SHOWS
Huntsville, Pa., this week, Philadelphia, Pa., and west.

MIGHTY INTERSTATE SHOWS
WANT SHOWS. Call alone with your equipment and write for full particulars. Sells, Count and Concession Contracts.
CONCESSIONS: Harry Parke of all kinds, Fries, Buns, Ball Games, Pitch-Til-You-Win, Jewelry, Drums, Company, Pipe Band, Can, Toss Galley, Bear Fights, Perlick Pitches, Ice Cream, Frozen Coconuts. Want Agents for Buckets, Sells, Fries, Count and Concession Contracts. Foreman and Second man on all rides. Will take any good showman. No money need be sent at present. Want Cook House to have on an win. Want Show Caterers and Catering for meal on win. Want to man an show front gate and sell tickets. Roosters.
H. H. ROSEN
CARE WESTERN UNION, CUMBERLAND, KENTUCKY

AMUSEMENTS OF AMERICA
Can place at once, Fly-Over Foreman and Charitable Firms. Send all masses on all rides to Ticket States. J. and Mary Coast, contact.
WANTS—AMUSEMENTS OF AMERICA, NEWARK, N.J., THIS WEEK.

WANT-FIDLER SHOWS—WANT

BEAM'S ATTRACTIONS
Contact STEVE DECKER
MADISON, N.J., THIS WEEK.

GEOFF G. W. GORDON WANTS AGENTS
For Rides and Six Corns. Jack Coat, get in touch. R. A. Fowler, write or wire
Howard Dukewich
c/o C. O. D. Buck Show, Ollie, N. Y.

FOR SALE
One 12-Car Rides—$3,000.
One National C&G Kiddie Wheel—$500. Write to ED INGALLS
P. O. Box 287
Cedar Grove, N. J.

CARNIVAL WANTED
Week of September 10
For one of Oklahoma's largest County.
James T. Jackson, Mgr.
Chambers of Commerce
Pocause Valley, Oklahoma

FOOD DEVELOPMENTS
New Deep Fryers
Boast Big Output

DENVER — A new line of French fryers that are said to have big production possibilities have been introduced here. Called the "Spicer" fryers, the fryers are reported to be low in cost. They are available in sizes from a 48- to 93-pound fat capacity fryer, with three baskets is said to deliver 350, two-ounce servings of fries per minute. Features include the Speeder Lift, a new design with Robertshaw controls—Miller & Carrell Manufacturing Company, Denver 4.

Heated Display Case . . .
S. M. E. Two matched lines of food equipment, one gas and one electric, are being marketed here. All units are the same depth, can be arranged in any com- position or can be used separately. Included in the line are two county and food fryers, 24 and 36-inch griddles and a 24-in. adjustable hot plate. The electric line includes food and roll warmers, hot dog machines and combination steam and work tables.—Star Manufacturing Company, St. Louis, Mo.

Electric
Hot Plate . . .
EDF. D. — A new electric counter model hot plate has been introduced. The unit is an addi- tion to the manufacturer's regular line and features Robertshaw con- trols on each side, which is said to be for cooking temperatures and hold the temperature automatically. — Gristed Manufacturing Company, Erie, Pa.


PARKEETS—GIVE-AWAY CASH NOW AVAILABLE
BAMBOO—$48.00 each
METAL—$72.00 each
Ships F.O.S. Los Angeles, Cash or money order with order.
24-HOUR SERVICE
ElSift 4-9591

WELLS BIRD FARM
1242 South Myrtle Avenue
Monrovia, California

CARNIVAL WANTED
Howkins Co. Fair
CHURCH HILL, TENN.
August 22 thru
May set up August 20
Need 6 to 10 Rides, Shows and Lightening. Leave us in the game.
Five fair in this territory, serving 35,000 people. Contact
Walker D. Alley or Sam L. Taylor
CHURCH HILL, TENN.

WANT
For Can Show, Strike and Bloom. Know brand of Gristed. Will take over both Shows. Sells for Pitch, Target and Other Shows. Write—WANT

RAINES AMUSEMENTS
Mans, Ala., this week.

AGENTS WANTED
For B. M. B., Bros. Show, Pin and Bloom. Know brand of Gristed. Will take over both Shows. Sells for Pitch, Target and Other Shows. Write—WANT

DORSEY RIDERS
JIMMY READ
JOHNNY BLAKELY
Please contact. Can also use Ticket Window
GEORGE MURRAY
World of North Shows, Plainfield, N. J.

WANT
For Complete 44-Piece and Games. Will send list immediately. Off 20% of all orders. Delivery N. W. Write—WANT

E. R. OLSON
STEVE HANS
ANDREW HUGS
JAY BIRD
LINDA HURLEY
LOUIS J. FORD
MARK COHEN
CD.H. ATWOOD
WANTED
Shakes, Wagon, Concessions, Rides. Write—WANT

SHORER SHOWS
Want, can arrange concessions, 6 rides. Also, Concessions, Rides, and Can Shows. Must be in good standing. Write—WANT

$50.00 REWARD
For Information leading to prevention of CHARLTON J. DAVIE
Traveling Salesman
1310 W. The Billboard
CONTINENTAL 10-A

SMITH AMUSEMENT PARK
Lavina, Idaho, 5300 Bear Blvd. The home of the "Chuck Wagon Show." Write—WANT

ROLAND SMITH
GIVE TO DAMON RUNYON CANCER FUND

FOOTBALL
Starts July 26 thru August 18, 24 shows.

PARKS
THE BILLBOARD
JUNE 2, 1956

56

www.americanradiohistory.com
GRIGGS BROS.' SHOWS
Concessions—Bugs (will operate every week), Popcorn, Apples, Fries, Custard, Bear Pile, Chat, Milk, Shake, Jewelry, Ellen's shoes, Shoes, Long Range, Buckets, Six Cat, Swinger, Fan Game or Nat Game, Fan Peg, Pegs or any other legitimate game. We will sell the X to some Concessions. None of the above Concessions as show now. Help—Wheel Foreman, Mechanic with tools, without car, must drive. Want General Agent who knows Ohio; has salary if you can produce, plus bonus every week. Billposter, sound car with Concessions. Mr. Dillman, contact me, good proposition. Jerry Morgan, come back. Riders—Will give the X on set of nice Riders, none here now. Will book Til, Octopus at any flat rates; cars, engines and money. Call Show Operator, Louie and Thelma, call me or write. Galilea, O. this week. Meet Thursday June 4-9. Wire care Western Union or call Sheriff's Office. Phone 66.

CHARLES GRIGGS, Owner-Mgr.
P.S.—Will consider good Assistant Legal Adjuster. Grid Stone Agents, we play towns where we work.

HELP WANTED

42-WEEK SEASON
The
OLSON SHOWS
WORLD'S GREATEST MIDWAY
Appy
EDDIE HACKETT
As per route
Hot Springs, Ark., June 1 to 10; Decatur, Ill., June 13 to 18; Joliet, Ill., June 20 to 24.

PARAKEETS AND CAGES
Real Flashed
Cheere &
NICEEN
50¢
Write or Wire for Prices on Live Birds. Shipped Bulk
Safe Animal
Cages
No Duplicates
All Live Birds
Health Certificates
Parakeets, Eagles, Hummers, Cockatiels, Macaws, Love Birds, Parrots, Budgies
HOLIDAY AMUSEMENT CO. Parakeets, love birds, cockatiels, macaws, budgies, parrots. Write or Wire for Prices on Live Birds. Shipped Bulk.

RHOHR'S MODERN MIDWAY
All day Decoration Day, May 30th Celebration, Functions 1 and 2. Grand opening Sentinels Hill Country Club (All colored).
16th District American Legion Convention, Bradford, Ill., June 1-2-3.

DICK WILCOX SHOWS WANT
For Lithmos, the world’s largest air base here; also Preque Lake, Corrillo and Two or more Kissie Riders; you will have a time of it, no other Kissie Riders. Want Gint Shore with each equipment, please. If you have Kissie Riders show, we will pay you.

DICK WILCOX
Ashland, Maine, W.W. want; then Lithmos June 4-9.

DEL FLORE AMUSEMENTS WANT
Legitimate Concessions of all kinds. Ride Help on all Rides. This week, West Bridgewater, Pa.; next week, Negley, Ohio.

MAN FOR DERBY
Nacht and night. Must drive tough. Good salary and bonus.

JOE STEINBERG
SIBRAND CIRCUS & CARNIVAL
Santa Fe, New Mexico

PARAKEETS
Babies—$1.10 ea.
Carnival Birds
85¢ ea.

8967 R. Galvate Rd, Pin, California Phone: OXFORD-5-5110

BINGO HELP WANTED
Fairs starts July 9
Semi-Annual Shows

J. HORNFIELD

on Rallington Show
Weatherly, Pa., May 28-30, 1961

ATTENTION
All persons or persons who wish to buy shows or complete shows, please write

FOR SALE

BELLATONI'S RIDES
Can supply complete shows for Winter Carnival, Kiddie Rides, Kiddie Bubbles, Bubbles, Parakeets, Baby Cages, Bird Cages.

BELLATONI
at instrument manufactory, N. Y., 2617

FOR SALE

HOME TAMAN. 

PARAKEETS
Carnival Birds—For all shows and fairs. P.C. Cages.

GOLDEN STATE PET FOODS, Inc.

spots

BOOTS CUTLER WANTS AGENTS
For 875 North Carnival and I. T. Carnivals. Must have complete care of Frankfurter Pilot. At Concessions, Show Operators, Carnival Shows. For the South, East and West. Write, please, Frankfurter Pilot.

WANTED
For Annual Street Carnival
Aerial, Toppers and Platform Acts.

A. T. REID
Stockton Links Co.

WANTED
For Carnivals for Arkansas Fairs, September dates
Carroll County—H. E. Taber, Berryville
Dallas County—I. A. Barton, Franklin County—Delton Price, Ozark

NORTHERN EXPOSITION SHOWS
CAN PLACE AT ONCE
For fall and winter spring route—followed by best Fourth in country and for eleven of your complete circuits at one Nineteen "B" Circuit Fairs.

CONCESSIONS—Due to disappointment can place Hoop-Lo, Duck Pond, Pump Rock, Milk Bottle, String Game, Cork Game, Roman Target, Add Em Up Darts, Roat Game, Crazy Ball, Buckets, Coke Pitch, Cigarette Block, any good Hankey or Stock concessions not conflicting. We book only a kind.

SHOWS—Ten-In-One, Monkey, Mechanical, Fun House, Drames or any good show not conflicting. Must have own outfit. Can place two more Girls in Revue.

ATTENTION
All persons or persons who wish to buy shows or complete shows, please write

MRS. ROB RUSSELL

FOR SALE

HOME TAMAN.

PARAKEETS
Carnival Birds—For all shows and fairs. P.C. Cages.

GOLDEN STATE PET FOODS, Inc.

spots

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Carroll County—H. E. Taber, Berryville
Dallas County—I. A. Barton, Franklin County—Delton Price, Ozark

Tickets of all description available in our store for immediate pick up.

THE BILLBOARD
CARNIBALS
Sensational! New! 360° REVOLVING LIGHT
Hi-powered attention getter! In portable mirror rounds around the powerful light bulb at 60 TURES A MINUTE. Intense flash can be seen at great distances. Perfect done available in Red, Amber, Blue, Green or Clear. 115-120 Volt, A.C. 9/16" diameter. Henry dream creations in beauty and operation—and the price is LOW.

Write or Wire for Beautiful Catalog or Call Your Jobber.

TRIPE MFG. COMPANY
120 W. Jefferson Street
Chicago 6, Illinois
Glass City Opens Sixth Season With Detroit Bow

DETROIT — Glass City Show Kid filled the Cobo Hall (21) at Fifteen Mile and Crooks Road under auspices of the Claver Kids. He and five other kids, a total of six, have been flying here from its Petersburg, Mich., winter base and was up and ready to go when the bell rang.

W. T. (Bill) Hopkins is back as manager after two seasons as an operating man with the Riley Amusement Company. Glass City, which is owned by Gerald B. Anderson, a Toledo designing engineer, prepared here with six rides, a limited front and no show.

Major dates on the route include Minick's fair at Petersburg, Blissfield and Manchester plus a number of other dates in Michigan and parts of Ohio. Staff, in addition to Manager Hopkins, includes three ride superintendents: Tom Waynick, Chester Podolak and Sam Long. Frank McBride is kid- die ride foreman.

Operating concessions were Joe and Pearl Mars, six-cats; Charlie Phelps, bucks; Mace Phelps, alman; John S. Hill, president; Mary Steverson, palymhtry; Ruby Stevens, hostess; Bob and Ken Clifton, men's; C. J. Johnson, jewelry sales and hampers; Ollie Grieve, four; Jerry Krotter, stage manager; Miss Lee and Lynn Wagner, popcorn.

Names Receiver

* Continued from page 90

court action have not been heard here.

In view of Miley's admission of acts of bankruptcy it was be- lieved the referee will declare the King-Miley partnership bankrupt and will call a meeting of creditors in June. The action of a majority of the creditors and assesses will have a bearing on future operating plans of the receiver, observers said.

Durward B. Mercer, attorney for the petitioning creditors, is at- tended the hearing with Paul M. Conaway and Jack J. Goulet, former United States bankruptcy ad- minister, are attorneys for the partners.

In another action in Civil Court here, Miley and King filed a motion for a new trial in a laborer's suit under the Ohio contract laws. Judge D. Love and Mary Ann Lowe, former first district judge, approved the motion. The attorney for the plaintiffs, D. L. Shurey, said the $43.24 was granted on a claim for $880. The hearing was set for June 12.

Judge Johnston, the referee, has signed a bond of $10,000,000 to cover a complete schedule of liabilities and assets in federal court here by Tuesday (20). The date for the first creditors’ meeting will be set after consideration of these facts, but not less than 10 days from that time.

Frankfort Okay for Hoosier State After Lex Disappointment

Frankfort, Ky. — W. R. Geyer's mighty Glass City Show opened here Friday (25) to good business under American Legion auspices despite lack of advertising, the only promotional work being distribution of $32,000 worth of merchant tickets. This stand was the result of an unusual unexpected carnival of an FPOF carnival in Lexington, Ky., after failure to find locally suitable locale. The move was caused by the last minute revocation of permission to use lot in the State Fair Grounds area for sun-day show. Cecil Harp, of the Kentucky Engineering & Development Company, said it was necessary to withdraw permission given the show because the land had been sold, the area was not geared for carnival, and residents objected.

In an item to The Lexington Leader of May 24, the Prestige-Sub-Group Lindsay expressed disappointment over the turn of events and publicly thanked Geyer for "his understanding and cooperation and for releasing us from our contract."

BIZ, Press Good

* Continued from page 90

Elgin Arena, St. Thomas, for the Shirley M., a famous Auditorium Kitchener, May 31-June 2. Show is scheduling three shows on each Saturday this year, and one week-day afternoon show is eliminated to compensate.

Niagara Peninsula Shrine Club has the show for five days in active town, Wallingford, Conn., and Niagara Falls, Canadian tourism continues three times through the town.

Owner Sierz has begun use of a new opening speck, with special groundsman will have some cut for girls. Four-piece band plays the shows.

Acts include Jules Jacob’s wild animals, Bouncing Bullets and the Mysterious 42 Shorts, Trio, Senior Mistletoe, Henderson and Company, and Hopkins Doughnut Diggers; Valley's, high trapeze, clowns, etc.; Indoor, the stand; Len's Pets, Howard's Pagers, and Pat's Carriers; clowns; Harry: The Pickard’s head. Four-bucks, comedy acts; Akstein, high porch, Sensational Kayes, high wire; Flying La- dau. Shows, city acts; Telegrams, worked by Eddie Akin; clowns; White Kid, clowns and clowns; St. Leon Teen, teeter, teeters, and a big hit. Bell, Benders, Liberty buses, aerial ballet.

F. C. BOGLE SHOWS

WANTED FOR TWO SPRING CELEBRATIONS AND 15 KANSAS FAIRS

Ring, Courtland, Horse Pets, Agents for Bell and Gormen and Pershing Shows. Also Agents for Skills and Pin Mat Loop Rides, Rides, Rides, Rides, Rides, Rides Rides, Rides, Rides, Rides, Rides, Rides. Also for John W. Grigsbys, 325 W. Madison St., Conservation, Mo., has bids on all Rides, high wire, clowns and clowns. He is a man you can and must do business with. Arkansas City, Kan., new; then us per ride.

RIDE MAN

To supervise four Rides located in entertainment Park, will take charge of electric work and re- building. Top salary, good treatment and comfortable accommodations assured. Can guarantee your time and money. Must have experience and travel, don’t waste your time and mine.

RUDY PROCTOR

Phone Hamilton, 1728.

SHARMOCK SHOWS

Send carpet Ride Help who drive well, can work. Must be a hard worker and a top salary should be anticipated. Send all information to E. W. Sharlock, 536 E. Main St., Cincinnati, Ohio.
Wagner Sets

15 Dates for 2 Thrill Units

PHILADELPHIA — Buddy Wagner's Stunt Capades and Tournament of Thrills are set for odd-numbered dates with 150 performances scheduled for both units during the same stunt and fair season, according to the thrill show operator.

Wagner's events will be a part of a triple-headed card of autoshow promotion at Ed Carlson's Riverdale Park Speedway, Agawam, Mass., the last weekend in June. The program includes stunts and a "destruction derby." This will be Wagner's third straight appearance at the spot.

Wagner will play a total of 27 dates and 125 sets in Ohio and eastern territory. Two units will tour during the fall season. Wagner claims the best fair route so far announced in the show's 13th year.

New Equipment

All new food equipment, consisting of 13 automobile and two tractor units, have been delivered. Bob Wagner, son of the owner, will operate the new equipment and will return. He will be assisted by Bill Welker, the show's safety commissioner. Both men also will operate the use of several rodeo acts with the units.

Fort Worth will again head the press department with Ray Wagner in charge of advance promotions.

Missouri Valley, Ia., Adds New Building

MISSOURI VALLEY, Ia.—The Harrison County Fair has approved plans for construction of a new 24 by 120-foot building at the fair-grounds to house 4-H heaves. The project is expected to be completed in July.
UNDER THE MARQUEE

Continued from page 51

Circus at Spray, N. C., and recalled he was with Owner Frances Rich- ards Bros.' Circus from 1929 to 1939. This morning, Mr. Richard C. Wawinck, J. Hapton Price and Mayor Floyd Hogan. Hotels were free for the show.

Ray Arnold's elaborate miniature circus parade is being shown at Wawinck's lot in the city. Mr. Walter Winchell's column recently carried an item about Preston Lambert, Ringling announcer-singer, working at a New York hotel after weeks in Florida. Since Lambert has gone with the union's show.


From Crittenden Bros., Barbara Finchfield writes that visitors include Willard T. and Art Swenson. Press agent Walter Neeland was back on the road. Miss Finchfield says she will work posts and radio, was on the road and is considering re- posing her family and brought with her a spaniel puppy. . . . She has sold the big top for Johnny Sugar Brown, 6, with the sale including circus equipment. More visitors were Joe Hodges, Clarence Smith, Sid Anderson and Lucio Crittenden said three sur- plus bears to Terrell Jacobs.

Everett Cornell writes from Ben- son, Ariz., that this week he took a week-end trip. On the way he was caught by kids during the trip and she was thrown. . . . Everett Cornell and wife are visiting in New York in Durham, N. C. . . . Visitor in Darlington was Bill Ring and Harold Barnes from Beene-Barnes. A party was held at the house of Joe and Louise Morris' brother and his family visiting for the summer. Mrs. Hodges joined clown alley with Bill Bates and Skippy Donald.

Hank Carlisle is handling promo- tions for the Harren estate. Louie Seale, Miss, and booked Gulfport for the show. He visited Eddie Yates, for- mer ventriloquist performer, at Gulfport, and William Mason, former legal ad- minister who has retired to Jackson, Miss. . . . Eddie F. (Boppy) Day is closer to home entertaining shows and circus dates around Phoenix. Arizona Days and Ways Magazine carried a photo of him.

 Gus Bell Thrill Circus played Pleasant Grove, Tex., near Dallas, then Lay, Iowa, with Exchange Club scouts. , Vernon McEnery, owner, said his 14-year-old son is going ahead of Frank Winkley's marketing organization. . . . J. W. Hardee is handling the show.

King Eastern will play New- castle, Pa., May 18, while Mills Bros. will do three weeks in Clev- e land. Magician Harry Alabaker writes that he will be at the Barnum Fest- ival and Kentuckiana. He billed as the "Who's T? P. T. Barnum," he notes, is a good act and one of the many magicians during the summer to prove he is "the rightful heir to the Barnum name." He is a show of the Ringling, assists on publicity.

From Leonard Bros.' Circus came word that Jack Burleson has the concessionary. . . . Marie Drouget celebrated her first birthday. . . . Bob King left the show to go to California. . . . Red Larkin visited be- sides for a short time with Richard C. Wawinck. . . . Clarence Overman presided over family at several spots. . . . More visitors were Ebina de Desert, Marginal, and Pauline Penny, L. S. (Mashed) Shaffer, Timm and Elmar, Dick Kelly, Carlos Rice, Bobby Hudson and Jack Teal family, the Silverlake family, Dick Townsend and wife, Bob Teal's daughter, Pat, the Lloyd Barnes, Circus Band, Misses Virginia and Jimmy Ray and Steve Easing. . . .

Wingey, the English clown, is back in Britain working with Karl Newberry's Hollywood Motor Bodelo. . . . Bob Estes has opened his radio at the Palace des Sports, Paris. . . . Ahead of his show there was the Moscow State Circus. The Benoit family, more than 25 years earlier and plays London for three weeks.

Among shows on the Central Bros. lot at Lafayette, Ind., were Johnny Wopfahng, the George Panke, Otto Schule- mann, the Melvin Heins, Jack Sweetman and Terrell Jacobs.

Visiting on the Central show are Dacie and Muzzy and Murray Fain, Helen and Wirt and John Lewis, Waller and Sylvia Long, Catoon, Paul Miller, Dutch Duggan and Roy Jones, cooked a special dinner for girl on the show. Hope Brown and Mrs. Walter Brown agreed she is an excellent cook.

From Mills Bros.' Circus, JoJo Lewis and George Rush, who was getting better dates despite rain and that the nights have been cool. Modern-day clowned act and Peggy Baker is in charge of the Millers' 22-later and clown. . . . A headliner, was with 101 Ranch and Buffalo Bill & Farrow Bill Russell. Millers have included Buck Lucas and wife, Art Comstock, Eddie Ward and Dick Holland.

K. E. Simmons caught the Beauty show at Fremont, Calif. . . . Willard Oakley, owner of the Royal Hall of Fame show caught re- cently in Des Moines. . . . Mary Jane Miller, Dolly Capelento, Sally Marsee, Jack Hernandez, Meredith, 7-Ina Korn, the Minsky, Beene-Barnes. . . . Pape, Frank Carkle and Betty Buntin and Frank Oxley spotted Charlie Bell and Eddie Oxley in the parades.

Doe Guifford, circus mare drumer, has joined the Hunt Bros. band. . . . Catching Millis at Lowan, O., were John Boyle, Harvey Yarman, Dan Smith, Art McCall and Harry Hardeman. . . . Carle program, Verna Moore and Winkley's circus. . . . ibit and Frrn, Borous Broth- ers, Henry Kyes, Belle Polack and Sam Harris. . . . Jack Keane, local fan.

New York booker Stanley Lebovics was in Des Moines this week-end. He was in Chicago, Minneapolis, Cleveland, St. Louis and New- bedield.

Circus Reid & Coad and Circus Hines are scheduled to appear in the road this summer in Selma, Ala., and run by the family. . . . Circus Moomo is putting on a "double or quito" audience parti- cipation game with cash awards, and playing it mostly for laughs. . . .

After 12 operations as a result of a broken leg in California while working a New Year's show, Fred Klever's assistant said he will be able to amputate the leg of Fred Cle- ver. Five inches below the knee.

Burrage Bros., John, Charlie, Martin, Englewood, Colo., who re- signed from the Skelly Brothers Hospital, Spokane, Clever, who hopes to be getting about on an artificial leg, and would like to hear from friends, particularly the boy who was driv- ing with Clever at the time of the accident.

Visiting Mills Bros.' Circus at the funeral of Albert E. (Bob) Collins caught Hagen Bros. at Winton, Mo. He is with an air- craft plant at St. Louis. Charles Brown is the general manager, and Bill Har- nett visited him.

A. F. (Red) Davis caught the King Bros. eastern unit at Weston, Iowa, with the Floyd Kings. . . . Fred Coulson, manager of the Rich Kings, has been visiting the Rex N. Ingham at Buffalo, N. C. . . . Donald Marche visited the show. . . . Clever is traveling for the New Orleans home office and continues his own car pool column, which is used by 110 periodicals.

Millers' trip to Washington to assume his duties as 24-hour man for Ringling-Barnum. Before he left, the Miller Bros. had a get-together with circus operators and Everett Hart as guests.

From Polack Eastern, Kitty Ken- trowitz reports that Shinnies at the recent opening of the Sympho- nique Troop, a record for the ice. It was the birthday of the group. . . . A denen Keech bought with his wife, Annette, who the Shrine temple at Austin, Texas.

Henry Kyes and Larry Barnes visited the Seattle Coast Show and con- tinue working for the group.

From Ewing Bros., Derrel Randow, Tommy Hammonds and Bertrand and Tommy Hammond have the company of the Shrine temple at Austin, Texas.

From Polack Easterns, Mrs. Rey performs at the Shrine temple in New York.

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MERCHANTISE

COMMUNICATIONS TO 2160 FULTON ST., CINCINNATI 22, O.
THE BILLBOARD

JUNE 2, 1956

MERCHANTISE TOPICS

Star Sales Company, 1391 M.E.
waunee Avenue, Chicago, 22, re-
cently introduced its new Empire
baseball genuine leather glove in
a matter of a few days, sales of the
crushed shells went up 100 per
cent.

The new glove, which features
crushed shells and a new pattern
and elasticity savings, is constructed of heavy gage artificial and cushion
with either a copper or aluminum
finish. Handle has a molded.

Merchandise Department, at
In, in charge of the shipping department at Star,

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Smith

Mary

Pepper

TROUS.

HAWAIIAN

COOK BROS.

$115.00

Tall Glass

Bend

Bottle

Whiskey

Assortments.

PINES FOR PITCHMEN

BY BILL BAKER

OUR OLD FRIEND A. D. Grant, call us at our old

a matter of fact in last week's piece

we took a few liberties with the

a muckler, but he is a capable

in the management of standard

in 15 colors. The firm also

a new Reb Command

hand heart branded

at $4.25 per dozen. Write for the

man Butchert and Ray Pierce, Stewart,

Fay, Trugta Sabbath, Lima, O.,

and Oluf Tidauer, Illinois.

Our friend is in St. Louis and I ex-

a lot and a good friend. I

FRIDAY CARNIVAL because the truck

load of seven-in-one scopes which

have not been sold.

Says he, "I have received a preview

of the new scopes which will be

10-in-1 unit. The frame is made of

a beautiful Pt. Post hunting

inexpensive, so that

Sam Whitaker of Corinth, Miss.,

wears the hardhats on the boogiewood with the

new scope. Here's wishing each and everyone of you the best of

luck.

"I'm my

own boss now!"

"I'm a hard worker and I have some

pretty good ideas, but I never had the

capital to go into business for myself.

Today I can work pretty hard and

now it's different. . . now I am

working for myself making the


money. And believe it or not, I

snuck my own business without

inventing a cent. I sold the best-
named brand products and there's

no risk, no uncertainties to tip my

cup.

HERES HOW IT WORKED:

I bought a Buss Cherry stone with

my own money. I also bought a

Sunflower stone, and a Clancy-

Rings. I bought them all with my

own money. I started selling them

in my spare time. Then I parcel-

shipped them to dealers and made

a profit on the difference. Now I

am a manufacturer and wholesaler.

will make me about $1,000 a year.

"I'm my own boss now!"

"I'm a hard worker and I have some

pretty good ideas, but I never had the

capital to go into business for myself.

Today I can work pretty hard and

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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 block 50©, second block 25© up, special rates in larger size with words and size added. Minimum 10 words.

DISPLAY-CLASSIFIED ADS
Attract more attention and produce quicker and greater response than regular classified ads. Type up to 54 point permitted. Rate 85© per line. Illustrations, reverse plates, logs or other decorative material, $1.00 per line. Minimum 2 lines.

IMPORTANT
In determining cost, be sure to include your name and address. No orders accepted unless in care of The Billboard, allow six weeks for the address. Allow 25© per insertion additional to cover cost of handling replies.

RATE: 20© a word—Minimum $4.
CASH WITH COPY
(no cash credit has been established)

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

BOOG ALBORN, WHOLESALE DIVISION
4910 Dwight Ave., Los Angeles, Calif.

MERCHANDISE FOR EVERY TYPE OF MIDWAY CONCESSION
LOWEST PRICES—LARGEST SELECTION

WRITE FOR YOUR FREE COPY TODAY

HEX MANUFACTURING CO.
66 W. 35th St., New York 1, N.Y.

6 FREE GIVEAWAYS WITH EVERY ORDER

BUSINESS OPPORTUNITIES

AAA1 SELLING OPPORTUNITY FOR AAA1 LOCATION GETTER

Mr. with national distribution of multidimensional advertisement for manufacturer of any product in the United States.

Julia Lock, 410 N. Visible, Des Moines, Iowa.

FORKLIFT SERVICE & BARGAIN SPARE PARTS

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SILVERMAN II WESTERN STATES

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$$$... $13.00

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Forward Specials, 68 East 32nd St., New York 1, N.Y.

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5.00—Pegged ornaments, black, 8.50

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3.00—Persian Doorknobs, multi-color, 6.00
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3.00—Crystal Doorknobs, multi-color, 6.75
4.00—Crystal Doorknobs, white, 6.75

1.00—Beaded Doorknobs, west, gold, 6.00
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3.00—Beaded Doorknobs, multi-color, 6.00
4.00—Beaded Doorknobs, white, 6.00

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THE BILLBOARD
JUNE 2, 1956

MERCHANDISE 65
MUSIC OPERATORS SHOULD RECORD TAXES IN 21 STATES
Survey Shows Per-Machine Rate 38% Above 1946; City Taxes Climb Also

By BOB DIETMANN

CHICAGO — Music operators are paying record taxes and license fees in 21 states. But States are not alone in gulping up operator income at record rates. An averaged per-machine license fee in a number of U. S. cities shows these cities trail States by only pennies.

These facts are revealed in a comprehensive survey of juke box fees and taxes in 47 States and cities conducted by The Billboard.

(Editors' Note: Preliminary results of the survey were presented in the issue of June 12 issue of The Billboard.)

1948 Higher

Music operators in 21 States are paying an average of 38 per cent more taxes and license fees than paid by operators in just 15 of the largest cities.

The average per-machine license fee of 15 States in 1948 was $8.70; the average today in 21 States is $9.14.

Just one State — South Carolina — taxes juke boxes at a rate of more than $10 in 1948 ($10.10). In fact, four States have taxes far exceeding that amount, ranging from $20 to $40; one State has a tax of $80 per machine.

An example: the State of Oklahoma.

There is an annual license fee of $40 per machine issued by the Oklahoma Tax Commission, a 2 cent per use tax due on all juke box bones brought into the State; a 2 per cent tax on the gross receipts taken from the machines. For the Oklahoma City operator, license fees are in all cases per-machine tax of $5.

Cities Worse

Still, in many ways cities prepaid States when it comes to taxing Sales, of course, which have no licenses or taxes leave it to the operator to have the machine set up within the State tax, and

naturally even in States which do tax, local tax officials tax also.

The average per-machine annual license fee among the 32 cities surveyed was $8.37, with $6.40 for the 21st tax taking. However, that doesn't tell the whole story. In many States which tax, cities have their own large, heavy, State, for example, has on average $9.10.

AMI Assigns Field Teams In 5 Districts

CHICAGO — Field service teams, each consisting of a district sales representative and one or more field service engineers, have been assigned in districts in the U.S. and Canada for AMI, Inc., E. R. (Ed) Kastalny, AMI director of sales, announced. The assignment of the teams Wednesday (21) said they will work closely with operators on problems affecting their business. He pointed out that AMI engineers are "qualified men who live and work with operators and have the local problems will be on call at all times for consultation and help.

The following districts are:

1. New England

2. New York and N.Y. State


4. Midwest

5. Southeast

TEENS PICKET THE PICKETS OF ROCK-ROLL

BIRMINGHAM — If the teenagers themselves and any influence, jazz box operators have nothing to fear from threats of the North Alabama Citizens' Council to remove their machines. They are too much in the reach of newcomers.

Two-weeks feelings were evident here Sunday (20) when, with home-made signs, they picketed 50 city council members who were red-legging and had show at Municipal Auditorium.

Facing the council members were strung out in the sidewalks outside the auditorium, the youngsters hurriedly worked up home-made placards, and held one to the rear.

"-Boy, it is foolish for the record companies to think they can get away with this.

More than 2,500 wildly enthusiastic youngsters attended the show headlined by Bill Haley, the Flatters, Big Joe Turner, Big Sid Hollywood and red Rock and his Rock 'n Roll Orchestra and others.

Lawyer Plugs Location Contracts to Mass., Ops

BOSTON — Location contracts are the best means by which operators can stabilize the music business and make sure that they have a lease of their premises, according to the Massachussets Music Operators Association at a meeting this week.

The group, meeting in the Hotel Beaconfield, was addressed by Jacob Levy, vice-president of the Massachusetts Trial Lawyers Association. Among the more important features which these contracts should contain, according to Levy, are the name of the true owner of the corner stores of the corporation, and the business address, together with all of the practical needs of the operator as to the time when access to the machine is permitted.

Also to be included are the personal property clause, the automatic renewal and succession of this state contract, which is not to be more than $5 per machine.

Resurfaces Old Juke Findings

• Continued from page 14

UMO Election Date: June 4

DETROIT — The Music Operators of Michigan will meet June 4 to elect a new slate of officers for the coming year.

At their meeting this month, four elections will be held. Candidates were admitted to the group and subgroup Melvin's Radio, which operates on juice boxes was discussed.

New members are Stanley Thorne, young man; Charles G. Mihalen and Edward Kaspian, Top Company; Al Creosti, Al's Down River Music Company, and James Napolitan, Fair Amusement Company.

According to UMO Coordinating Chairman Small, details of the Michigan ordinance are all acceptable except the proposed fee for $25 annual payment per machine while UMO contracts this should be not more than $5 per machine.

Editors' Note

What Price Taxes?

Taxes are high. They always have been, all kinds. But when just the 1948 rates are compared, significance appears which on this page indicates, is taxing at record amounts. What's to stop them from continually increasing? The answer's simple. The operators ability.

In many areas, operators have successfully banded together to present their case to tax collectors on both the State and local level. But many times their work could have been made easier if they had only known about it sooner. Often not finding out about legislation, the operator is unable to spell the difference between immediate relief and indeterminable tax increases must be the fault.

This is a vital area in which operators can pool their experience and strength of numbers. As we've said before, Music Operators of America would be willing to take any job under its wing. The service would be invaluable help to the entire industry.
**MUSIC OPERATOR FORUM**

**What's Holding Up Dime Music Play?**

Editor's note: Switching from nickel to dime-per-play on juke boxes, years after being successfully got into effect in some areas, is still on the most pejorative problems facing music operators today. As operators have not yet seen the need for operators to increase their grosses becomes more pressing. And yet the factors which make the switch to dime play so difficult, but are still as active today as ever. For lack of an abundance of music forums on dime play and its problems based on reports of 103 music operating companies.

Dime play on the nation's juke boxes is moving slowly--despite its economic justice--for a number of reasons. These reasons consist of the dilemma conversation and the fact that for years, the operators participating in this was the switch to dime play, and the increased commission on dime play will be after.

Dime play progress to date is reflected in operator returns to question one what percentage of dime players are on dime play? A number of those reporting answered that 75 to 100 per cent of machines on their routes were currently using dime play. But 36 per cent or fewer have none of their machines at a dime or fewer than a quarter of their machines converted.

The 32 per cent who have either or the majority of their machines operating at a dime is the key to the dime play development to date.

These figures bear comparison with those in last year's report on the same poll, which was taken on returns of 400 operating firms. The two sets of figures compare each other.

Dime play was shown over 85 per cent operate fewer than half their machines at a dime, over 90 participating firms, and a third 75 to 100 per cent, 44.3 per cent over half (19) routes, 35.3 per cent who have converted none of their machines.

Both this week's forum and the poll indicate, then, that the great majority of operators--70 to 74 per cent--are using dime play, approximately 35 to 40 per cent of the nation's machines.

While these figures show the gradual evolution of dime play throughout the country, they show clearly that mainly there to be done before dime-a-dime juke box play is an accomplished fact in the overwhelming majority of machines. MOP operators this week pin down the basic problems involved in operating at a dime.

There are two primary factors involved in successfully converting or operating at a dime according to the forum. First is the general lack of adequate relations among operators and relations between operators and location owners. Allo operators commented that public resistance is a major factor, almost all operators participating in the forums mentioned the competition in the operators themselves on the one hand, and in the relationships between them and location owners on the other. The fact that few operators believe public resistance to be a real problem accounts for the fact that "operator publicity-advertising campaigns" rates so low as an important factor in dime conversion.

"Relations among operators" refers to the problems of competitive pricing. MOP operators confirm the theory that switching to dime play is especially difficult in areas where there are operators who can operate equipment at a nickel. Thus dime play can be done successfully in the face of nickel competition is largely a result of the second primary factor: the relations between the operator and location owners. Operators reported that this business relationship is sold, led, the location owner getting 50 per cent of the service and commissions with dime play and nickel play. Dime play had been sold positively by the operator, the likelihood of the dime play operator losing the location to another operator who offered nickel play is additional.

**How They Voted**

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1. Please mark in order of importance the following factors according to your views and state the vote totals for each factor.

- 15% Operator-locater relation
- 25% Operator-play policy
- 35% Profitability of dime play
- 10% Other

**Public Reaction**

E. H. STOCKHAM, Bloomington, Mich.: "Biggest problem in switching to dime play is trying to make people in the small town areas realize that record are the same. We've had some complaints. We've been in converting to 100% is the easy...

FRED NOLBERG, C & G Sales, Madison, Minn.: "All merchants have raised their prices, but it's the customer who has to pay. Why they have to stay in business. That's just why we have to change to dime play. In order to give him the permission of commission required and for us because we are given the minimum equipment and the best service.

**Five Years of Success**

O. RODGERS, Rodgers Novelties Company, Salina, Cal.: "We've been on dime play five years and have had no complaints. We've sold two multi-selection equipment came out. At that time we were the first, bigger model."

**Operators Speak on Dime Play Selling Location Owner**

BEN L. STETSON, "The most important problem in converting or operating at a dime play is to get the cooperation of the owner and even of the location. Next, the operator must patently wait for the public to finally accept dime play."

HALL M. HALLER, Haller Amusement Company, Miami: "We have had negligible opposition. We explain to location owners the economic advantages of dime play."

**Contracts**

AMI Assigns

- Continued from page 68

**Juke Service**

A Good Pitch

- Continued from page 12
One glance proves its beauty... one record proves its tone... one week on location proves its earning power. On all three counts, this wonderful Wurlitzer stands right up at the top.

**WURLITZER**

**Centennial**

**MODEL 1900**

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
### Advertised Used Coin Machine Prices

#### PINBALL MACHINES

<table>
<thead>
<tr>
<th>BALLY</th>
<th>GOTTLEB</th>
<th>UNITED</th>
<th>WILLIAMS</th>
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</thead>
<tbody>
<tr>
<td><strong>HIGH</strong></td>
<td><strong>LOW</strong></td>
<td><strong>AVERAGE</strong></td>
<td><strong>HIGH</strong></td>
</tr>
<tr>
<td><strong>1. G. TOMASY</strong></td>
<td><strong>525</strong></td>
<td><strong>525</strong></td>
<td><strong>350</strong></td>
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<tr>
<td><strong>2. R. GOERING</strong></td>
<td><strong>525</strong></td>
<td><strong>525</strong></td>
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<td><strong>3. L. SHERMAN</strong></td>
<td><strong>525</strong></td>
<td><strong>525</strong></td>
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<td><strong>4. J. KIRBY</strong></td>
<td><strong>525</strong></td>
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</tr>
</tbody>
</table>

#### MOST ACTIVE EQUIPMENT

<table>
<thead>
<tr>
<th>Music Machines</th>
<th>Shuffle Games</th>
<th>Vending Machines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HIGH</strong></td>
<td><strong>LOW</strong></td>
<td><strong>AVERAGE</strong></td>
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<tr>
<td><strong>1. Bally</strong></td>
<td><strong>2. Gottlieb</strong></td>
<td><strong>3. Williams</strong></td>
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<tr>
<td><strong>1. Magic</strong></td>
<td><strong>2. Devil</strong></td>
<td><strong>3. Super</strong></td>
</tr>
<tr>
<td><strong>1. Oasis</strong></td>
<td><strong>2. Everest</strong></td>
<td><strong>3. Williams</strong></td>
</tr>
</tbody>
</table>

#### PROGRAMMING Aid

Book and requested list number at the respective bin for delivery.

Rock and roll, Mougey's be here, will not last, the few of these numbers will find a per man slot in the firm's library. However, James files away songs of popular singers and can usually get requests in the "Juke." Thus, when the average is more than the "average," there is a probability of "ax" in "disstressed" equipment.

#### Explanation of Coin Machine Price Index

Prices in the index are in no way intended to be "standard," "national," "fair," or offer an authoritative reflection of what prices should be used. Prices in the index are designed, however, to be a handy guide for price research. Any price estabished directly on the conditions stated above, does not have regard for the territory and other related factors, many usual, and must then accept a new model, or get a new manufacturer. Route receipts, according to Wight, indicate that there are instances where he has switched, changes, and other similar plans, have not taken place. Revisions, however, have been made beyond expectations.

No "dime play - no new machine," says Wright. His dime machine manufacturers are at one for 10,000 for 10,000 and a quarter for 10,000. No Back-Tracking.

### 10c Success

**Continued from page 68**

Operators in this area who are moving to a dime or a quarter are making good money. New models are being advertised for the brand new muscle machine is in the better condition as long as they keep the "want out" via a return to nickel play. They are told that Wright that they must then accept a new model, or get a new manufacturer. Route receipts, according to Wight, indicate that there are instances where he has switched, changes, and other similar plans, have not taken place. Revisions, however, have been made beyond expectations.

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Sealpak Bows Pilot Of Self-Brew Unit

Vender Operates on Hydraulic-Mechanical Principle; Initial Production in October

NEW YORK — The Sealpak Corporation, a division of the Metal Vending Machine Corporation, introduced its first pilot model on a pre-brew coffee machine which it expects to bring to the full production by the end of the year.

Operating principle of the unit is a hydraulic system in the hot drink vending field. Briefly, hot water is forced at high pressure through individual aluminum foil-wrapped portions of fresh coffee grounds.

The mechanism is controlled by a mechanical—hydraulic process. Only part of the machine which comes in contact with the ingredients is the portion which produces the coffee cartridge.

$59.49 List

The machine is 13 inches high on a 12-inch base (with a slightly larger base) and 37 inches high. Weight is about 35 pounds and maximum ingredient capacity is 235 cups. List price is $59.49, with discounts for volume purchases.

According to Nat Goros, Sealpak president, the machine has been in development for three years and experimental costs have been about $150,000.

A major problem was the developing of a propelling system which were to be forced to brew one cup of coffee at a time. The pellet feed off of the ingredient allows the ingredients to stay in the machine for two or three months without deterioration.

Water Feel

Insertion of the coin causes the foil packet to drop into a position where it can be pierced and put into the machine. (Continued on page 70)

NAMA Region 8 Re-Elects Price; 125 Attend

KANSAS CITY, Mo. — Herschel Al Price Vending Company, University City, Mo., has been re-elected chairman of Region 8, National Automatic Merchandising Association, at the meeting held in the Hotel President May 15.

About 125 from Iowa, Nebraska, Missouri, Colorado and Kansas attended the one-day meeting. Important issues discussed included the keeping of machines with a view of maintaining the balance between profit and losses, using NAMA labor relations counsel, Chicago, and a report prepared by Dr. William Woodard, Harold Votaw and W. J. Fleschman, Automatic Merchandising Company, Chicago, presented.

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The Fishman-Saltzer (Continued on page 70)

German Roll Film Machine Slated For U. S. Roll: Plan Lease Program

NEW YORK — A roll film vending machine which has been made and operated in Germany since 1934, may get American distribution if a company here has its own hand. Telephone-Normalit, Frankfurt-On-Main, represented by J. P. Newlander, on NAMA Staff.

J. P. Newlander

CHICAGO — Appointment of James P. Newlander as co-ordinator of Field services of the National Automatic Merchandising Association was announced by O. C. Leach, assistant executive director, NAMA.

"Newlander will assume responsibilities in field membership services, exhibit and advertising sales."

(Continued on page 70)

375 YRS. WITHOUT STOPPING, TOPPER STILL OPERATING

CHICAGO — Its history brief: 75 years of operations with total sales amounting to more than $45,000 in 5 and 10 cents, the machine has had one price increase, and the machine has received needed replacements.

Topper is the record of an "ancient" Harold Metal Vending Machine Co. Topper here for 85, Jerry Aronowitz, general manager, announced.

"In excellent condition," Mr. Aronowitz stated. "It's come a long way since our first. The machine is going to be the featured piece of equipment for the exhibit, and another topper is going to be on the regular cafeteria line.

Why L&M boosted its prices and then reduced it again is a matter of speculation. Essentially, the company is trying to bring its competitive cigarette prices to a point where they are competitive with competitor.

L&M has been able to maintain the margin of the cigarette machine business sales and vertically restrictive contracts. The store manager is responsible for sales of the cigarette machine, and the machine will not be sold to any other store in the company except for the one that has been sold to the store manager.

As for such a point, boosting, more, they will be missed.

Vending to Play Important Role in Picn 57

NEW YORK — The American Radio History, Inc. plans to be well represented at the Motion Picture Industry’s International Congress this year. There will be a complete exhibit of American Radio History, and the company plans to have a booth at the Congress.

The show is a joint effort of the Theatre Equipment Dealers’ Association, the Theatre Owners of America, and the Theatre Supply Manufacturers’ Association, which has been given the International Congress’ Association.

Several of the booths will be devoted to the American Radio History, and there will be a great deal of interest in the vending machine business, which is still one of the main sources of revenue for the booth.

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COINMEN YOU KNOW

Chicago
By KEN KNAUF

VENDING COMPANY HEAD INJURED. Don Conley, president of Fedum Company, Elmwood Park, Ill., was seriously injured in a head-on crash on the expressway a few miles from his home in Arlington Heights. Also injured were his wife and two children. The accident occurred as the Conley family was en route home from the 1956 National Restaurant Association convention at Navy Pier here.

J. H. Keeney & Company machines are scattered throug the country this week. Bill Bolles is checking sales in New York. Tom McCormick is in Rochester, N. Y., with Al Belknap in Texas, and Bill Conkey heads south to Denver and Lake City, Colo., United Manufacturing Company's sales representative. John Canala, hit New Orleans, Memphis and Arkansas last week, had AL Flournoy was stopping at Cleveland, Birmingham, Youngstown and New York, N. Y.

Herb Perkins, Perveyor Distributing Company, took flight Friday (25) for East Coast plans to visit New York, Pittsburgh and Union City, N. J. Herb reports pool game sales to remains moving well...

Jerry Knox, Chicago Coin Machine Company, back at work following his recent illness, reports a continuous order of good business. Jack, company's sales manager, in town recently getting instructions on new Wrangler equipment at FAB headquarters from P. E. Blahak, shop foreman.

J. C. Mark and Tony Nardaci, of M & M Amusement Corporation, of Bogota, purchased a supply of new Wranglers from the F. A. B. Manufacturers Company in Chicago, on a recent visit. Company's distributor manager at the New Orleans Novelty Company, having a hard time trying to divide up a small shipment of Bally machines among his distributors.

Lovace Hobert, Lake Arthur, La., has been named a sales navigator.

Cigarette Machine Conversions

IMMEDIATE DELIVERY
on 25c and 35c Coin Mechanism Conversions for

ROWE IMPERIALS, ROYALS, IMPERIALS, CRUSADERS, NATIONAL

UNEEDA ALL MODELS
Also • ROVE PRICE DIFERENTIAL RATES
Available NOW CIGARETTE MAGAZINES (t
tert) for all Duforner and National Machines will exist

TERMS ADVANCED—WRITE FOR INFORMATION

VENDING MACHINES

NEW! NEW! NEW!
SPECTACLES
GENIE LAMP
RUBBER FINGERS
LARGE BABY SHOE
OWL WITH JEWEL EYES
SKULL WITH JEWEL EYES

Send $5 for Regular Sample Kit of Charms
Gas-Lit and Electric Models

UNEEDA

Also • ROVE PRICE DIFERENTIAL RATES

ROWE DIPLOMAT CIGARETTE VENDOR

$ 20.00

For

300 Coin Vending

of

Rowe

Bendix Sets Plans For Machine Sales

CINCINNATI—National overage of franchised Bendix Coin vending machine Lamorey distributors has been completed as well as arrangements for Canadian and international distribution, H. J. Mitchell, managing director, Bendix Home Appliance Division, American Manufacturing Corporation announced.

Mitchell announced that distributors would sell direct to coin machine operators, institutional buyers and others, place in a recent regional meetings slated for June, distributor's sales will be given information on current distribution plans. For immediate delivery.

SPELTWORY

Market: the sale of a new product.

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Gas-Lit and Electric Models

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SPELTWORY

Market: the sale of a new product.
New Chi Quarters

CHICAGO — Mr. Robert, Inc., bulk milk vendor manufacturer, has moved its Chicago headquarters to 3601 North Broadway Avenue, Jack Howe, president, announced last week.

Cleveland Coin Machine, Inc.

SAMINORY NAPKIN VENDOR

Sanitary Napkin Vendor

Sweat present in terms of pure and correct. This 100% cotton napkins is ideal for aiding in the finality of food, including restaurants, etc.

WRITE FOR PRICES.

WATLING MACHINERY

1001 W. 15th St., Chicago 3, Ill.

WRITE FOR CIRCULARS AND NAME OF NEAREST DISTRIBUTOR.

GIVE TO DAMON RUNYON CANCER FUND

NATIONAL VENDING SERVICE CO.

108 Forrest St., Chicago, Ill.

VENDS BALL GUM and Picture Card

Both for 10¢

Perfectly legal in every city in the U.S.A. The manufacturer holds 400 cards and 1000 ball gum, features a beautiful 8- by 11-inch card and a 5- by 7-inch picture card. Location every way to roll cards and bell gum to your advantage, and the cards and gum show no mechanism that ever fails or becomes obstructed.

NATIONAL VENDING SERVICE CO.

108 Forrest St., Chicago, Ill.

CIGARETTE AND CANDY MACHINES

Fully equipped, completely with back rests for location. Machines are factory sprayed and look like new. Lowest prices anywhere. Charlotte

J. W. L. COIN CARTE

160 capacity, player model...$11.00

MAD-4-A-ORE CARTE

162 capacity, player model...$10.00

NATIONAL 4 CARTE

162 capacity...$7.50

BETTY CARTE

120 capacity...$6.00

BETTY CARTE

120 capacity, model 64...$6.00

BETTY CARTE

11 inches, blue...$6.50

BETTY CARTE

18 inches...$8.50

BETTY CARTE

45 capacity, model 64...$5.00

All equipment excellently assembled and guaranteed, with three-year back and 60% to 90% to the dealer. All equipment on account. Free delivery. Arrange terms. Designed for dealers and distributors.

NATIONAL VENDING SERVICE CO.

308 Forrest St., Chicago, Ill.

Téléphone 3-8027

INTRODUCTORY OFFER

VICTOR'S NO. 7 SUPER CANDY

16 Ball Gum

plus 250 Capsules

for $25.45

TOTAL COST

$25.45

ORDER NOW

ORDER NOW

Send in your order, or write for full particulars. Orders must be under $10.00 extra.

PIONEER VENDING SERVICE CO.

150 Atlantic Ave., New York, N. Y.

(Continued on page 77)
Cig Smoking Dips by 3% During March

NEW YORK—Cigarette smoking for March was 4 per cent below March, 1935, and cigarette production fell 3 per cent below the figure for a year ago, according to the Internal Revenue Service.

During March, manufacturers paid taxes on shipments of 32.5 billion cigarettes, compared with 33.7 billion shipped in the same month last year.

However, the picture for the first quarter of 1935 compared with a year ago is considerably brighter.

First-quarter shipments this year were 98.1 billion cigarettes, 4 per cent more than the 92.9 billion shipped in the corresponding period a year ago.

Cigar smoking in March rose 2 per cent above a year earlier, but production dropped 6 per cent. Cigar manufacturers produced 491,700,000 cigars in March, compared with 524,500,000 a year earlier.

Jennings Names 2d Distributor In New England


Manufacturers of homemonger, Martha-Gale is the tenth distributor and the second in the English States, named by Jennings.

The company's territory includes Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island.

J. K. Coloney, vice-president and general sales manager of the New England firm, stated a special sales division headed by C. A. Dodge has been set up to handle sales for the miller.

German Vender

A warehouse has been set up in Long Island City, for service, which has been the hands of service problems.

Rehearsedfigure the machine will be primarily an operator from hat equipment evolved by photographic stores. Potential has been long per cent of employees are dropped out of the film. Reservoirs must be added, should probably be added.

Mars has stated that three roll film sites account for 85 percent of the total.

Another roll film unit made by the German firm has an aperture through which film to be developed may be dipped. Mars explained that the new machine enables arrangements with a photogaphic shop for pick-ups.

Brown Bows New Ice Cube Vender

MATTITUCK, L. I., N. Y.—The K. C. Brown Manufacturing Company here is currently in pro-duction on a new ice cube vender which has a vending capacity of 85 cents worth of ice cubes and space for an additional 250 ice cubes.

Dimensions are six feet by eight feet by seven feet eight inches. List price is $627.45 each. An electric panel advertising "Crystal Clear Ice Cubes" with 24 Hour Sell Service is standard equipment.

Victor Bows Combo Card, Gum Vender

CHICAGO — Development of the "5 Star Card Vender," a bulk machine that dispenses for 1 cent a half of gum and a picture trade card, was announced by Harold M. Scharf, president, Victor Vending Corporation.

The bulk vender is operated by one coin and one handle. It is a 10-inch wide, 10 inches in height and 6 inches deep. It has a 14-inch square window for displaying bulk gum and a card. Capacity is 1,200 cards and 1,500 half of gum. Schad said, it sells for 715.50 each, and can be installed on counters, walls or stands.

Tanner Reports 500 Month Sales On Cologne Units

JERSEY CITY, N. J.—Jon Tanner, head of No. 1 Perfumeter, said the firm is currently selling women's cologne venders at the rate of 300 a month and men's dispensers at the rate of 300 a month.

Tanner added that new women's machines are made in a pink and black color. "Starched hostesses," he said, are made by persons new to the vending business.

Cleveland Coin Machine Exchange, Inc.

NORTHWESTERN CORPORATION

300 Prospect Ave., Cleveland, Ohio

Write for prices.

CIGARETTE MACHINE

This morning vendor is a new for the big gum profits. A rotating merchandise drum with four columns vend a total of 600 standard nickels. "Vendless" display type and multi-stem.

Write for complete details of this and other new money makers today.

THE NORTHWESTERN CORP.

2340 East Roosevelt Street

M Morrill, Illinois

Use The Billboard classified pages for results!

MONEY-BACK GUARANTEE!

TRY VICTOR'S

SUPER MSPORT

For 30 days! If it doesn't make money, you get your money back within 20 days or less. Full refund, 87 for 1.

1 SUPER MSPORT FILLED WITH GUM & CARDS...$35.45

We know how fast the Super Sport money comes. 15000 Try It...You Can't Lose With Our Money-Back Guarantee!

LOGAN DISTRIBUTING CO.

916 Milwaukee Ave., Chicago, Ill.

MANDEL GUARANTEED USED MACHINES

For 30 days! If it doesn't make money, you get your money back within 30 days or less. Full refund, 87 for 1.

1 MANDEL GUARANTEED USED MACHINE-$225

We know how fast the Mandel guaranteed machine money comes. 15000 Try It...You Can't Lose With Our Money-Back Guarantee!

Three Brothers, Blauvelt, N. Y.

MERCHANDISE & SUPPLIES

Furta's Buns, Jamaica Queens, N. Y.

Wax Paper, 250 cts.

Grocery Supplies, 250 cts.

Coney Island, N. Y.

Mansfield & Co., 32nd St., New York City

STAMP FREEZES, Lowest Prices...Write.

ELECTRIC MONEY MAKER!

Famous ACME ELECTRIC MACHINE

 royalty fee of 15 cents per article or 10 cents per article.

Sample $24.45 2 to 10 25.50 10 to 25 30.00 25 to 100 35.00 100 or over 40.00

$2.10 per bag—Pail Post Paid.

Distributor of all types of machines at wholesale. See your Northwestern Corp., Silver King Co.

ROY TORR

Lansdowne, Pa.

Giving friendly service & liberal financing since 1910
Game Industry on Lookout For New Location Piece

CHICAGO—The coin-operated amusement game industry is in the location-building stage of growth and is seeking new locations to follow the pool game boom.

What this game will be is currently anybody’s guess, but it is reasonably assumed that manufacture and design will be new and different from any creations of the past, since the answer to industry prayers.

Necessity is the mother of invention, and the cost of a desirable drop-off of the pool game over the past few months, a new type of location game is necessary to good business. It is in demand not only as a sales stimulant for manufacturers and distributors, but as a novelty piece at operators’ locations.

Much Speculation

There has been much speculation over what form a new, all-round location game might take. Manufacturers constantly are developing new game items and putting them on the market to meet the trend of the times.

One thing is certain: the five-cent alleys, or similar games, and the bowling alleys are passé.

This is clearly a warranted search for a new, more interesting avenue of manufacturing plant runs. Runners from time to time

Chi Coin Ships Steam Shovel, Preps Hockey

CHICAGO—Chicago Coin Machine Company shipped its new Steam Shovel, kiddie construction, game, to distributors last week and expects the game for Arcade units to go into shipment this week.

Ed Levin, director of sales, said that the Steam Shovel “is definitely a location piece,” as well as being a non-stationary

Extensive testing of the game on location, he said, show that players of all ages and degrees of skill can enjoy the game.

Echoes From the Steam Shovel Unit.

From October on, teams of six players and four alternate players have bought a game with a one-week, one-away schedule. The home town owners usually feel the benefits of the game.

When Dave Tattle, a shuffleboard, and his one-armed buddy, went over his six months ago, only three weeks were needed. The week, after 12 weeks, had five hours and was filled with the final gun.

Operators Give Blood

Coinmen Make Vain Attempt To Save Life of Phil Simon

NEW YORK—The coin machine industry in New York and Philadelphia last week rallied to save the life of Phil Simon, the sightless and musician, but his efforts were in vain.

Phil Simon, born 1884, died Friday, 18 (Friday) in Hackensack Hospital, Philadelphia, after a lingering illness. Burial was here Sunday (5).

Before the operation, physicians at the Byers Hospital in Hackensack, New Jersey, predicted that the patient who would require 20 pints of blood in the operation would not survive. That was all the New York operators needed to hear.

More than 20 New York opera-
tors, as well as some from Phil-
delphia, rushed to the Byers Hospi-
tal to donate blood in the name of Simon, the cost of blood being $1000.

The drive was organized by Al Dever and Nada Gordon of the Boston Operettes, New York, and Meyer Park, of the Atlantic New York Corporation.

However, physicians said that a permanent blood bank will be established by local operators as a memorial to Simon and would be able to donate blood thus in case of emergency.

Simon had been operating games since 1919 and music since 1914. His career has been one of service, and he has been responsible for the success of the industry.

The operation was the most successful in the industry's history.

Gottlieb Skeds

Vacation Period

CHICAGO—D. Gottlieb & Company will begin its annual vacation period for its employees, beginning June 20, and will continue through July 3.

This vacation will give the employees an opportunity to travel and enjoy the sun and sea, which many of them have never experienced before.

The vacation will be a well-deserved rest for the employees, and will enable them to return to work in excellent physical condition.

Fresh Pool Approach: Rotation and Kelly Play

CHICAGO—A new approach to the coin pool game that has taken root here, and is expected to develop into a timely boost to the trade.

It is the idea of playing the game according to the principles of the popular "rotation" and "Kelly" pool versions.

The calls for use of marked balls. Previously the coin games were played with unmarked balls, and most of the games provided that the first player to set all of the balls in virtually any order was the winner.

The rotation game calls for the player to hit balls "by the number." That is, the ball marked "1" must be hit first, until it is sunk; then the "2" ball, etc.

Kelly Pool Play

The Kelly Pool Play is a new variation of a number of the pool games, and is characterized by the requirement that the number of balls must be sunk in the same order as they were called.

Pool which, according to the firm, is the first model to utilize the

(Continued on page 78)
A FORMULA FOR TOP PROFIT
How Depreciation Affects Game Operator Net Income

- Chicago Operator Keeps Tabs on Equipment Values, Annual Costs and Post Results
- Route Budget Needed to Provide Dollars For New Machine Purchases

By KEN KAUF

CHICAGO—How much can today's operator of coin-operated amusement games expect to net per machine? One all-important factor in getting top net income is his depreciation schedule for replacements which can spell the difference between profit and loss. That's the conclusion of Norman Schlossburg, veteran Chicago operator.

An amusement game operator should budget costs on all games to the route in a group rather than on an individual machine basis, declares Schlossburg.

According to him, the pool game era hasn't changed this group-versus-per-machine policy of depreciating. He argues: Depreciation eventually catches up with every piece of equipment—regardless of its cost—in a definite period of time—usually one year.

Keeping a close tab on machines on his routes over past years, Schlossburg finds that the average machine depreciates $10 a week for the first 10 weeks; $4 a week thereafter.

Must Set Aside $8

This formula checks out on all equipment invested within the last several years and in operation in Chicago, including pool games, according to Norman. Thus, he feels, operators should set aside money each week to meet this depreciation and avoid debt. The operator has to be able to buy and pay for new machines as the weeks go by.

Few local operators, he says, can boast of more than $15 average weekly takes (as a group average) in his money back in two to three weeks, he asserts. And the bigger the route, the smaller this average. With a big route, it's tougher to keep the machines going. The man with 20 pieces out can always improve his route, Schlossburg feels.

A Chicago machine operator today has an average $13,000 investment, figures Norman. If he owes money, his profits will go into paying off the debt; if he is debt-free, he can speed the money for new equipment. With 80 machines, Schlossburg estimates, average expenses are over $600 weekly—$800 investment per week. (Editor's Note: All the estimates are for Chicago as in pinball, which is blacked.)

Lower Investment Now

The introduction of the low-cost pool games lowered the investment required, says Schlossburg, but with the drop-off in pool play, he figures operators will be called on to make higher investments again in the future.

Actually, pool replacement parts cost more than replacements for shuffle bowlers, he found. Billions are spent over more to replace shuffle puck and electrical parts. The operator must spend time and money putting on new parts and replacing broken ones and stolen balls. Billions run to $1.75 a piece.

When the pool game first came out the operator advertises it as a new game. When an operator sees the same pool going for $50 a week, he no longer holds that the game is "nice," he feels. Operators, to avoid this problem, have to advertise it. (Editor's Note: All costs are for Chicago, as in pinball, which is blacked.)

Move Costs $4

On a $155 pool, the operator can net from $150 to $350 a week, but he has to work hard and re-invest in new equipment. Schlossburg believes 10 percent of the machines on the route should be moved to provide variety at locations every week. Without moving machines, route income goes down, he found. A move costs about $4, so eight moves a week on an 80-piece route would come to $32 a week.

While the Chicago operator is most often his own collector and repairman, he still requires outside servicing, which comes to about $1.25 per machine per week, $8 a week total.

Reinvestment comes to about $10 a week for all machines on the 80-unit route, he figures. These costs ranged from $5 to 10 before the pool game came onto the scene, he said.

Minimum phone calls necessary to locations by the operator will run to $2 a week. Car expenses is 80% weekly 8.

While the pool game boom began in August, most Chicago machines were purchased in December and after, according to Schlossburg. Depreciation from December to present has reached $180, making those tables worth about $60 now, he figures. Depreciation catches up to shuffle bowlers. Arcade pieces and other units operated in Chicago in much the same fashion, he reports. Exceptions are a few pieces which will hold their price over a long period, but these, too, caught the depreciation tumble before the year is out, Schlossburg finds.

Re-Investment Required

About $200 a week is needed to buy new equipment, and must be set aside, Schlossburg calculates, to keep the 80-piece route up-to-date. This route needs variety to keep grosses up.

Schlossburg states it is wise to place seasonal equipment such as baseball games and novelty arcade pieces when they sell their price, before the season peaks or the novelty wears off. As an example, he said he bought a few new machines recently introduced, will keep up his price thru the summer months, then level off during the fall season. Such a piece can be very profitable operated for the three summer months, he feels.

Schlossburg believes manufacturers should not sell shipments of individual models to acts the market demands, but "swamp" the distributor and operator with wide varieties of every type of game.

Another big help to the operator, Schlossburg says, would be more reasonable local legislation which would not discriminate against games that are strictly amusement pieces. As an example of this, he cites the ban on baseball novelty games in Chicago.

Average Weekly Costs for 80-Piece Chicago Route

(Editors Note: Following is Norman Schlossburg's breakdown of weekly route expenses in Chicago, which he feels are conservative and not all inclusive. These costs do not include such other expenses as license fees, association dues and items incidental to the particular operator's route.)

Eight table movers, at $1 a move, $8 Servicing costs, $20.00 per machine 10 Phone calls 20 Car expense 10 Owner's salary 125 Depreciation costs, at $4 per machine 320 Total 1,002

Ball Point Pen Unit Promotion Begins

YONKERS, N.Y.—The Fleetwood Vendors Corporation has launched a promotion for vending ball point pens. The deal calls for the purchaser of a free vendor with a five-gross order of the firm's pens.

A $15 deposit against the machine is earned back thru a $3 credit earned on the purchase of each gross of pens. Pens sold for $5 each and cost $16.29 a gross, less a $3 credit for the first five-gross.

The vendor holds 146 pens and takes quarters only. The unit is attached to walls by suction cups.

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The vendor holds 146 pens and takes quarters only. The unit is attached to walls by suction cups.
JEAN FLINT, SEATTLE, SET FOR TOUCHDOWN IN the sixth annual Washington State Shuffleboard Tournament held in Seattle recently. Watching intently at far right is her opponent, Clint Goulart, Renton, Wash. Interested observers in back are Les Lyttel, left, and Dave Mark, president of the Washington State Shuffleboard Association, Lyttel, of the American Shuffleboard Sales Company, Seattle, and distributor of American boards in Washington, Oregon and Northern California, provided the 13 boards used in the tourney.

WASHINGTON HOSTS TOURNAMENT

Board Sales Company, Seattle, lends a hand. Distributor of American boards in Washington, Oregon and Northern California, Les provided the 13 tourney boards free of charge.

Elimination Matches

Leagues consist of 6 to 12 teams. Of the 75 teams entered in the competition, 40 were from the Sixth Annual Washington State Shuffleboard Tournament held in Seattle recently. More than 500 spectators from all parts of the State entered the event. The sponsor, Washington State Shuffleboard Association, says the tourney is the biggest ever held. Team members often are cheered on by yells from cheering sections comprised of their alternates and team supporters.

Washington Hosts Tourney

Continued from page 74

J. P. Newlender

Continued from page 79

Chances & Thrills

Continued from page 79

A closer consumption of both milk and chocolate milk was noted. Children's consumption of milk and chocolate milk has increased, increasing total milk sales.

II. The research has demonstrated that chocolate milk is an enjoyable beverage. It can be used as an alternative to water or other beverages.

Aya added that in factories, chocolate milk is a popular choice. However, she also noted that more than half of the chocolate milk drinkers would change to another beverage if chocolate milk was not available. This is because of the assumption that chocolate milk is a healthier option due to the presence of high-quality chocolate.
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Quality hand-finished Northern hardrock cues, with genuine ivory or plastic tips, decorate Burl, rubber bumper. Beautiful balance and layout, slight imperfection. Operate will not affect play. Circuitry of cue will be shipped separately. All in stock today. Quantities limited to stock on hand. Sand check, we immediately pass the freight. Satisfaction guaranteed.
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COINMEN YOU KNOW
Continued from page 72

S. L. Griffin, of Claremont, was a coin row visitor. . . . Rody Gillam, veteran Arcade operator of Ocean Park, is well on the mend following a recent illness. . . . Loren Kirkland in town from San Bernardino. . . . Corinthians is expanding. His Arcade operation near Creation in view of the large crowds expected this summer in the resort area. He is adding kiddie rides to lure more customers. . . . Jan Clark, saleswoman for Ferno Point needles, made the rounds on coin row contacting suppliers.

DOOKEY and Jack Leonard, of the Burger Sales parts department, plan to spend their September vacation in Ocotillo City where the Oklahoma State Fair will be on Jack's father, Lou Leonard, will be there with the Royal American Shows playing the midway. . . . William J. Bates, AMI representative for the Far East with headquarters in Manila, and his wife are expected to spend about 10 days here some time in June. They are currently in Europe. Following their arrival in New York, they are expected to visit the AMI factory.

Milwaukee
By BENN OLLMAN
ANOTHER WATSON ON THE ROUTE. Lyle Watson, of Sheboygan's Watson Vending Company, is due for a transfusion of new blood in the Arcade business. Lyle Jr. is being discharged from the Marines next month after a two-year hitch and is expected to start in learning more about this fascinating enterprise. . . . Joe Dellums, president of the Burger Candy Club, reports the Astor Hotel has promised effective air conditioning for the forthcoming Fall Candy Carnival in July. . . . Ela C. Gedackt, vice-president of the Burger Tobacco Company, has been promoted to major in the U. S. Army Reserve.

Barney Kuch's claims that the coin machine operators are hard working men. He always finds one or two at the door of his record shop when he drives in the morning, waiting for their disks so they can get an early start. Stopping in at Barney's Music Mart last week were Bud Ficht, chief of the Wisconsin Conservation Commission; Jack Wise, son, University Art Museum; John Jesinski, Sheboygan; Bob Harding, Northern Music Company, Milwaukee, and Arnold Koch, Bobolink. . . . Operators, according to Barney, are getting big coin results with "Coring, Corrina," by Joe Turner, and the McGuire Sisters' version of "Piecions." Candy rep Harry Maltman reports that the D. L. Clark Zag-Nota bar is doing very well with his operating customers. They offer big at both the nickel and dime price tags, he claims. . . . Sam Hurlbutt reports that his route men are still adding one or two new dime play spots each week. Collectors are holding firm, he says, with pool table action leading the pack.

George Berquist, Ironwood, Mich., coinman, is reported recovering from injuries sustained recently in an auto accident. . . . Harry Jacobs Jr., just returned from a sales trip thru Northern Wisconsin and Upper Michigan, reports operators up that way confident that a big summer season lies ahead. . . . Bill Vender Sol Singer was in the receiving line at Temple Shalom this past weekend during a confirmation reception. He and his wife were being congratulated on his daughter's confirmation and graduation from the religious school.

Supplies in Brief

Confectionery
Sales of confectionery and competitive chocolate products by manufacturers in March were estimated at $98,131 thousand, 9 per cent below sales in February of this year, but 3 per cent above the March, 1955, total, according to Commerce Department. Sales of manufacturers-wholesalers at $60, 976 thousand were 12 per cent below February of last year and 6 per cent below March, 1955. However, manufacturer-retailers' estimated sales for March, 1956, were 35 per cent above February of this year, and 90 per cent above March, 1955. Sales by chocolate manufacturer-Distributors in March, 1956, were 15 per cent lower than in the preceding month, and 10 per cent lower than in March of 1955. Imports of cocoa beans dropped in February. Reports from a selected group of large manufacturers—wholesalers and chocolate manufacturers indicated that for the first three months of 1956 poyage sales were 5 per cent ahead of last year's level and dollar sales 2 per cent above last year's level. Per centage sales of unsold goods and poyage sales of packages goods retaining above 50 cents were each up 1 per cent compared with last year.

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Of all the trade publications covering all of the showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.
NEW GAME SOUGHT
• Continued from page 74
shuffle bowler line with new models. Bally introduced a new version of its ABC Bowler, and United brought out a new model with advancing scores, Build-Up. Production runs on these games were reported hit but bowlers hope the new model is not an active one at present.

Pin Rule Hitting
• Continued from page 74
year from pinball license. This was more than double the 1924 revenue as a result of the fee increases. Tacoma has 492 machines and received $53,035 in license fees in 1925. Tacoma paid operators $163,807 to the State last year.

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FRESH APPROACH
Continued from page 74
numbered ball (The Billboard, May 12).
In this game each player or team has five balls, numbered from 1 to
5, to sink in the red or the white colored pockets, depending on
which pocket he is shooting for.
While players must hit the balls in number rotation, they can shoot
the proper numbered ball against other balls to sink balls of their
own or block, or knock away balls at opponent's choice.
Now other firms have numbered pool balls on the market to sell to
operators for use on their regular play coin tables. Marvel Billiard
and Rummage Supply Company, Chicago, is marketing sets of num-
tioned pool balls, and Kelly pool tables. The firm also markets con-
version playfield tops which operators can use to bring their older
tables up-to-date.

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One More Reason Why It Pays To Operate VALLEY'S BUMPER POOL!

ASK THE MAN WHO DOES!

Write, Wire, Phone Now for Information.
Ops Shoulder Record Taxes

Continued from page 68

a $7.75 annual per-machine license fee, but Miami exacts a $5.00 annual operator license plus a per-machine tax of $1.75.

Milwaukee $100 State
Wisconsin has no pool box tax, but Milwaukee has a $100 annual operator license and a $5 annual per-machine tax.

Massachusetts has no tax. But Boston has a highly involved tax

ing procedure. A Boston operator must have a Sunday permit for each machine. They may be ob-

tained on a weekly or yearly basis. On the weekly basis the fee is $4. $2 for the city, $2 for the State. On the yearly basis, the fee is $100. $50 for the city, $50

for the State.

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Grade 2—Furnished with STANDARD Billiard Cloth, ea. 11.25. SEE SPECIFY WRITE!

REGULAR PLAYFIELD—3 hole, holes close to cushion.

SPECIAL PLAYFIELD—3 hole, holes away from cushions, with center hole plug.

FOR TOP QUALITY BUMPER POOL SUPPLIES—EVERY ITEM YOU NEED... . . Write for our complete Price List.

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GENCO'S
HI-FLY
BASEBALL

BASEBALL GAME
FOR 1 OR 2 PLAYERS

BALLS SOAR 4 FT. THROUGH THE AIR without the use of ramps!

NEW! ADJUSTABLE HOLD-OVER PENNANT FEATURE and multiple or single replay

THE HIT OF THE M.O.A. SHOW GENCO'S 100% WARP-PROOF MARKITE TOP POOL TABLE

• VERY LIGHT WEIGHT (approximately like mid-type tables)
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BROADWAY... 450.00 STANLEY... 325.00

Rock City Amusement Co.
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Joe Ash says...
When you compare quality with price, Active is never undersold!

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Joe Ash says...
Los competidores no al alcance encontrarán una operación libre de contratiempos a los más bajos precios de éste.

Equipo: Las máquinas de juegos (pin games) y máquinas recreativas del mundo para operaciones.

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Lake County, Ill., Grand Jury Acts

WAUKEGAN, Ill.—An investigation has been launched by a grand jury of Lake County, Ill., into charges of alleged "gambling" on pinball machines. Among those who testified were seven owners of five taverns in which Internal Revenue agents seized pinball games for "gambling violations" last January 8. The owners subsequently purchased $250 tax stamps for the machines.

Ponser Takes on Valley Pool Line

NEWARK, N. J.—George Ponser, local game jobber, has taken on the pool table line of the Valley Manufacturing Company and is currently making deliveries.

Ponser shares offices with Alva Music here, but Ajax moves out June 1, and the game jobber will take over the entire premises. At that time, Ponser said, he will handle used pool boxes.

Joe and Wally Say: Everyone Calls Us "FIRST" For Finest Equipment!

chicago coin's

Twin HOCKEY

- Scoring value of balls advance as game progresses!
  (From 10 to 50)
- Two Sided Play! Players face each other at opposite goals!
- Ball Type operating lever for complete operating comfort!
- Exceptionally well lit up with fluorescent lights!
- Formica Playfield and Control Panels!
- 1 or 2 can play!
- 5c or 10c per player! Optional 6 for 25c

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STEAM SHOVEL

- In Free Play or Regular Models!
- A natural attraction for thousands of new locations like retail stores.. terminals.. arcades.. dime stores.. etc.
- Two lever controls for simple operation!
- Special rating panel ranks player at the end either as Beginner—Advance—Qualified—Expert!

A POOL GAME FOR EVERY LOCATION
CHAMPION SENIOR POOL • CHAMPION POOL & Model 35
CLOVER POOL & Model 35 • JUMBO POOL • ROTATION POOL
**Night-Club**

All the big money-making play-appeal of BROADWAY plus sensational new BEFORE and AFTER feature

- **Double, Triple and Quadruple scores**
- Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally Night-Club is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings get Night-Club on location now.

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NEW IMPROVED MECHANISM

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**Magic Pool**

Fastest money-maker in FRONT PLAY pool table class

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UNITED'S

STAR SLUGGER

Fascinating 2-Player
Animated Baseball Game

NEW ELECTRO MECHANICAL Features

2 MODELS
Regular or Replay
Optional
1-2-3 INNING PLAY

3-WAY HITTING CONTROL
WEAK MEDIUM HARD

Many Attractive Scoring Features

SUPER HOME RUN POCKET
SCORES 30 RUNS PLUS 1 RUN FOR EACH MAN ON BASE

LOWER DECK SCORES HOME RUN AND MEN ON BASE SCORE 1

CENTER DECK SCORES 2 HOME RUNS AND MEN ON BASE SCORE 2

UPPER DECK SCORES 3 HOME RUNS AND MEN ON BASE SCORE 3

ALL 3 DECKS LIGHTED SCORE 30 RUNS
Ball in any one of 3 front single holes on playfield loads bases

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Most "pop" tunes are released on 45 RPM singles. But, standard music on 45 RPM is available principally on Extended Play records. This standard music—all-time favorites, show tunes, classics and varieties—is music the public wants to hear. By including it, you make sure there's "Music for Everyone."

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