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Movie Theater Now Playground for Kids

Indoor Kiddieland Located Smack Dab In Middle of Englewood Shopping Area

By KEN KNAUF

CHICAGO—A bold new idea in the entertainment field, the transformation of a neighborhood movie theater into an indoor Kiddieland, has become a reality in Chicago.

For most city parents, it's just wishful thinking to hope for a carnival-type playland for their kiddies in the middle of a teeming business district.

But that's where one of the nation's newest Kiddielands is located, smack in the middle of Chicago's bustling Englewood shopping center.

Site of the Kiddieland is Englewood's Stratford Theater vacated as a movie house, along with many other theaters in the city, when it was hard hit by TV competition.

Kiddie rides, large and small, are set up in the 2,200-square-foot lobby. Upstairs there's a nursery where parents may park their little shavers while they go off on a shopping spree in neighborhood stores.

Free to Moppets

Best feature from the moppets' point of view and the parents, too, is that it's all for free. Local business establishments, everything from department store to beauty parlor, furnish tickets good for free rides to their customers. They pay the Kiddieland a flat fee of \$6 a week each for entertaining their patrons' young 'uns.

What makes the set-up unique is that it's not only a business enterprise in itself, but is providing a much-needed recreation spot for neighborhood youngsters. Also, it's bringing together tots of all colors and creeds who find they have common interest in good fun.

It all started when an Englewood housewife complained to local restaurateur, Michael Minkin, that shopping was tough with three

Tots Replace Show Names

CHICAGO—Hundreds of kiddies will now be packing into the Stratford Theater, old-time Chicago vaudeville house, where their parents once flocked in to see some of the biggest names in show business.

Days of colorful stagershows and top movie attractions are over for the Stratford, but now it's decked out as a kiddie playland, with a dozen fun rides for moppet amusement.

During the 1920's the Stratford played host to a number of fast-rising young actors, including Bob Hope, who was extremely popular with Chicago's South Side audiences. No doubt the old-time vaudevillians would be pleased to know that the Stratford's still coming up with fresh new attractions in the entertainment field.

kids tagging along. Aware that hosts of local shoppers were in the same fix, Minkin took the initiative.

A block down the street was the vacated Stratford Theater. Getting together with the owners, the Stanley Warner Theater Management Corporation, Minkin found he could lease the spot for \$1,000 down, \$250 per month.

Revamps Theater

He remodeled the lobby, moved in a dozen Kiddie Rides, a refreshment stand and kiddie nursery, hung up new signs in the marquee and got a public relations program going. It now represents a \$35,000 investment, with annual costs budgeted at \$10,000.

Open since last April, Minkin has some 15 accounts with local business places. He hopes to up this to 55 in time. He figures he can break even on a 14-week gross of \$4,000, which could be realized with 55 accounts. He says there are 425 prospective accounts in the area. Tab per account is \$84 for a 14-week period, 150 ride tickets going out to each business place weekly.

With the free tickets from these business places, kiddies can ride a Merry-Go-Round, Aero Swing or Dipsy Doodle, all operated automatically from a central control unit. The smaller Kiddie Rides, mechanical horses, reindeer, midget racer and others, re button-started. Rides represent an \$11,000 investment, and more rides and coin-operated amusement games are to

ABC LAYS PLAN FOR COUNTRY-WESTERN SHOW

NEW YORK — The ABC radio network is readying a two-and-a-half hour, country and western, musical show, which will be aired from 7:30 to 10 p.m. on Sunday nights, starting July 1.

The format of the show hasn't been set, but reportedly it will spotlight both live and recorded c.&w. music. ABC-TV currently programs more c.&w. musical shows than any other web, and the new c.&w. radio series will make it a c.&w. leader in both media, time-wise. In line with this, there is a possibility that the radio show will tie in with one or more of the network's c.&w. video programs.

Among current ABC-TV c.&w. shows are the Eddy Arnold show, now 8-8:30 p.m. Thursdays but scheduled to switch to Wednesdays, 9:30-10 p.m., June 20; "Ozark Jubilee," and "Grand Ole Opry."

"Ozark Jubilee," which is aired on Saturdays 7:30- to 9 p.m., and the Arnold show both originate from Springfield, Mo., while "Opry" is picked up in Nashville.

be added. The spot can handle up to 1,700 kiddies a month

Kiddie Nursery

The nursery, already under way, will eventually accommodate more than 100 children. Plans are to revamp the theater auditorium and stage for neighborhood fashion

(Continued on page 84)

Music on Networks Gets Scissors, Sex Is Not Here to Stay

Minorities Protected; Drugs Axed; Rock & Roll Sharpens Web Ears

By JOEL FRIEDMAN

HOLLYWOOD — While the general listening public may not be aware of it, the broadcast industry has evolved a system of self-regulated censorship of music which appears to be an intelligent approach to a generally sensitive subject.

The recently headlined controversies over the effect of rock and roll music on the morals of minors have prompted the webs to keep a particularly cautious censorship ear open for material that might lead youngsters astray. Last week, for instance, the novelty tune, "Transfusion" (recorded by Dot and Diamond), was in disfavor at NBC, ABC and CBS.

Thumbs Down

ABC isn't playing the song at all, while NBC's censorship chief, Stockton Helfrich, has banned it for early shows with young audiences (e.g. "National Radio Fan Club") and is "doubtful" if he would allow it to be played later in the evening. The tune spotlights a satirical lyric about a speed-happy, accident-prone motorist (e.g. "Shoot the blood to me bud"). Helfrich opines, "There's nothing funny about a blood transfusion." CBS is less critical of the material, terming it only "mildly offensive," but nevertheless the

disk has received a minimum of spins, and CBS' West Coast division has banned the platter entirely.

Meanwhile, Dot's waxing of the song by Nervous Norvus hit The Billboard's best-selling retail chart this week, altho it didn't appear on the most-played jockey list. Dot disputes the networks' contention that the tune is in doubtful taste. On the contrary, the label maintains, the novelty presents broadcasters with a strong peg for National Safety Council plugs.

While the general over-all reaction of those concerned with music censorship has been found to be acceptable, network censors have been ridiculed from time to time for adopting a childish stand on specific issues. In some areas the policy is inconsistent and often complex. What one web may deem improper has been found to be acceptable to another.

The net result, by and large, has been better musical entertainment via radio and television, despite the critics who believe the censors to be provincial. There are few specific rules which the network music clearance and continuity acceptance departments adhere to, with the generally accepted criterion of "good taste" prevailing. Without an industry-wide code to restrict them or with which the networks must conform, the broadcasting industry has managed to judge each song on an individual basis and has been proven to be elastic enough to adapt its rules and regulations with changing customs.

Censorship a la Pix

Broadly the areas which come in for close scrutiny are similar to those closely checked by censors in motion pictures, and live, filmed and transcribed performances on radio and television. Songs which are profane, ridicule physical deformities, contribute to juvenile delinquency, are offensive to mi-

(Continued on page 18)

Intent Saves Donegan Disk

NEW YORK — Lonnie Donegan's current disk "Lost John" almost got booted off the NBC "National Radio Fan Club" show last week, when the network's censorship department refused to okay it on the grounds that it was a racial stereotype.

Since Donegan and the tune are strictly wholesome types, Producer Parker Gibbs protested the decision and finally convinced the clearance department that the English singer is on the level and not doing an Amos 'n' Andy

NEWS OF THE WEEK

TV Webs, Outside Packagers Step Up Co-Productions . . .

The TV networks are sharply stepping up the number of co-production deals they're making with outside producers. Because of the advantages such deals afford, it's expected that the trend will continue to grow stronger in the near future. . . . Page 2

Syndicators Squeezed Between Rising Costs, Steady Prices . . .

TV film syndication is being squeezed between rising production costs and steady prices. Leon Fromkess, production vice-president of Television Programs of America, points out that union increases over the past year have raised the production nut as much as 41 per cent. . . . Page 10

Foreign-Derived Material Looms Larger in Packaged Record Field . . .

Foreign sliced material is taking a greater-than-ever share of the spotlight in major diskery's pop album releases plans. All majors are now in the field with successful imports in the pop LP category and plans indicate continued heavy volume of releases. Reasons for the upsurge are numerous but the trend is unmistakable. . . . Page 17

Lieberson Col. Records Chief; Conkling Entering Production . . .

Goddard Lieberson named president of Columbia Records, following the resignation of James

B. Conkling. Latter, after an extended vacation, will enter the independent theatrical production field in California. Conkling's contribution to disk industry viewed as broad. Dr. Frank Stanton, president of Columbia Broadcasting System, outlines gains made by the Conkling-Lieberson team in the past five years. . . . Page 16

First Signs of Violence At Ringling Philly Date . . .

Pickets showed up again at the Ringling circus date in Philadelphia, and the first signs of violence appeared. A truck driver was hurt when a brick was tossed thru the truck window, two local people were manhandled under a railroad bridge, and an independent concessionaire was jostled at the depot while trying to pick up merchandise. The week's business was just fair. . . . Page 47

DEPARTMENTS AND FEATURES

Amusement Games	84	Music	16
Carnival	59	Music Charts	28
Circus	56	Music Machines	77
Coming Events	53	Parks & Pools	54
Classified Ads	68	Pipes	67
Coin Machine Market	87	Radio	16
Fairs & Expositions	58	Rinks	55
Final Circuit	57	Routies	52
General Outdoor	47	Television	2
Honor Roll of Hits	28	TV Film	7
Letter List	71	TV-TV Film Reviews	12
Merchandise	67	Vending Machines	73

PATTERN FOR FUTURE

Co-Productions by Outside Packagers, Nets Set Trend

NEW YORK — Co-production deals between the networks and outside packagers seem to be the pattern of the future. Such deals have, of course, been made often in the past. But the number is growing, sparked by the web's ability to sell many of these co-produced packages for delivery next season and by the number of top creative talent now interested in making such deals.

The advantages to both parties are evident. The networks have ready access to a large amount of product without the necessity of maintaining large staffs of high-salaried, creative personnel and of maintaining costly studio space. The packagers' production costs are subsidized so that their risk is minimized. And they can be certain that their creative efforts will get a maximum amount of consideration from the webs.

ABC Example

ABC-TV is perhaps the most striking example of the success of co-production. It maintains a limited production staff, with the vast majority of its product coming from outside creative sources which are 50 per cent financed by the network. This has enabled it to make gigantic strides without enormous studio facilities or large production staffs.

Such ABC deals are now in force with Lou Edelman, whose "Jim Bowie" has already been sold for next season; Don Sharpe, whose "Wire Service" is partially sold;

Armour Shifts Line-Up on TV

NEW YORK — Armour last week moved out of one TV property, bought another and purchased a schedule of 45 participations in "Home." Armour bought alternate week sponsorship of the Danny Thomas show, Monday evenings 8-8:30 on ABC-TV, which it will share with International Cellucotton next season.

It dropped its one-sixth sponsorship of Perry Como's Saturday night NBC-TV stanza, which was promptly picked up by S. & H. Green Stamps. The stamp advertiser will probably cut back its participation buying of "Tonight" on NBC.

La Hamburger Named

NEW YORK — Nancy Hamburger has been named magazine editor of NBC's publicity department. She was formerly with ABC.

Sheldon Reynolds, for "International Theater," with the Theater Guild for a series of spectaculars and with John Gibbs for "Command Performance."

NBC-TV has also made a large number of such agreements. Showcase Productions which produces the Sunday night dramatic hour and "Producer's Showcase," the Monday night spectacular, is tied to the network. Max Liebman's "Stanley," the Buddy Hackett vehicle, already sold for next season, was financed by NBC, which also bankrolled "Impact," the Al Simon series for Monday 9-9:30 p.m. next fall.

The web has also bought 50 per cent of Figaro, Inc., a film production firm, which is certain to provide it with programming in the future. (See other story this issue.) And the web's "Hiram Holiday" is another example of a suc-

cessful co-production venture, with Phil Rapp, the partner. (See other story this issue.)

CBS Slower

CBS-TV has been a little slower to make these arrangements with outside producers but has many in force. Its former vice-president, Harry Ackerman, has such a deal for "High Adventure" and "The Trail Blazer," as has had Desilu on numerous of its properties that the network found interesting. Goodson-Todman's "Landmark" series is tied to the web. UPA Pictures also has a pact for a cartoon series being shown to potential nighttime clients. And San Gallu made his "Navy Log" with the web's backing.

The logic of co-production is such that it is certain to figure even more heavily in the future of TV.

THUMBS DOWN

NBC Rejects Film For Any of Specs

NEW YORK — NBC-TV will not film any of its spectaculars, and the chances of its purchasing theatrical films for first showing on TV are rather dim. This was made clear by Dick Pinkham, vice-president in charge of TV network programs.

Pinkham maintained that live production of spectaculars results in a superior kind of TV programming. He does not think that filmed spectaculars can be produced for an estimated \$250,000, their present budget, and maintain the quality of live spectaculars.

As for theatrical film, Pinkham declared that the network would not be interested unless residual deals could be worked out which would be more attractive than those offered at present. NBC has pioneered with the first-run telecasting of theatrical motion pictures. This season it presented Rex Harrison in "The Constant Husband" and the much-acclaimed Lawrence Olivier production of "Richard III." CBS-TV has already contracted with Screen Gems for the filming of several hour and a half shows in its "Playhouse 90" series.

Revlon Seeks Time for 'Girls'

NEW YORK — Revlon last week was considering several network time periods for its newest property, "The Most Beautiful Girl in the World."

Among the possibilities is ABC-TV on Thursday or Friday night 10-10:30 and CBS-TV Saturday night 10:30-11. The problem in all these time periods is clearances.

ABC Wins Fight; 'Rin Tin Tin' Stays

NEW YORK — ABC-TV has won its battle to keep "Rin Tin Tin" from shifting over to NBC-TV next season.

The show's bankroller, Nabisco, has renewed its Friday 7:30-8 p.m. ABC spot for next season, which will be the third year "Rin Tin Tin" will be on the air.

ADMIRAL

'Tonight' and 'Today' Near 2 1/2 Mil Buy

NEW YORK — "Today" and "Tonight" are on the verge of receiving their largest single order from a client. Admiral is considering the placement of a \$2,500,000 buy on these NBC-TV participation shows.

The potential sponsor would purchase one participation each day for a full year on each show or 520 throuth the year. Admiral sponsored Bishop Sheen for the last several seasons on ABC-TV.

The NBC participation shows are increasingly attracting clients who want "Today," "Home" and "Tonight" for long-run campaigns. Last week it racked up two orders totaling \$1,100,000.

Laine to Sub For Godfrey

NEW YORK — Frankie Laine has been selected again to replace Arthur Godfrey on CBS-TV Wednesday nights during Godfrey's summer vacation. Laine was Godfrey's summer replacement last year. According to present plans, he will take over Godfrey's reins on August 1.

A close runner-up for the job was Jo Stafford. CBS decided, however, against hiring Miss Stafford because she was not available to originate the show in New York. The availability of studio facilities made it desirable from CBS' standpoint that the show continue to originate in New York rather than from Hollywood.

WABD Doubles Its Power, Up to Peak

NEW YORK — WABD, here, doubled its power Monday (4) with the installation of its new 25-kilowatt transmitter. The station is now up to 37.1 kilowatts, the maximum allowable by the Federal Communications Commission.

The boost gives the station a coverage of 35 counties in four States and an increase in TV home potential by 12 per cent. The outlet formerly covered 27 counties.

GENERAL CIGAR OKAY

Bowling Earns Place In Web Programming

NEW YORK — Offbeat programming has a place on network TV. This was made evident when General Cigar last week took over complete sponsorship of the Sunday night 10:30-11 bowling show on NBC-TV. Half of the property was previously sponsored by Procter & Gamble which canceled recently.

The low-budget package has given the cigar sponsor a program identification lacking in its other network ventures. And the show's rating has soared. Its initial Trendex rating on April 8 when it started was 7.4. On May 6 its Trendex was 12.5 and chances are that it has not stopped climbing, because it is still a fairly new property.

Bowling has done very well on a syndicated level in TV, but never before won itself a network slot.

The show is General Cigar's major advertising effort, since it does not spend very much on other media. The advertiser has promotion plans to get behind the show in the fall.

The program's audience composition shows it's reaching a surprising number of women in addition to its heavy TV viewing by men, the sponsor's prime advertising target.

Borden to Share 'Fury' With GF

NEW YORK — Borden last week purchased alternate weeks of "Fury" to share with General Foods on NBC-TV, Saturdays, 11-11:30 a.m. this fall.

The purchase was made thru Young & Rubicam, the agency for both clients.

1/2 Hour Opens Up on CBS

NEW YORK — A new early evening half-hour time slot has opened up on CBS-TV.

The period in question is Saturdays, 7-7:30 p.m., which is being vacated by Wrigley, whose Gene Autry show is ending its network television career.

The web reportedly has offered the time slot to Maytag and Sheaffer Pen, which want to keep "Navy Log" on the air. The show is being replaced in its current Tuesday nighttime slot by Herb Shriner next season. The bankrollers reportedly feel Saturday 7-7:30, however, would be too early for "Navy Log."

Another programming possibility for the period is the new UPA cartoon series which CBS has available for sale. Sealtest is highly interested in the property but doesn't want to sponsor it Wednesday 7:30-8 p.m., where it would be up against American Dairy Association, one of the sponsors of ABC's "Disneyland."

'Press Conference' to Bow on NBC, July 4

NEW YORK — Starting July 4, NBC-TV will program "Press Conference" in the 8-8:30 p.m. slot. Martha Rountree has packaged the show, which will feature the nation's news makers and top news reporters. The Corn Products Refining Company will be the sponsor.

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Civil War May Hit GE Fancy

NEW YORK—The latest property reportedly being groomed for purchase by General Electric for its ABC Tuesday 9-9:30 p.m. time slot is a new show, as yet untitled, and in the initial stages of development, being developed by Young & Rubicam's Everard Meade, who would act as executive producer.

The new show would revolve around characters living during the days of the American Civil War, a theme that has gained tremendous favor with the American public over the past year.

General Electric, in its search for a new show, has screened practically every pilot available. It was one of the first bankrollers to tie up time for next season and apparently will be one of the last to select a property.

'Lancelot' May Go Sunday at 7

NEW YORK—There is an outside possibility that "Lancelot" may wind up in the Sunday night 7-7:30 time period on NBC-TV for General Foods. The sponsor has displayed a great deal of interest in the property for its Sunday slot.

Remaining to be won, however, is the consent of Lever Brothers and Whitehall, which already bought the property for showing in the Monday 8-8:30 slot on the network next season. Lever is said to desire a show with more appeal to the females. Whether another property can be found which will satisfy both Whitehall and Lever, however, is a question.

'Gunsmoke' Seg Available

NEW YORK—Liggett & Myers is willing to give up one-third sponsorship of CBS' "Gunsmoke" to another bankroller. The show airs three weeks out of four on Saturdays, 10-10:30 p.m.

The bankroller a few weeks ago picked up alternate week sponsorship of "Do You Trust Your Wife?" a move which might be partially responsible for its decision to give up a piece of "Gunsmoke."

'Big Surprise' Set In Present Time

NEW YORK—"The Big Surprise" will remain anchored in its present Saturday 7:30-8 time period on NBC-TV next season.

Speidel and Purex, the sponsors, wanted the show shifted to a later hour, as did the network, but the scarcity of network time slots made such a shift difficult.

New CBS Coast Job Given Blake

HOLLYWOOD — Bob Blake recently shifted to Hollywood from New York in the capacity as manager of special projects for CBS-TV's press department.

He has now been promoted to the newly created post of director of exploitation, Hollywood.

Ryan Heads Promotion At KPIX, S. Francisco

SAN FRANCISCO—William H. Ryan has been named advertising and sales production manager of KPIX, the Westinghouse Broadcasting Company here. He replaces Herb Bachman, who moved to KEX, Portland, Ore.

SOLD

Regal Buys Peter Potter's 'Juke Jury'

HOLLYWOOD—Peter Potter's "Juke Box Jury," local show seen on NBC-TV Station KRCA for the past several years, has been sold to Regal Pale Beer for airing on a regional basis in 11 Western States beginning July 26. The deal, closed by agent Hal Jovien, is on a 26-week basis.

The program, on which Potter and a panel of name guests appraise new record releases, will be kinescoped during its hour-long local airing, this being cut to a half hour for the regional show.

This marks the first time a sponsor has picked a series off a network station for regional spotting. NBC stations will have first refusal rights in markets where there are web outlets.

At the same time another one of the sponsors of the local show who has previously bought spot time nationally is attempting to clear time in the Midwest and East for regional airing. In addition to Regal, Cal-Fame Orange Juice, Fizzrin Instant Seltzer and Household Finance Corporation sponsor the program in Los Angeles.

Cox Back as Hiram Holliday

NEW YORK—Wally Cox will be back on TV next season. General Foods has bought Wednesday 8-8:30 on NBC-TV for "The Adventures of Hiram Holliday" created from Paul Gallico's stories.

The vidfilm series, which will star Cox; has been created by Phil Rapp and is an NBC package. Hiram Holliday is a meek type of newspaperman who performs feats of valor. Young & Rubicam is the agency.

Time-Life Buy Into 'Person'

NEW YORK — Time-Life, which has been expanding its stake in network TV, has picked up half sponsorship of CBS' "Person to Person" for next season. The publication firm has bought the alternate week being dropped by Elgin.

A few weeks ago Time-Life parted for a piece of NBC's Wednesday 7:30-7:45 p.m. news show and at the beginning of this season bought into ABC's John Daly news show.

ABC to Hike 'Festival' Price With Rank Films

NEW YORK—ABC has hiked prices of participations on its "Afternoon Film Festival" approximately 20 per cent, effective September 3, when it begins airing a new batch of J. Arthur Rank features.

The base rate for a one-shot, 60-second spot will be increased from the current \$2,500 to \$3,000 next season. ABC's policy of offering discounts to advertisers who buy participations in quantity will continue. The more participations a bankroller buys, the less he pays per spot. An advertiser can also buy 90-second spots on the show at a price that's 150 per cent of the 60-second rate.

The across-the-board, 3-5 p.m. show, which premiered January 16, has been doing fairly well commercially this year. The web's

A SOFTER TOUCH

ATFD Recommends Some Net Program Restrictions

WASHINGTON—Contrary to expectations, the Association of Television Film Distributors did recommend restrictions on network programming when it appeared before the Network Study (Barrow) Committee last week. It did not, however, go as far as Dick Moore, president of KTTV, Los Angeles. Whereas Moore proposed the complete abolition of network option time, the ATFD proposed merely a cut-back in option time. The ATFD did not reveal how much of a cut-back it advocated.

The ATFD went along with Moore in proposing a limitation on the total number of hours stations may devote to network programs. But the association did not specify publicly what limitation it favored.

Moore had suggested that no more than an average of 75 per cent of a station's programs during any segment of the day or from 7:30 to 10:30 p.m. should come from a single source.

The ATFD also urged the Federal Communications Commission to look into the networks' methods of acquiring programs to see whether quality and the public interest are used as the criteria for

what goes on the networks or whether profit participation is the chief determinant.

Suggested Change

The ATFD stated that if its recommendations for amendments to the Chain Broadcasting rules were accepted, it would not be necessary to abolish option time or divorce the networks from program production, as others have suggested.

But if its recommendations are not accepted, ATFD declared, the industry would be in danger of regulation as a public utility. In seeking continued protection against competition, the networks are in effect saying that they should be in the position of railroads, telephone, telegraph, gas and electric companies, the ATFD asserted.

The ATFD claimed that present regulations in effect discriminate against the public; smaller advertisers, local stations and independent film producers. It pointed out that 17 of the largest corporations in the U. S. sponsor 50 per cent of the networks' programming and time, and that two of the networks take up 93 per cent of prime-time

programming in all but a few markets.

Basic Cause

The basic cause of these difficulties, the ATFD agreed, is the shortage of facilities. It recommended that the creation of many more stations be the government's long range objective.

The ATFD also stated this week that it had been formed to advance the TV film industry, nationally and internationally, that membership is open to any distributor, that invitations to join will be sent out soon and that it will hire a nationally known business figure as president.

The four members of ATFD are Ziv-TV, Television Programs of America, Screen Gems and Official Films.

Figaro Deal Moves NBC Into Movies

NEW YORK — NBC-TV this week took a giant stride into the motion picture business when it purchased a 50 per cent ownership of Figaro, Inc., for an estimated \$1,500,000. The other 50 per cent of the firm is owned by Joseph L. Mankiewicz, the Academy Award-winning motion picture producer-director-writer.

The long-term agreement is said to provide NBC with first call on the services of Mankiewicz and his staff for TV programming services and a favored position in connection with the telecasting of motion pictures produced by the firm.

NBC has placed on Figaro's board of directors, Mannie Sacks, vicepres of RCA and NBC; Alan Livingston, president of the Kagan Corporation, a wholly owned NBC subsidiary, and Earl Rettig, vicepres in charge of NBC-TV network services. In addition to Livingston, Sacks is president of Kagan and

Rettig a member of its board of directors.

This has created speculation in the trade that Figaro will use Kagan's newly acquired California studios and will also take an active part in the blueprinting of properties for national sale and perhaps syndication.

Figaro is now readying for motion picture production "Good Old Charley Faye," a video property which is being expanded, and Graham Greene's new novel, "The Quiet American."

CBS Takes Step Two in Expansion Of Coast TV City

HOLLYWOOD — CBS-TV has gone into the second phase of its West Coast studio facilities development in its Television City. The major expansion will involve the construction of two studios, eight rehearsal halls and a nine-story office building to house administrative and creative personnel.

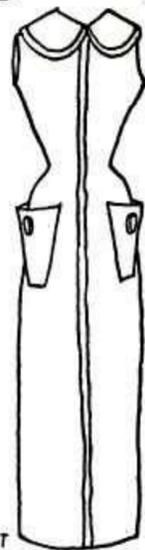
The network's production requirements have increased on the Coast because of added programs and more elaborate and longer shows. The new studios will be equipped for both color and black and white programming, and another existing studio is also to be equipped for color, giving the web four color studios here.

Whitehall to Share Purex NBC Time

NEW YORK—Whitehall Pharmaceutical has joined Purex as co-sponsor of NBC's Saturday 9:30-10 p.m. time period for the summer. The two bankrollers have picked up 10 "Ford Theater" reruns from Screen Gems for the time slot.

This season, the period was occupied by Jimmy Durante, sponsored by Texaco. Come fall, Sid Caesar will take over the entire 9-10 p.m. hour.

6th in manufacture of apparel



Among the television markets foremost in the manufacture of apparel and related products, the Channel 8 Multi-City Market ranks sixth, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power" — May 10, 1956).

wgal-tv

LANCASTER, PENNA.
NBC and CBS

Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

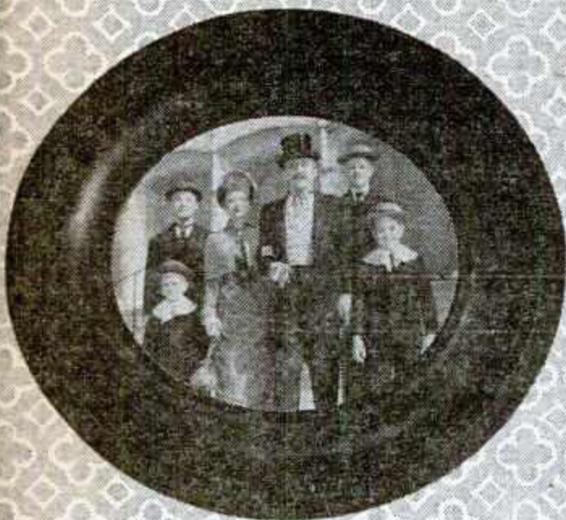
316,000 WATTS

STEINMAN STATION
CLAIR McCOLLOUGH, Pres.

Representative
the MEEKER company, inc.
New York Chicago Los Angeles San Francisco

Those
happy Days
are here
again!





L*ife with Father*, the adventures of the lovable Days, is a family portrait framed in gilt-edged success... a best-selling book, a record-breaking play, a smash box office movie and a hit on the CBS Television Network.

Now a sparkling syndicated film series, *Life with Father* is continuing to delight large family audiences everywhere. In seven-station Los Angeles, for example, *Life with Father* is the top-rated syndicated series in the market... seen by one out of three homes watching television. In Columbus, it commands a 70% share of audience. And in Denver, competing with two big network programs and a local sports show, it draws a 38.7% share of audience. *Life with Father* reaches wonderfully balanced audiences too. An average 22% men, 41% women, 37% children... just right for selling the entire family. Why not let the great Days start selling for you? Just call the distributors of the fastest-moving films in television...

CBS TELEVISION FILM SALES, INC.

New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta, Boston, Dallas, St. Louis. And in Canada: S. W. Caldwell, Ltd.

Source: Latest Pulse and ARB reports

WHY DO PILOTS FLOP?

Agencies Give Four Reasons for Rejection

HOLLYWOOD—Why are some pilots bought, while others, literally speaking, are turned away at the door? Ad agencies generally agree there are four important reasons why pilots, and this is the great majority of them, are not acceptable.

The first, and this is obvious, is the quality of the program. Beyond this, however, there are three pitfalls into which producers continually step.

(1) They do not investigate the programming "blind spots" on the present schedule; (2) they fail to take into account the needs of the advertisers to whom they are trying to sell, and (3) they are not prepared to show fully in which direction the show will move after the opening half hour.

All in Same Pattern

As far as Point 1 is concerned, agency execs as long as six weeks ago stamped a "nothing new" label on this season's crop of pilots. Their feeling is that the shows that have been turned out are mostly imitations, and that no producer took the trouble to find out a likely area in which a program, appealing to the American public, could be developed.

Just as importantly, producers continue to turn out the types of shows that agencies have no interest in. Tho there were as many comedy pilots filmed as ever, General Foods, one of the strongest supporters of this type of programming in the past, decided to switch next season, and therefore took itself out as a potential buyer. (The company purchased "West Point" and "Zane Grey Theater" in place of "Mama" and "Our Miss Brooks.")

In this context it's interesting to note how a producer who does take these factors into account analyzes the situation.

Reasons for "Ranger"

Ben Fox, producer of "Code 3" and previously of "Waterfront," has a new pilot, "Forest Ranger." According to him, this is why he chose the particular subject:

There is presently a dearth of adult outdoor adventure drama on the air, especially programs that develop human interest thru character. Yet the trend in America today is constantly towards participation sports, traveling over the country and "getting outdoors."

The program is a family-type

show which food advertisers and the like are constantly looking for. At the same time its of such a nature that it can utilize heavy equipment and automotive products within the stories themselves, thus opening up another field of sponsorship.

Finally, the range of the series is almost limitless, since the Forest Service concerns itself with jobs ranging from mining to farming, and has jurisdiction over vast bodies of both land and water.

Fox, in conjunction with the Forest Service, has collected a file of hundreds of stories and pictures. In addition, he's being provided with thousands of feet of Forest Service film of backgrounds and of animal life in action that, from a cost standpoint, it would be impossible for a TV series to duplicate.

Politicos Combing Footage Libraries

NEW YORK—Both major political parties are making a raid on web film libraries for stock footage, and NBC reports sales at an all-time high, with heavy purchasing continuing thru the summer.

The politicians are combing the 1952 campaign footage to use as rebuttal programs, either viewing with alarm or pointing with pride. NBC's 15,000,000 feet of March of Time material is drawing particular attention from the parties.

Guild Sells 2 Pix To N. Y. Stations

NEW YORK—Guild Films has sold two of its properties here. Food Fair stores will sponsor its "Popcorn Theater," an hour-long vidfilm series, on Saturday mornings over WABC-TV here beginning in September.

And WABD has bought "It's Fun to Reduce" for its 8:30-8:45 early morning strip. Food Fair has also signed with Guild for a schedule of eight commercials.

Reynolds, Colgate Renew 'Crusader'

NEW YORK—R. J. Reynolds and Colgate have given up their search for a new show to replace "Crusader."

They have decided to keep the show in its present Friday 9-9:30 p.m. CB time slot at least thru the end of this year.

CANDIDATES

Bill to Give Free Time In Elections

WASHINGTON — Presidential and vice-presidential candidates could demand weekly free periods on TV during the campaign months in a bill offered by Sen. Hubert Humphrey last week. The bill was designed to ease the pressures of cost of TV time to top candidates and make practical amendments to "equal time" ruling of the Communications Act.

Candidates meeting the bill's requirements for bona fide applicants could have a half hour every week in September and an hour every week in October and November. The equal time ruling, modified to rule out "spurious" applicants, would apply to qualified candidates using the free time. The bill would not affect the amount of paid time they could buy in addition.

The Humphrey Bill would protect nets and stations from unreasonable interruptions to regular programming. Stations could refuse segments of 15 minutes or less when the political broadcast would cut into longer programs scheduled. The same rule would hold for half-hour demands that would break up hour-long programs. Stations with more than one affiliation would have to clear time out of only one net's programs.

The bill does not specify whether nets would have to turn over prime evening time, or whether they could meet the political broadcast requirements with daytime hours.

Simoniz Picks Up Carson Show Bit

NEW YORK—CBS new daytime Johnny Carson show has picked up another bankroller, Simoniz, which will sponsor one quarter hour segment per week starting early in July.

Best Foods had previously bought a slice of the Carson program which bowed Monday (28).

Wynn Forms Firm For Station Aids

NEW YORK—Lawrence Wynn has formed a firm bearing his name to offer special services to TV stations. These services will include sales, sales research, film buying, programming, merchandising, promotion and publicity, and talent and personnel.

The company is designed to supplement station representative firms and work in co-operation with them.

• New TV Spot Campaigns

Future National Spot Drives— Contracts Being Signed Now

Deals Set During Two Weeks Ending April 28.

This tabulation is the result of a survey made by The Billboard among all U. S. TV stations. It shows new national spot campaigns for which contracts were reported as set during the survey period listed above, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

Product and Advertiser
 Carling's Black Label Beer, Carling's Brewing
 Crest, Procter & Gamble
 Dromedary Cake Mix, Hills Brothers
 Facial Frost, Charles Antell
 Fanny Farmer Candy, Fanny Farmer
 Imperial Margarine, Lever Brothers
 Joy, Procter & Gamble
 Kool Aid, General Foods
 Lipton Tea, Lever Brothers
 Maxwell House Coffee, General Foods
 Mobilgas & Oil, Socony
 Morton Frozen Baked Goods, Continental Baking
 Murine for the Eyes, Murine

Product and Advertiser
 Nehl Flavors, Nehl
 Old Gold Cigarettes, Lorillard
 Packard Cars, Packard Division
 Preparation H, Whitehall
 Philip Morris Cigarettes, Philip Morris
 Profile Bread, Continental Baking
 Qwip, Avoset
 Raids, S. C. Johnson
 Refrigerators, General Electric
 Robot Gardener, Grant
 Silken Net, Revlon
 Sunbeam Lawn Mowers, Sunbeam
 Tide, Procter & Gamble
 Western Airlines, Western Airlines
 Whitman's Chocolates, Whitman & Son

REGIONAL SUMMARIES

Eastern

Baby Foods, Beech Nut Packing
 Beechnut Gum, Beechnut Packing
 Birge Wallpaper, Birge Manufacturing
 Boraxo, Pacific Coast
 Brookpark Dinnerware, International Molded Plastics
 Candy, Henry Heide
 Car Wax, duPont
 Carling's Black Label Beer, Carling's Brewing
 Colgate Dental Cream, Colgate-Palmolive
 Comboshine, Maine Labs
 Cosmetics, Sales Builders (Max Factor)
 Cosmetics, Revlon
 Crest, Procter & Gamble
 Dash, Procter & Gamble
 Dromedary Cake Mix, Hills Brothers
 Facial Frost, Charles Antell
 Fanny Farmer Candy, Fanny Farmer
 Frozen Foods, Whitney-Safeway
 Frozen Fruit Beverages, Cragment Beverages, Safeway
 Frozen Fruit Juices, Minute Maid
 Gum, Wrigley Co.
 Home Laundries, General Electric
 House of Lords Tea, Martin Gillette Co.
 Hunt Club Dog Food, Standard Brands
 Hutchinson Wax, H & S Sales
 Ice Cream Sauces, Richardson's Topings
 Imperial Margarine, Lever Brothers
 Insecticide, Gulf Oil Co.
 Instant Maxwell House Coffee, General Foods
 Instant Nescafe Coffee, Nestle Co.
 Iron City Beer, Pittsburgh Brewing

Joy, Procter & Gamble
 Kool Aid, General Foods
 Ladies Home Journal, Curtis Publishing
 Lestoil, Adell Chemical
 Listerine, Lambert Pharmacal
 Macaroni Products, La Rosa & Sons
 Maxwell House Coffee, General Foods
 Meat Products, John Squires, Inc.
 Milk Plant, Borden Co.
 Morton Frozen Baked Goods, Continental Baking
 Murine for the Eyes, Murine
 Niagara Starch, Corn Products
 Old Gold Cigarettes, Lorillard Co.
 Packard Cars, Packard Division
 Philip Morris Cigarettes, Philip Morris
 Post Cereals, General Foods
 Power Lawn Mowers, Moto-Mowers Co.
 Profile Bread, Continental Baking
 Qwip, Avoset
 Raids, S. C. Johnson
 Refrigerators, General Electric
 Reynolds Waterless Cookware, Reynolds Metals Co.
 Rotary Chef, Grant
 Royal Crown Cola, Nehl
 Salem Cigarettes, R. J. Reynolds
 Shredded Wheat, Nabisco
 Shredded Wheat Jrs., National Biscuit
 Spic & Span, Procter & Gamble
 Starnail, Charles Antell
 Tender Leaf Tea, Standard Brands
 Top Value Stamps, Top Value Enterprises
 Val Spar Paints, Valspar
 Whitman's Chocolates, Whitman & Son
 Wisk, Lever

Southern

Air Conditioning, Reamer
 Anchor Post Fence, Anchor Post
 Blue Dot Duz, Procter & Gamble
 Cake Mix, Swans Down
 Fertilizer, Zebra Brand
 Gasoline & Oil, Shell
 Goby Sun Tan Oil, Goby Co.
 Imperial Margarine, Lever
 Kool Aid, General Foods

Maxwell House Coffee, General Foods
 Murine for the Eyes, Murine
 Nehl Flavors, Nehl
 Raids, S. C. Johnson
 Refrigerators, General Electric
 SSS Tonic, SSS Co.
 Tide, Procter & Gamble
 Trak, Gulf Co.
 Wax, Hibbing Wax Co.

Midwestern

Appliances, Westinghouse
 Arrid Lotion Deodorant, Carter Products
 Bell Cameras, Bell & Howell
 Bexel, McKesson & Robbins
 Breeze, Lever
 Briefs & Shorts, Standard Knitting Mills
 Brisk Toothpaste, Colgate-Palmolive
 Carnation Chocolate Drink, Carnation Co.
 Cigarettes, Liggett & Myers
 Consumers Co-operative, All Products
 Crest, Procter & Gamble
 Falapray, New Way Houseware Co.
 Falstaff Beer, Falstaff
 Fanny Farmer Candy, Fanny Farmer
 Fertilizer, Allied Chemical
 Gillette Razor, Gillette
 Goetz Beer, Goetz
 Heating Equipment, Waterbury Heating Supply
 Hang It All Charcoal Broiler, Lakewood Mfg.
 Ice Cream & Milk, Fairmont Foods
 Joy, Procter & Gamble
 Kleenex, International Cellulocotton
 Lipton Tea, Lever Brothers

Maxwell House Coffee, General Foods
 Merchandise, Sears-Roebuck
 Mickey Mouse Doll, Hungerford Plastics
 Mobilgas & Oil, Socony
 Morton Frozen Baked Goods, Continental Baking
 Murine for the Eyes, Murine
 Nail Polish, Revlon
 Philip Morris Cigarettes, Philip Morris
 Preparation H, Whitehall
 Profile Bread, Continental Baking
 Qwip, Avoset
 Raids, S. C. Johnson
 Revlon Moon Drops, Revlon
 Robot Gardener, Grant
 Salad Mixer, Grant
 Silken Net, Revlon
 Slimagic, Charles Antell
 Stokely Products, Stokely Van Camp
 Sunbeam Lawn Mowers, Sunbeam
 Table Napkins, Kleenex
 Tender Grown Chickens, Swift & Co.
 Tide, Procter & Gamble
 Ting, Pharma Craft Co.
 Vess Beverages, Whistle-Vess
 Western Airlines, Western Airlines
 Whitman's Chocolates, Whitman & Son

Southwestern

Aluminum Foil, Kaiser Aluminum
 Carling's Black Label Beer, Carling's Brewing
 Dromedary Cake Mix, Hills Brothers
 Facial Frost, Charles Antell
 Hamm's Beer, Hamm's
 Heat Powder, Mexana
 Lincoln-Mercury Cars, Lincoln-Mercury Div.

Lipton Tea, Lipton
 Lipton Ice Tea, Thomas Lipton
 Maxwell House Coffee, General Foods
 Sealey Mattresses, Sealey Corp.
 Silken Net, Revlon
 Viceroy Cigarettes, Brown & Williamson
 Wildroot Cream Oil, Wildroot

Rocky Mountain & West Coast

Alka Seltzer, Miles Labs
 Aunt Jemina Cornbread E-Z Mix, Quaker Co.
 Beverages, Champale of Calif.
 Breakfast Foods, Loma Linda
 Dr. Lyons Toothpowder, Sterling Drug
 Dog Food, Lewis Dog Food
 Dromedary Cake Mix, Hills Brothers
 Gallo Wines, Gallo Winery
 Hills Brothers Coffee, Hills Brothers
 Kool Aid, General Foods
 Loans, Seaboard Finances
 Mobilgas & Oil, Socony
 Murine for the Eyes, Murine
 Nabisco Tiny Bits, Nabisco
 Nehl Flavors, Nehl

Oil, Tide Water Associated Oil
 Old Gold Cigarettes, Lorillard
 Packard Cars, Packard
 Parade of Progress, General Motors
 Preparation H, Whitehall
 Philip Morris Cigarettes, Philip Morris
 Profile Bread, Continental Baking
 Raids, S. C. Johnson
 Reader's Digest, Reader's Digest Assn.
 Roto-Broil, Roto-Broil
 Ruskets & Ruskets Flakes, Loma Linda
 Satin Spray Set, Revlon
 Sunbeam Lawn Mowers, Sunbeam
 Various, Ratner Promotions
 Western Airlines, Western Airlines
 Wheat & Rice Honey, National Biscuit

PROGRAMMING—
 the key to successful TV advertising

THE BILLBOARD—
 the key to successful programming

ZIV HAS THE HOT SHOWS!

"SCIENCE FICTION THEATRE"

507

IN 2-STATION OMAHA

beating Dragnet, George Gobel, Disneyland, What's My Line and many others.

ARB—Feb. '56

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





A TALE OF THREE CITIES

(Cleveland • Detroit • Louisville)*

In those days, behold, there came through the gates of three cities in the very center of our fair land, salesmen from afar off. Each possessed a caravan loaded with the gems of story pictures on films that moved.

And it came to pass that they approached the stations of television, as they were wont to do, and they received nothing but the grouches and then they were given the rush that was bum.

Mightily were these salesmen astonished. They said to one another and to their office that was their home, in the east, "Oh, foul oath, we sold this caravan of SPECTACULAR FEATURE FILMS FOR TELEVISION in every large city in the land, but here. How is it possible to sell those whose alibi sheets are full?"

And it came to pass that many were gathered in the home office and a soothsayer came among them and he was one wise guy. And they spoke and questioned him saying "How is it that 'SELZNICK presents' is sold in almost every city in our land, but not to Cleveland or Detroit or Louisville?"

Whereupon the soothsayer made answer: "the cities of which you speak are with people loaded who truly seek the entertainment of the calibre you sell. But, the stations that are the magicians of television are not so rich with the coin of the realm that they can buy your caravan of films that are spectacular without having ready the buyers that are sponsors."

"Go ye forth full of pep and address yourself to the merchants and their advertising agents in these cities and report that these caravans of feature films

will bring untold wealth to buyers since the people will gather in their homes in every corner of their cities and pay heed to the advertisement of these merchants that is commercial... and the cost for spreading their message will be amongst the lowest per thousand of any media."

"Have the town-criers shouting from the rooftops the names of these films and the names of those players all of which are of national famous reputation. Have your salesmen saying unto the men of products, behold the masses that are in these towns are not a bunch of boneheads. They cannot be sold, nor will they listen to your entreaties, unless the amusements you offer bewitch their eyes."

"Show them the lists of those other large cities and stations so that they know that the smartest and most intelligent traders in film programming from shore to shore have already purchased 'SELZNICK presents'... and verily their glee is great and they rub their hands in anticipation of much coming profits."

And so, we say unto you, if you are a merchant of repute and advertise in the field of television, "Even if you are only interested in the spots that are one-minute, secureth the bills of particulars. WRITE — WIRE — PHONE the office that is our home in the east for full details and the print that is auditioned."

"Do it today, lest you misseth a golden sales opportunity."

Sultan Harold ben Goldman
Caliph of Sales

*and a few others!



National Telefilm Associates, INC. 60 West 55th Street, New York, N. Y. • PLaza 7-2100

CHICAGO, ILLINOIS
612 N. Michigan Avenue
Phone: Michigan 2-5561

HOLLYWOOD, CALIFORNIA
8721 Sunset Blvd.
Phone: Crestview 1-1191

MONTREAL, CANADA
1434 St. Catherine St.
Phone: University 6-9495

MEMPHIS, TENNESSEE
2605 Sterick Building
Phone: Jackson 6-1565

BOSTON, MASS.
Statler Hotel Office Building
Phone: Liberty 2-9633

MINNEAPOLIS, MINNESOTA
1109 Currie Avenue
Phone: Lincoln 7013



can't
help,
lovin'
that
gal..





Just finished selling **OLDSMOBILES**
for General Motors in 122 markets

NOW...

via **SCREEN GEMS** syndication,
with 78 fifteen minute programs for
every television market...she is ready to...
SING and **SELL** for **YOU!**

an **ARGAP** production in association with **G.A.C.-TV**

presented by


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

FAITH WITH CAUTION

Distributors Wary of First-Run Syndication With Prices Up

NEW YORK—While the big distributors still maintain faith in first-run syndication, an air of cautiousness prevails as far as this fall's releases are concerned. There are a couple of reasons for this, but one over-riding fact is that while syndication card rates have remained fairly steady, production costs have been pushed up by the union increases won over the past year.

Leon Fromkess, production vice-president of Television Programs of America, who was in town last week for conferences with TPA officials here, pointed out that the bare negative costs have been boosted by an average of 17 per cent. But in addition, the hike in rerun payments to performers can make the increase 25 to 41 per cent, depending on the number of reruns the series gets.

Fromkess offered the following figures as an example. A show budgeted at \$25,000 an episode would have cost \$975,000 for a series of 39, negatives only. With the flat increase of 17 per cent, the production nut goes up to \$1,140,750 for the 39 films.

One Rerun

If the series goes thru one rerun, \$2,000 per film is added, bringing the total cost up to 1,218,750. If it goes into six reruns, the cost goes up \$6,000 per negative, for a total nut of \$1,374,750. This represents an increase of 41 per cent over the basic budget, Fromkess concluded.

Putting it another way, the 17 per cent negative cost increase and a 40 per cent distribution cost give

the distributor a goal of \$36,500 a week if he wants to break even on the first run. If the New York market represents 10 per cent of his potential syndication take, (as it represents about 10 per cent of total circulation) he would have to get a good deal more than the \$3,000 a week that has been about average for this market.

Economy Rough

According to Fromkess it is near impossible to economize on this budget since that would require a cut in quality that the market won't stand for. On the other hand

it would be as difficult to increase prices.

Obviously this arithmetic is a painful dilemma for the syndication business in 1956. Fromkess thinks one way out is additional revenue from foreign distribution.

TPA itself is expected to put another show in first-run syndication in the fall, tho it apparently has not selected the property yet.

CBS, Others Eye Buy of 'Finest 52'

NEW YORK — CB-TV may open its Sunday afternoon schedule to feature film programming in January at the end of its football telecasting season. The network reportedly is interested in RKO's "Finest 52" motion picture package, but the problem is to find a sufficient number of national advertisers.

General Tire, RKO's parent company, is understood to be interested in sponsorship. Another potential client is Budweiser, but not on Sunday, the one day of the week that is taboo for beer advertising. Enough advertisers must be found to pay the \$75,000 per picture program costs.

ABC-TV is also interested in the package for its "Famous Film Festival" which next season airs 7:30-9 p.m. The question here is to find sponsors who would be willing to buck Perry Como and Jackie Gleason on NBC-TV and CBS, respectively.

Lever Drops Big Town

HOLLYWOOD—"Big Town," NBC-TV series produced by Mark Stevens, reportedly is being dropped by Lever Brothers next season. The show, on at 10:30-11 p.m. Tuesday, has been polling only about 20.0 in the ratings, and the sponsor wanted a time switch which the web could not accommodate.

As a result, Lever Brothers will probably buy half of Campbell Soup's "On Trial," new drama going in at 9-9:30 p.m. Friday on NBC.

Tho Stevens will drop "Big Town" as a series, he has a pilot of a new show called "The City," which has a somewhat similar format, and would result in at least partial continuity for the program if it's bought.

NEW TREND LOOMING?

CBS-TV May Strip 'Brooks' Daytime

HOLLYWOOD — CBS-TV is considering stripping reruns of "Our Miss Brooks" on the network as a daytime show next year. Tho there's no definite commitment yet, web execs are reported leaning favorably toward the idea.

Such a trend, if it continues, could lead toward new patterns in marketing network reruns. Tho not all programs are suitable for daytime airing, of course, situation comedies, family type programs, and shows such as those of Loretta Young and Jane Wyman which appeal primarily to women would easily fit into the daytime skein.

NBC-TV already has one afternoon strip of this ilk, "I Married Joan," which was placed in the 5-5:30 p.m. slot after Pinky Lee had to bow out.

The real leader in the field, however, has been "My Little Margie," which Official Films began syndicating for stripping last summer. Results have been almost uniformly good, a factor which may be prompting CBS into its move.

The net has 130 half hours of "Brooks" in the can, enough to play for better than half a season without having to go into third run. There are several slots on the sked which could stand strengthening, and CBS may feel that with NBC increasing the quality of its daytime programming it will have to move also if it is to keep its dominance.

Tho there will undoubtedly con-

tinue to be a good number of web reruns for syndication, independent stations are viewing the maneuvers with alarm, feeling that some top product may be taken out of the market. At the same time, the practice, if it becomes extensive, could raise a problem of supply for the next film divisions.

Spain Opened To Production

NEW YORK—Spain has been opened up as a production center for vidfilm. TV producer Martin Gosch has already finished the production of 15 vidfilms in his series of 39 half-hour programs which were shot at the Sevilla Studios, Madrid. The series is titled "Adventures of the Americano," and star is Scott McKay.

Gosch has built an entire production unit in Madrid using entirely Spanish technicians. His director, however, is an American, Fred Stephani, as are his writers. His next vidfilm series is already in preparation and is titled, "The Red Mask." They will be shot partially in black and white and in color.

ABC Film Syndication has indicated interest in "Adventures of an Americano."

ELY LANDAU REBUTS HIMSELF WITH NOTE

NEW YORK — Ely Landau, who recently wrote a letter to the TV film distributors defending the networks, last week wrote a letter to a network defending the distributors. As a rebuttal to NBC's brief that charged five distributors with fostering Dick Moore's testimony before the Magnuson Committee, Landau sent an open letter to NBC President Bob Samoff expressing "the strongest possible indignation at your unwarranted attack."

The president of National Television Associates, which was not one of the five named in the NBC brief, said he did not believe any "conspiracy" existed among the distributors. He defended them as the only program sources that have enabled independent stations to survive.

Landau went on to devote most of his five pages to a defense of feature films, which the NBC brief had roundly denounced as

stale and stereotyped entertainment brought to TV by promoters and financial traders. He pleaded guilty to distributing such pictures as "How Green Was My Valley," "Tales of Hoffman" and "Breaking the Sound Barrier."

"I'll avoid the obvious comparison with run-of-the-mill live programming and ask another question," Landau continued. "Anybody remember 'Satins and Spurs'?"

Landau then took a poke at NBC's claim that the networks laid the groundwork for the industry at a cost of millions. "Let's not ignore the fact that while NBC was incurring those heavy losses, the head of the family, Radio Corporation of America, was busily earning huge sums by manufacturing TV sets."

Landau concluded by reiterating his plea that all facets of the industry work together in pressing the government for more stations.

WCBS Buys 152 of Top Warner Films

NEW YORK—WCBS-TV has bought 152 of the top Warner Bros. pictures from Associated Artists Productions in the biggest bulk deal on features made in this market in years. It was reported to

involve over \$1,500,000. This is the first feature film purchase made by the station since it bought the 104-title "Hollywood Movie Parade" package from Screen Gems three months ago.

WCBS' lease on the Warner films is for six years, 10 runs per picture. First delivery will be in January. A number of the pictures will be kept out of TV several months more for theatrical business.

AAP is understood to have written contracts for Warner production with more than a dozen stations so far, but it refuses to give any details.

Altho its basic sales plan on the Warners was for 13 balanced packages, AAP is said to be willing to make another deal in this market for another 150 or so top grade pictures only. The WCBS buy includes such titles as "Petrified Forest," "Juarez," "Arsenic and Old Lace," "Dodge City" and "Mark Twain."

There are still four recent feature packages unsold in New York: Hygo's 22, Atlantic's "Champion," several of M. & A. Alexander's "Power Plus" and National Telefilm Associates' 20th Century-Fox package.

Hellinger Yarns Set for TV Series

HOLLYWOOD—Filming on a TV series based on the Mark Hellinger stories is expected to get under way at General Service Studios late this month. Show will be called "The Mark Hellinger Theater."

Rights to 5,400 of the Hellinger tales were acquired last fall by Charles Weintraub and Maure Janov. Rod Amateau will direct the pilot, with talks now going on with Bob Considine to host the series.

GET A SCORECARD

Can't Tell TV Groups Without It

NEW YORK—A quick way to tell the TV film distributors from the growing number of TV film associations in trade paper stories is to note the number of initials. The distributors, if they are identified by initials, have a maximum of three (like TPA, NTA, MCA). The associations have four, of which the middle two are always T and F.

Herewith is a guide to the associations involved with TV film programming:

NTFC, National Television Film Council. This is the daddy of them all. It was organized over eight years ago. It is an all-industry group, with a vice-president for each facet of the industry. It promulgated the original Standard Exhibition Contract. It holds open meetings monthly in New York to discuss industry problems.

ATFP, Alliance of Television Film Producers. This is the West Coast organization formed about four years ago to negotiate union contracts.

ATFA, American Television Film Association. This is the name adopted a month ago by the National Association of TV Film Directors. It was organized two years ago in New England. Originally concerned only with technical problems, it soon turned its attention to programming. It has over 150 station film directors in its membership. It is now trying to become an all-industry association, but the distributors have so far turned it down.

ATFD, Association of Television Film Distributors. This is the bustling colt foaled by four of the leading independent distributors. It brought the distributors' case to Washington last week. So far it has no officers, no letterhead and no official spokesman.



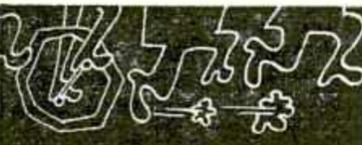
CONTENTED CLIENTS



RETURN TO KLING



AGAIN AND AGAIN FOR



QUALITY, CREATIVITY AND SERVICE..

HOLLYWOOD • 1416 NORTH LA BREA

KLING FILM PRODUCTIONS

CHICAGO • 1058 W. WASHINGTON BLVD.

IT'S FUN TO REDUCE

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TV Program and Time-Buying Guide

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

The Billboard Scoreboard NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Web Quiz and Panel Shows

APRIL RATINGS		
Rank	Show, Sponsor & Web	Rtg.
1.	\$64,000 Question Revlon (CBS)	51.9
2.	You Bet Your Life De Soto, Plymouth (NBC)	43.9
3.	I've Got a Secret R. J. Reynolds (CBS)	38.0
4.	\$64,000 Challenge Kent, Revlon (CBS)	35.0
5.	Big Surprise Purex, Speidel (NBC)	34.5
6.	What's My Line? Remington Rand, Montener (CBS)	34.4
7.	Truth or Consequences P. Lorillard (NBC)	29.0
8.	People Are Funny Paper Mate, Toni (NBC)	28.3
9.	Do You Trust Your Wife? Frigidaire (CBS)	26.8
10.	Name That Tune Lanolin (CBS)	22.2

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Big Surprise Purex, Speidel (NBC)	1.25
2.	Stop the Music Quality, Necchi (ABC)	1.20
3.	Chance of a Lifetime Lentheric, Emerson (ABC)	1.18
4.	People Are Funny Paper Mate, Toni (NBC)	1.17
5.	\$64,000 Question Revlon (CBS)	1.16
5.	What's My Line? Remington Rand, Montener (CBS)	1.16
8.	Do You Trust Your Wife? Frigidaire (CBS)	1.15
9.	You Bet Your Life De Soto, Plymouth (NBC)	1.14
10.	Quiz Kids Amer. Home (CBS)	1.13

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Chance of a Lifetime Lentheric, Emerson (ABC)	1.02
2.	Big Surprise Purex, Speidel (NBC)	.99
3.	People Are Funny Paper Mate, Toni (NBC)	.98
4.	\$64,000 Challenge Kent, Revlon (CBS)	.92
5.	What's My Line? Remington Rand, Montener (CBS)	.90
5.	Name That Tune Lanolin (CBS)	.90
7.	Truth or Consequences P. Lorillard (NBC)	.89
8.	\$64,000 Question Revlon (CBS)	.88
8.	Break the Bank Dodge (ABC)	.88
8.	You Bet Your Life De Soto, Plymouth (NBC)	.88

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Kids Per Set
1.	Dollar a Second Mogen-David (ABC)	.88
2.	People Are Funny Paper Mate, Toni (NBC)	.71
3.	Name That Tune Lanolin (CBS)	.65
4.	Truth or Consequences P. Lorillard (NBC)	.61
5.	Big Surprise Purex, Speidel (NBC)	.56
6.	You Bet Your Life De Soto, Plymouth (NBC)	.49
7.	Masquerade Party Pharmaceuticals, Knomark (ABC)	.48
8.	Stop the Music Quality, Necchi (ABC)	.43
9.	I've Got a Secret R. J. Reynolds (CBS)	.40
10.	Break the Bank Dodge (ABC)	.36

Web Winners

SUPER CIRCUS—ABC-TV
The kids apparently have the Sunday 5-6 p.m. time slot sewed up tight, judging from the extent that "Super Circus" ratings outdid those of its adult competition from NBC and CBS. According to the Nielsen 14-market, Multi-Network ratings for the two weeks ending April 21, "Super Circus" pulled an average 14.3 rating for the hour, while NBC's "Wide, Wide World" and "Captain Gallant" averaged 9.0 and CBS' program-gramming averaged 7.8. On one of the weeks, CBS aired the Masters Golf Tournament and on the next it aired "Face the Nation" and "CBS Sunday News" over the 5-6 p.m. hour.

Films to Watch

ELDY ARNOLD TIME—Walter Schwimmer
Pittsburgh's decision to cut the Eddy Arnold show into a quarter hour strip seems to be paying off. Its average 32.7 Telepulse in April was the second highest strip rating in the market. Also, it put the Arnold show in a close running 15th place among all syndicated shows in Pittsburgh. "Eddy Arnold Time" runs on KDKA-TV 7:45-8 p.m. Monday thru Friday. (In April its Tuesday play was pre-empted by the circus.) This slotting is traditional for musical shows on the networks.

• ARB Top Shows Among Kids

How Network Shows Rated Among Children in April

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

(* Indicates Film)

Rank	Show, Sponsor & Web	Children Per set	Avg. April Rating
1.	*Mighty Mouse, Gen'l Foods (CBS)	.88	18.1
2.	*Mickey Mouse Club, Partic. (ABC)	1.81	17.3
3.	Winky Dink & You, Sust. (CBS)	1.80	7.2
4.	Howdy Doody, Sust. (NBC)	1.77	6.5
5.	Uncle Johnny Coons, Swift & Co., Sust. (NBC)	1.75	7.2
6.	Mr. Wizard, Sust. (NBC)	1.74	10.2
7.	*Fury, Gen'l Foods (NBC)	1.73	21.0
8.	Pinky Lee, Sweets (Sat.-NBC)	1.70	6.4
9.	*Capt. Kangaroo, Sust., (Sat. CBS)	1.69	13.4
10.	*Disnevland, Partic. (ABC)	1.68	41.3
11.	Pau. Winchell, Sweets (NBC)	1.64	10.9
12.	*Tales of the Texas Rangers, Gen'l Mills, Curtiss Candy (CBS)	1.62	21.2
13.	Children's Corner, Sust. (NBC)	1.60	4.7
14.	*Captain Midnight, Wander (CBS)	1.57	15.9
15.	*Captain Kangaroo, Partic. (CBS)	1.56	9.6
16.	*Rin Tin Tin, Nat'l Biscuit (ABC)	1.46	24.6
17.	*Lone Ranger, Gen'l Mills (CBS)	1.45	17.4
17.	*Gene Autry, Wrigley (CBS)	1.45	13.0
17.	Pinky Lee, Partic. (NBC)	1.45	6.1
20.	*Roy Rogers, Gen'l Foods (NBC)	1.42	20.5
21.	*Wild Bill Hickok, Kellogg (CBS)	1.40	13.0
22.	*Lassie, Kellogg, Campbell Soup (CBS)	1.38	32.8
23.	Ding Dong School, Partic. (NBC)	1.33	5.0
24.	*Lone Ranger, Amer. Dairv, Gen'l Mills (ABC)	1.27	16.5
25.	*Robin Hood, Wildroot, J&J (CBS)	1.25	31.4

The Billboard Scoreboard SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Westerns

MARCH RATINGS		
Rank	Show & Distrib.	Avg. Mar. Rtg.
1.	Annie Oakley (CBS)	15.8
2.	Buffalo Bill Jr. (CBS)	13.0
3.	Wild Bill Hickok (Flamingo)	12.5
4.	Cisco Kid (Ziv)	12.1
5.	Death Valley Days (Borax)	11.0
6.	Range Rider (CBS)	10.4
6.	Sky King (Nabisco)	10.4
8.	Stories of the Century (Hollywood)	10.3
9.	Hopalong Cassidy (NBC)	10.2
10.	Steve Donovan, Western Marshal (NBC)	10.0

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Death Valley Days (Borax)	.80
2.	Stories of the Century (Hollywood)	.75
3.	Gene Autry—1 Hr (CBS)	.69
4.	Hopalong Cassidy (NBC)	.65
5.	Gene Autry (CBS)	.60
6.	Judge Roy Bean (Screencraft)	.56
7.	Cisco Kid (Ziv)	.51
7.	Wild Bill Hickok (Flamingo)	.51
9.	Hopalong Cassidy—1 Hr (NBC)	.49
9.	Range Rider (CBS)	.49

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Gene Autry—1 Hr (CBS)	.28
1.	Wild Bill Hickok (Flamingo)	.28
3.	Hopalong Cassidy (NBC)	.27
3.	Steve Donovan, Western Marshal (NBC)	.27
5.	Sky King (Nabisco)	.26
6.	Cisco Kid (Ziv)	.25
6.	Cowboy G-Men (Flamingo)	.25
6.	Gene Autry (CBS)	.25
9.	Buffalo Bill Jr. (CBS)	.24
9.	Death Valley Days (Borax)	.24

VIEWERS/100 HOMES		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Hopalong Cassidy (NBC)	237
2.	Gene Autry—1 Hr (CBS)	234
3.	Judge Roy Bean (Screencraft)	232
4.	Death Valley Days (Borax)	225
4.	Gene Autry (CBS)	225
6.	Annie Oakley (CBS)	213
7.	Range Rider (CBS)	209
8.	Cisco Kid (Ziv)	207
9.	Sky King (Nabisco)	205
10.	Wild Bill Hickok (Flamingo)	203
10.	Hopalong Cassidy—1 Hr (NBC)	203

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Judge Roy Bean (Screencraft)	79
2.	Stories of the Century (Hollywood)	77
3.	Death Valley Days (Borax)	75
4.	Hopalong Cassidy (NBC)	60
5.	Gene Autry (CBS)	57
6.	Annie Oakley (CBS)	55
7.	Gene Autry—1 Hr (CBS)	54
8.	Sky King (Nabisco)	48
9.	Range Rider (CBS)	45
9.	Hopalong Cassidy—1 Hr (NBC)	45

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Annie Oakley (CBS)	.95
2.	Buffalo Bill Jr. (CBS)	.94
3.	Range Rider (CBS)	.93
4.	Sky King (Nabisco)	.91
5.	Cisco Kid (Ziv)	.89
6.	Cowboy G-Men (Flamingo)	.88
6.	Hopalong Cassidy—1 Hr (NBC)	.88
6.	Steve Donovan, Western Marshal (NBC)	.88
6.	Wild Bill Hickok (Flamingo)	.88
10.	Hopalong Cassidy (NBC)	.85

• Pulse Top Pix Among Children

How Non-Net Films Rated Among Children in March

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teenagers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order	Title & Distributor of Series	Kids Per 100 Homes	Avg. Mar. Rating
1.	Little Rascals (Interstate)	107	12.0
2.	Abbott & Costello (MCA)	101	5.6
3.	Superman (Flamingo)	98	14.5
4.	Looney Tunes (Guild)	97	8.3
4.	Captain Zero (Atlas)	97	9.0
6.	Aud's Gang (Brown)	95	9.5
6.	Annie Oakley (CBS)	95	15.8
6.	Ramar of the Jungle (TVA)	95	9.0
9.	Buffalo Bill Jr. (CBS)	94	13.0
10.	Range Rider (CBS)	93	10.4
11.	Long John Silver (CBS)	92	6.8
12.	Sky King (Nabisco)	91	10.4
13.	Hans Christian Andersen (Interstate)	89	2.4
13.	Cisco Kid (Ziv)	89	12.1
15.	Cowboy G-Men (Flamingo)	88	7.0
15.	Hopalong Cassidy—1 Hr. (NBC)	88	10.2
15.	The Ruggles (Corradine)	88	2.1
15.	Steve Donovan, Western Marshal (NBC)	88	10.0
15.	Wild Bill Hickok (Flamingo)	88	12.5
20.	Hopalong Cassidy (NBC)	85	10.2
21.	Gene Autry (CBS)	83	7.7
21.	Gene Autry—1 Hr. (CBS)	83	4.9
21.	Jungle Jim (Screen Gems)	83	12.0
24.	Judge Roy Bean (Screencraft)	77	8.8
25.	Sheena, Queen of the Jungle (ABC)	69	5.2

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The Billboard Scoreboard

PULSE LOCAL RATINGS—APRIL

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

PITTSBURGH (4 Stations)417,800 TV Homes

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

- | | |
|---|--|
| 1. \$64,000 Question, KDKA, 59.5; WSTV, 3.3 | 6. Mama, KDKA, 50.8; WSTV, 1.9, F.33.7 |
| T.62.7 | 7. Red Skelton, KDKA, T.52.9 |
| 2. Perry Como, KDKA, 55.2; WJAC, 1.5, S.56.7 | 8. Life of Riley, KDKA, 50.9; WJAC, 2.5, F.52.4 |
| 3. Producer's Showcase, KDKA, 50.3; | 9. *Studio 57, KDKA, T.51.5 |
| WJAC, 4.4, M.34.7 | 10. George Gobel, KDKA, 47.5; WJAC, 1.5, |
| 4. Studio One, KDKA, 50.8; WSTV, 3.7, M.54.5 | S.50.0 |
| 5. Greatest Show on Earth, KDKA, 48.6; | 10. *Patti Page, KDKA, T.50.0 |
| WSTV, 5.7, T.54.3 | |

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

- | | |
|--|---|
| 1. *Time Out (7:30 p.m.), KDKA, M. to F.35.6 | 6. *Pittsburgh Parade, Sports (6:45 p.m.), |
| 2. *World Tonight (11 p.m.), KDKA, M. to F.34.3 | KDKA, M. to F.25.1 |
| 3. *Eddy Arnold Time, KDKA, M. & W. to F.32.7 | 6. Search for Tomorrow, KDKA, M. to F.25.1 |
| 4. Howdy Doody, KDKA, 23.2; WJAC, 3.4.26.6 | 8. Guiding Light, KDKA, M. to F.24.6 |
| 5. *News (6:30 p.m.), KDKA, M. to F.25.7 | 9. *News at Noon, KDKA, M. to F.24.5 |
| | 10. *Kartoons, KDKA, M. to F.23.5 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|--|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Studio 57 (MCA), KDKA, T.-9:0051.5 | 17. *Sky King (Nabisco), KDKA, S.-1:3026.5 |
| 2. *Patti Page (Oldsmobile), KDKA, T.-8:4550.0 | 18. *Patti Page (Oldsmobile), KDKA, S.-6:4526.0 |
| 3. The Falcon (NBC), KDKA, F.-9:0049.4 | 19. City Detective (MCA), KDKA, Su.-4:3022.9 |
| 4. I Led Three Lives (Ziv), KDKA, S.-9:0049.0 | 20. Ramar of the Jungle (TPA), KDKA, |
| 5. Liberace (Guild), KDKA, M.-9:3046.9 | Su.-1:0021.8 |
| 6. *Patti Page (Oldsmobile), KDKA, Th.-8:0046.3 | 21. Wild Bill Hickok (Flamingo), KDKA, |
| 7. Highway Patrol (Ziv), KDKA, W.-8:3044.7 | M.-5:3021.0 |
| 8. Dr. Hudson's Secret Journal (MCA), | 22. Great Gildersleeve (NBC), KDKA, Su.-1:3020.9 |
| KDKA, Su.-10:3040.2 | 23. Annie Oakley (CBS), KDKA, S.-2:3020.5 |
| 9. *Death Valley Days (Pacific Borax), KDKA, | 24. Stories of the Century (Hollywood), KDKA, |
| Su.-7:0036.7 | Th.-11:3018.2 |
| 10. Superman (Flamingo), KDKA, W.-7:0036.0 | 25. It's Fun to Reduce (Guild), KDKA, |
| 11. Mr. District Attorney (Ziv), KDKA, Th.-7:0035.0 | M. & W. & F.-3:3014.0 |
| 12. Science Fiction Theater (Ziv), KDKA, | 26. Man Behind the Badge (MCA), WSTV, |
| S.-11:0034.7 | Th.-9:30 & 5.5 |
| 13. Headline (MCA), KDKA, F.-7:0034.2 | 26. Highway Patrol (Ziv), WSTV, Th.-8:00 & 5.5 |
| 14. Count of Monte Cristo (TPA), KDKA, | 28. Where Were You? (MCA), WSTV, F.-9:30 & 4.2 |
| M.-7:0033.5 | 29. Highway Patrol (Ziv), WJAC, F.-9:30 & 4.0 |
| 15. Eddy Arnold Time (Schwimmer), KDKA, | 30. Star and the Story (Official), WJAC, |
| M., W., Th., F.-7:4532.7 | Th.-7:00 & 3.5 |
| 16. Buffalo Bill Jr. (CBS), KDKA, S.-11:30 a.m. 32.2 | |

DETROIT (4 Stations)942,100 TV Homes

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

- | | |
|---|---|
| 1. I Love Lucy, WJBK, M.42.2 | 7. Disneyland, WXYZ, W.31.4 |
| 2. \$64,000 Question, WJBK, T.39.2 | 8. December Bride, WJBK, M.30.8 |
| 3. Ed Sullivan, WJBK, Su.37.6 | 9. Make Room for Daddy, WXYZ, T.29.5 |
| 4. Groucho Marx, WWJ, Th.34.9 | 10. I've Got a Secret, WJBK, W.28.7 |
| 5. Jackie Gleason, WJBK, S.31.9 | 10. Judy Garland, WJBK, Su.28.7 |
| 5. Perry Como, WWJ, S.31.9 | |

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

- | | |
|--|---|
| 1. Mickey Mouse Club, WXYZ, M.-F.21.7 | 6. Strike It Rich, WJBK, M.-F.10.8 |
| 2. Arthur Godfrey, WJBK, M.-Th.13.0 | 7. Bob Crosby, WJBK, M.-F.10.7 |
| 3. Art Linkletter, WJBK, M.-F.12.1 | 8. Garry Moore, WJBK, M.-F.10.4 |
| 4. *News (11 p.m.), WJBK, M.-F.11.1 | 9. Big Payoff, WJBK, M.-F.10.2 |
| 5. *11 o'Clock News, WWJ, M.-F.10.9 | 10. Eddie Fisher, WWJ, W., F.9.9 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|--|---|
| 1. Highway Patrol (Ziv), WJBK, T.-10:3026.4 | 14. Gangbusters (Gen'l Teleradio), WXYZ, |
| 2. Jungle Jim (Screen Gems), WXYZ, Su.-6:3022.4 | T.-6:3014.7 |
| 3. Annie Oakley (CBS), WXYZ, M.-6:0019.9 | 16. Badge 714 (NBC), WWJ, Su.-7:0014.5 |
| 4. Wild Bill Hickok (Flamingo), WXYZ, | 17. Foreign Intrigue (Official), WXYZ, Su.-2:3014.2 |
| T.-6:0018.0 | 18. Confidential File (Guild), WWJ, Su.-10:3013.5 |
| 4. Superman (Flamingo), WXYZ, Th.-6:0018.0 | 19. Amos 'n' Andy (CBS), WWJ, W.-7:0013.2 |
| 4. I Led Three Lives (Ziv), WJBK, F.-10:3018.0 | 20. I Am the Law (Sterling), WJBK, F.-7:0012.5 |
| 7. *Sky King (Nabisco), WXYZ, M.-6:3017.9 | 21. Follow That Man (MCA), CKLW, M.-7:0012.2 |
| 8. Laurel and Hardy (Governor), WXYZ, | 22. Boston Blackie (Ziv), CKLW, F.-7:0012.0 |
| S.-2:3017.5 | 23. Abbott and Costello (MCA), CKLW, T.-7:0011.7 |
| 8. Ramar of the Jungle (TPA), WXYZ, F.-6:0017.5 | 24. Great Gildersleeve (NBC), WWJ, F.-7:0011.5 |
| 10. Little Rascals (Interstate), WXYZ, S.-2:0017.4 | 25. Looney Tunes (Guild), WJBK, Su.-11:00 a.m. 11.4 |
| 10. Mr. District Attorney (Ziv), WWJ, W.-10:3017.4 | 26. My Little Margie (Official), WXYZ, W.-6:3011.2 |
| 12. Buffalo Bill Jr. (CBS), WXYZ, W.-6:0016.5 | 26. Studio 57 (MCA), WWJ, T.-10:3011.2 |
| 13. Cisco Kid (Ziv), WXYZ, Th.-6:3014.9 | 28. Championship Bowling (Schwimmer), WXYZ, |
| 14. Secret File, U.S.A. (Official), WXYZ, | S.-5:0011.0 |
| F.-6:3014.7 | 29. Hopalong Cassidy (NBC), CKLW, Su.-5:3010.7 |
| | 29. Eddie Cantor (Ziv), WJBK, Th.-7:0010.7 |

NASHVILLE (3 Stations)90,700 TV Homes

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

- | | |
|---|---|
| 1. \$64,000 Question, WLAC, T.40.8 | 5. Fireside Theater, WSM, T.32.5 |
| 2. Groscho Marx, WSM, Th.38.2 | 7. I Love Lucy, WLAC, M.30.9 |
| 3. Dragnet, WSM, Th.34.2 | 8. Big Story, WSM, F.30.2 |
| 4. Lux Video Theater, WSM, Th.32.9 | 9. Ford Theater, WSM, Th.29.8 |
| 5. Ed Sullivan, WLAC, Su.32.5 | 10. Robert Montgomery, WSM, M.28.9 |

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

- | | |
|---|---|
| 1. Howdy Doody, WSM, T., F.18.2 | 6. *Little Rascals, WLAC, M.-F.16.1 |
| 2. Dinah Shore, WSM, T., Th.17.0 | 7. News Caravan, WSM, M.-F.15.6 |
| 3. *Looney Tunes, WSM, M.-F.16.5 | 8. Queen for a Day, WSM, M.-F.15.0 |
| 4. *Opry Matinee, WSM, M.-F.16.3 | 9. *Cisco Kid, WSM, M.-F.14.4 |
| 5. *Ramar of the Jungle, WSM, M.-Th.16.2 | 10. Mickey Mouse Club, WSIX, M.-F.14.0 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|--|---|
| Rank Title (Distributor) Station, Day-Time Rating | Rank Title (Distributor) Station, Day-Time Rating |
| 1. Passport to Danger (ABC), WSM, F.-8:3025.7 | 17. Little Rascals (Interstate), WLAC, M.- |
| 2. Count of Monte Cristo (TPA), WSM, | F.-6:0016.1 |
| Th.-8:0025.0 | 18. Steve Donovan, Western Marshal (NBC), |
| 3. Science Fiction Theater (Ziv), WSM, M.-9:3024.2 | WSM, Su.-5:3016.0 |
| 4. Mr. District Attorney (Ziv), WSM, T.-9:3023.4 | 19. Mobil Theater (Socony-Mobil), WSIX, |
| 5. Rin Tin Tin (Screen Gems), WSM, T.-6:0022.4 | Su.-9:3015.2 |
| 6. Mr. District Attorney (Ziv), WSM, W.-9:3021.9 | 20. Celebrity Playhouse (Screen Gems), WSM, |
| 7. Gangbusters (Gen'l Teleradio), WSM, | Th.-10:0015.0 |
| F.-9:4520.5 | 21. Wild Bill Hickok (Flamingo), WSM, M.-6:0014.9 |
| 8. Stars of the Grand Ole Opry (Flamingo), | 22. I Led Three Lives (Ziv), WSM, Su.-6:0014.8 |
| WSM, W.-7:0019.9 | 23. Cisco Kid (Ziv), WSM, M.-F.-5:1514.4 |
| 9. Buffalo Bill Jr. (CBS), WSM, Th.-6:0019.4 | 24. Jungle Jim (Screen Gems), WSM, W.-4:4514.3 |
| 10. Highway Patrol (Ziv), WSM, S.-9:3018.9 | 25. Dr. Fu Manchu (Hollywood), WLAC, |
| 11. Waterfront (MCA), WSIX, F.-9:3018.5 | Th.-10:0014.2 |
| 12. Looney Tunes (Guild), WSM, M., W., | 26. *Sky King (Nabisco), WLAC, S.-12:00 noon14.0 |
| Th.-4:3017.5 | 27. Superman (Flamingo), WSM, F.-6:0013.9 |
| 13. Star and the Story (Official), WSIX, F.-9:0017.2 | 28. *Death Valley Days (Pacific Borax), WLAC, |
| 14. Man Called X (Ziv), WSM, Su.-9:0016.7 | Th.-9:3013.7 |
| 14. Annie Oakley (CBS), WSM, W.-6:0016.7 | 29. Crunch and Dea (NBC), WSIX, Th.-8:3013.5 |
| 16. Ramar of the Jungle (TPA), WSM, | 29. *Bulova Show Time (Bulova), WLAC, |
| M., Th.-4:4516.2 | M.-10:0013.5 |

INDIANAPOLIS (3 Stations)181,500 TV Homes

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

- | | |
|---|--|
| 1. I Love Lucy, WISH, M.47.8 | 6. Climax, WISH, Th.37.9 |
| 2. Ed Sullivan, WISH, Su.43.1 | 7. Red Skelton, WISH, T.37.3 |
| 3. \$64,000 Question, WISH, T.40.5 | 8. Playhouse of Stars, WISH, F.36.8 |
| 4. December Bride, WISH, M.40.0 | 9. George Gobel, WFBM, S.36.5 |
| 5. Godfrey's Talent Scouts, WISH, M.38.3 | 10. Judy Garland, WISH, Su.36.4 |

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

- | | |
|--|--|
| 1. Guiding Light, WISH, M.-F.19.7 | 6. Vallant Lady, WISH, M.-F.15.4 |
| 2. Search for Tomorrow, WISH, M.-F.19.0 | 7. Mickey Mouse Club, WTTV, M.-F.14.9 |
| 3. *News (11 p.m.), WISH, M.-F.17.6 | 8. CBS News, WISH, M.-F.14.5 |
| 4. Love of Life, WISH, M.-F.16.2 | 9. *My Little Margie, WISH, M.-F.14.2 |
| 5. Art Linkletter, WISH, M.-F.15.7 | 10. Garry Moore, WISH, M.-F.13.7 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|---|
| 1. Amos 'n' Andy (CBS), WISH, M.-7:0030.3 | 18. Star and the Story (Official), WFBM, |
| 2. Science Fiction Theater (Ziv), WISH, F.-7:3026.5 | M.-7:0014.5 |
| 3. San Francisco Beat (CBS), WISH, T.-7:0024.5 | 19. My Little Margie (Official), WISH, M.- |
| 4. Highway Patrol (Ziv), WISH, W.-7:3023.8 | F.-9:30 a.m.14.2 |
| 5. Studio 57 (MCA), WISH, F.-7:0022.5 | 20. Buffalo Bill Jr. (CBS), WFBM, S.-5:0013.8 |
| 6. Stories of the Century (Hollywood), WISH, | 21. *Death Valley Days (Pacific Borax), WFBM, |
| Th.-7:0021.8 | S.-6:3012.5 |
| 7. Racket Squad (ABC), WISH, Th.-10:3020.8 | 22. Hopalong Cassidy (NBC), WFBM, |
| 8. I Led Three Lives (Ziv), WFBM, W.-10:3020.3 | S.-10:30 a.m.12.3 |
| 9. Annie Oakley (CBS), WISH, S.-6:0020.0 | 23. *Patti Page (Oldsmobile), WFBM, T., |
| 10. Stars of the Grand Ole Opry (Flamingo), | Th.-6:1510.8 |
| WISH, W.-7:0017.5 | 24. Eddie Cantor (Ziv), WFBM, T.-11:0010.5 |
| 11. Mr. and Mrs. North (Schubert), WFBM, | 25. Championship Bowling (Schwimmer), WFBM, |
| F.-7:0016.5 | S.-2:0010.3 |
| 11. *Sky King (Nabisco), WFBM, S.-12:00 noon16.5 | 25. I Spy (Guild), WFBM, Th.-11:0010.3 |
| 11. Susie (TPA), WISH, S.-7:0016.5 | 27. Doug Fairbanks Presents (ABC), WFBM, |
| 14. Great Gildersleeve (NBC), WFBM, Th.-7:0016.3 | W.-11:0010.0 |
| 14. Cross Current (Official), WFBM, Su.-1:3016.3 | 28. Gene Autry (CBS), WFBM, S.-9:00 a.m. 9.9 |
| 16. Man Called X (Ziv), WFBM, M.-10:3015.5 | 29. Celebrity Playhouse (Screen Gems), WFBM, |
| 17. Judge Roy Bean (Screencraft), WFBM, | F.-11:009.8 |
| Su.-6:3014.8 | 29. Florian ZaBach Show (Guild), WFBM, |
| | T.-7:009.8 |

TOP SHOW PLUGGERS

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

KSL-TV, Salt Lake City: "Fun Time Express"

To overcome a competitive station's monopoly on audience and sponsors in the across-the-board, 4-5 p.m. spot was the task that confronted KSL-TV when it decided last summer to put a new show, "Fun Time Express," into that time slot. Backed by a heavy promotion campaign that covered many facets, the new show, consisting in the main of film cartoons, comedies and adventures, soon began enjoying considerable success.

A month after the new kid show hit the air, it was pulling a 15.7 American Research Bureau rating, which compared to a 5.7 ARB rating for the time slot in July. In three months time, "Fun Time" had brought in five times as many participation announcements as was aired in its time period during the nine-month period prior to its arrival.

Much of the success of KSL's new venture is attributed to the large-scale promotion campaign the station launched on behalf of the show. The station undertook a heavy advertising and publicity campaign in TV Weekly and local newspapers, sent out direct mail picture post cards to local viewers, established a membership club for the show's small fry viewers, put up advertising posters on the sides of buses and outdoor spectacular sites, and carried out extensive sales promotion and merchandising activities to help sell the show to sponsors. All of it paid off.

(Next Week: KMBC-TV, Kansas City, Mo.)

Decision Due On Chesler's M-G-M Pix Deal

NEW YORK — The board of directors of Loew's, Inc., is due to meet again Monday (4), at which time it is expected to reach a final decision on the offer of the Chesler of \$50,000,000 for all rights to M-G-M's pre-1948 productions.

The smart money did not seem to be betting on Chesler's chances last week. Ridgeway, the shell corporation thru which he proposes to make the purchase, closed at 48 1/2, down 1/2, on the New York Stock Exchange on Friday (1), having traded 400 shares during the day.

Observers here last week doubted whether Loew's would pass on any of the other offers on Monday, should it decide against the Ridgeway deal. It was predicted that if it nixes the Ridgeway offer, it would probably then take its time about deciding on any possible TV distribution of its features.

It was also considered possible that Loew's would keep any decision it reaches on Monday under wraps for awhile.

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES

AMOS 'N' ANDY
WCCO, Minneapolis; KCKT, Great Bend, Kan.; KSWM, Joplin, Mo.; Adv. TBA
WRGP, Chattanooga; Buick
BRAVE EAGLE
KJEO, Fresno, Calif.; KNXT, Los Angeles; Adv. TBA

NEWSFILM

WNCT, Greenville, N. C.; KOTV, Tulsa, Okla.; Adv. TBA

THE WHISTLER

KABC, Los Angeles; Adv. TBA

GUILD FILMS COMPANY

LIBERACE

KFRE, Fresno, Calif.; WXEX, Richmond, Va.; WGN, Chicago; CBUT, Ottawa; Adv. TBA

CONFIDENTIAL FILE

KKTU, Colorado Springs, Colo.; KOAT, Albuquerque, N. M.; Adv. TBA

FLORIAN ZaBACH

WSPA, Spartanburg, W. Va.; Adv. TBA

ITS FUN TO REDUCE

WGAN, Portland, Me.; Adv. TBA

POP-CORN THEATER

KMID, Midland, Tex.; Adv. TBA

MCA-TV

CITY DETECTIVE

WRCV, Philadelphia; C. Schmidt & Sons Brewery

WSPD, Toledo; Top Value Stamps and Sheaffer Pens

SCREEN GEMS

YOUR ALL STAR THEATER

WDEF, Chattanooga; Interstate Life & Accident Insurance

WWJ, Cleveland; Carling's Ale

WCNY, Watertown, N. Y.; O'Keefe Ale and Beer

KMID, Midland, Tex.; KSBW, Salinas, Kan.; KCCC, Sacramento; WBTW, Florence, S. C.; Adv. TBA

BIG PLAYBACK

WBBM, Chicago; Adv. TBA

KLZ, Denver; Denver Wholesale Meats

CELEBRITY PLAYHOUSE

WTMJ, Marquette, Mich.; Blatz Beer

KFSD, San Diego, Calif.; Adv. TBA

WBNS, Columbus, O.; August Wagner Brewery

FEATURE FILMS

WJAC, Johnstown, Pa.; KMID, Midland, Tex.; WJBK, Detroit; WSPD, Toledo; WBRG, Birmingham; KFSD, San Diego, Calif.; WHAS, Louisville; KSWO, Lawton, Okla.; KULA, Honolulu; WXEL, Cleveland; WTOP, Washington; WBUF, Buffalo; Adv. TBA

JET JACKSON

KARK, Little Rock; Adv. TBA

JUNGLE JIM

WFLA, Tampa; Adv. TBA

STERLING TELEVISION COMPANY

BOWLING TIME

WMAL, Washington; Adv. TBA

MOVIE MUSEUM

KTSM, El Paso, Tex.; WSJS, Winston-Salem, N. C.; Adv. TBA

PUBLIC PROSECUTOR

WWJ, Detroit; Adv. TBA

TALES OF TOMORROW

KQTV, Ft. Dodge, Ia.; Adv. TBA

ZIV TELEVISION PROGRAMS

I LED THREE LIVES

WBAL, Baltimore; Harry C. Weiskittel—Real Host Stoves

WGR, Buffalo; Glickstein Jewelers

Elrod for AAP Midwest

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

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one month's weekly

issues, beginning with the issue of The Billboard dated the third Saturday of each month. For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

SEATTLE-TACOMA (4 Stations) 300,400 TV Homes

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

- 1. Disneyland, KING, W. 39.7
2. \$64,000 Question, KTNT, T. 36.3
3. Ed Sullivan, KINT, Su. 33.3
4. Dragnet, KOMO, Th. 32.3
5. Groucho Marx, KOMO, Th. 31.2
6. Boxing, KING, W. 31.1
7. Wyatt Earp, KING, T. 30.4
8. *Life of Riley, KING, Th. 30.2
9. I Love Lucy, KTNT, M. 29.7
10. Lawrence Welk, KING, S. 28.9

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

- 1. Mickey Mouse Club, KING, M-F. 23.6
2. *Early Edition (6:30 p.m.), KING, M-F. 20.9
3. *Sheriff Tex, KING, M-F. 17.9
4. *Little Rascals, KING, M-F. 16.3
5. News Caravan, Misc., KOMO, M-F. 13.3
6. *KINT News (10 p.m.), KTNT, M-F. 11.8
7. *World Today, Misc., (10:30 p.m.), KING, M-F. 11.8
8. Dinah Shore, KOMO, T., Th. 11.0
9. CBS News, KINT, M-F. 10.4
10. *Deadline, KOMO, M-F. 10.0

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Life of Riley (NBC), KING, Th-7:30. 30.2
2. Mr. District Attorney (Ziv), KING, F-9:00. 25.1
3. Steve Donovan, Western Marshal (NBC), KING, W-6:00. 24.2
4. Celebrity Playhouse (Screen Gems), KOMO, Th-9:00. 22.4
5. Badge 714 (NBC), KING, F-9:30. 22.3
6. Wild Bill Hickok (Flamingo), KING, Th-6:00. 21.9
7. Judge Roy Bean (Screencraft), KING, Su-7:00. 21.7
8. Highway Patrol (Ziv), KOMO, Th-7:00. 21.0
9. Annie Oakley (CBS), KING, F-6:00. 20.1
10. The Three Musketeers (ABC), KING, M-6:00. 19.8
11. *Sky King (Nabisco), KING, S-5:00. 19.7
12. Superman (Flamingo), KING, T-6:00. 18.7
13. I Search for Adventure (Bagnall), KING, S-7:00. 18.6
13. Man Called X (Ziv), KING, T-10:00. 18.6
13. I Led Three Lives (Ziv), KTNT, M-10:00. 18.6

SAN DIEGO (3 Stations) 227,500 TV Homes

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

- 1. Ed Sullivan, KFMB, Su. 47.9
2. \$64,000 Question, KFMB, T. 47.5
3. What's My Line? KFMB, Su. 45.7
4. Jack Benny, KFMB, Su. 44.9
5. Judy Garland, KFMB, Su. 42.9
6. I Love Lucy, KFMB, M. 40.0
7. Lassie, KFMB, Su. 39.0
8. Alfred Hitchcock, KFMB, Su. 36.0
9. Burns and Allen, KFMB, M. 33.5
10. Groucho Marx, KFSD, Th. 32.9

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

- 1. *People in the News (7:30 p.m.), KFMB, M., T., Th., F. 21.1
2. Mickey Mouse Club, KFMB, M-F. 21.0
3. *Newsreel, Misc. (7:45 p.m.), KFMB, M., T., Th., F. 20.9
4. *Roy Rogers, KFSD, F., F. 13.3
5. *Johnny Jet, XETV, M-F. 13.2
6. News Caravan, Misc., KFSD, M-F. 12.9
7. Queen for a Day, KFSD, M-F. 12.6
8. Art Linkletter, KFMB, M-F. 12.2
9. Big Payoff, KFMB, M-F. 11.9
10. *Gene Autry, KFSD, T., Th. 11.3

THE TOP LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Superman (Flamingo), KFMB, M-7:00. 23.5
2. Star and the Story (Official), KFMB, T-8:00. 21.7
3. Badge 714 (NBC), KFMB, S-9:30. 21.2
4. Wild Bill Hickok (Flamingo), KFMB, T-6:00. 20.9
5. Crunch and Des (NBC), KFSD, F-8:30. 19.5
6. Annie Oakley (CBS), KFMB, M-6:00. 18.5
7. Steve Donovan, Western Marshal (NBC), XETV, Th-7:30. 18.2
8. Amos 'n' Andy (CBS), KFMB, F-6:30. 18.0
9. *Death Valley Days (Pacific Borax), KFMB, F-8:00. 17.0
10. Doug. Fairbanks Presents (ABC), KFMB, M-10:00. 16.9
11. I Search for Adventure (Bagnall), XETV, Th-7:00. 16.5
12. Ray Milland Show (MCA), KFSD, Su-10:30. 16.0
13. I Led Three Lives (Ziv), XETV, F-8:30. 15.5
14. The Whistler (CBS), XETV, F-9:30. 15.4
15. Dr. Hudson's Secret Journal (MCA), KFMB, Th-7:00. 15.2
15. Cisco Kid (Ziv), XETV, M-7:30. 15.2
17. Where Were You? (Interstate), XETV, F-8:00. 14.9
18. I Married Joan (Interstate), KFSD, F-10:00. 14.7
19. Wild Bill Hickok (Flamingo), KFMB, W-6:30. 14.5
20. Foreign Intrigue (Official), KFMB, T-10:00. 14.4
21. Highway Patrol (Ziv), XETV, F-10:00. 13.9
22. Confidential File (Guild), KFSD, W-10:30. 13.8
23. Story Theater (Ziv), KFMB, F-7:00. 13.0
24. Waterfront (MCA), XETV, T-9:00. 12.7
25. Life of Riley (NBC), XETV, Th-9:30. 12.4
26. Science Fiction Theater (Ziv), XETV, F-8:00. 12.2
27. Jungle Jim (Screen Gems), KFSD, S-6:00. 11.9
28. Racket Squad (ABC), XETV, W-9:00. 11.7
29. Uncommon Valor (Gen'l Teleradio), KFSD, F-10:30. 11.4
30. Gene Autry (CBS), KFSD, T-6:00. 11.3
30. *Patti Page (Oldsmobile), KFMB, W-6:15. 11.3

BOSTON (4 Stations) 877,200 TV Homes

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

- 1. Ed Sullivan, WNAC, Su. 47.7
2. Fireside Theater, WBZ, T. 40.5
3. Judy Garland, WNAC, Su. 39.7
4. Disneyland, WNAC, S. 38.7
5. Groucho Marx, WBZ, Th. 38.2
6. \$64,000 Question, WNAC, T. 38.0
7. Greatest Show On Earth, WNAC, T. 37.1
8. Climax, WNAC, Th. 36.8
9. Jackie Gleason, WNAC, S. 36.0
10. Alfred Hitchcock, WNAC, Su. 35.9

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

- 1. Mickey Mouse Club, WNAC, M-F. 25.8
2. *Little Rascals, WBZ, M-F. 18.4
3. News Caravan, WBZ, M-F. 16.5
4. Eddie Fisher, WBZ, W., F. 16.0
5. *Patti Page, WNAC, W., F. 15.5
6. *News, Weather (7 p.m.), WNAC, T-F. 15.1
7. Dinah Shore, WBZ, T., Th. 13.9
8. *Newstler (7:15 p.m.), WBZ, M-F. 13.3
9. *11th Hour News, Misc., WBZ, M-Th. 13.1
10. Queen for a Day, WBZ, M-F. 12.3

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Man Behind the Badge (MCA), WNAC, Su-10:30. 25.7
2. Superman (Flamingo), WNAC, F-6:30. 24.2
3. I Led Three Lives (Ziv), WNAC, M-7:00. 21.7
4. Wild Bill Hickok (Flamingo), WNAC, T-6:30. 21.4
5. Range Rider (CBS), WBZ, Su-7:00. 20.9
6. *Death Valley Days (Pacific Borax), WNAC, F-10:30. 20.4
7. Waterfront (MCA), WNAC, Su-7:00. 19.9
8. Confidential File (Guild), WBZ, M-10:30. 19.8
9. Highway Patrol (Ziv), WBZ, W-10:30. 19.7
10. Badge 714 (NBC), WNAC, W-6:30. 19.4
10. Studio 57 (MCA), WBZ, T-10:30. 19.4
10. Mr. District Attorney (Ziv), WNAC, T-10:30. 19.4
13. Steve Donovan, Western Marshal (NBC), WNAC, W-7:30. 18.5
13. Annie Oakley (CBS), WNAC, Su-5:00. 18.5
15. Little Rascals (Interstate), WBZ, M. to F-6:00. 18.4
16. Cisco Kid (Ziv), WNAC, S-9:00 a.m. 17.9
17. Jungle Jim (Screen Gems), WBZ, W-6:45. 16.7
18. Amos 'n' Andy (CBS), WNAC, Su-2:30. 16.4
19. Ramar of the Jungle (TPA), WNAC, Th-6:00. 16.2
19. Stories of the Century (Hollywood), WNAC, T-6:00. 16.2
21. *Patti Page (Oldsmobile), WNAC, W. & F-7:15. 15.5
22. Gene Autry (CBS), WNAC, M-6:00. 15.2
23. Greatest Drama (Gen'l Teleradio), WNAC, T-7:15. 15.0
24. Buffalo Bill Jr. (CBS), WNAC, S-11:30 a.m. 14.9
25. Annie Oakley (CBS), WBZ, F-6:45. 13.7
25. *Sky King (Nabisco), WNAC, W-6:00. 13.7
27. Heart of the City (MCA), WNAC, Su-4:00. 13.5
28. Science Fiction Theater (Ziv), WBZ, Th-6:45. 13.0
28. City Detective (MCA), WNAC, F-11:15. 13.0
30. The Falcon (NBC), WNAC, Su-11:00. 12.2

ROANOKE, VA. (3 Stations) 31,100 TV Homes

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

- 1. Groucho Marx, WSLS, Th. 43.8
2. Playhouse of Stars, WSLS, F. 42.8
3. George Gobel, WSLS, S. 42.5
4. Life of Riley, WSLS, F. 41.8
5. Ford Theater, WSLS, Th. 40.5
6. People Are Funny, WSLS, S. 40.3
6. Truth or Consequences, WSLS, F. 40.3
8. Big Story, WSLS, F. 40.0
8. Dragnet, WSLS, Th. 40.0
10. This Is Your Life, WSLS, Th. 39.8

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

- 1. Eddie Fisher, WSLS, W., F. 29.5
2. Dinah Shore, WSLS, T., Th. 28.3
3. News Caravan, WSLS, M-F. 28.1
4. *Little Rascals, WDBJ, M-F. 21.8
5. *Looney Tunes, WSLS, M-F. 21.1
6. Queen for a Day, WSLS, M-F. 19.5
7. *Weather, Sports (6 p.m.), WSLS, M-F. 19.1
8. *News Reporter (6:15 p.m.), WSLS, M-F. 18.9
9. *Story Book, WDBJ, T., Th. 17.8
10. *Play Shop, WDBJ, M., W., F. 17.0

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Highway Patrol (Ziv), WSLS, W-9:00. 35.5
2. Dr. Hudson's Secret Journal (MCA), WSLS, W-7:00. 34.5
3. Sheena, Queen of the Jungle (ABC), WSLS, T-7:00. 31.0
4. Kit Carson (MCA), WSLS, M-7:00. 30.8
5. Annie Oakley (CBS), WSLS, Su-6:00. 30.3
6. Follow That Man (MCA), WSLS, W-9:30. 30.0
7. Death Valley Days (Pacific Borax), WSLS, T-10:30. 23.3
8. Little Rascals (Interstate), WDBJ, M-F-6:15. 21.8
9. Eddie Cantor (Ziv), WSLS, Su-7:30. 21.5
10. Looney Tunes (Guild), WSLS, M-F-6:30. 21.1
11. Big Playback (Screen Gems), WSLS, Th-6:45. 21.0
12. Studio 57 (MCA), WDBJ, Th-9:30. 19.3
13. Man Behind the Badge (MCA), WDBJ, F-9:30. 18.5
14. Wild Bill Hickok (Flamingo), WSLS, M-5:00. 17.8
15. The Ruggles (Corradine), WSLS, Su-4:30. 17.0
16. Waterfront (MCA), WDBJ, S-7:00. 16.5
17. Superman (Flamingo), WSLS, F-5:00. 15.8
18. Range Rider (CBS), WLVA, Su-7:00. 6.8
19. Steve Donovan, Western Marshal (NBC), WLVA, Th-7:30. 6.3
20. Col. March of Scotland Yard (Official), WLVA, S-9:00. 6.0
21. Star and the Story (Official), WLVA, Th-8:30. 4.8
22. My Hero (Official), WLVA, F-10:00. 4.3
22. Stars of the Grand Ole Opry (Flamingo), WLVA, F-7:30. 4.3
22. Annie Oakley (CBS), WLVA, M-6:00. 4.3
25. Foreign Intrigue (Official), WLVA, Th-9:00. 4.0
26. Town and Country Time (RCA), WLVA, Th-10:00. 3.5

Screen Gems Realigns Staff

NEW YORK—Screen Gems has promoted Frank Browne to the post of Southern sales supervisor and has hired two new sales representatives for its New York and Boston offices.

Its new New England salesman is Sandy Sanford, whose former job included stints with Wilding Pictures and NBC. In New York the new man is John Rossiter, who has worked with a number of stations, most recently as vice-president of KBMT, Beaumont, Tex.

Levine Increases Catalog on Sports

CHICAGO — Al Levine, TV film sales representative here, increased his sports catalog still further last week by taking on distribution of Bud Wilkinson's "Sports for the Family." The series consists of 37 quarter hours. It was formerly handled by Craftsman Films, which has been drying up its distribution operation.

Wilkinson produced this show three years ago for regional sponsorship by Beatrice Foods.

Craftsman had also been distributing "Greatest Fights of the Century," which has reverted to Mannie Baum Enterprises.

Piel's for 3 WPIX Shows

NEW YORK—Piel's Beer has bought half sponsorship of three syndicated mystery shows on WPIX here, on which it will place its famed Bert and Harry commercials beginning July 8. The three shows are "Badge 714," "Ellery Queen" and "San Francisco Beat." They are 26-week deals.

Piel's has been using WOR-TV's "Million Dollar Movie" the past two seasons.

Today (Net)

Continued from page 12

dent of the American Society of Mechanical Engineers; Evelyn Curry, woman carnival barker, and Dr. Frank Gallup, director of the American Institute of Public Opinion, kept the show interesting, alive and informative.

Dennis McDonald.

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

COMMERCIAL CUES

JOINT INFORMATION AIDS

To familiarize film producers with the values of advertising as a selling tool, giving reasons behind the agencies' demands, the Atlantic Coast section of the Society of Motion Picture and Television Engineers devoted its June 4 meeting to this discussion. William Briggs and Wallace Elton, of J. Walter Thompson, gave the agencies' viewpoint. The meeting was open to members and non-members alike.

VAN PRAAG EXPANSION

Van Praag Productions, television film producers, has retained Bosh Stack Associates, publicity firm, for an extensive publicity and merchandising program concentrated in areas where the firm has offices—New York, Detroit and Coral Gables, Fla. Also, the campaign will run in Hollywood, where new offices are being set up. Hugh Stanley Hole, from Maxon, Inc., has been named to head up the new California branch.

ID's

Universal Pictures has taken its TV operation, primarily engaged in film commercials production, out from under its United World Films subsid and put it under the aegis of the parent firm. It will be known as Universal Pictures TV. . . Lyn Murray, vet film composer and conductor, was signed as musical director of UPA Pictures, Inc. . . Jack Mullen has been named regional sales representative for Jerry Fairbanks Productions to operate in San Antonio. . . The BVD Company has expanded its TV spot campaign to include Kansas City, Mo.; Pittsburgh, San Francisco and Providence. Baltimore, Philadelphia and Los Angeles will be added in July. . . The Art Directors Club of New York will announce its contest winners this week. There are 25 semi-finalists among TV commercials of over 800 submitted. . . Hal Roach commercial division has filmed a 3½-minute travelogue commercial for Chevrolet on the theme of "See the U. S. A. in Your Chevrolet." Company also shot two other spots for the auto maker, plus five one-minute commercials for Johnson's Wax.

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Col. Names Lieberson To Top Executive Post

Diskery's New Prexy Has Long Record of Achievement With Firm

NEW YORK—Goddard Lieberson has been named president of Columbia Records, effective June 1, following the resignation of James B. Conkling. Conkling, president of Columbia Records since February, 1951, and vice-president and director of CBS since June, 1955, has resigned for personal and business reasons. After an extended vacation, he intends to establish independent theatrical production activities in California.

Lieberson's tenure with the company virtually spans the history of Columbia Records. He joined the firm in 1939, shortly after the Columbia Broadcasting System purchased the Columbia Record Corporation, and he was appointed executive vice-president in 1949. For some years, Lieberson, in addition to his creative work in artists and repertoire capacity, has been operating on the highest policy level.

While Lieberson will make a number of organizational changes very shortly, these are not expected to alter present company policy. He stated that upcoming changes



GODDARD LIEBERSON

will be primarily in the nature of advancement for personnel within the company. Lieberson noted that he was in harmony with present facets of Columbia's policy—including the Columbia Record Club plan, Buy-of-the-Month and other traffic stimuli designed to flatten the traditional economic peaks and valleys of the disk business.

Frank Stanton, CBS president, stated the accession of Lieberson to the president's post did not fore-

cast changes in either policy or product. "The men, Conkling and Lieberson, have been working closely as a team," he said. Stanton added, however, that "each man runs his own show and there would likely be moves organizationally and structurally." Stanton stated that the Record Club plan has been tremendously successful. "I did not wish Conkling to leave us," he added.

Conkling, it is known, wants to return to the creative end of the show business. He stated that perhaps he would never really get completely away from the record business, but that he recognizes his real desires are in the creative end. "I keep longing for this," he stated.

The Conkling - Lieberson team, Dr. Stanton noted, was responsible for the substantial growth of Columbia Records during the past five years. Sales in 1955 were 60
(Continued on page 20)

MAN OF MANY UNKNOWN GIFTS

NEW YORK — Goodard Lieberson, the new president of Columbia Records, has several considerable, but comparatively unknown talents aside from those already recognized by his company and the general record business.

First of all, he could be the first president of a major diskery who also is a composer of serious music. After graduating from the University of Washington, Lieberson studied at the Eastman School. His compositions include works for orchestra, string quartet and chorus. Perhaps the most widely performed is a suite, "Five Modern Painters."

Also several years ago, Lieberson wrote a novel, "Three for Bedroom C," which enjoyed a good sale.

\$\$ REPORT

Musicians Get 1955 Figures; Earn \$3.8 Mil

NEW YORK — More than \$3,800,000 was earned by ork leaders and sidemen in disk dates during 1955, according to the President's Report to the 59th annual convention of the American Federation of Musicians. The money was paid out on the basis of more than 6,800 cutting sessions.

Wages and salaries paid out for radio and TV employment for musicians was in excess of \$24,700,000.
(Continued on page 20)

Big Names for Jazz Festival

BOSTON—George Wein, operator of Storyville and director of the Newport Jazz Festival, has announced that more than 150 of the big names in jazz will appear in this year's event which will be held at Freebody Park, Newport, July 5, 6, and 7.

The festival will introduce three international stars, Jutta Hipp, Friedrich Gulda and Toshiko Akiyoshi. Among others skedded to perform are Louis Armstrong, Art Tatum, Count Basie and his orchestra, Dizzy Gillespie, Dave Brubeck and his orchestra, Sarah Vaughan, Duke Ellington and his orchestra, George Shearing, Miles Davis, Anita O'Day, Jerry Mulligan, Eddie Condon, Chico Hamilton, Teddy Wilson, Roy Eldridge, Ben Webster, among the many others.

Prices are pegged at \$3, \$4, and \$5 for evening concerts, with free afternoon forums.

New to Labels Names to Merc.

HOLLYWOOD — Mercury's forthcoming album release will spotlight a flock of new (to the label) LP artists, plus two new movie sound track packages and the first Nixa Classical package.

Among the new Mercury LP artists are Pearl Bailey, violinist Florian ZaBach, jazz pianist Joe Saye, balladeer Marty Brill, Harp-
(Continued on page 20)

Decca-DGG Pact Long-Term Renewal

NEW YORK — Decca Records and Deutsche Grammophon have signed a long-term renewal agreement. The contract continues an association begun six years ago. The two firms will exchange masters in all categories, with a healthy step-up planned for release of DGG material here.

Bulk of the imports will be classical, with more than 100 sets,

Smith to H'w'd For Pic Stint

NASHVILLE—Carl Smith took off for Hollywood last week to begin work in his first full-length film, "The Badge of Marshal Brennan," produced by Allied Artists.

The flick will feature Columbia's Grand Ole Opry star in several song sequences. Smith previously had made a number of shorts, including some in the Opry format.

urnished by the West German diskery, slated for release here this year. These disks will supplement Stateside cuttings as well as other foreign items in Decca's plan to move into high gear on the long-hair front.

Artists in the DGG Polydor pop label stable will continue to get regular Decca exploitation here. These include Caterina Valente, Werner Muller, Kurt Edelhagen and Crazy Otto, all of whom have racked up hits in America. Decca talent will get continued exposure via DGG singles releases in West Germany, top consumer of records in Europe.

Among the classical artists in the DGG fold soon to have releases in the works in America will be the newly pacted Igor Oistrakh and Rita Streich, pianists Carl Seeman, Wilhelm Kempff, and Monique Hass, violinists Wolfgang Schneiderhan, conductors Ferenc Fricsay, Igor Markevitch and Eugen Jochum, the Berlin and RIAS Sym-
(Continued on page 20)

A GLANCE BACKWARDS

Conkling's Contribution Industry-Wide in Scope

JIM CONKLING'S tenure at Columbia had a significance which extended far beyond the scope of his immediate label affiliation. He came to Columbia at a critical period in the history of the record industry—a period when dealer, distributor and manufacturer were not yet recovered from the shock and turmoil of the battle of the speeds.

He leaves Columbia at a happier time. The past five years have been a period of development and prosperity. During these years, the dealer, the manufacturer and the record buyer became aware of new horizons in the record field.

These years culminated in the striking growth of the package record business as we know it today. The base of sales has been measurably broadened, and the potential for 1956 seems greater than 1955, which was a peak year.

These accomplishments, frankly, were made possible only by venturesome spirits who brought to the record business new merchandising know-how, creative ability and courage.

Conkling, to our mind, has been outstanding in these qualities, and the scope of his total work must be viewed as an industry-wide contribution.

With regard to Conkling's Columbia affiliation, CBS president Stanton has already noted his accomplishments in diversifying the activities of the company, in building Columbia catalog and sales. The month of May is shaping up as perhaps the greatest in dollar volume in the label's history. April was a record-breaking month, as was the first quarter.

The one-time pop a.&r. chief of Capitol hankers for the creative end of the business. After an extended vacation he will enter independent theatrical production and packaging in California. Let us hope he never strays too far from the record scene.

RCA Opens Archives To Custom Acc'ts

Exclusive Artists Not Affected By Projected Material Release

By BILL SIMON
NEW YORK—The keen competition between the custom record departments at the major diskeries has precipitated an unusual situation regarding RCA Victor and the mail order record club field.

Victor, which has for some time been making some of its inactive catalog material available to custom pressing customers, now has opened up a much bigger section of its archives to that trade, including much material that could

be considered vital to a new mail order operation. This would include both classical and jazz material.

Apparently this will solve the initial repertoire needs of the new Crowell-Collier record club, and the starter reportedly will be a \$100,000 deal. C.C. under the deal, will be able to lease discon-
(Continued on page 20)

Atlantic Pacts Metronome To Disk Deal

New York—Atlantic Records last week closed a deal with the Scandinavian Metronome diskery in which the latter obtained rights to the Atlantic jazz catalog for Sweden, Denmark, Norway, Finland, and most important — West Germany.

The Atlantic masters will be issued in the above countries on the Metronome label, which will also carry an Atlantic credit line. In return, Atlantic will get several sets of Swedish jazz. The deal is for three years with options.

Metronome recently opened up in Germany, which is considered the biggest potential market in Europe. The pact was set for Metronome by its American rep, Claes Dahlgren.

London Gets Flagstad for Album Roster

NEW YORK—London Records has signed Wagnerian soprano, Kirsten Flagstad, to a disk pact. The diskery has already waxed the famous Norwegian singer in two complete opera packages, both set for fall release.

The first, a full performance of "Götterdämmerung," was sliced in Oslo, Norway, with Set Svanholm in the lead tenor role. Miss Flagstad worked with tenor Raoul Jobin in a recording made in London of Gluck's opera, "Alceste."

These two packages add substantially to the growing number of multiple sets released by London. Overall, the diskery has issued 175 albums, including multiple and single sets, in 1956, and plans now on the drawing boards for the balance of the year indicate that the 1955 total of 427 packages may be surpassed.

Rebel Case to Cue Fireworks At AFM Confab

Much Maneuvering In Preparation for June 11 A. C. Meet

HOLLYWOOD—Fireworks, regardless of their impact or longevity, can be expected to erupt at the forthcoming convention of the American Federation of Musicians at Atlantic City, N. J., next week (11), when a majority of Local 47 insurgents facing expulsion personally plead their case before the meeting.

Cecil Read, leader of the local rebel faction, left for New York last weekend (1) for conferences with supporters in the East prior to the convention. Ten other members, including Uan Rasey, Ray Toland, Bill Atkinson, Jack Dumont, Marshall Cramm, Warren Baker and John Clyman, are also expected to put in appearances before the convened AFM delegates.

Resolutions calling for wide changes at both the local and national levels (The Billboard, June 2), were overwhelmingly approved of by approximately 1,200 Local 47 members at a meeting here last

(Continued on page 20)

Mercury Ups Lou Klayman

NEW YORK — Lou Klayman, formerly manager of Mercury's New York distribution branch, has been promoted to Eastern sales manager of the label. In his new post, the exec, who reports to Mercury's veepee-sales chief, Morris Price, will supervise sales of the branch offices and independent

(Continued on page 40)

M-G-M Rushing Sound-Track 'Swan'

NEW YORK—M-G-M Records is rushing out copies of its sound-track album of the Grace Kelly film, "The Swan." Push on the package is being tied in with the current release of the film as well as the featurette on the Kelly-Rainier nuptials, "Wedding in Monaco." The diskery is putting its chips solidly on the album in view of the two current flicks and the publicity surrounding the star's recent marriage.

Music for the film was written by Bronislaw Kaper with the Studio ork under the baton of Johnny Green. The album marks M-G-M's 44th sound-tracker since its start in 1947.

Manuti to Run For Exec Board

NEW YORK—Al Manuti, president of Local 802, American Federation of Musicians, will run for the Federation's international executive board in the elections at the upcoming AFM convention at Atlantic City, starting June 11. Manuti, who has upheld the principle of the Music Performance Trust Fund, has had requests to run from many small locals. He has also been in the forefront of the fight for the repeal of the 20 per cent cabaret tax, which is harmful to musician employment.

Local 802 has the largest membership within the federation, but is not currently represented on the international board.

DOT SETS UP COAST HOME

HOLLYWOOD — The growing importance of the West Coast as both a major market area and the headquarters for a healthier disk business was further accented this week when Randy Wood, president of indie Dot Records officially signed a long-term lease for the new home of his firm at the old Sunset and Vine site of Capitol Records.

All key personnel currently stationed at Dot's Gallatin, Tenn., headquarters are to be moved here, tho Randy's Record Shop, which operates a sizable record mail-order business, will continue in that locality managed by Vice-President Gilbert Brown.

Decca Pacts Der Bingle to 3-Yr. Renewal

NEW YORK—Bing Crosby has signed a three-year renewal contract with Decca Records. Crosby has been with the label since its kick-off 22 years ago and the new pact will bring the diskery and the singer simultaneously to their 25 anniversaries in the record business.

The non-exclusive deal draws the curtain on industry-wide speculation as to the future disk status of Crosby. Under the agreement, Crosby is free to make various outside recording deals of his choosing, but the diskery spokesmen declared that the bulk of his disk activity would be with Decca.

Crosby, who will appear with Frank Sinatra and Grace Kelly in "High Society," will be heard on the sound track of the film, and it has already been reported that talks have taken place between the singer and Norman Granz for independent slicings on the later's Verve label.

FALL PUSH FOR KIDISKS

Simon & Schuster Plan New Golden Disk Lines

NEW YORK — Simon and Schuster is calling all of its sales representatives in this week for two days (June 6 and 7) of conferences at the St. Moritz Hotel here. At this gathering, the company's Little Golden Records division will announce three entirely new lines for the fall, plus extensions of older lines.

The children's disk company also will make a strong bid for retail record shop sales by launching its first printed, illustrated, complete catalog.

Golden's first new pitch will be a book-and-disk combination consisting of a Little Golden Book, plus either a long-playing 78 or a 45 r.p.m. EP that will carry the same story as the book. This will list at 79 cents. Six titles will be available at the outset, including such as "Heidi," "Hansel and Gretel," "Roy Rogers" and "Cowboy Toby," etc. Narrations will be by Roy Rogers, Gil Mack and Susan Douglas. Mitch Miller directs all of the music.

The second line will consist of 45 r.p.m. EP's at 49 cents. Each of the 12 initial releases will contain the equivalent of three complete Little Golden 25-cent disks. Material will include sides by Roy Rogers, Dale Evans, Howdy

Foreign-Cut Wax a Hypo For Packaged Disk Sales

Diskeries Set Sights on Imports To Keep Album Pot A-Boiling

By REN GREVATT
NEW YORK—Numerous diskeries, including virtually every major label, have set their sights on foreign-cut wax as one method of keeping the packaged disk pot boiling. In the past six months there has been an unmistakable growth in the amount of foreign goods being released and sold, with many countries represented as sources of material.

Reasons for the surge in foreign pop wax are varied. A number of companies have important overseas deals putting them in a position to issue foreign material on a long-term basis. Economies can be realized on royalties as well as musician and technician payrolls in other countries. Much of the foreign product, too, has a quality of sound which companies here have found difficult to duplicate. Combination of these reasons, and the

fact that much of existing foreign-cut wax has been successful at the counter, indicates that there is plenty more to come in the months ahead.

More than 45 per cent of Capitol Records' pop album releases for March, April, May and June represent wax cut in 13 foreign nations.

The 19 albums include "Sunday in Spain," Sergio Bruni's "Neapolitan Songs," "Paris Revisited" with Yvette Giraud; "Honeymoon in Rome" with Renato Carosone; the Norrie Paramor English ork on "In London in Love"; "Santiago," an album of Chilean folk music; "Germany Today" with Wolfgang Sauer; "Argentina Today" with the Vlady ork; "Kasongo," Belgian Congo tunes; "When in Rome"; the David Curry band on "My Ireland"; and "Cairo," a package of contemporary Egyptian tunes.

Sam Goody Lights Another New Fuse

NEW YORK—Sam Goody will explode another of his bombshells this week. The latest project of the renowned retailer is the establishment of an all-label, one-stop operation for LP's. Goody is throwing open his entire stock to his fellow-dealers at regular net prices, or 38 per cent off list.

This move follows close on the heels of Goody's newly launched Juke Box Operators' Service, wherein he enrolls ops for \$60 a year service fee, and then sells them all of the 45 r.p.m. singles they want at full net, or 55 cents per disk. He guarantees to have all hits on all labels in stock at all times.

Like the juke box operation, the new LP service will operate out of Goody's new annex, across the street from his retail LP store. He is offering the trade its selection from over 310 LP labels, on which he claims 1,500,000 LP's in stock. He is guaranteeing that all disks will be factory new, but outside of that, makes no further guarantees, and allows no returns. All dealings are to be "strictly cash," says Goody.

The only additional charge on top of the net, will be for postage. There will be no charge for packing.

Goody intends to circularize most of the dealers in the country via direct mail, announcing his deal.

C-C to Enter Record Biz

HOLLYWOOD—The Crowell-Collier Company, who last week purchased Radio Station KFVB here for a reported \$2,250,000, is currently negotiating for the purchase of a record company, according to Albert Zugsmith, Universal-International producer heading the group that bought the station with C-C.

Zugsmith averred that the recording company deal will take precedence to the publishing com-

(Continued on page 20)

RKO-Unique Signs 2 Acts

NEW YORK — RKO-Unique Records has added two new paces to its growing artist roster. Thrush Fran Warren, erstwhile M-G-M Records artist, has been signed for six sides a year.

First cutting for the gal includes the tune, "A Corset Does a Lot for a Lady," from the up-coming Carol Channing film, "The Traveling Saleslady."

The label has also signed the Petticoats, a girl trio from Pittsburgh. The group will do pop sides.

In March and April, Capitol issued "Our Paris" with Frank Pourcel; the Pepe Villa album, "Honeymoon in Mexico," "Reveries d'Europe" with the Guy Luypaerts ork; "Afternoon in Amsterdam," "The Band of Her Majesty's Royal Marines," and Webley Edwards' "Hawaii Calls," cut on the Waikiki beach.

Decca's Contribution

Decca Records is also heavily represented with foreign cuttings. The label now has 15 disks on the

(Continued on page 20)

Verve-Clef Sets Summer Bonus, Ad Hypo Plans

NEW YORK — The National Meeting of Verve-Clef distributors here Saturday (2) was highlighted by the introduction of a 10 per cent discount summer bonus promotion on package goods and a unique new plan to bolster consumer advertising expenditures by dealers.

The latter plan, which goes into effect July 4 on a permanent basis, calls for the label's distributors to assess dealers 2 per cent of all their billings. The 2 per cent is earmarked for consumer advertising by dealers and will be deducted from their billing after the retailers forward proof tear sheets of ads,

(Continued on page 20)

Oberstein Gets Disk License

NEW YORK—Eli Oberstein returned to the fold last week. The controversial, colorful disk magnate finally made his peace with Petrillo and obtained his American Federation of Musicians recording license.

Altho, Obie's disk activities had been denied AFM sanction for several years, several months back, he was reinstated as a card-holder in Local 802, and is listed in the directory as a pianist.

In recent months, Oberstein, who operates the low-priced Allegro and Royale labels, has stated his intentions to get back into the pop singles business, and to start developing domestic talent. The kick-off of his new pop label, to be called Venus, has been delayed several times by trips to Europe and South America, and by the AFM.

Kaye & Ork Booked for Busy Summer

NEW YORK—Orkster Sammy Kaye left here last week on a one-nighter tour which will carry thru to July 1. The itinerary includes about 40 dates in the East and Midwest. While on tour, Kaye will send to NBC's "Monitor" program weekly reports of consumer's music tastes in the various locations—colleges, ballrooms, etc.

In July, Kaye is booked for weekend dates and some transcrip-

(Continued on page 26)

Lewis to Vik in Ass't A&R Post

NEW YORK — Jack Lewis this week will join Vik Records as a musical director. In his new capacity for the RCA Victor subsidiary label, Lewis will operate as assistant to artists and repertoire chief, Herman Diaz, in handling pop singles and also jazz albums.

Recently Lewis has been assisting Joe Carlton and Steve Sholes at Victor.

LOSE THAT LINE

Rock & Roll Sharpens
Net Censor Scissors

• Continued from page 1

norities, and more often, songs which are lascivious, are considered improper for broadcast. The networks don't arbitrarily wield the ax and refuse to program a song unacceptable in its original form. Publishers and authors are consulted, and, whenever practical, revised lyrics are substituted for the offensive line or phrase. In some cases substitutions cannot be worked out because of the basic construction of the song and in these instances, the song is generally banned for vocal broadcast, tho the instrumental performance is given the green light.

The three major networks, NBC, CBS and ABC, mutually frown on the words darkies and niggers on the grounds they are offensive to the Negro, with all of the networks deleting these words and making substitutions of their own. In the song, "Sleepy Time Down South," the line, "when old mammy falls on her knees," has been changed to "sweet magnolias blooming in the trees," at NBC; in "Swanee River" the word darky has been changed to children at CBS; while the phrase, "daddies and mammys," in "Waiting for the Robert F. Lee" is changed to "grandpa and "granny" at all three networks.

Minority Groups

The networks appear to be particularly concerned with songs which offend minority groups, ostensibly on the theory that such races and religions have organizations which could focus unfavorable publicity on the transgressor. Other songs in this category which are either banned in their entirety, or in which lyric substitutions have been made include "Old Man River," "Birth of the Blues," "Mama's in the Cold, Cold Ground," "Old Folks at Home," "Carry Me Back to Old Virginia," "Mississippi Mud" and "Glory Road." "Sam, You Made the Pants Too Long" is verboten at CBS on the premise the tune is offensive to Jews, tho it is acceptable at ABC and NBC. In commenting about the CBS ban on the tune, Hollywood columnist Paul Coates recently declared that the only conclusion he could come to was that "Sam was a lousy tailor," and he failed to see where the song could be deemed offensive.

The songs, "K-K-K Katy" and "Cross-Eyed Cowboy on the Cross-Eyed Horse," are not used vocally at ABC because they ridicule people afflicted with stammering and those who are cross-eyed. "Buddha's Gong" has been changed to "Chinese Gong" in "Hong Kong Blues," and the line, "yellow chinkies love to play," is deleted and changed to "where orientals love to play" in "Lime House Blues," both because they offend the Chinese.

The standard "I Get a Kick Out of You" is banned by two of the nets while the line, "I get a kick from cocaine," is changed to "I get perfume from Spain" at another. Tunes that refer to or glorify the use of drugs or narcotics are frowned on by all three networks, while other songs which might lend undue temptation to minors or which affect juvenile morals are similarly banned or revised.

Sex Problem.

The networks stand on sex is often found to be ambiguous. "I Can't Say No" from "Oklahoma" is banned on NBC; "Soliloquy," from "Caro sel," is verboten at CBS, and "Here Is Nothing Like a Dame," from "South Pacific," is banned at ABC. As a rule, songs from Broadway musicals come in for especially close scrutiny, because of the wider

latitude enjoyed in the legitimate theater. The line, "no one heeds the marriage laws, what's mine is mine and yours is yours" from Digga Digga Do" is not permissible; in "Heat Wave" ABC frowns on the words "can-can," while NBC substitutes "feet wave" for "seat wave." "Rum and Coca-Cola" becomes "Lime and Coca Cola" at ABC; in "These Foolish Things," the line, "gardenia perfume lingering on a pillow," has been changed to "a seaplane rising from an ocean billow;" "Love for Sale" and "Black and Blue" cannot be used vocally; "Let's Do It," "Too Darn Hot," "You Took Advantage of Me" and "Rainy Night in Rio" are all banned for vocal presentation.

Among the other standards that have been changed or banned are "Frankie and Johnnie," "Doin' What Comes Naturally," "Bell Bottom Trousers," "Forty-Second Street," "Shuffle Off to Buffalo," "South America, Take It Away," "Will You Still Be Mine," "Slippin' Around," "I'm a Ding Dong Daddy From Dumas," "Pistol Packin' Mama" and "Strip Polka."

The networks seem to disagree most often in those songs dealing with sex. Lyrics changes are essential to some tunes at one network and approved in their original form at the others. Some inconsistency appears between live performances and the programming of records. In other cases, the rule, "OK pending adverse criticism," appears to prevail.

Censorship, in any form, is at best a tender subject and one which often presents sub-rosa problems and subjects the censors to unjustified criticism. That the broadcast industry has managed to cope with the problems inherent in censoring music, and cope with it for many years without the publicized squabbles of other industries, is to its credit.

Col. Preps
C.&W. Drive

NEW YORK — Columbia Records is readying an all-out push on its country and western disks, patterned after the label's successful promotional concentration on pop-singles. In line with this, as reported in The Billboard last week, Bob Burrell has resigned as Capitol's country promotional chief to take over the newly-created post of c.&w. sales-promotion chief at Columbia.

Burrell, who reports to Dick Linke, Columbia's single sales division head, will also assist the label's c.&w. artist and repertoire man, Don Law, on minor a.&c.r. matters. Burrell will continue to headquarter in Atlanta, altho he will travel extensively on the new job. Last Saturday (26), he represented Columbia in Meridian, Miss., for the Jimmy Rodgers Memorial Day.

Valando Files
Suit Reply

NEW YORK — "Young at Heart" may be growing gray at the temples. This was indicated last week in publisher Tommy Valando's answer to the suit brought against him by writer Carolyn Leigh (The Billboard, May 26) for a statement and estimated earnings of \$2,500 for the period ending December 31.

According to Valando, the erstwhile hit song is still involved in a

'200' AFFECTS
STILL QUESTION

CHICAGO — The 200-selection juke box is here but it's still too early to chart all affects it will have on operator disk purchases and programming.

Operators who have or will have the 200-selection pieces on their routes already concur on the following points, however:

1. A bigger selection of old favorites will be programmed profitably, with little change-over of tunes required.
2. Extended play records will be programmed.
3. Altho the 200's are more expensive, income will increase.
4. There will be more operator experimentation with different kinds of music. (See stories in Music Machines section beginning on Page 77.)

Epic Makes
Own Pitch
For LP Trade

NEW YORK — Epic Records, the Columbia subsidiary label, has lined up its own pitch for a share of the LP business. The diskery's Eastern sales manager, Walter Hayum, has devised a "High Fidelity Hit of the Month" program, whereby dealers can get one free LP for every 10 ordered.

The deal applies only to Epic's monthly specials, and requires each dealer to buy, at his option, no more than five copies of each plug platter.

Here's the way it works. The dealer first gets a free, compact display-storage rack that can hold as many as 20 disks. He then orders his five copies of the first HFHOM selection. The following month, when the new selection is announced, he orders his five copies, and gets one additional disk free.

The material will be composed of pop and pop classical fare. For example, when the plan was tested last month in three markets, the special was Epic's "Gentlemen Be Seated" set. The June all-market selection will be "Viennese Delight" with the Vienna Symphony Orchestra, Edward Strauss conducting. There will be no special in July, but in August HFHOM will resume with "Theater Organ in High Fidelity," played by Leonard MacLane.

Epic intends to make sure its HFHOM selections get heavy deejay exposure. In addition, each package will have a special band, and dealers will get easel-backed covers for windows and counters.

Salesmen are being urged to push the specials and racks into book stores which don't usually carry records, and also to sign up rack jobbers.

million-dollar-plus infringement action brought against the writers and his Sunbeam Music firm by Toni Bellieu Allen in California. During the last six months Miss Leigh's share of the royalties was "in the vicinity of \$400 and not \$2,500," said the publisher. His contract with the writers, Valando claims, specifies that he is to defend any claims against the copyright at the writers' expense.

When he saw the royalty take slipping, he decided to hold up payments to writers in order to make sure he would be covered for the defense of this suit,

PLANS SHAPING UP WELL
FOR FIRST CMDJA FEST

SPRINGFIELD, Mo. — Don Richardson, who is handling registrations and much of the arrangements for the first Country Music Carnival and Summer Festival of America's Music, sponsored by the Country Music Disk Jockey Association, to be held here June 14-16, reports that requests for reservations are pouring in at a healthy rate.

Tickets for the big Friday night show, which will feature top c.&w. talent from all points of the nation, will go for \$1, with no reserves or kiddie tickets. CMDJA members are plugging the ticket sales on their programs. Requests from talent for a place on the program are coming in rapidly, Richardson says, and the show is shaping up well.

Among the members of the trade who last week sent thru their assurance of being present at the three-day event included D. Kilpatrick, Mercury; Jack Newman and Roy Horton, Peer International and Southern Music; Nat Tannen, Tannen Music; Charles Suber, Jamboree magazine; Harry Silverstein, Decca; Bob Burrell, Don Law and Dick Linke, Columbia; Bob Burton and Bob Sour, BMI; Chick Crumpacker and Steve Sholes, RCA Victor; Bill Baker, Kansas City, Mo., rep for RCA; Tillman Franks, KWKH, Shreve-

port, La.; Ed McClemore, Ed Watt, Lawrence Thacker, the Belew Twins and Sonny James, "Big D Jamboree," Dallas; Charlie Lamb, Charlie Lamb Agency; Ken Nelson, Capitol; Joe Csida, Csida-Grean Associates, and Troy Martin, publishers' rep.

Eddy Arnold, Chet Atkins, the Carlises, and Johnny Horton were added to the convention's talent brigade during the past week.

RAY SCORES

Quarter's
Tearful
Earfull

NEW YORK — Johnnie Ray has moved back into the Latin Quarter and, if all signs and portents repeat, is likely to do right smart financially by Lou Walters' cabaret. This reporter doesn't go along with one or two additions to his rep—an over-arranged "September Song" is not in the Ray groove, and a similarly projected "If I Loved You" falls in the same category. But matters like "You're Sorry Now" and "As Time Goes By" lend themselves admirably to the weeping-willow technique, and Ray scores with them in eloquent simplicity. Obviously, "Cloud" and "Cry" are must on a cafe agenda, and the customers respond accordingly. For change of pace, "Alexander's Ragtime Band" and "Whiskey and Gin" and a finale of "Lily of the Valley" get plenty of steam into the act.

Background-wise, Walters has flavored his production numbers with a Maxim's sauce, with les gals handsomely undressed as ever. Contributing to the festivities are the spectacular acrobatics of the Wozzan Troupe, the excellent operatic chanting of the Metropolitan Sextette, the standard acrobatics of Harold and Lola, and the novelty puppeteering of Nicolai and Knight. Bob Francis.

DJ Tees-Off
C.&W. Plug

PITTSBURGH — Country and western disks are due for a big push here with the launching of a special c.&w. platter seg by Barty Kaye, WJAS, one of the city's top-rated pop jockeys.

Operating on the theory that if the kids like rock and roll country artists Elvis Presley and Carl Perkins, they may dig straight c.&w., too, Kaye is spotlighting a half hour of country music from 2 to 2:30 p.m. daily on his program, marking the first time a major pop jock here has scheduled an exclusively c.&w. seg.

For listener insurance, Kaye is loading the seg with rock and roll country talent (at first (Presley, Gene Vincent, etc.) but every third record is by an authentic c.&w. disk artist. For instance, Faron Young and the Louvin Brothers were featured on one of the first shows last week. Kaye plans to gradually increase the number of pure country platters.

The deejay decided to launch the c.&w. seg after taking a special survey of his audience, asking them to note if they wanted to hear: 1. no c.&w. artists at all; 2. straight c.&w.; 3. rock and roll plus c.&w. The results were overwhelmingly in favor of both c.&w. and r.&c.w., with the returns surprisingly split 50-50 between the two categories.

Jim Ferguson
To Manage
Joe Turner

NEW YORK — Jim Ferguson, who has worked closely for some time with the Bill Haley Comets operation, has now brought Joe Turner under his wing. Ferguson said he will act as a director for Turner's activities in all fields and that all Turner's diskings and bookings will be cleared thru him.

Ferguson declared that Turner will shortly leave on another junket of the South with a band. Haley, meanwhile, leaves on another tour with the Comets on June 13. At a reported figure of \$15,000 per week, the group will open in Des Moines, following which there will be numerous Canadian dates starting in Winnipeg with a close-out three weeks later in the United States Northwest.

A heavy fall tour is also shaping up for the Haley crew in November and December for the Midwest, to be followed by a six-week European junket of France and England. The latter, booked by Lew and Leslie Grade, is set to kick off around February 1, 1957.

Capitol Preps
Promotion on
'Society' Wax

HOLLYWOOD — Capitol Records will break with a huge promotion campaign timed to the release of the forthcoming sound-track album from the M-G-M feature "High Society" this coming June 25.

Album is scheduled to list at \$4.98 and will receive a major promotional tie-in from the film studio similar to that Capitol enjoyed on its "Oklahoma!" album. Special voice tracks of Frank Sinatra, Bing Crosby, Grace Kelly and other stars in the film are to be shipped to disk jockeys thruout the nation, in addition to blanket deejay coverage of the sound-track package itself.

A special half-hour network broadcast via NBC radio will be aired on June 20, with additional television coverage to be set.

DOWN HOME Records

DISTRIBUTOR LIST

SEABOARD DISTRIBUTING CO.
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DIXIE DISTRIBUTING CO.
445 Edgewood Avenue
Atlanta, Georgia

MUSIC SUPPLIERS OF
NEW ENGLAND, INC.
263 Huntington Avenue
Boston 15, Mass.

MERTO DISTRIBUTING CO.
852 Main Street
Buffalo 2, N. Y.

F. & F. ENTERPRISES
803 So. Cedar Street
Charlotte, N. C.

M. S. DISTRIBUTING CO.
2009 So. Michigan Avenue
Chicago 16, Illinois

SUPREME DISTRIBUTING CO.
1000 Broadway
Cincinnati 2, Ohio

COSNAT DISTRIBUTING CORP.
1333 West 9th Street
Cleveland 3, Ohio

DAVIS SALES COMPANY
1724 Arapahoe Street
Denver 2, Colorado

ARC DISTRIBUTING CO.
3747 Woodward Avenue
Detroit 1, Michigan

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El Paso, Texas

MUSIC SERVICE CO.
204 Fourth Street, South
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SEABOARD DISTRIBUTORS, INC.
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P. O. Box 185, Blue Hills Station
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BINKLEY RECORD DISTRIBUTING CO.
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Jacksonville, Florida

RECORD SALES COMPANY
2932 West Pico Blvd.
Los Angeles 6, California

MUSIC SALES COMPANY
1117 Union Avenue
Memphis, Tennessee

HEILICHER BROTHERS, INC.
119 North 9th Street
Minneapolis 3, Minnesota

WORD RECORD DISTRIBUTING
931 Decatur Street
New Orleans, Louisiana

COSNAT DISTRIBUTING CORP.
415 Halsey Street
Newark 2, New Jersey

COSNAT DISTRIBUTING CORP.
315 West 47th Street
New York 19, N. Y.

COSNAT DISTRIBUTING CORP.
1710 North Street
Philadelphia, Penna.

RECORD DISTRIBUTORS
2226 Fifth Avenue
Pittsburgh 19, Penna.

ROBERT'S RECORD DISTRIBUTING CO.
1722 Washington Avenue
St. Louis 3, Missouri

MELODY SALES COMPANY
444 Sixth Street
San Francisco 3, Calif.

NORTHWEST TEMPO DISTRIBUTING CO.
708 6th Avenue, North
Seattle 9, Washington

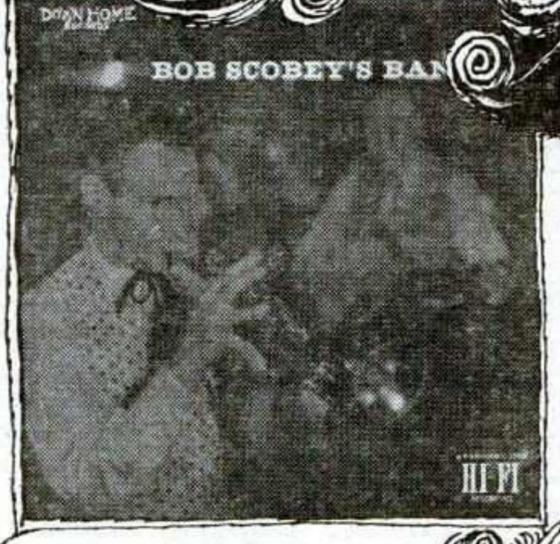
SCHWARTZ BROTHERS
2931 12th Street, N.E.
Washington 17, D.C.

WORD RECORD DISTRIBUTING
3407 Franklin
Waco, Texas

CUSTOM SOUND & VISION LTD.
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CUSTOM SOUND & VISION LTD.
1500 Sherbrooke Street, West
Montreal, Quebec, Canada

ARAGON RECORDINGS
615 West Hastings Street
Vancouver 2, B. C.



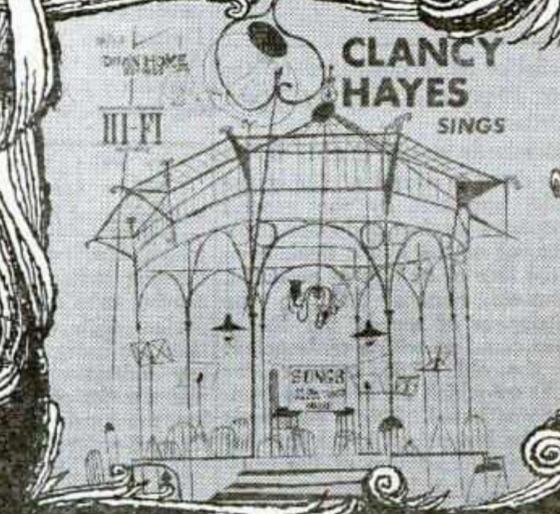
Bob Scobey's Band

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the music of Joe Sullivan

MGD-2 One of America's most respected pianists, Joe Sullivan displays the individual expression long associated with the Bob Crosby Bob Cats and Bing Crosby.



Clancy Hayes Sings
with the Lu Watters Jass Band

MGD-3 Key figures in the "two-beat renaissance," Clancy Hayes and Lu Watters are once again re-united in one of the most authentic Dixieland albums ever recorded.

THE GREATEST DIXIELAND ARTISTS AND RECORDINGS ON
DOWN HOME RECORDS INC.
451 NORTH CANON DRIVE BEVERLY HILLS, CALIF.

Foreign-Cut Wax a Hypo

• Continued from page 17

market in its Holiday series, with a heavy promotion backing the set. The group includes albums of foreign musical holidays in Hawaii, South America, the Dominican Republic, Paris, Italy, Mexico, Spain, Rio, Vienna, the West Indies, Havana, Barcelona and the Alps.

In addition, Decca has also had LP slicings by Caterina Valente, Crazy Otto, and jazz sets by Kurt Edelhagen.

Columbia Records' June pop "Buy of the Month" is the French-waxed, Michel Legrand album, "Castles in Spain," which follows three other successful packages by the Gallic maestro. Columbia has had albums by Les Compagnons de la Chanson, Maurice Chevalier, Juliette Greco and Edith Piaf.

Other releases for the label include Jacqueline Franco's "Made-moiselle de Paris" and "April in Paris"; Patachou's "Montmartre" and "Patachou's Paris"; Leo Chauliac's "Dinner at Maxim's"; and albums by Henri Salvador, Genevieve and the Los Panchos Trio.

RCA Picture

Melachrino and his strings lead the pack of foreign entries at RCA Victor with 14 albums. The label has also the background sets, "Dinner in Rio," "Dinner in Buenos Aires," "Dinner in Havana," and "Dinner in Mexico City," the "Esquire" album with Guy Lupa, "Girl on the Spanish Steps" and "Love in Three Languages" by Katyna Ranieri, "Champagne for Dinner" with Armando Trovajoli, "In a Mexican Garden" and "Marimba Cascade" by Chucko Zarzosa, "Follies of Paris" with Jacques Ysaye, Escavel's "New Sound from Mexico" and several LP bands by the Perez Prado ork.

M-G-M Records, too, has its share of foreign cuttings with instrumental sides by British ork leaders Cyril Stapleton, Wally Stott and Peter Todd. In recent months, too, the firm has released "Fiesta Flamenco" with Mario Escudero, Philip Green's "Serenade in the Night," "Poodle Parade" with pianist Bill McGuffie, "George K. Arthur's Prize Package," and Muir Mathieson's ork on various sound track selections. The label also has released "Cool Europe" with Jutta Hipp and her German Jazzmen, and an album with Mike Nevard and his British jazz crew, as well as a package labeled "Lord Adrian Foley at the Piano."

London Records, which issues foreign-cut material exclusively, has nevertheless made hay with a number of Montovani sets as well as a pair of packages by Ted Heath. On other fronts, Westminster Records is planning a heavy entry into the pop field next year with foreign disks, and the Vox

Lieberson Tops Col.

• Continued from page 16

per cent higher than 1950 sales. Additionally, Columbia entered an era of diversification marked by such activities as the establishing of the Epic label, activity in the music publishing field, establishment of a complete line of phonographs and tape recorders, establishment of the Columbia LP Record Club and the formation of wholly-owned manufacturing and sales operations in Argentina, Brazil and Canada.

Lieberson, of course, has many original cast albums to his credit, including "South Pacific," "My Fair Lady" and "Most Happy Fella," and has pioneered in recorded drama, documentaries, literature and other spoken-word packages. In addition to heading up the creative functions of the company, he is credited with blue-printing a major part of the label's expansion in the international field.

label is currently issuing monthly pop sides with overseas origins. Kapp Records, too, has issued several foreign-waxed LP's this year, and Dot Records is reportedly readying foreign pop tapes, now in its possession, for early LP release.

Mercury Records has set two new deals with overseas firms this year which not only pave the way for a marked step-up in foreign material on the label here, but also solidify distribution of Mercury material overseas.

Deal pacted with the Barclay label of France earlier this year, already has produced an LP by the Blue Stars vocal octet and a hit single of "Lullaby of Birdland" by the group, as well as a mood set by Eddie Barclay which kicks off a series of 20 LP's from Barclay. Mercury's agreement with the British Nixa label is also expected to bring a number of new pop LP albums for release here.

New Merc Names

• Continued from page 16

ist Betty Glammon, Gus Bivona's orchestra, Sam Makio, Lou Stein, Monte Wooley, Elmo Tanner, Morgana King, Claude Raines, Radio City Music Hall orchestra and choir, and Hal Mooney. Mooney has waxed several albums, including one tagged "Musical Horoscope."

The classical album—First Nixa classical package released here by Mercury under its new deal with Pye, Ltd., London—spotlights the first recorded performance of Vaughan Williams' Eight Symphony waxed by the Halle Orchestra of the City of Manchester, England. The symphony received its premiere performance in Manchester only last week.

Mercury's two new sound track packages are "Alexander the Great," the Richard Burton-Frederic March spectacular, and "O Rosalinda," an English film starring Michael Redgrave.

Decca-DGG Pact

• Continued from page 16

phony orchestras and the Koeckert String Quartet.

Personal appearances in the States will play a bigger part in hyping DGG-cut Decca releases here. Igor Markevitch will be here in July to conduct at suburban Chicago's Ravinia Festival, at Philadelphia's Robin Hood Dell and in the Hollywood Bowl. Schneiderhan will have his United States

S.&S. Plan Golden Disk Lines

• Continued from page 17

etc. The second new box will be a "Roy Rogers and Dale Evans Song Wagon," including 15 Western standards. The boxes sell for \$3.95.

Golden also will push its line of disk greeting cards, selling at 25 cents per item.

In the accessories department, the Golden boys will push regular Little Golden needles at 50 cents, and also will announce a new Mickey Mouse Club needle at 89 cents.

The company's new catalog, incidentally, includes all of its Mickey Mouse Club and Disneyland TV Show songs, 22 disks in all.

According to Golden's co-general manager, Bob Bernstein, the company is slanting its new drive and its new products toward national distribution via record shops. The outfit intends to enroll a flock of disk jobbers and will make available large quantities of the new 10-page catalog for dealer

JAZZ RECORDS JUST HEADACHE

HOLLYWOOD — There's an implied warning in a recent California decision, the result of which should caution all music business personnel to keep that record player turned down.

In a claim for benefits, the California Unemployment Insurance Appeals Board said: "The claimant voluntarily quit her work because her employer played 'jazz music' in loud tones thruout the day. The claimant, age 69, became ill from headaches as a result of the noise. A fellow employee, in the presence of the claimant, attempted to shut off the record player but was prevented by the employer, a devotee of jazz music."

"The claimant did not bring her grievance to the employer's attention because she believed it would have been an idle act." The board held that the claimant quit with good cause and ruled "the working conditions were intolerable and in view of the circumstances a complaint would have been useless."

NEWS REVIEW

DeCastros Misfire at Ciro-Ette

HOLLYWOOD—DeCastro Sisters inaugurated a new Ciro-Ette R. om, replacement to H. D. Hover's Ciro's, here last week. Act did not fit in too well with the intimate, continental atmosphere.

Repertoire of the trio includes such numbers as "With My Eyes Wide Open," "April Showers" and "Teach Me Tonight." They're at their best when they sing it s'raight, but have a tendency to ham up their pieces. It's not the kind of humor to slay the sophisticates.

Bill also includes the Bruxellos, tapnotch acrobatic team, and the Paul Meeres Trio and LaRaine, a torrid calypso group. Mischa Novy and Bobby Ramos alternate in supplying the music. Bob Spielman,

concert debut in November, while his wife, Miss Seefried, will make a concert tour of the States at the same time.

On another front, Decca will also continue to release the DGG Archives Series under the renewal agreement.

RCA Opens Its Archives

• Continued from page 16

tinued masters from Victor with a number of provisions: Victor, of course, would press the disks for C-C; the material for C-C use would first have to be cleared with Victor's commercial disk department to make sure that no competitive situations are created and that Victor itself had no plans to release the material on its own label.

Victor is emphatic about preserving the "exclusivity" of its artists. The company rules out completely the idea of any of its currently exclusive artists making records for another label. However, it is presumed that artists no longer with the label, and possibly some jazz artists who are with the label on a semi-exclusive basis, may be "rented out" to custom disk customers.

According to Victor, the company had held back much of its vault material until now, pending decisions on whether or not the stuff would be used on its Camden or Label "X" (now Vik) disks. Now that the programs for these subsidiary operations have been formalized, Victor has thrown open the doors.

Crowell - Collier, meanwhile, claims that it has been talking to "all of the important record companies, large and small," but that nothing has been signed to date. According to an exec, the publishing house has been occupied in setting up the mechanics of its disk operation, but eventually expects to draw material from many companies.

Meanwhile, it appears likely that Victor will sanction a second big-city market trial for its RCA Victor Encyclopedia of Recorded Jazz. This project, which involves a deal between Victor's custom wing and the supermarket promoters J. J.

Musicians' \$\$

• Continued from page 18

000. Of this figure, better than 60 per cent of the moneys were shelled out for radio work.

On the motion picture scene, the report indicates that the seven major Hollywood film studios paid out \$2,768,000 to 303 contracted musicians during the year. More than 3,000 other musicians hired by the majors on a non-contractual basis, earned over \$1,100,000. In New York film working during 1955, nearly 1,600 men were paid \$114,000 for their services.

The report also makes clear the continuing importance of symphony orchestras as a source of employment for musicians. Last year, 31 major orks hired musicians at regular weekly salaries for a specified number of weeks, while 158 secondary groups engaged musicians on a per concert basis. During the season nearly 2,600 AFM members were employed by symphony groups for periods ranging from eight to 32 weeks.

C-C in Record Biz

• Continued from page 17

pany's film production plans, indicating that the negotiations are nearing culmination. He would not declare with whom such negotiations are being held, nor was there any indication whether the firm was a major or indie diskery. Firm has previously disclosed its plans for mail-order disk operation, which Bill Fowler heads.

The addition of KFVB gives C-C a total of four TV stations and six radio outlets, with the newly acquired station also expected to enter the TV field here. Under the new set-up, Harry Maizlish, who has been operating the station since its purchase from Warner Brothers, will become a vice-president of Crowell-Collier.

Little and Ives, is a disk-a-week special now in its fifth week in 40 Boston supermarts. The disks, consisting of material from Victor's jazz catalog, sell for 99 cents. It is estimated that the outlets are averaging about 250 disks per week, for a total sale per disk of 10,000 in the one city. By any standards, at any price, this is considered "more than satisfactory" for jazz material. It is known that several rack jobbers have bombarded the diskery with huge guarantees for similar promotions and that Little and Ives are hopeful of getting their Encyclopedia on a nationwide basis.

Decca Wins 2d Round

HOLLYWOOD — Decca Records won a second round in its legal battle with Capitol Records when Federal Judge William Byrne refused to issue a preliminary injunction aimed at halting the distribution of Decca's "Holiday In Hawaii" and "Here Comes the Band" albums.

Capitol's action, filed last March 23, claimed that album titles were first used by them and asked that the sale of the Decca packages be halted. A similar action involving Decca's "Man With the Golden Arm" soundtrack album was also denied an injunction by Superior Court Judge John Ford some weeks ago.

Cap's action against Universal-International and Decca charging disparagement is still pending in U. S. District Court here.

Verve-Clef Plans

• Continued from page 17

etc., of the advertising expenditures.

Verve chief Norman Granz believes this will be the first time such a plan has been utilized in the record field, and expects it will step up the label's consumer advertising coverage considerably.

The 60-day summer bonus plan, which goes into effect immediately, offers dealers a 10 per cent discount on all Clef, Down Home and Norgran package goods. In line with this, Granz notes the firm will continue to release new album merchandise thruout the summer, and that the discount will be applicable to all of the packages.

The Verve-Clef meeting, which was presided over by Granz and Sales Director Bernie Silverman here at the Essex House, was attended by more than 50 distributors and salesmen from 35 cities.

AFM Fireworks

• Continued from page 17

week (28). A move to prevent convention delegate Phil Fischer from representing the local at the convention was approved by a board of directors' meeting, tho Fischer refused to resign and indicated he will attend anyway. Other convention delegates, deposed President John te Groen and Maury Paul, were put in the incongruous position of telling the AFM convention that the local membership doesn't want them reinstated as ordered by AFM President James Petrillo and the IEB. Asked what recourse the membership would have if the convention delegates did not abide by Local 47's wishes, Maury Paul ironically declared, "You can impeach me." Paul was previously impeached at a membership meeting subsequently ruled illegal.

Read is expected to go before the convention armed with the results of the recent House subcommittee hearings at which Petrillo's broad powers were repeatedly scored.

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- BOYD BENNETT King
- SAM TAYLOR M-G-M
- JERRY MERCER Mercury
- CARL PERKINS Sun
- PEE WEE KING Victor
- ELVIS PRESLEY (album) ... Victor

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MUSIC AS WRITTEN

SMITH AND REDHEADS SET FOR 'STAGE SHOW' . . .

Somethin' Smith and the Redheads, who began a six-day stand at Wildwood Lakes, Kansas City, Mo., Tuesday (29), have been set for the Jackie Gleason TV "Stage Show" July 7. Deal was arranged by their personal manager, Don Seat, Hollywood. The unit plays a one-nighter in Cincinnati this week, and follows with Buckeye Lake, O., June 8, and Chippewa Lake, O., June 9. On June 11, they move into the Ankara, Pittsburgh, for a four-week stand. Dolores Hawkins, also under the Seat banner, is doing a short at Universal-International, Hollywood, while working the Los Angeles Biltmore.

MORGAN TO SUB FOR FISHER . . .

RCA Victor recording thrush, Jaye P. Morgan, has been set as the summer replacement for Eddie Fisher on the latter's Wednesday and Friday NBC-TV show. Regulars on the show will be the chirp's four Morgan Brothers and the Joel Herron ork. First seg will be June 13.

ROSS HEADS SALES AT UNIVERSAL RECORDERS . . .

Martin Ross, veteran recording and motion picture figure, has been named executive vice-president in charge of sales for Universal Recorders, Hollywood. Ross formerly was associated with Television Highlight and later formed National Telefilm Associates and Emperor Films. Universal firm has recently undergone an extensive face-lifting via the addition of new recording equipment.

New York

Ed Welker, RCA Victor's pop album chief, has signed band-leader Tony Cabot, long-time denizen of the Statler Hotel trails, to do a series of dance albums on various themes. Several, for example, will be based on college tunes. . . . Hugo Winterhalter, Victor musical director, has been signed by RKO Pictures to do special arrangements of the songs in the forthcoming Eddie Fisher-Debbie Reynolds flick, "Bundle of Joy." The score is by Mack Gordon and Josef Myrow. . . . Noel Kramer has signed Joe Maize and the Cordsmen to a personal management pact. . . . General Artists Corporation has obtained a TV contract for warbler Dick Roman on WLW-T, Cincinnati, Ohio. . . . Gene Aretsky has joined the Virginia Wicks flackery here.

Rita Reyes, Dutch jazz thrush, has been sent over here by the Philips company to cut dates with American jazz stars. These will be arranged by Philips affiliate, Columbia. The first session, with the Jazz Messengers, has been set up by Columbia's George Avakian. Miss Reyes while in this country

will be managed by Leo Kraft. She was set to open Monday (14) at Storyville in Boston. . . . Kraft also has signed a management deal with the pianist, Randy Weston. . . . Orkster Ralph Flanagan has completed a book, "How to Build a Dance Band." It's being published by Southern Music Company of Texas.

Hollywood

Carol Richards, who concludes her first year with RCA Victor on June 1, has been re-signed by the label for another 12 months. Miss Richards is a regular member of the cast of the daily Bob Crosby show.

Songwriting team of Pony Sherrill and Phil Moody have secured their release from their exclusive writing, contract with Mills Music. . . . Liberty Records inked Russ Arno to a recording contract here last week. . . . Nelson Riddle joined the growing list of men of distinction, named by Calvert Distillers, to a spot this past week. . . . Four Aces inked for a July date at the Fountainbleau, Miami, to be followed by a European concert tour in August. . . . M-G-M conductor-composer Miklos Rozza leaves for a two-month business trip in Austria, Switzerland, Germany and Italy next month. . . . Harry James checked in at Metro last week for talks concerning his music in the studio's "The Opposite Sex." . . . Writer Charlie Tobias returned from a 10-week trip to New York, Boston, Chicago and Detroit, where he visited disk jockeys and distributors. . . . Russ Morgan has started recording 12 Jimmy McHugh originals for a new Decca album titled "I Can't Give You Anything But Love." . . . Frankie Laine and Paul Weston have teamed on a project for the classical music field to be recorded by Columbia Records. . . . Carol Richards returned from her quick flying trip to New York where she visited with Gotham disk jockeys.

Jay-Kay New Distrib Firm For Detroit

DETROIT — Pan - American Distributing here will henceforth handle the Mercury and Wing lines exclusively. In line with this, Pan-American owner, Johner Kaplan, is setting up a new firm, the Jay-Kay Distributing Company, which will handle all the other labels formerly distributed by Pan-American, including Dot, Atlantic, Clef Norgran, Bethlehem, RPM and Montilla.

The expansion move, said Kaplan, is keyed by the need to guarantee each label a maximum of promotional concentration.

Harvey Kahn, manager of Pan-American, will continue to handle that firm, while Jim Wilson, formerly district manager for Columbia and King distributors here, heads up the new Jay-Kay operation. Both firms will have their own promotional managers, with Tom Schlesinger now concentrating on Pan-American exclusively, and Morton Weisling joining Jay-Kay in a similar capacity.

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NEWS REVIEW

Four Aces Sock 'Em At Grove

HOLLYWOOD—Alto the Four Aces have played virtually every top night spot and theater in the country, they somehow have never quite put Hollywood on their itinerary. They're in town now tho, and via their first stand at the Ambassador Hotel's Coconut Grove

to essay a parade of their Decca hits before the Grove audience, all of which were familiar to the ear. The spotlight in virtually all of the Aces' numbers is on the lead voice, Al Alberts, who carries the lion's share of the vocal work, and does it well. With a bevy of movie song hits under their belt, including "Woman in Love," "Three Coins in the Fountain," and "Love Is a Many-Splendored Thing," the easy blending of the group was warmly received.

Russ Morgan orchestra, a fellow Decca recording artist, backstops the show in his usual able fashion. Joel Friedman.

NEWS REVIEW

Patti Given Warm Hand At Grove

HOLLYWOOD—Patti Page is that rare artist who can capture an audience almost the moment she walks on the stage. Add to that one of the nimblest set of vocal cords in the biz and a long record of platter hits, and the result is top reception by the Coconut Groves at L. A.'s Ambassador Hotel.

Numbers ranged from the opening "Give Me the Simplest Life" to such plaintive pieces as "Too Young" and "I'll Get By," with a blues bit thrown in here and there. Proving that audiences don't change much, highlight of the show is still "Doggie in the Window."

Tommy Conine and Jack White kick off the program with an interesting tap routine. Russ Morgan o.k keeps the dancers happy.—Bob Spielman.

July Bow for Regent Line

NEWARK, N. J.—The reconstituted Regent Records line, subsidiary of Savoy Records, will make its bow at the National Association of Music Merchants show in July.

According to Regent-Savoy topper, Herman Lubinsky, there will be 26 12-inch LP's in the first flight, retailing at the bargain tag of \$2.98. Lubinsky has maintained a \$4.98 list for his regular Savoy line. Also some new jazz artists will be featured in the new line, many of the disks will be composed of older recordings by name talent such as Nat Cole, Billy Daniels, Johnny Hartman, Johnny Green and even Emil Gilels, the Russian long-hair pianist.

Among the newer recordings will be some recently cut Dixieland by Jack Teagarden and Ben Pollack.

Regent disks will be sold by an entirely different set of distributors from those now handling Savoy. After the first mass release, the label is scheduled to issue three or four new LP's every month.

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A HIT! → Her 3rd Release "WHY DO FOOLS FALL IN LOVE"

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Review Spotlight on . . .

ALBUMS

Popular

SARAH VAUGHAN AT THE BLUE NOTE (1-12)—Mercury MG 20094

This LP spots the "commercial" Sarah Vaughan, with backings like she never uses at the Blue Note—lush strings, etc. It's more for her pop fans than for the jazz clique, featuring such items as her erstwhile smash, "Make Yourself Comfortable," "Paradise" and re-creations of her early successes, "Tenderly" and "It's Magic." The tune selection and those handsome vocal sounds will move this with deejays and dealers, and the striking cover won't hurt either.

THE PLATTERS (1-12)—Mercury MG 20146

The Platters' first LP has sock sales potential for both pop and r.&b. markets, and should pull a maximum of spins from jockeys. The group is riding high on the single charts and if their fans follow thru as expected, this package should enjoy similar success on the best-selling album lists. The Platters sing 12 selections—both new tunes and standards—and register solidly with their swiny versions of the oldies "My Prayer" and "Glory of Love" particularly strong. A four-color photo of the vivacious five-some gives the LP a big plus display-wise.

Classical

SAINT-SAENS: CONCERTO NO. 1 IN A MINOR; MIASKOVSKY: CONCERTO IN C (1-12)—Mstislav Rostropovich, Cello; Philharmonia Orchestra; Sir Malcolm Sargent, Cond. RCA Victor LM 2106

Altho this latest Soviet import did not get the publicity build-up that preceded his compatriots Oistrakh and Gilels, he, too, is a major

instrumentalist. These works, recorded in England, with characteristic spaciousness and dynamic range, feature two romantic, accessible cello-orchestra showpieces, played with great warmth, subtlety and virtuosity. This set should be easy to talk about, and to sell.

OPERATIC RECITAL BY RENANTA TEBALDI VOL. III (1-12)—London LL 1354

Altho, or perhaps because, most of this program is fairly obscure operatic fare, Miss Tebaldi figures to have another sizable seller. The more familiar arias are "Porgi Amor" and "Dove Sono" from "Marriage of Figaro." Others include two from Refice's ecclesiastical opera, "Cecilia"; Mascarni's "Lodoletta"; Catalanis' "La Wally," etc. The latter are in the late-Romantic Italian style, with plenty of meaty lines for the thrush's soaring soprano. An interesting and often exciting show for opera and voice fanciers.

Jazz

DRUMMER MAN (1-12)—Gene Krupa. Verve MG V 2008

This is Gene Krupa in hi-fi, featuring many of his Swing Era hits re-recorded with the original stars, Anita O'Day and Roy Eldridge. Like the other modernized "Hi-Fi" packages (Goodman, James, etc.) it should enjoy a mighty healthy spin and sales life. Krupa is back in top form, as is thrush O'Day, and Eldridge rarely has sounded this brilliant. The Krupa specials have been up-dated, mostly by ace arranger Quincy Jones, and are performed by an all-star band that sounds as clean as Krupa's old crew. Titles include "Let Me Off Uptown," "Rockin' Chair," "Drum Boogie," "Wire Brush Stomp," etc. Plenty here for jocks and jazz-nicks.

Reviews and Ratings of New Popular Albums

DAYDREAMS 87
Roger Williams, Piano (1-12")
Kapp KL 1031

Williams' first LP made the best-selling charts, and this package should also step out briskly across the counter. Deejays, of course, will find it a rich source of romantic mood music programming. The LP spotlights Williams' flashy pianistics (backed by Martin Gold's orchestra) on 12 haunting selections, most of them in the sentimental oldie vein—"Paradise," "When I Grow Too Old to Dream," "I'll String Along With You," etc. The cover features a striking line-drawing by Eugene Karlin.

OH HOW WE DANCED 79
Guy Lombardo (1-12")
Decca DL 8255

From its vast catalog of sides by Lombardo—now on Capitol—Decca has put together another package of 12 standards. These have the typical Lombardo sound and the danceable beat. They include "Anniversary Song," "If I Could Be With You," "My Extraordinary Gal," etc. Cover makes a good display piece for the windows and counters. Will have a profitable sale.

ROBERTA SHERWOOD 78
(1-12")
Decca DL 8319

Decca's new late-blooming Cinderella is a favorite with deejays, and her first LP is bound to rate plenty of plays from her spinner-fans. Columnists have acclaimed the Miami Beach nitery canary, and her recent appearances on Ed Sullivan's CBS-TV show should pay off in added sales interest for this package. Her appealing, highly stylized thrashing, lushly backed by Jack Pleis, is aptly showcased on 12 nostalgic selections, most effective of which are "Lazy River" (her current single); "Take Your Shoes Off, Baby," and "This Train" (also out as a single).

THE MASTER'S TOUCH 77
Carmen Cavallaro (1-12")
Decca DL 8288

The bulk of the titles in this 12-incher were out available previously in 10-inch LP's, but the new packaging should give them a new lease on life. Tunes are adaptations of classical melodies including "The Lamp Is Low," "Reverie," "I'm Always Chasing Rainbows," etc. Cavallaro, with his delicate touch and virtuosity, has put together a fine series of performances. With few exceptions, jocks and dealers can use this profitably.

SONGS BY RUSTY DRAPER 77
(1-12")
Mercury MG 20118

These sides by Draper cover an exceptionally wide range of material—pop, country, rhythm and blues,

sacred and pop-standard. Included are "Melancholy Baby," "I'm Mad," "The Shifting, Whispering Sands," "The Workshop of the Lord." The singer's versatile, virile style is showcased by a strong set of arrangements.

HARMONICA MAGIC 76
Gene Jimae, Harmonica (1-12")
Dot DLP 3013

Dot presents its own musical quiz kid Gene Jimae in this package. The 12-year-old harmonica player is the youngest composer ever to have music published in the U. S. and his extensive appearances on TV and in vaude should help sales on this package. The boy plays remarkably well and all but one of his performances on this LP are sparked with effective multi-track gimmicks and sound effects, with arrangements written for as many as seven harmonicas—all played by Jimae. In addition to his own tunes, Jimae plays "Ghost Riders in the Sky," "Jalousie" and a spectacular seven-track version of "Casey Jones."

JANE MORGAN, THE AMERICAN GIRL FROM PARIS 74
(1-12")
Kapp KL 1023

The vogue for singers with a Continental quality has proven a stable and profitable one. Miss Morgan, with a flawless accent, does some American ballads in French, as well as some French ballads in English. She has a warm, smooth voice, which is complemented by the piano of Ernest Bragg and an orchestra conducted by Martin Gold. Included are "It Might As Well Be Spring," "I'll Be Seeing You," "J'Attendrai," "Insensiblement" and "If I Loved You."

MEET MARLENE 69
(1-12")
Savoy MG 12058

New thrush Marlene, who has been singing with several name bands, makes a promising, if fairly uncommercial, debut on Savoy. Singer has a warm, appealing quality that fits cozily into her jazz backing. (Hank Jones, piano; Herbie Mann, flute; Joe Wilder, trumpet, etc.). But for mature interpretations of great songs, there are too many other places to turn. Future issues should be worth watching for, however.

Folk

MARIO ESCUDERO AND HIS FLAMENCO GUITAR 78
(1-12")
Montilla FM 57

The young Spanish guitarist, who has toured with such dancers as Jose Greco and Vicente Escudero, turns in one of the most satisfying flamenco guitar programs on disks. Top-notch recording captures the sparkle and

color of the idiom as set forth by Escudero with tremendous technique. Escudero is listed as composer of all selections, which, of course, are deeply folk-rooted. Almost any guitar addict will shell out for this one.

BLOOD, BOOZE 'N' BONES 77
Ed McCurdy, Erik Darling, Banjo (1-12")
Elektra EKL 108

The title and art work on the cover have considerable shock value—of the type that will surely make the customers take a second look. The content of the album bears out the initial promise. Here are tunes dealing with murder, drinking, gambling, infidelity, etc. The performances are outstanding. Ed McCurdy, accompanied by Erik Darling's banjo, has the authentic folk touch, and he does not water this down by the spurious dramatic quality essayed by some folk artists. Unusual material, well done. A pamphlet of lyrics is included.

Jazz

BOTH SIDES OF TONY SCOTT 83
Tony Scott Quartet (1-12")
RCA Victor LPM 1268

Clarinetist Scott demonstrates the range of expression possible on the instrument in modern jazz. Half of the program consists of ballads, played by Scott with his "ballad guitarist," Mundell Lowe; the balance being swingers with guitarist Dick Garcia, bassist Milt Hinton and drummer Osie Johnson. The provocative rhythmic figures in Scott's improvised lines in the latter group should raise a few eyebrows in avant-garde circles. The ballads are suitable for fairly wide deejay use as unusual mood music. They include "Cry Me a River," "Stardust," "More Than You Know," etc.

CLANCY HAYES SINGS 81
(1-12")
Down Home MG D-3

If modernists and Dixielanders agree on anything at all, it is the high place of Clancy Hayes in the hierarchy of jazz singers. His backing here comes from the Lu Watters Jazz Band, rather than Bob Scoby, but they are like branches of the same tree, and so the atmosphere is congenially familiar. Other than "Silver Dollar," "Peoria" and "Sailing Down Chesapeake Bay," not much of Hayes' previously recorded repertoire is repeated here. Here he does "Frankie and Johnny," "St. James Infirmary," "Alcoholic Blues," etc. A top-notch buy for all segments of the jazz (and don't overlook pop!) market.

THE JAZZ WORKSHOP: MANNY ALBAM 78
(1-12")
RCA Victor LPM 1211

Albam is a jazz writer who has contributed conspicuously to the libraries of Basie, Herman, Kenton and lesser lights. His experience with top dance bands makes natural the aim at a swinging, virile, full-voiced sound that makes two saxes, two trumpets, two trombones and two rhythm instru-

(Continued on page 26)

Finally...

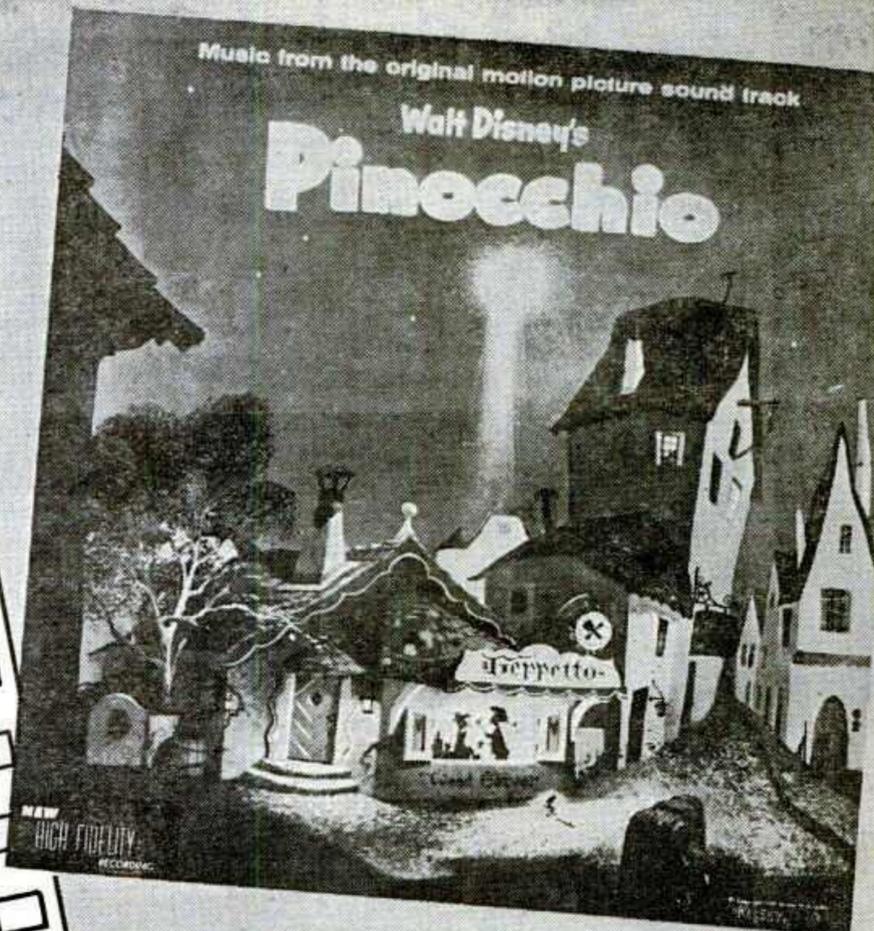
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• Reviews and Ratings of New Classical Releases

LEONCAVALLO: PAGLIACCI; MAS-CAGNI: CAVALLERIA RUSTICANA (3-12") — Mario Del Monaco; Chorus and Orchestra of the Accademia Di Santa Cecilia, Rome; Symphony Orchestra and Chorus of Milano; Alberto Erede, Franco Ghione, Conds. London XLLA 4022

These two operas have been available in separate format for over two years on the London label. "Cav" and "Pag" go together like ham and eggs, and operatic collectors will appreciate this re-coupling in automatic sequence. The two operas are paired in packages already available from Angel, Columbia, RCA Victor and Cetra, but this readily outshines the others. As Turiddu, del Monaco is heard at his best. The London "Cavalleria," from an all-around view, is one of their outstanding productions.

TCHAIKOVSKY: PIANO CONCERTO NO. 1 IN B FLAT MINOR; LISZT: HUNGARIA FANTASY FOR PIANO AND ORCHESTRA (1-12") — Julius Katchen; London Symphony Orchestra; Oierino Gamba, Cond. London LL 142380

TCHAIKOVSKY: PIANO CONCERTO NO. 1 (1-12") — Ventsislav Yankoff; New Symphony Orchestra of London; Rudolf Schwartz, Cond. Capitol P 1800771

The young American, Katchen, turns in a performance of the hard-riden warhorse that compares musically and sound-wise with the current best-selling version by Gilels. Many will consider it the most brilliant reading since those of the pace-makers, Horowitz and Rubenstein. Capitol's entry, by a young Bulgarian, Yankoff, has flash and force, but lacks the color and dynamics of Katchen's. Competition for both is well-rooted, but Katchen can sell if shown.

GRIEG: LYRIC SUITE, OP. 54; NORWEGIAN DANCES, OP. 35; WEDDING DAY AT TROLDHAUGEN, OP. 65, NO. 6; HOLBERG SUITE, OP. 40 (1-12") — Bamberg Symphony; Edouard Van Remoortel, Cond. Vox PL 984078

This well-recorded sampling of the work of Norway's greatest composer will have a ready sale. Van Remoortel, young conductor batoning the Bamberg Symphony, develops a remarkable range of lyrical and dramatic effects with these melodious, accessible pieces. Disk sound is excellent, and the colorful cover is a good summer display piece.

FAURE: REQUIEM (1-12") — Suzanne Danco, Soprano; Gerard Souza, Baritone; L'Union Chorale De La Tour De Peliz; L'Orchestre De La Suisse Romande; Ernest Ansermet, Cond. London LL 139478

Fanciers of this magnificent French work have had several good versions to choose from, but this issue should eliminate any controversy. In every respect—soloists, sound, chorus and conductor—this is superb, and it's unlikely to be surpassed for some time. Dealers who have had any success moving major choral works have another winner here.

BORODIN: POLOVETSIAN DANCES; MOUSSORGSKY: NIGHT ON BALD MOUNTAIN; BALAKIREV; TAMAR; CUI; TARANTELLA (1-12") — Bamberg Symphony; Jonel Perlea, Cond. Vox PL 953076

The real gem in this generous collection is the Balakirev "Tamar," which served as the model for Rimsky-Korsakov's "Scheherazade." Four of the "Russian Five" are represented—all well—and the Cui gets its only LP reading. There are more satisfactory "Polovestian Dances" available (this one does not include chorus), but this will do for many buyers who will appreciate the good programming and the excellent readings and recording sound of the other items. Perlea does himself proud on this colorful, exotic fare.

FAMOUS OPERATIC CHORUSES (1-12") — Chorus and Orchestra of Accademia De Santa Cecilia, Rome; Alberto Fracesco Molinari-Pradelli, Conds. London LL 134674

The chorus of the Santa Cecilia Academy has been a factor in the success of many London operatic sets. Earlier this year, they made the first tour of the U. S. and won additional admirers. Here is an anthology of popular choruses like the "Bell Chorus" from "Pagliacci," "Zitti Zitti" and "Scorrendo Uniti" from "Rigoletto," the "Humming Chorus" from "Madame Butterfly," the "Gypsy" and "Matador" choruses from "La Traviata" and more from "Aida," "Nabucco," "Otello," and "I Lombardi." All are sung with spirit and superb artistry. Should be a meat-and-potatoes buy for all Italian opera addicts.

THE PIANO MUSIC OF BELA BARTOK (4-12") — Andor Foldes, Piano Decca DL 9801-980470

This set of four 12" disks, superbly played by Andor Foldes, gives a broad sampling of the late great Hungarian composer's work. Foldes, too, is a Hungarian, steeped in the idiom and traditions—so that the coupling of composer and performer leaves nothing to be desired. The package market contains some disks which will offer strong competition—for instance, Columbia has recently released a complete "Mikrokosmos" by Georgi Sandor. Nevertheless, the encyclopedic range of the Decca set is sure to attract serious students and lovers of Bartok. The scope is indicated by the following, which is just a fragmentary listing of the entire contents. Volume I contains many selections from "Mikrokosmos," selections from "For Children," "Conatina," based on "Transylvania Folk Tunes"; Volume II includes "Six Rumanian Dances," "Improvisations of Hungarian Folk Tunes," "Two Elegies"; Volume III, "Fifteen Hungarian Peasant Songs," "Sonata for Piano (1926)"; Volume IV, "Out of Doors," "Nine Little Piano Pieces," etc. The set in toto makes an outstanding addition to the Decca classical catalog, and is fine inventory for classical shops. They are available individually.

• Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

1. ELVIS PRESLEY RCA Victor LPM 1254
2. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra Capitol W 653
4. CAROUSEL—Sound Track Capitol W 694
5. MY FAIR LADY—Original Cast Columbia OL 5090
6. PICNIC—Sound Track Decca DL 8320
7. BUBBLES IN THE WINE—Lawrence Welk Coral CRL 57083
8. FOUR FRESHMEN AND FIVE TROMBONES Capitol T 683
9. THE MAN WITH THE GOLDEN ARM—Sound Track Decca DL 8257
10. OKLAHOMA!—Sound Track Capitol SAO 595
11. GENTLEMEN, BE SEATED (Minstrel Show) Epic LN 3238
12. WALTZES OF IRVING BERLIN—Mantovani Orchestra London LL 1452
13. SERENADE—Mario Lanza RCA Victor LM 1996
14. THE BENNY GOODMAN STORY, Vols. 1 and 2—Sound Track Decca DL 8252, 8253
15. NIGHT WINDS—Jackie Gleason Capitol W 717

MONTEVERDI: L'ORFEO (2-12") — Archives ARC 3035-3670

To date, this is one of the most important issues in the Deutsche Grammophon Archives series, and despite Decca's limited, conditional distribution of the line, it should sell well in connoisseur shops, even at the \$5.95 per disk tag. Excellent solo and ensemble singing, authentic orking and sympathetic recording make this the first truly satisfactory disk of this very early opera, one of the great masterpieces of all time. The music is hauntingly beautiful and often startling modern. A real conversation piece, and the annotation provides plenty of material.

SCA N9 12 SONATAS (1-12") — Maria Tipo, Piano, Vox PL 994070

The sonatas offered are Longo numbers 5, 23, 286, 288, 375, 387, 396, 449, 457, 465, 474 and 487, a well-chosen cross-section of Scarlatti's keyboard output from the "essercizi" (his first published collection of harpsichord pieces) to sonatas composed in the last years of his life. The facility and sensitivity of the pianist belie her years (she is only 25); the brilliance of her readings here should do much to further establish Miss Tipo's reputation. Dealers should push this LP with piano students, as models of clean playing and classic style.

TELEMANN: QUARTET IN D MINOR FOR 3 WIND INSTRUMENTS AND CONTINUO; SONATA IN G MAJOR FOR VIOLA DE GAMBIA AND CONTINUO; PARTITA IN G MAJOR FOR RECORDER AND CONTINUO; SONATA A TRE IN D MAJOR FOR TRAVERSE-FLUTE, VIOLA D'AMORE AND CONTINUO (1-12") — Archive ARC 304368

These pieces, by a contemporary of Bach's, have considerable charm if no

great profundity. As played by the proper baroque instruments, they have a fresh, unusual sound that makes for good warm weather listening. It's not one of the more important issues in the Deutsche Grammophon Archive series, but collectors of early music should go for it readily. The virtuosi on the recorder and viola da gamba are truly outstanding.

PERGOLESI: LA SERVA PADRONA (1-12") — Gluditta Mazzoleni, Wurtemberg State Orchestra; Ferdinand Leitner, Cond. Archive ARC 303967

This is a comic masterpiece from the heyday of opera buffa (written 1733). It's a one-acter that requires only two singers. Marcello Cortis is praiseworthy for the vocal and dramatic values he brings to his part. Gluditta Mazzoleni, has not quite the vocal felicity of Cortis, but she makes a sizable contribution to the delicious buffoonery of the piece, nevertheless. A recent Angel release of this opera, with a superior pair of soloists and orchestra, give this Archive set tough competition, good as the latter may be. Italian text provided without translation.

GEORG BOHM: SEVEN WORKS FOR ORGAN (1-12") — Hans Heintze, Organ. Archive ARC 303763

Georg Bohm was of the "North German School of Organists" that flourished in the early 18th century. Like other pre-Bach organists, he explored the instrument's possibilities for new tonal effects, and in so doing created many brilliant virtuoso pieces. The Prelude and Fugue in C Major is a good demonstration band for the quality of Bohm's own organ in Luneburg. Masterful playing by Heintze. Good sales to organ specialists.

• Reviews and Ratings New Popular Albums

• Continued from page 24

ments (no piano) sound like a hand twice the size. His approach in this session is to create solid ensemble blowing with soloists subordinated to the group. A bit conservative perhaps, but relaxed and swinging all the way.

THE ART FARMER SEPTET (1-12")76
Prestige LP 7031

This is a collection of compositions and arrangements by Gigi Gryce and Quincy Jones, issuing out of two dates led by Farmer in 1953 and 1954. The eight selections include: "Work of Art," "The Little Bandmaster," "Mau Mau," "Up in Quincy's Room," etc. All were previous issues, but scattered over a number of LP's, EP's and 78 r.p.m. disks. For "modern" jazz library-builders this is an important item.

DUANE TATRO'S JAZZ FOR MODERNS (1-12")68
Contemporary C 3514

Duane Tatro is a young composer with a long-hair background who is in the front ranks of the West Coast experimenters. Here he applies himself to the use of atonal and modern polyphonic techniques in jazz. All 11 compositions (and their orchestrations) are by Tatro, and without exception are far-out intellectual exercises that will appeal primarily to specialized collectors. The ensemble consists of top-flight men like Shelly Manne, Jimmy Giuffre, Bob Enevoldsen, Stu Williamson, Lennie Niehaus and Bill Holman. Writing like this dampens spontaneity and rhythmic drive, but its harmonic adventures make up for this in part.

SONGS OF A WOMAN IN LOVE (1-12")65
Terry Morel (1-12")
Bethlehem BCP 47

Miss Morel's dry, husky sound is of the super-hip school, but as a musician or as an interpreter of lyrics,

there is nothing evident here that merits attention. Some great songs get painted with the same tortured brush: "Too Late Now," "Who Cares," etc. This sound, which has been carried a long way by Chris Connor, has almost as many exponents as Elvis Presley's.

ALL BY HIMSELF (1-12")64
Reg Wilson, Piano (1-12")
Herald HLP 0104

"All by Himself" is a showcase for the multiple talents of a young Canadian who is bound to make a name for himself in one of the fields in which he dabbles. Six of the eight selections in the set are Wilson originals. On some he plays piano; on others he sings. As a vocalist, he has much to offer, his voice showing some of the quiet, intimate qualities of Don Elliott. His piano-playing is secure in technique but a little weak in the flow of ideas jazz-wise. The tunes are diverting and show unusual talent. This LP ought to help establish Wilson's reputation.

Sammy Kaye

• Continued from page 17

tion assignments, and in August he is set for one-week stands at Virginia Beach and Atlantic Beach, following which he will come to New York for an engagement at a hotel spot. In the fall, he'll tour again.

Kaye, and his manager, Dave Kregel, are devoting more time to the industrial field, where more and more companies are launching promotion campaigns and kicking off new products with show business fanfare.

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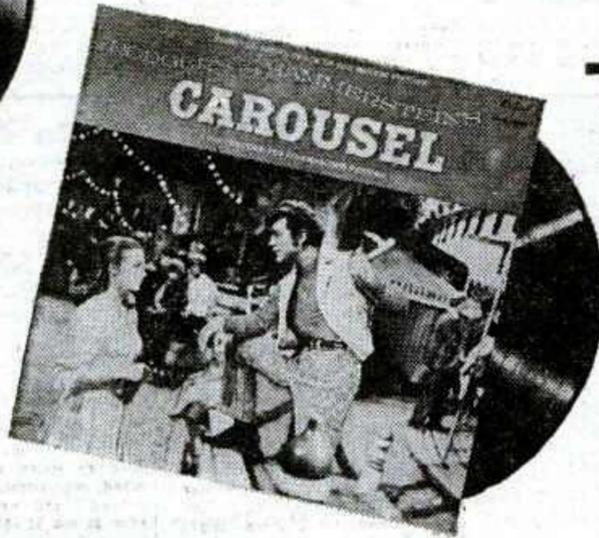
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FIRST *Oklahoma!*...



THEN **CAROUSEL!**

**NOW...
ANOTHER EXCLUSIVE
HIGH-FIDELITY ALBUM
BY CAPITOL!**



presented by
Darryl F. Zanuck
starring
DEBORAH KERR and YUL BRYNNER
Produced by
CHARLES BRACKETT Directed by
WALTER LANG

Another motion-picture album *exclusive on Capitol*
... with the combination that spells Top Sales:

- Memorable songs by Rodgers and Hammerstein!
- Wonderful performances from the film!
- Brilliant High Fidelity recording!
- Dramatic promotional campaigns!



Album 740

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending May 30

This Week	Last Week	Weeks on Chart
1. Moonglow and Theme From Picnic	1	9
By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 61618.		
2. Ivory Tower	3	10
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; G. Storm, Dot 15458; O. Williams, De Luxe 6093. RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1310.		
3. Heartbreak Hotel	2	14
By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.		
4. Wayward Wind	6	6
By Stan Lebowsky-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORD AVAILABLE: T. Ritter, Cap 3430.		
5. Hot Diggity	4	13
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: F. Como, Vic 20-6427.		

This Week	Last Week	Weeks on Chart
5. Standing On the Corner	5	6
By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: N. Heftl, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.		
7. Blue Suede Shoes	7	14
By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill and Range Songs, Inc. (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; E. Presley, Vic EPA-747; EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral.		
8. Magic Touch	9	10
By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819.		
9. Poor People of Paris (Jean's Song)	8	17
By La Gaulante de Pauvre-Jean Marguerite Monnot—Jack Lawrence—Published by Reg Connelly Music (ASCAP) BEST SELLING RECORD: L. Baxter, Cap. 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Beltran, Vic 20-6498; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.		
10. Walk Hand In Hand	13	6
By J. Cowell—Published by Republic (BMI) BEST SELLING RECORD: T. Martin, Vic 20-6493. RECORDS AVAILABLE: D. Vaughan, Kapp 143; A. Williams, Cadence 1288.		

Second Ten

11. I'm In Love Again	15	5
By Domino & Bartholmew—Published by Reens (BMI) BEST SELLING RECORD: F. Domino, Imperial 5386. RECORD AVAILABLE: Fontane Sisters, Dot 15462.		
12. Happy Whistler	11	6
By Don Robertson—Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3391.		
12. Picnic	12	5
By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 61627. RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Marterie, Mercury 70836.		
14. Long, Tall Sally	10	9
By E. Johnson—Published by Venice (BMI) BEST SELLING RECORDS: Little Richard, Specialty 572; P. Boone, Dot 15457. RECORD AVAILABLE: M. Robbins, Col 40679.		
15. A Tear Fell	14	14
By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORDS AVAILABLE: A. Carter, Vic 6482; I. J. Hunter, Atlantic 1086.		

16. Graduation Day	21	3
By Joel Sherman & Noel Sherman—Published by Sheldon Music (BMI) BEST SELLING RECORDS: Four Freshmen, Cap 3410; Rover Boys, ABC-Paramount 9700. RECORD AVAILABLE: Lemmon Eisters, Coral 61648.		
17. On the Street Where You Live	18	5
By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.		
18. I Want You to Be My Girl	24	4
By Goldner & Barrett—Published by Kohl (BMI) RECORD AVAILABLE: Teen-Agers, Gee 1012.		
19. Why Do Fools Fall In Love?	10	16
By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORD: Teen-Agers, Gee 1002. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Dec 29832; G. Storm, Dot 15448.		
20. I Want You, I Need You, I Love You	-	1
By Maurice Mipelf & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.		

Third Ten

21. Mr. Wonderful	18	15
By Buck Holoferner-Weiss—Published by Valando Music (ASCAP) RECORDS AVAILABLE: D. Collins, Coral 61591; T. King, Vic 20-6392; P. Lee, Dec 29834; S. Vaughan, Mercury 70777; Mello-Larks, Epic 9146; B. A. Steels, ABC-Paramount 9669.		
22. Church Bells May Ring	20	5
By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI) RECORDS AVAILABLE: Cadets, Modern 985; Diamonds, Mercury 70835; Willows, Melba 102.		
22. Main Title Molly-O (Man With the Golden Arm)	17	11
By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) RECORDS AVAILABLE: E. Bernstein, Dec 29869; L. Elgart, Col 40664; Gaylords, Mercury 70778; T. Heath, London 1644; D. Kaye, Dec 29904; R. Maltby, Vik 0196; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61606; B. Morrow, Wing 90063; R. Young, Dec 29833.		
24. Can You Find It In Your Heart?	23	5
By Stillman & R. Allen—Published by Witmark (ASCAP) RECORD AVAILABLE: T. Bennett, Col 49667.		

24. It Only Hurts for a Little While	27	2
By Max David & Fred Spielman—Published by Advanced Music (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6481.		
26. I Could Have Danced All Night	26	3
By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12220; F. Carle, Vic 20-6460; R. Clooney, Col 40676; A. Lon-L. Welk, Coral 61644; D. Shore, Vic 20-6469; S. Syms, Dec 29903.		
27. My Little Angel	30	2
By D. Jordan & G. Charles—Published by Mapleleaf (BMI) RECORD AVAILABLE: Four Lads, Col 40674.		
28. My Blue Heaven	28	3
By G. Whiting & W. Donaldson—Published by Lee Feist (ASCAP) RECORD AVAILABLE: F. Domino, Imperial 5386.		
28. My Baby Left Me	-	1
By Arthur Crudup—Published by Elvis Presley Music (BMI) RECORD AVAILABLE: E. Presley, Vic 20-6540.		
30. I Almost Lost My Mind	-	1
By Hunter—Published by Hill & Range (BMI) RECORD AVAILABLE: P. Boone, Dot 15472.		

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



Buyboard

TOP TEN BEST SELLING POP RECORDS

GENE VINCENT
BE-BOP-A-LULA
WOMAN LOVE
Record No. 3450

LES PAUL and MARY FORD
CIMARRON (Roll On)
SAN ANTONIO ROSE
Record No. 3444

THE FOUR FRESHMEN
GRADUATION DAY
LONELY NIGHT IN PARIS
Record No. 3410

FRANK SINATRA
HOW LITTLE WE KNOW
FIVE HUNDRED GUYS
Record No. 3423

JOE "FINGERS" CARR
PORTUGUESE WASHERWOMEN
LUCKY PIERRE
Record No. 3418

LES BAXTER
TANGO OF THE DRUMS
SINNER MAN
Record No. 3404

DON ROBERTSON
THE HAPPY WHISTLER
YOU'RE FREE TO GO
Record No. 3391

LES BAXTER
THE POOR PEOPLE OF PARIS
THEME FROM "HELEN OF TROY"
Record No. 3336

"TENNESSEE" ERNIE FORD
THE ROVIN' GAMBLER
JOHN HENRY
Record No. 3421

TEX RITTER
THE WAYWARD WIND
THE SEARCHERS
Record No. 3430

TOP FIVE BEST SELLING COUNTRY & WESTERN RECORDS

THE LOUVIN BROTHERS
HOPING THAT YOU'RE HOPING
CHILDISH LOVE
Record No. 3413

FARON YOUNG
I'VE GOT FIVE DOLLARS AND
IT'S SATURDAY NIGHT
YOU'RE STILL MINE
Record No. 3369

FARON YOUNG
SWEET DREAMS
UNTIL I MET YOU
Record No. 3443

SONNY JAMES
TWENTY FEET OF MUDDY WATER
ALL MIXED UP
Record No. 3441

HANK THOMPSON
YOU CAN GIVE ME BACK MY HEART
WEEPING WILLOW
Record No. 3440

Great Follow-Up to "Infatuation"

RENATO CAROSONE

AND THE BOAT
CAME BACK ALONE
(E La Barca Torno Sola)
CIRIBIRIBIN
Record No. 3453



Introducing A Distinctive Voice

KEELY SMITH



SHY
I WISH YOU LOVE
Record No. 3445

THE FIVE KEYS

MY PIGEON'S GONE
PEACE AND LOVE
Record No. 3455



NEW Sales Strength

NELSON RIDDLE

PORT
AU PRINCE
Record No. 3374



RAY STANLEY
COMMON SENSE
LET'S GET ACQUAINTED
Record No. 3451



MARIA COLE
SOMEBODY'S GOTTA LOSE
IT'S BEEN SO LONG
Record No. 3446



ANITA TUCKER
HANDCUFFED HEART
HOP, SKIP AND JUMP
Record No. 3452



MARIMBA CHIAPAS
MARIMBA CHARLESTON
LA MARIMBA
Record No. 3447

• Best Sellers in Stores

For survey week ending May 30

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

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)— E. Presley	1	14
I Was the One (BMI)—Vic 20-6420		
2. MOONGLOW AND THEME FROM PICNIC (ASCAP)—M. Stoloff	2	8
Theme From "Picnic" (ASCAP)—Dec 29888		
3. WAYWARD WIND (BMI)—G. Grant	3	6
No More Than Forever (ASCAP)—Era 1013		
4. STANDING ON THE CORNER (ASCAP)—Four Lads	5	7
MY LITTLE ANGEL (BMI)—Col 40674		
5. I'M IN LOVE AGAIN (BMI)—F. Domino	7	6
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
6. HOT DIGGITY (ASCAP)—P. Como	4	14
Juke Box Baby (ASCAP)—Vic 20-6427		
7. MOONGLOW AND THEME FROM PICNIC (ASCAP)—G. Cates	6	8
Rio Batucada (ASCAP)—Coral 61618		
8. IVORY TOWER (ASCAP)—C. Carr	8	9
Please, Please Believe Me (ASCAP)—Fraternity 734		
9. MAGIC TOUCH (BMI)—Platters	9	11
Winner Take All (ASCAP)—Mercury 70819		
9. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	19	2
MY BABY LEFT ME (BMI)—Vic 20-6540		
11. HAPPY WHISTLER (ASCAP)—D. Robertson	10	6
You're Free to Go (ASCAP)—Cap 3391		
12. BLUE SUEDE SHOES (BMI)—C. Perkins	11	14
Honey, Don't (BMI)—Sun 234		
13. LONG, TALL SALLY (BMI)—Little Richard	13	10
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
14. I WANT YOU TO BE MY GIRL (BMI)—Teen Ager	16	5
I'm Not a Know-It-All (ASCAP)—Gee 1012		
15. IVORY TOWER (ASCAP)—G. Storm	20	3
I Ain't Gonna Worry (BMI)—Dot 15458		
16. PICNIC (ASCAP)—McGuire Sisters	17	3
Delilah Jones (ASCAP)—Coral 61627		
17. POOR PEOPLE OF PARIS (ASCAP)—L. Baxter	12	17
Theme From "Helen of Troy" (ASCAP)—Cap 3336		
18. CHURCH BELLS MAY RING (BMI)—Diamonds	14	5
Little Girl of Mine (BMI)—Mercury 70835		
19. A TEAR FELL (BMI)—T. Brewer	15	15
Bo Weevil (BMI)—Coral 61590		
20. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone	—	1
We All Need Love (ASCAP)—Col 40654		
21. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers	25	2
If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481		
22. IVORY TOWER (ASCAP)—O. Williams	18	9
In Paradise (BMI)—De Luxe 6093		
23. TRANSFUSION (BMI)—Nervous Norvus	—	1
Dig (BMI)—Dot 15470		
24. CAN YOU FIND IT IN YOUR HEART? (ASCAP)—T. Bennett	23	6
Forget Her (ASCAP)—Col 49667		
25. WALK HAND IN HAND (BMI)—T. Martin	22	3
Flamenco Love (ASCAP)—Vic 20-6493		

• Most Played in Juke Boxes

For survey week ending May 30

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

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)— E. Presley	1	11
I Was the One (BMI)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)— C. Perkins	2	12
Honey, Don't (BMI)—Sun 234		
3. HOT DIGGITY (BMI)—P. Como	3	12
JUKE BOX BABY (BMI)—Vic 20-6427		
4. MAGIC TOUCH (BMI)—Platters	4	9
Winner Take All (ASCAP)—Mercury 70819		
4. IVORY TOWER (ASCAP)—C. Carr	5	6
Please Believe Me (ASCAP)—Fraternity 734		
6. WAYWARD WIND (BMI)—G. Grant	14	2
No More Than Forever (ASCAP)—Era 1013		
7. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff	11	4
Theme From "Picnic" (ASCAP)—Dec 29888		
8. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates	7	5
Rio Batucada (ASCAP)—Coral 61618		
9. STANDING ON THE CORNER (ASCAP)—Four Lads	13	3
My Little Angel (BMI)—Col 40674		
10. LONG, TALL SALLY (BMI)—P. Boone	8	6
Any Place in Heaven (ASCAP)—Dot 15457		
11. IVORY TOWER (ASCAP)—G. Storm	6	4
I Ain't Gonna Worry (BMI)—Dot 15458		
12. TEAR FELL (BMI)—T. Brewer	8	12
Bo Weevil (BMI)—Coral 61590		
13. HAPPY WHISTLER (ASCAP)—D. Robertson	12	2
You're Free to Go (ASCAP)—Cap 3391		
14. POOR PEOPLE OF PARIS (ASCAP)—L. Baxter	8	16
Thems From "Helen of Troy" (ASCAP)—Cap 3336		
15. I'M IN LOVE AGAIN (BMI)—F. Domino	18	4
MY BLUE HEAVEN (ASCAP)—Imperial 5396		
16. LONG, TALL SALLY (BMI)—Little Richard	14	5
Slippin' and Slidin' (BMI)—Specialty 572		
17. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen Ager	17	15
Please Be Mine (BMI)—Gee 1002		
17. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	—	1
MY BABY LEFT ME (BMI)—Vic 20-6540		
19. PICNIC (ASCAP)—McGuire Sisters	—	1
Delilah Jones (ASCAP)—Coral 61627		
20. I WANT YOU TO BE MY GIRL (BMI)—Teen Ager	—	1
I'm Not a Know-It-All (ASCAP)—Gee 1012		

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Ivory Tower (E. H. Morris)	1	7
2. Walk Hand in Hand (Republic)	3	5
3. Hot Diggity (Roncom)	5	13
4. Standing On the Corner (Frank)	2	4
4. Moonglow (Mills-Columbia Pictures)	4	4
6. Poor People of Paris (Connelly)	7	16
7. Plenie (Shapiro-Bernstein)	6	4
8. Heartbreak Hotel (Tree)	8	2
9. Wayward Wind (Warman)	14	8
10. Mr. Wonderful (Laurel)	10	11
11. On the Street Where You Live (Chappell)	13	5
12. Blue Suede Shoes (Hi-Lo)	8	9
13. Graduation Day (Sheldon)	—	1
14. Magic Touch (Panter)	—	1
15. I Could Have Danced All Night (Chappell)	12	2

• Most Played by Jockeys

For survey week ending May 30

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

This Week	Last Week	Weeks on Chart
1. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff	1	8
Theme From "Picnic" (ASCAP)—Dec 29888		
2. WAYWARD WIND (BMI)—G. Grant	3	5
No More Than Forever (ASCAP)—Era 1013		
3. HEARTBREAK HOTEL (BMI)—E. Presley	2	14
I Was the One (BMI)—Vic 20-6420		
4. STANDING ON THE CORNER (ASCAP)—Four Lads	5	6
My Little Angel (BMI)—Col 40674		
5. HOT DIGGITY (ASCAP)—P. Como	4	13
Juke Box Baby (BMI)—Vic 20-6427		
6. HAPPY WHISTLER (ASCAP)—D. Robertson	6	6
You're Free to Go (ASCAP)—Cap 3391		
7. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates	7	8
Rio Batucada (ASCAP)—Coral 61618		
8. IVORY TOWER (ASCAP)—G. Storm	8	5
I Ain't Gonna Worry (BMI)—Dot 15458		
9. MAGIC TOUCH (BMI)—Platters	10	9
Winner Take All (ASCAP)—Mercury 70819		
10. I'M IN LOVE AGAIN (BMI)—F. Domino	13	3
My Blue Heaven (ASCAP)—Imperial 5386		
11. IVORY TOWER (ASCAP)—C. Carr	11	7
Please, Please Believe Me (ASCAP)—Fraternity 734		
12. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone	18	2
We All Need Love (ASCAP)—Col 40654		
13. IVORY TOWER (ASCAP)—O. Williams	12	7
In Paradise (BMI)—De Luxe 6093		
14. POOR PEOPLE OF PARIS (ASCAP)—L. Baxter	9	17
Theme From "Helen of Troy" (ASCAP)—Cap 3336		
15. PICNIC (ASCAP)—McGuire Sisters	14	3
Delilah Jones (ASCAP)—Coral 61627		
15. WALK HAND IN HAND (BMI)—T. Martin	16	3
Flamenco Love (ASCAP)—Vic 20-6493		
17. A TEAR FELL (BMI)—T. Brewer	20	12
Bo Weevil (BMI)—Coral 61590		
18. HOW LITTLE WE KNOW (ASCAP)—F. Sinatra	15	2
Five Hundred Guys (ASCAP)—Cap 3423		
19. GRADUATION DAY (BMI)—Four Freshmen	—	1
Lonely Night in Paris (ASCAP)—Cap 3410		
20. BLUE SUEDE SHOES (BMI)—C. Perkins	19	12
Honey, Don't (BMI)—Sun 234		
21. GRADUATION DAY (BMI)—Rover Boys	24	4
I Hear Music (BMI)—ABC-Paramount 9700		
22. STANDING ON THE CORNER (ASCAP)—D. Martin	—	2
Watching the World Go By (ASCAP)—Cap 3414		
23. CHURCH BELLS MAY RING (BMI)—Diamonds	17	3
Little Girl of Mine (BMI)—Mercury 70835		
23. BORN TO BE WITH YOU (ASCAP)—Chordettes	—	1
Love Never Changes (ASCAP)—Cadence 1291		
25. I WANT YOU TO BE MY GIRL (BMI)—Teen Ager	—	1
I'm Not a Know-It-All (ASCAP)—Gee 1012		

**AMERICA'S
GREAT NEW
SINGING GROUP**

THE DIAMONDS



“Love, Love, Love”

AND

A SENSATIONAL BALLAD

**“Every Night
About This Time”**

CURRENTLY ON THE CHARTS WITH

“WHY DO FOOLS FALL IN LOVE” AND “CHURCH BELLS MAY RING”

MERCURY 70889



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DAVID ROSE
& His Orch.

FORBIDDEN PLANET
AND
THEME FROM "THE SWAN"

MGM 12243 • K12243

LEROY HOLMES
& His Orch. & Chorus

THEME FROM "THE PROUD ONES"
AND
WOULDN'T IT BE LOVERLY

MGM 12275 • K12275

JACQUES BELASCO
& His Orch & Chorus

PICAROOON

Vocal by Gene Revel

AND
WISHING WELL
(Waltz)

MGM 12257 • K12257

BILL ST. CLAIRE
YOURS AND MINE
AND
WHATCHA GONNA DO

MGM 12255 • K12255

KAY ARMEN

LOVE IS YOU
AND
TENDERLY HE WATCHES

MGM 12256 • K12256

Joni James

I WOKE UP CRYING
and
THE MAVERICK QUEEN

(From the Republic picture)
MGM 12213 • K12213

Dick Hyman Trio

WHEN YOU'RE SMILING
Billboard Pk
IT'S GOT "THAT" WHISTLE

ROLLIN' THE BOOGIE MGM 12258 • K12258

Barry Gordon

10 YEARS TO GO

and
HOW DO WE LOOK TO THE MONKEYS?
(Cha-Cha-Cha)
Orchestra conducted by Art Mooney
MGM 12276 • K12276

Betty Madigan

CRYIN'
AND
A PERFECT UNDERSTANDING

MGM 12273 • K12273

Connie Francis

FORGETTING
SEND FOR MY BABY

MGM 12251 • K12251

Rosalind Paige

HAVE FAITH AND HAVE PATIENCE
LET ME BE THE FIRST ONE

MGM 12229 • K12229

CHARLIE APPLEWHITE

MORE, MORE AND MORE
AND
MY HEART WILL STILL BE YOURS

ON SULLIVAN
CBS-TV SHOW,
JUNE 17

MGM 12272 • K12272

DANNY KNIGHT

THE SEARCHERS (RIDE AWAY)
AND
THE SOMEWHERE VOICE

MGM 12252 • K12252

BREAKING FAST!

THE FOUR JOES
THESE
ARE THE THINGS

(I Remember)
AND
SOMETIMES

MGM 12259 • K12259

MARVIN RAINWATER

MR. BLUES
AND
HOT AND COLD

MGM 12240 • K12240

ANDY STARR

ROCKIN' ROLLIN' STONE
AND
I WANNA GO SOUTH

MGM 12263 • K12263

Territorial Best Sellers

For survey week ending May 30

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

Atlanta

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. On the Street Where You Live V. Damone, Col.
3. Portuguese Washerwoman J. (Fingers) Carr, Cap.
4. Wayward Wind, G. Grant, Era
5. Heartbreak Hotel, E. Presley, Vic.

Baltimore

1. I'm In Love Again, F. Domino, Imp.
2. I Want You to Be My Girl Teen-Agers, Gee
3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
4. Heartbreak Hotel, E. Presley, Vic.
5. It Only Hurts for a Little While Ames Brothers, Vic.
6. Standing On the Corner, Four Lads, Col.
7. Wayward Wind, G. Grant, Era
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. I Almost Lost My Mind, P. Boone, Dot

Boston

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Wayward Wind, G. Grant, Era
4. Graduation Day, Rover Boys, Pmt.
5. On the Street Where You Live V. Damone, Col.
6. Born to Be With You, Chordettes, Cdc.
7. Picnic, McGuire Sisters, Cor.
8. Ivory Tower, C. Carr, Fty.
9. My Blue Heaven, F. Domino, Imp.

Buffalo

1. Heartbreak Hotel, E. Presley, Vic.
2. My Blue Heaven, F. Domino, Imp.
3. Magic Touch, Platters, Mer.
4. Hot Diggity, P. Como, Vic.
5. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

Chicago

1. Heartbreak Hotel, E. Presley, Vic.
2. Moonglow and Theme From "Picnic" G. Cates, Cor.
3. Wayward Wind, G. Grant, Era
4. Standing On the Corner, Four Lads, Col.
5. Hot Diggity, P. Como, Vic.
6. Ivory Tower, C. Carr, Fty.
7. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
8. A Tear Fell, T. Brewer, Cor.
9. Church Bells May Ring Diamonds, Mer.

Cincinnati

1. Wayward Wind, G. Grant, Era
2. Church Bells May Ring, Diamonds, Mer.
3. Heartbreak Hotel, E. Presley, Vic.
4. Hot Diggity, P. Como, Vic.
5. Moonglow and Theme From "Picnic" G. Cates, Cor.
6. Long, Tall Sally, Little Richard, Spe.
7. Standing On the Corner, Four Lads, Col.
8. Magic Touch, Platters, Mer.
9. I'm In Love Again, F. Domino, Imp.

Cleveland

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Treasure of Love, C. McPhatter, Atl.
3. Heartbreak Hotel, E. Presley, Vic.
4. Magic Touch, Platters, Mer.
5. Wayward Wind, G. Grant, Era
6. Picnic, McGuire Sisters, Cor.
7. Ivory Tower, C. Carr, Fty.
8. I Want You to Be My Girl Teen-Agers, Gee
9. My Little Angel, Four Lads, Col.

Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Magic Touch, Platters, Mer.
4. Ivory Tower, C. Carr, Fty.
5. I'm In Love Again, F. Domino, Imp.
6. Little Girl of Mine, Clefones, Gee
7. Poor People of Paris, L. Baxter, Cap.
8. Wayward Wind, G. Grant, Era
9. Hot Diggity, P. Como, Vic.

Denver

1. Heartbreak Hotel, E. Presley, Vic.
2. Ivory Tower, O. Williams, Del.
3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
4. Wayward Wind, G. Grant, Era
5. Picnic, McGuire Sisters, Cor.
6. Church Bells May Ring Diamonds, Mer.
7. Hot Diggity, P. Como, Vic.
8. Happy Whistler, D. Robertson, Cap.
9. Standing On the Corner, Four Lads, Col.

Detroit

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Heartbreak Hotel, E. Presley, Vic.
3. Wayward Wind, G. Grant, Era
4. Portuguese Washerwoman J. (Fingers) Carr, Cap.
5. Picnic, McGuire Sisters, Cor.
6. Graduation Day, Rover Boys, Pmt.
7. My Baby Left Me, E. Presley, Vic.
8. I Want You to Be My Girl Teen-Agers, Gee
9. Can You Find It In Your Heart? T. Bennett, Col.

Kansas City

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Wayward Wind, G. Grant, Era
4. I'm In Love Again, F. Domino, Imp.
5. Standing On the Corner, Four Lads, Col.
6. Blue Suede Shoes, C. Perkins, Sun

Los Angeles

1. Hot Diggity, P. Como, Vic.
2. Moonglow and Theme From "Picnic" G. Cates, Cor.

3. Heartbreak Hotel, E. Presley, Vic.
4. Wayward Wind, G. Grant, Era
5. Poor People of Paris, L. Baxter, Cap.
6. Blue Suede Shoes, C. Perkins, Sun
7. Standing On the Corner, Four Lads, Col.
8. On the Street Where You Live V. Damone, Col.
9. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

Milwaukee

1. Heartbreak Hotel, E. Presley, Vic.
2. Wayward Wind, G. Grant, Era
3. How Little We Know, F. Sinatra, Cap.
4. Standing On the Corner, Four Lads, Col.
5. Moonglow and Theme From "Picnic" G. Cates, Cor.
6. Happy Whistler, D. Robertson, Cap.
7. Portuguese Washerwoman J. (Fingers) Carr, Cap.
8. Can You Find It In Your Heart? T. Bennett, Col.
9. Hot Diggity, P. Como, Vic.

Minneapolis-St. Paul

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Wayward Wind, G. Grant, Era
3. I'm In Love Again, F. Domino, Imp.
4. Heartbreak Hotel, E. Presley, Vic.
5. It Only Hurts for a Little While Ames Brothers, Vic.
6. Standing On the Corner, Four Lads, Col.
7. Happy Whistler, D. Robertson, Cap.
8. Rock Island Line, L. Donegan, Lon.
9. Ivory Tower, C. Carr, Fty.

New York

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Poor People of Paris, L. Baxter, Cap.
4. Hot Diggity, P. Como, Vic.
5. Ivory Tower, C. Carr, Fty.
6. Standing on the Corner, Four Lads, Col.
7. Lisbon Antigua, N. Riddle, Cap.
8. Wayward Wind, G. Grant, Era
9. Happy Whistler, D. Robertson, Cap.

New Orleans

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Magic Touch, Platters, Mer.
4. Standing On the Corner, Four Lads, Col.
5. Hot Diggity, P. Como, Vic.
6. Ivory Tower, O. Williams, Del.
7. I'm In Love Again, F. Domino, Imp.
8. Treasure of Love, C. McPhatter, Atl.
9. Happy Whistler, D. Robertson, Cap.

Philadelphia

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. My Blue Heaven, F. Domino, Imp.
4. Ivory Tower, C. Carr, Fty.
5. Wayward Wind, G. Grant, Era
6. Hot Diggity, P. Como, Vic.
8. Poor People of Paris, L. Baxter, Cap.
8. Standing On the Corner, Four Lads, Col.
9. On the Street Where You Live V. Damone, Col.

Pittsburgh

1. I'm In Love Again, F. Domino, Imp.
2. Transfusion, Nervous Norvus, Dot
3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
4. Graduation Day, Four Freshmen, Cap.
5. Standing On the Corner, Four Lads, Col.
6. Heartbreak Hotel, E. Presley, Vic.
7. It Only Hurts for a Little While Ames Brothers, Vic.
8. Moonglow and Theme From "Picnic" G. Cates, Cor.
9. Picnic, McGuire Sisters, Cor.

St. Louis

1. Wayward Wind, G. Grant, Era
2. Moonglow and Theme From "Picnic" G. Cates
3. Standing On the Corner, Four Lads, Col.
4. Delilah Jones, McGuire Sisters, Cor.
5. Walk Hand in Hand, T. Martin, Vic.
6. Happy Whistler, D. Robertson, Cap.
7. Magic Touch, Platters, Mer.
8. Lost John, L. Donegan, Mer.
9. Transfusion, Nervous Norvus, Dot

San Francisco

1. Heartbreak Hotel, E. Presley, Vic.
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. Poor People of Paris, L. Baxter, Cap.
4. Hot Diggity, P. Como, Vic.
5. Blue Suede Shoes, C. Perkins, Sun
6. Why Do Fools Fall in Love? Teen-Agers, Gee
7. Ivory Tower, C. Carr, Fty.
8. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
9. Moonglow and Theme From "Picnic" G. Cates, Cor.

Seattle

1. Wayward Wind, G. Grant, Era
2. Church Bells May Ring, Diamonds, Mer.
3. I'm In Love Again, F. Domino, Imp.
4. Moonglow and Theme From "Picnic" G. Cates, Cor.
5. Little Girl of Mine, Clefones, Gee
6. Hot Diggity, P. Como, Vic.
7. Walk Hand in Hand, A. Williams, Cdc.
8. Poor People of Paris, L. Baxter, Cap.
9. Transfusion, Nervous Norvus, Dot

Toronto

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Hot Diggity, P. Como, Vic.
4. Blue Suede Shoes, E. Presley, Vic.
5. A Tear Fell, T. Brewer, Cor.
6. Standing On the Corner, Four Lads, Col.
7. Ivory Tower, C. Carr, Fty.
8. Ivory Tower, O. Williams, Del.
9. Long, Tall Sally, P. Boone, Dot

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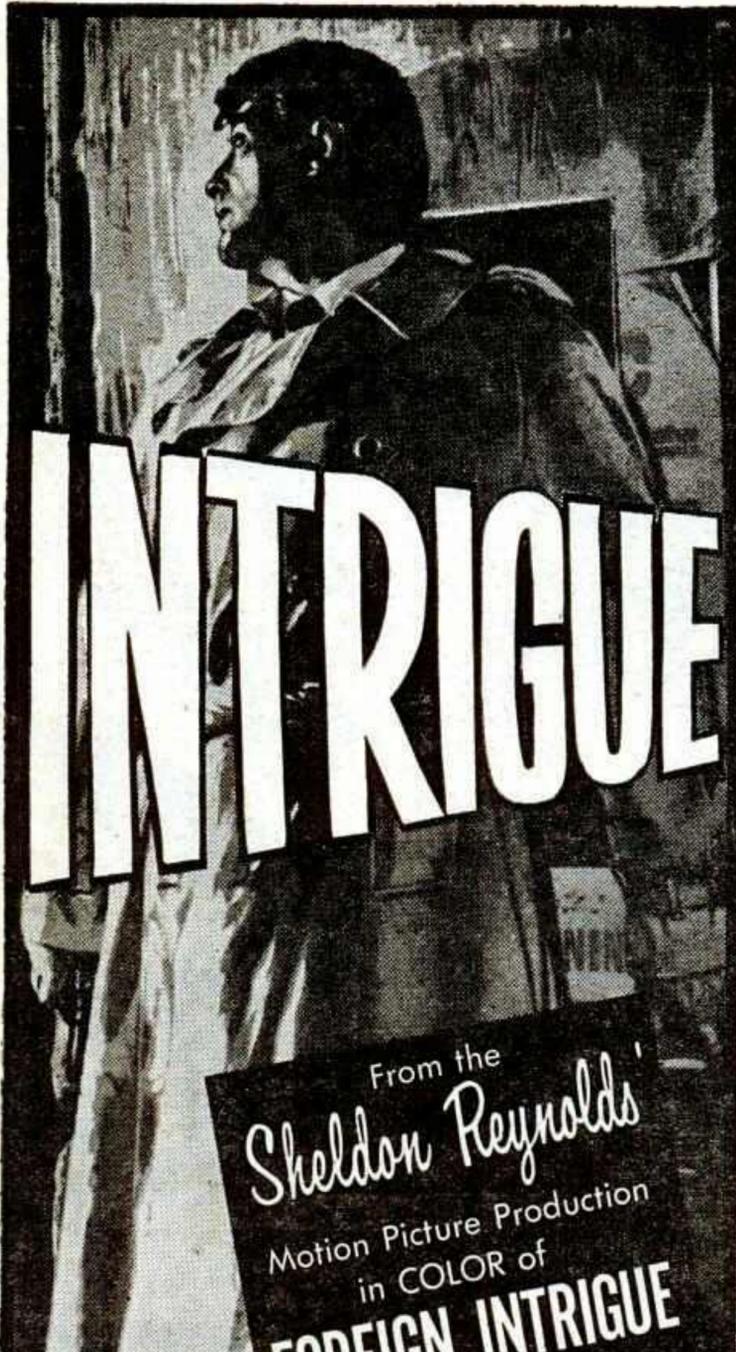
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OFFER
YOU**

b/w **ONE KISS**
(Is Worth A Thousand Words)

Orch. under the direction of Ray Ellis

Epic 9171
5-9171





INTRIGUE

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FOREIGN INTRIGUE
starring
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the BARRY SISTERS

with

ARCHIE BLEYER'S
Orchestra



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cadence
RECORDS

• COMING UP STRONG

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

1. I Almost Lost My Mind *Pat Boone*
(BMI) Dot 15472
2. Treasure of Love *Clyde McPhatter*
(BMI) Atlantic 1092
3. Portuguese Washerwoman
. *Joe (Fingers) Carr*
(ASCAP) Capitol 3418
4. Born to Be With You *The Chordettes*
(ASCAP) Cadence 1291
5. A Sweet Old-Fashioned Girl . . *Teresa Brewer*
(ASCAP) Coral 61636
6. More
Glendora *Perry Como*
(ASCAP); (BMI) RCA Victor 6554
7. Allegheny Moon *Patti Page*
(ASCAP) Mercury 70878
8. Hot Dog, Buddy Buddy
Rockin' Through the Rye *Bill Haley*
(ASCAP); (ASCAP) Decca 29948
9. Second Fiddle *Kay Starr*
(ASCAP) RCA Victor 6451
10. Sweet Heartaches *Eddie Fisher*
(ASCAP) RCA Victor 6529

• THIS WEEK'S BEST BUYS

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

A SWEET OLD-FASHIONED GIRL (Valor, ASCAP)—*Teresa Brewer*—Coral 61636—A fast seller like this one could be a potent stimulant for the hot-weather market generally. Almost every area checked, from Los Angeles to Boston, indicated that sales are strong and climbing rapidly. Flip is "Goodbye, John" (Mellin, BMI). A previous Billboard "Spotlight" pick.

MORE (Shapiro-Bernstein, ASCAP)

GLENDORA (American, BMI)—*Perry Como*—RCA Victor 6554—Como's last record was a two-sided hit that "turned over" in midstream and here is another that may repeat the performance. Excellent action is reported on both "More" and "Glendora," but the final outcome is still open to speculation. There is no doubt about the disk itself; it is doing well juke-box-wise and over the counter thruout the country and is clearly headed for the charts. A previous Billboard "Spotlight" pick.

ALLEGHENY MOON (Oxford, ASCAP)—*Patti Page*—Mercury 70878—The singer has a fast starter in this ballad. Boston, Providence, Philadelphia, Baltimore, Buffalo, Cleveland, Milwaukee, Detroit and St. Louis are among the cities reporting immediate take-off. Flip is "The Strangest Romance" (Lear, ASCAP). A previous Billboard "Spotlight" pick.

HOT DOG, BUDDY BUDDY (Valleybrook, ASCAP)

ROCKIN' THROUGH THE RYE (Valleybrook, ASCAP)—*Bill Haley*—Decca 29948—First-week sales on Haley's latest rhythm effort have been of a scale to make it easy to foresee its quick dash to the charts. Minneapolis, Milwaukee, Kansas City, Pittsburgh, St. Louis, Baltimore, Philadelphia and Buffalo all returned good to strong reports. Argument exists as to top side, with "Hot Dog" currently enjoying a slight edge. A previous Billboard "Spotlight" pick.



OTIS WILLIAMS AND HIS CHARMS
IVORY TOWER
DeLuxe 6093

THAT'S YOUR MISTAKE
DeLuxe 6091

ONE NIGHT ONLY
IT'S ALL OVER
De Luxe 6095

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

LITTLE WILLIE JOHN
F E V E R
LETTER FROM MY DARLING
King 4935

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

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

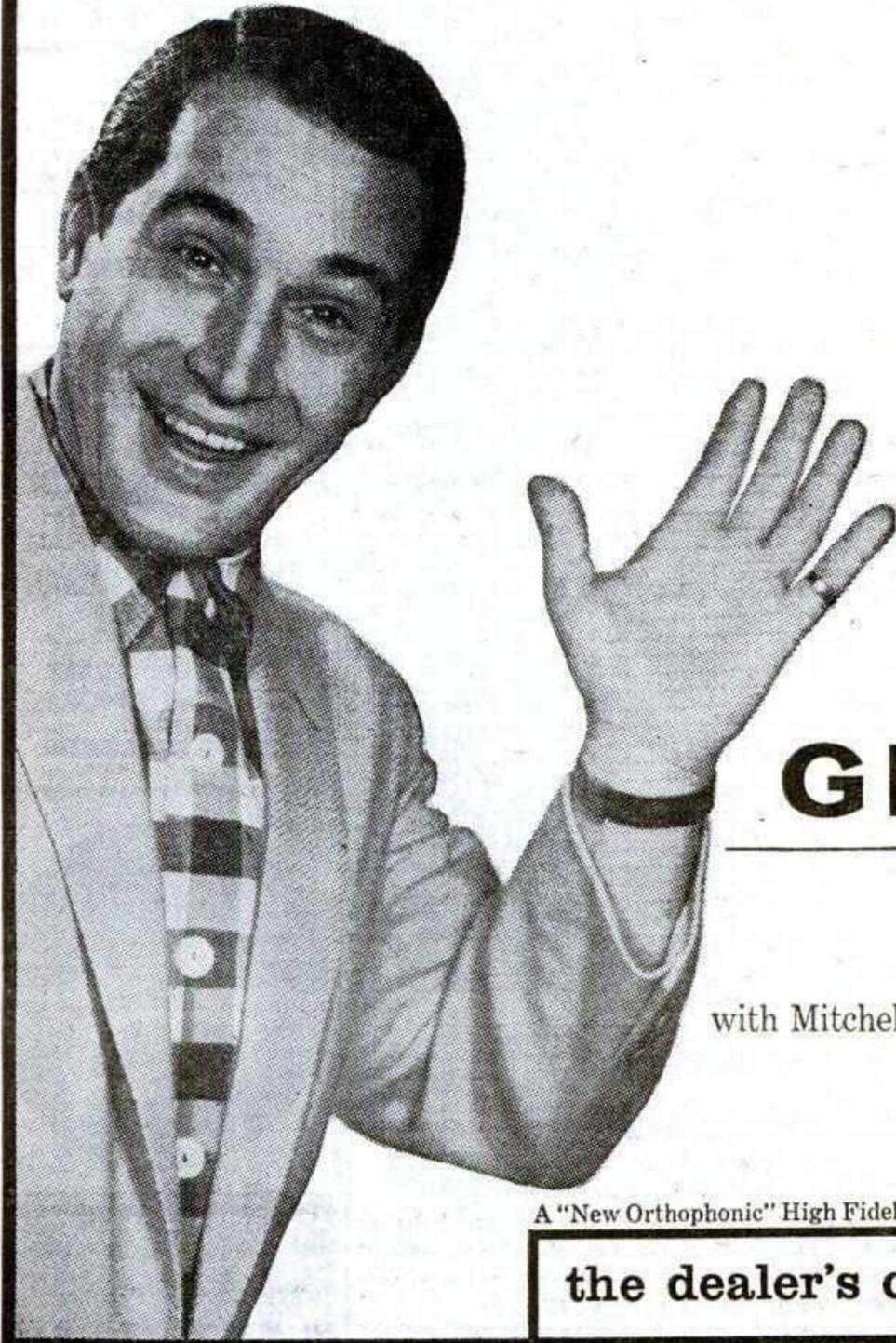
MOON MULLICAN
ROCK AND ROLL, MR. BULLFROG
I'M MAD WITH YOU
King 4915

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

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

BILLY GAYLES
IF I HAD NEVER KNOWN YOU
I'M TORE UP
Federal 12265

KING
RECORDS



GLENDORA MORE

with Mitchell Ayres' Orchestra and The Ray Charles Singers
Arrangements by Joe Reisman

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Larry Phillips Ork

"SWEET RAIN"
and
"There Ain't No Sales Tax
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Choice Record #849

LATEST C & W

"TOTIN' WATER"
and
"Pig Pen Boogie"
Choice Record #845

**OZARK JUBILEE'S
CHUCK BOWERS**

Coming up
strong
**TENNESSEE
JIM**

**"HANGING MY TEARS
OUT TO DRY"**
and
"DON'T STEAL HER"
Choice Record #846

"I GOT AN AWFUL ITCH"
and
"INSURANCE ON MY HEART"
Choice Record #847

WATCH
THIS ONE
CLIFF SHEPHERD

GOSPEL

**THE MASTERS
NATIONALLY
KNOWN
QUARTET**

**"I'M GONNA HAVE SUPPER
WITH MY LORD"**
and
"HE DIDN'T GO BACK ON ME"
Choice Record #848

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**SHELTER
MUSIC CO.**
3140 Paseo
Kansas City,
Missouri

THE TOP 100

For survey week ending May 30

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

Pos.	Song	Artist	Label	Last Week
1.	HEARTBREAK HOTEL	E. Presley	Victor	1
2.	MOONGLOW AND THEME FROM "PICNIC"	M. Stollhoff	Decca	3
3.	WAYWARD WIND	G. Grant	Era	5
4.	HOT DIGGITY	P. Como	Victor	2
5.	STANDING ON THE CORNER	Four Lads	Columbia	8
6.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	4
7.	MAGIC TOUCH	Platters	Mercury	6
8.	IVORY TOWER	C. Carr	Fraternity	7
9.	HAPPY WHISTLER	D. Robertson	Capitol	9
10.	IVORY TOWER	G. Storm	Dot	12
11.	BLUE SUEDE SHOES	C. Perkins	Sun	11
12.	I'M IN LOVE AGAIN	F. Domino	Imperial	14
13.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	10
14.	A TEAR FELL	T. Brewer	Coral	13
15.	PICNIC	McGuire Sisters	Coral	17
16.	IVORY TOWER	O. Williams	De Luxe	15
17.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	23
18.	LONG, TALL SALLY	Little Richard	Specialty	16
19.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	31
20.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	21
21.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	19
22.	CHURCH BELLS MAY RING	Diamonds	Mercury	20
23.	GRADUATION DAY	Rover Boys	ABC-Paramount	27
24.	WALK HAND IN HAND	T. Martin	Victor	22
25.	I ALMOST LOST MY MIND	P. Boone	Dot	68
26.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	32
27.	BORN TO BE WITH YOU	Chordettes	Cadence	61
27.	LONG, TALL SALLY	P. Boone	Dot	18
29.	TRANSFUSION	N. Norvis	Dot	69
30.	STANDING ON THE CORNER	D. Martin	Capitol	43
31.	MY BLUE HEAVEN	F. Domino	Imperial	29
32.	ROCK ISLAND LINE	L. Donegan	London	24
33.	MY LITTLE ANGEL	Four Lads	Columbia	23
34.	MY BABY LEFT ME	E. Presley	Victor	72
35.	LISBON ANTIGUA	N. Riddle	Capitol	25
36.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	26
37.	TREASURE OF LOVE	C. McPhatter	Atlantic	52
38.	GRADUATION DAY	Four Freshmen	Capitol	57
39.	KISS ME ANOTHER	G. Gibbs	Mercury	30
40.	I'LL BE HOME	P. Boone	Dot	28
41.	MR. WONDERFUL	P. Lee	Decca	34
41.	TOO YOUNG TO GO STEADY	N. (Kings) Cole	Capitol	39
43.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	62
44.	R-O-C-K	B. Haley	Decca	41
45.	DELILAH JONES	McGuire Sisters	Coral	37
46.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	36
47.	CORRINE, CORRINA	J. Turner	Atlantic	41
48.	TO LOVE AGAIN	Four Aces	Decca	41
48.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	35
50.	TOO CLOSE FOR COMFORT	E. Gorme	ABC-Paramount	52
51.	LITTLE LOVE CAN GO A LONG, LONG WAY	Dream Weavers	Decca	47
52.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	52
53.	WILD CHERRY	D. Cherry	Columbia	50
54.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	45
55.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	48
56.	TANGO OF THE DRUMS	L. Baxter	Capitol	44
57.	LITTLE GIRL OF MINE	Cletones	Gee	65
58.	LOST JOHN	L. Donegan	London	—
58.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	E. Bernstein	Decca	63
60.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	46
61.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	58
62.	LOVELY ONE	Four Voices	Columbia	67
63.	JUKE BOX BABY	P. Como	Victor	49
63.	MAIN TITLE MOLLY-O ("MAN WITH THE GOLDEN ARM")	D. Jacobs	Coral	51
65.	MR. WONDERFUL	S. Vaughan	Mercury	56
66.	WALK HAND IN HAND	A. Williams	Cadence	66
67.	I WAS THE ONE	E. Presley	Victor	52
68.	BLUE SUEDE SHOES	E. Presley	Victor	38
69.	LOST IN THE SHUFFLE	J. P. Morgan	Victor	100
70.	SWEET OLD-FASHIONED GIRL	T. Brewer	Coral	—
71.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	94
72.	POOR PEOPLE OF PARIS	R. Morgan	Decca	—
73.	FREE	T. Leonetti	Capitol	—
74.	BO WEEVIL	T. Brewer	Coral	90
75.	SAINTS ROCK AND ROLL	B. Haley	Decca	97
75.	SWEET HEARTACHES	E. Fisher	Victor	83
77.	NO, NOT MUCH	Four Lads	Columbia	40
78.	YOU'RE THE APPLE OF MY EYE	Four Lovers	Victor	—
79.	ROVIN' GAMBLER	T. Ernie	Capitol	60
80.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	80
81.	I WOKE UP CRYING	J. James	M-G-M	86
82.	NO OTHER ONE	E. Fisher	Victor	—
83.	LOOK HOMEWARD ANGEL	Four Esquires	London	82
84.	EDDIE, MY LOVE	Fontane Sisters	Dot	63
85.	I'M IN LOVE WITH YOU	P. Boone	Dot	—
86.	ROCK AND ROLL WALTZ	K. Starr	Victor	76
87.	HI LILI HI LO	R. Williams	Kapp	85
88.	WINNER TAKE ALL	Platters	Mercury	—
89.	PORT-AU-PRINCE	N. Riddle	Capitol	78
90.	SECOND FIDDLE	K. Starr	Victor	—
91.	LAZY RIVER	R. Sherwood	Decca	—
92.	HOT AND COLD RUNNING TEARS	S. Vaughan	Mercury	—
92.	STANDING ON THE CORNER	Mills Brothers	Decca	71
94.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. May	Capitol	77
95.	PLAY FOR KEEPS	J. P. Morgan	Victor	79
95.	TO YOU MY LOVE	N. Noble	Mercury	73
97.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	—
98.	PICNIC	R. Marterie	Mercury	97
99.	GLENDORA	P. Como	Victor	—
100.	I'VE GROWN ACCUSTOMED TO YOUR FACE	G. MacRae	Capitol	99

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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conducted by

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VOCALS—ALSO FAST PLAYERS & SELLERS: Ray Rivera, "Handle My Love With Care" b/w "Will I Be the One?," 1058-60; "Jill," the Teenagers' Thrill, with her First!! "S.O.S." b/w "Livin' Laugh! Love," 1062-4.

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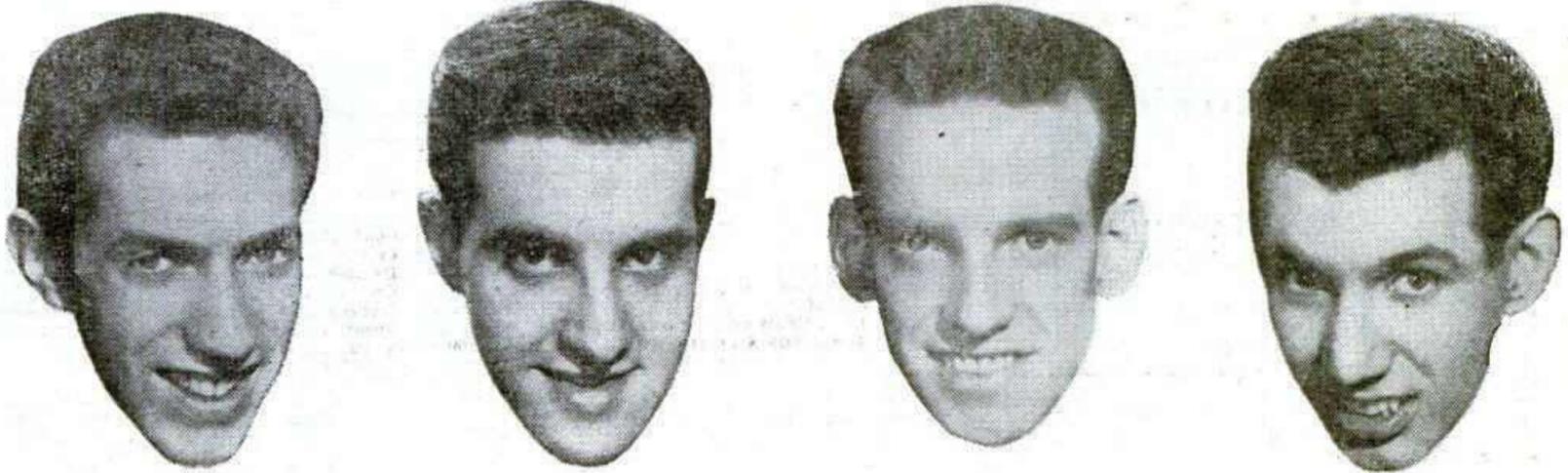
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**THE
FABULOUS**

CREW CUTS



WITH A GOLD PLATED HIT

"Tell Me Why"

AND

"REBEL IN TOWN"

FROM THE MOTION PICTURE OF THE SAME NAME!

MERCURY 70890



IMPORTANT NOTICE TO DEALERS

For January in June traffic, take part in Mercury's 1c Premium Sale.
For all details contact your Mercury distributor NOW!

Review Spotlight on . . .

RECORDS

THE CREWCUTS . . . Mercury 70890 . . . TELL ME WHY (Danbury, BMI)

The boys blend with warm, appealing harmony on the attractive ballad, which is actually a cover of Marie Knight's original waxed on Mercury's subsidiary label Wing. Gale Storm has a strong version, but this one will give her plenty of competition for spins. Flip is the film theme from "Rebel in Town" (Saunders, ASCAP).

ART MOONEY . . . M-G-M 12277 . . . DAYDREAMS (Hawthorne, ASCAP)

Mooney has a hot commercial item here that could put him back on the charts. It's a swingy, old-fashioned treatment of an infectious melody with gang choral work and relaxed banjo backing. Deejays and jukes should give the platter powerful play attention. Flip is "Somebody Stole My Muchacha" (Hampshire, ASCAP).

THE DIAMONDS . . . Mercury 70889 . . . EVERY NIGHT ABOUT THIS TIME (Warock, ASCAP)

LOVE, LOVE, LOVE . . . (Progressive BMI) The group is riding high on the charts right now and their new disk is another two-sided hit. "Every Night About This Time" is a strong cover of the Sophomores' Dawn disk, with an outstanding contribution by the lead singer. The flip is a bouncy, persuasive vocal performance of the current r.&b. Clovers' click.

JERRY VALE . . . Columbia 40710 . . . YOU DON'T KNOW ME (Hill & Range, BMI)

Vale warbles with sincerity and plenty of genuine emotion on a poignant ballad, originally waxed by e.&w. artist Eddy Arnold. Carmen McCrae also has a version of the tune out, but the Vale disk will be hard to beat. Flip is "Enchanted" (Roger, ASCAP).

BILL HAYES . . . Cadence 1294 . . . DAS IST MUSIK (Oxford, ASCAP)

Here's a zingy, rhythmic novelty which could catch on big. It's a hilarious parody of the German brass band, with Hayes contributing an exuberant tongue-in-cheek vocal in broken English and fractured German. A great juke item. Flip is "I Know an Old Lady" (Jaybee, BMI).

DISK JOCKEY PROGRAMMING

DICK JACOBS . . . Coral 61653 . . . THE GOLDEN BATON (Coliseum, BMI)

In a follow-up to his successful "Man With the Golden Arm" disk, Jacobs spotlights the same, swingy instrumental treatment (with a baton tapping out the rhythm-pace) on a smartly styled theme. Deejays should get plenty of turntable mileage from this one. Flip is "Te Amo" (Southern, ASCAP).

ARTHUR FIEDLER ORCHESTRA . . . RCA Victor 6569 . . . ON THE STREET WHERE YOU LIVE (Chappell, ASCAP)

I COULD HAVE DANCED ALL NIGHT . . . (Chappell, ASCAP) I GET ME TO THE CHURCH ON TIME . . . RCA Victor 6568 (Chappell, ASCAP) I'VE GROWN ACCUSTOMED TO HER FACE . . . (Chappell, ASCAP)

Here's something special for deejays in search of new and different programming. It's Fiedler's first waxing on Victor's pop label and his first without the Boston Pops. Richard Hayman is listed as arranger on all four of these lushly scored melodic tunes from the current Broadway smash "My Fair Lady." There are plenty of platters out on the show score (with the exception of "I Get Me to the Church") but jocks should give the two Fiedler records considerable play, both alone and as a package.

MARIMBA CHIAPAS . . . Capitol 3447 . . . MARIMBA CHARLESTON (Beechwood, BMI)

This Capitol of the World waxing could be a sleeper. It's an unusual instrumental disk, with a fresh, provocative sound, which combines a bright, bouncy Charleston tempo with an exotic Latin-American marimba flavor. Excellent theme wax for deejays.

Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

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

CARMEN McRAE You Don't Know Me . . . 86

DECCA 29949—The gal has one of her strongest single efforts in this creamy piping job on the strong tune co-clefed by Eddy Arnold. There'll be competing sides, but this rates strong attention. (Hill & Range, BMI)

Never Loved Him Anyhow . . . 80

Miss McRae lends her stylish thrushings to a rather smart piece of material. Tune has an "I Get Along Without You Very Well" angle and the gal sells without overdoing. Jocks will go for this. (Jefferson, ASCAP)

LEROY HOLMES ORK Theme From "The Proud Ones" . . . 85

M-G-M 12275—Lionel Newman's powerful theme from the forthcoming movie, "The Proud Ones," is handed a moving instrumental treatment by Holmes. This one should get jockey plays, altho several more versions are due, including a vocal

by Johnny Desmond. (Weiss & Barry, BMI)

Wouldn't It Be Lovely . . . 76 A melodic instrumental interpretation with a lilting pace of the delightful ditty from "My Fair Lady." Both sides should pull plenty of deejay spins. (Chappell, ASCAP)

ARCHIE BLEYER ORK The Rockin' Ghost . . . 84

CADENCE 1293—The emphasis here is on "ghost" and not on "rockin'." This is a subtle, humorous novelty whose ingenious arrangement and tricky beat make for listening kicks. It is unusual enough to stir considerable excitement. (Veronique, ASCAP)

Sleep, Sleep, Daughter . . . 82 A haunting folkish tune sung by male chorus to a quiet, beautifully styled orchestral backing. The material is among the most striking examples of its type in many a moon. Deejays should flip. (Planetary, ASCAP)

KAREN CHANDLER Free Little Bird . . . 81 DECCA 29945—Here's a happy, folk-flavored, many-versed ditty. The thrush gives it a strong and selling performance and with the country-guitar backing adding color, the side could kick up a fuss. (Northern, ASCAP)

I've Never Left You . . . 78 Miss Chandler gives this ballad a soft, easy-going, almost dreamy reading and her touch is most appealing. It's a romantic material, timed right for the moon-watchers. Jockeys should give it a boost. (Shapiro-Bernstein, ASCAP)

SAMMY KAYE ORK Every Sunday Morning . . . 81 COLUMBIA 40698—Extremely pleasant, tasteful vocal production of a commercial, simple song with religious appeal. Organ and bells add atmosphere. Should get plenty of spins, and could sell well. (World, ASCAP)

Once Again . . . 74 Beethoven gets some writer credit, and the tune is based on his "Für Elise." Pretty program stuff, with smooth mixed chorus, piano and subdued ork. (Republic, BMI)

THEM Shattered Dreams . . . 79 HEG 501—Good rock and roll fare, with a crisp beat, potent lead (billed as "Him") and forceful group. Despite the billing, this stands a good chance for plays and sales. (Heg, BMI)

I'm Sorry Now . . . 77 This slower side is only slightly less effective. (Heg, BMI)

RICHARD HAYMAN ORK Street of Tears . . . 78 MERCURY 70884 — A poignant instrumental treatment of a wistful theme, which should pull plenty of jockey spins. Effective harmonica work by Hayman. (Evans, ASCAP)

Autumn Concerto . . . 78 An impressive instrumental wrap-up on a powerful theme with standout solo work by Martin Gold on piano. (Symphony House, ASCAP)

ROGER ROGER ORK The Left Bank (C'est a Hambourg) . . . 78 M-G-M 12265—The Roger crew has the second Stateside release of the distinctively French-styled rhythm tune. Has a most persistent melody and the novel instrumentation gives it click juke potential.

Lisette (Vlens a Nogen) . . . 72 A happy instrumental in the Continental vein. Accordion handles the melody in pleasant "Montmartre" style. A jukebox possibility.

KEELY SMITH Shy . . . 77 CAPITOL 3445—This teen-age type ballad, with r.&b. styled backing by Nelson Riddle, is warmly chanted by thrush Keely Smith. (Jungnickel, ASCAP)

I Wish You Love . . . 76 A tender item, sung with considerable art by Miss Smith, with lush backing by Nelson Riddle. (Leeds, ASCAP)

PAPPA JOHN GORDY Loco Hombre . . . 77 VICTOR 6556—Here's a great juke box platter, spotlighting infectious piano solo work—old-time saloon style—and some happy chorus work in the background. Tune is a frolicsome rhythm-novelty. (Acutt-Rose, BMI)

Lingering Down the Lane . . . 74 Nostalgic type piano solo wrap-up of a wistful old-fashioned ditty. (Chappell, ASCAP)

BILLY WILLIAMS Pray . . . 76 CORAL 61639—Slow soulful advice on a religious theme here with organ and high soprano backup. Williams handles it with great meaningful expression, building to a big climax. Could be a worthwhile box selection. (Delaware, ASCAP)

You'll Reach Your Star . . . 74 Billy Williams, working without the familiar quartet, sings a sincere message of hope. The melody rather than the beat gets the spotlight here and the results are most satisfactory. (Montauk, BMI)

BUDDY MORROW Theme From "The Proud Ones" . . . 76 WING 90079—The pretty melody of this film tune is whistled against a guitar and tympani background to make an unusual, nostalgic, far-away effect. It is simple and memorable in this attractive arrangement, and could easily catch on. (Weiss & Barry, BMI)

Paradise Lost . . . 73 This instrumental also has atmosphere and charm. The guitar is used to embroider the theme against, first, brass and then reed voicings. Excellent for late evening programming. (E. B. Marks, BMI)

STUART FOSTER Australia . . . 76 CORAL 61642—Here's a swingy upbeat job that jumps all over the map. He met the gal in Australia but that's just the start of it. Hand-clapping sparks the rhythm in a nice novelty vein. This is the likely side. (Meridian, BMI)

Teardrops and Heartaches . . . 68 Title and tune follows a country pattern. It's melodic, medium-tempo

balladry and Foster finishes it with a polished touch. Organ backup helps the country mood. (Wemar, BMI)

TOMMY CHARLES After School . . . 75 DECCA 29946—Personable singing on a cute r.&b. styled rhythm ditty with strong teen-age appeal. Charles utilizes an effective extra "a" syllable on "After" which should pay off in spins. (Denny, ASCAP)

I'll Wait for Your Call . . . 73 Appealing rendition by Charles of a strong ballad with r.&b. backing. (Denny, ASCAP)

BUDDY BREGMAN ORK Bayou Chant . . . 75 VICTOR 6553—Busy maestro Bregman clefted this item, an appealingly exotic bolero with English horn, strings and humming chorus. Should rate with jocks. (Saunders, ASCAP)

Tango Americano . . . 74 Another tasteful, exotic-rhythm bit that creates some excitement. Good program material. (Leeds, ASCAP)

JACKIE LEE Crazy Polka . . . 75 CORAL 61638—A medley of "Johnny Was a Boxer," "Helena Polka" and "Beer Barrel Polka," all beloved oldies. Lee's Ricky-tic piano style has a warm, old-fashioned flavor that many still go for. (PD, PD, Shapiro-Bernstein, ASCAP)

Elmer's Tune . . . 74 A standard that also lends itself to Lee's piano hi-links. Here it has a colorful amount of razz ma-tazz. The fast, but firm beat makes for above-average juke box acceptance. (Robbins, ASCAP)

TONY CABOT (Rock, Rock) The Ukelele Roll . . . 75 VICTOR 6549—The hotel orkster, in his debut on the label, musters ork and chorus for a swingy item with some rock and roll appeal. Good for dancing and has novelty value. (B. F. Wood, ASCAP)

Reaching for the Moon . . . 64 A run-of-the-mill swing instrumental. (Berlin, ASCAP)

ALFREDITO ORK Wonders of Cha Cha Cha . . . 74 TICO 365—Native flavor is here in in group chanting, brass choir and beat. Side should do great with dancers and Latin spinners. (Barry, ASCAP)

Chinese Cha Cha Cha . . . 73 Vibes beat out a monotonous Oriental theme while brass and rhythm build excitement on a danceable cha cha cha instrumental. More for dancing than listening.

FRANKIE LESTER Men Don't Cry . . . 74 VIK 6213—A moving performance on a poignant ballad with effective lyrics. (Sheldon, BMI)

She's Too Much for Me . . . 72 An okay vocal treatment of a catchy rhythm-novelty (co-penned by Jess White) with a bouncy r.&b. tempo. (Monument, BMI)

BILLY REGIS ORK Allegheny Moon . . . 74 VICTOR 6551 — The pretty melody, causing a stir via the Patti Page disk, makes a good instrumental side via the Regis ork. Arrangement makes excellent use of the horns and brass. (Oxford, ASCAP)

A Kiss Before Dying . . . 72 Effective instrumental. Billy Regis' reading of the pic theme is swingy and full of mood. (Weiss & Barry, BMI)

JUNE VALLI Shangri-la . . . 73 VICTOR 6552—Title song from the forthcoming legit musical has been out in several versions, none of which has stirred action. This one is richly piped, but that may not be enough. (E. H. Morris, ASCAP)

I've Got Something in My Eye . . . 73 A poignant ballad finds the singer in fine, full voice; her best sound in many releases, but an item that will be tough to break thru. (Evans, ASCAP)

DICK KALLMAN I Long to Belong to Someone . . . 73 DECCA 29913 — Kallman hands a wistful ballad, a warmly expressive vocal interpretation. (Bregman, Vocco & Conn, ASCAP)

I Asked the Lord . . . 71 A strong reading on a moving ballad with inspiring lyrics. (Bulls Eye, ASCAP)

DICKIE VALENTINE The Old Flanna Rag . . . 73 LONDON 1638 — Nostalgic oldie, chanted vigorously, with a gang-sing chorus and a rollicking beat. Considerable novelty value. First Love . . . 70 A ballad on this side, chanted tenderly.

THE FOUR TUNES Far Away Places . . . 73 JUBILEE 5345—An oldie gets a solid rhythm-style delivery. Lead works for good effect with the group offering a solid back-up. Good juke terp wax. (Laurel, ASCAP)

Dancing With Tears in My Eyes . . . 69 The boys offer a jumping rhythmic version of the oldie with lead singer supported by a back-beat chorus. Un-

(Continued on page 40)

**A GREAT
NEW STAR ON
THE HORIZON**



ANN SUMMERS

sings

DON'T ASK ME

b/w

TALL AND TWENTY

Epic 5-9169



VOX JOX

By JUNE BUNDEY

GIMMIX: Joe Ryan, WALL, Middletown, N. Y., recently held a "Small Record Company Day" on his show, during which he played nothing but minor labels. . . . Ken Manley, WGUY, Bangor, Me., broadcasts from the "Bat Cave" every night, so it's only natural that he ran a Charles Adams-type contest last month. A small bat named Mabel was released and prizes offered to the listener who captured her and returned her to the station. Small boys prowled the streets with butterfly nets, but — it sez here — a 70-year-old grandmother found Mabel and walked off with the prize loot. . . . Bob Cain, KOIL, Omaha, notes that the station is currently running a "\$30,000 completely furnished dream house contest," whereby listeners can win just that if they identify a "mystery personality." Entry blanks include a space for contestants to vote for their favorite KOIL deejay, with the winning jock receiving a week's vacation at Las Vegas.

CHANGE OF THEME: Jock Johnny Fairchild, ex-WORZ, Orlando, Fla., has joined KTMS, Santa Barbara, Calif. . . . Joseph Coons, WRUC, Union College, Schenectady, N. Y., reports that Joe Russell is now spinning 'em at WTRY, Troy, N. Y., the "10th college station grad" placed by Radio Union within the last year. . . . Shorty Warren's brother, Smokey Warren, WATV, Newark, N. J., has purchased a 100-acre ranch in Verona, Ky., and will feature junior rodeos and c.&w. stars each Sunday. . . . Johnny Edwards is new program director at KXYZ, Houston, Tex.

Jim Alyward, has just stepped into the top deejay spot at WHIL, Medford, Mass., with his "Music Club" now aired from 10 a.m. to noon and 3-6 p.m. across the board. . . . Howie Leonard, WPOR, Portland, Me., is doing a new Saturday afternoon remote "Man in the Window" show from the window of a local appliance store. . . . Joe Webster, program director and deejay at WVPO, Stroudsburg, Pa., has opened the Deejay Record Shop in Stroudsburg. Incidentally WVOP jock,

Bill Staples (also the station librarian), laments the fact that "the companies don't use labels that can be written on clearly. That finish on RCA Victor labels is a librarian's nightmare."

THIS 'N' THAT: David Dreis, KENT, Shreveport, La., was agreeably surprised by congratulatory wires from publishers and artists when he opened in the legit drama, "The Desperate Hours," at the Shreveport Little Theater last month. . . . Sherm Feller, WVDA, Boston, was in Manhattan last week to tout his prodigy Bill St. Claire's first M-G-M record. . . . Jack Ellsworth, program director-deejay at WALK, Patchogue, N. Y., is such a loyal fan of Bing Crosby and the late Glenn Miller and he named his first song after Crosby's first-born, Gary, and his new son — born last month — Glenn. Interestingly enough Glenn Ellsworth was born May 2, which is also Crosby's birthday.

EVERYBODY'S WRITING A NEWSLETTER: Deejays are usually swamped with publicity releases, many written in the form of chatty newsletters. But in recent years the spinners have turned to their own typewriters, and now several deejay newsletters are circulating on a weekly or monthly basis. Most of them are patterned after the weekly letter published by Tom Edwards, WERE, Cleveland, who is generally conceded to be one of and quite possibly "the first jock to originate the idea. His newsletter spotlights record picks, in all three categories, along with info on his own activities and chatty items about pluggers who have called during the week, visiting artists, etc. Other jocks currently putting out newsletters include Don Bell, KRNT, Des Moines; Dick Drury, WHHH, Warren, O.; Buddy Deane, WITH, Baltimore, and country and western jockey Cliff Rodgers, WHKK, Akron.

YESTERYEAR'S TOPS—

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

- JUNE 8, 1946:**
1. The Gypsy
 2. Laughing on the Outside (Crying on the Inside)
 3. Prisoner of Love
 4. They Say It's Wonderful
 5. All Thru the Day
 6. Sioux City Sue
 7. Full Moon and Empty Arms
 8. Oh! What It Seemed to Be
 9. I Don't Know Enough About You
 10. Shoo-Fly Pie and Apple Pan Dowdy
 11. Cement Mixer
 12. Seems Like Old Times
 13. Doin' What Comes Natur'lly
 14. In Love in Vain
 15. I'm a Big Girl Now

- JUNE 9, 1951:**
1. How High the Moon
 2. On Top of Old Smoky
 3. Too Young
 4. Mockin' Bird Hill
 5. Sound Off
 6. Rose, Rose, I Love You
 7. Loveliest Night of the Year
 8. Jezebel
 9. Mister and Mississippi
 10. I Apologize

Reviews of New Pop Records

Continued from page 38

son choruses have a sparkling sound. (Witmark, ASCAP)

THE TOPPERS
God Bless Kids and Little Animals . . . 73
 ABC-PARAMOUNT 9699—The boys sound a pleasant note of philosophy about the natural goodness of said beings. The group, featured on Arthur Godfrey airings, has a nice harmonic sound. (Renick, ASCAP)
Tornado . . . 69
 This is a minor key job based on foreboding natural phenomena with honking horns adding to the atmosphere. Builds to a big climax with crazy chords. (Rogers, ASCAP)

ANN SUMMERS
Talk and Twenty . . . 72
 EPIC 9169—One of the many tunes derived from the "Seventeen" idiom. Ann Summers belts it out competently. (April, ASCAP)
Don't Ask Me . . . 72
 A change of pace. This is a ballad, which Ann Summers handles in a pleasantly emotional manner. (Rush, BMI)

ANNETTE WARREN
Take His Hand . . . 72
 ABC-PARAMOUNT 9710—An inspirational song which moves right along. Annette Warren's vocal is backed by a chorus and ork with a strong beat. (Evans, ASCAP)
My Boy . . . 69
 A slow ballad, not as effective as the flip. (Greta, BMI)

DOLORES HAWKINS
Squeeze Me . . . 72
 EPIC 9170—Dolores Hawkins does this cute standard song with a lot of style. A nice side, with tasteful backing. (Pickwick, ASCAP)
A Kiss Before Dying . . . 68
 Miss Hawkins does this picture ballad with a full voice. Side has not the impact of flip, but flick plugs may help. (Weiss & Barry, BMI)

RALPH YOUNG
Call Out the Engines . . . 70
 DECCA 29952—Brisk novelty polka-tune was issued last year by orkster-cleffer Milton DeLugg. Young does a strong job, but the total is unimpressive. (Anvil, ASCAP)
A Handful of Stars . . . 70
 The warbler's virile bari continues to impress and he provides his deejay followers with a good standard program item here. Tune is the oldie from the early '40's. Retail chances would seem slim. (Felt, ASCAP)

ALAN BLAKE
Rock-Time Tune . . . 70
 CANDLELIGHT 1001—A swingy vocal job on a bouncy rock and roll rhythm ditty, with stand-out backing by Neal Hefti. (Essex, ASCAP)
On Bended Knee . . . 69
 Sincere warbling by Blake on a moving ballad. (Kellam, ASCAP)

HOMER ESCAMILLA ORK
Take a Gamble on Me . . . 70
 REAL 1311—Escamilla belts out a rock and roll-type ballad in fairly effective fashion. (Daywyn, BMI)
In the Year 1900—Rock 'n' Roll . . . 60
 Another rock and roller, this one at a brighter clip. Material fails to register. (Daywyn, BMI)

LARRY SONN ORK
It Looks Like Rain
In Cherry Blossom Lane . . . 69
 CORAL 61643—The soft sax sound, tempo and gently swinging beat of this one suggests a Les Elgart influence. Danceable side that may get some spins, but singles sales are unlikely. (E. H. Morris, ASCAP)
Close Cover Before Striking . . . 66
 Ditto for this swingy instrumental. May do okay as part of an LP. (Tee Kaye, ASCAP)

THE CHORALS
In My Dream . . . 67
 DECCA 29914—A slow-beat ballad with intricately spun melodizing by the lead in the familiar r.&b. manner. For the boxes, a practical buy. (Copar, BMI)
Rock and Roll Baby . . . 67
 Teen-agers will probably like this fast, swinging side equally well. The group kicks up quite a storm, coming on in the Bill Haley groove. (Old Charter, BMI)

THE TRACEY TWINS
Give Me Love . . . 65
 RESERVE 108—The Twins blend effectively on a tune cut by the McGuire Sisters and others last year. Essentially country in flavor, the material is given an r.&b. styling that may revive it. (Hill & Range, BMI)
Why Was I Born to Love You . . . 62
 In this cry ballad, the girls are not favored with as strong material as the flip, but they style it suavely, and bring it off rather well. (Reserve, BMI)

THE BOYER TWINS
Teen-age Rock . . . 55
 JUKE BOX 103 The girls fail to give much life to this rock and roll material. The vocal is read to plucked bass and piano, which is

Tunes With Greatest Radio-TV Audience

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

Radio

Birds and the Bees (R) (F)—Gomallo—ASCAP
 Born to Be With You (R) — Mayfair—ASCAP
 Can You Find It In Your Heart? (R)—Witmark—ASCAP
 Charleston Parisien (R)—Duchess—BMI
 Don't Cry (R) (M)—Frank—ASCAP
 Flamenco Love (R)—Bregman, Vocco & Conn—ASCAP
 Graduation Day (R)—Sheldon—BMI
 He Loves Me, He Loves Me Not (R)—Broadcast—BMI
 Heart of Paris (R)—B. F. Wood—ASCAP
 Hot Diggity (R)—Roncom—ASCAP
 How Little We Know (R)—E. H. Morris—ASCAP
 I Could Have Danced All Night (R) (M)—Chappell—ASCAP
 I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
 Ivory Tower (R)—E. H. Morris—ASCAP
 Kiss Me Another (R)—E. B. Morris—BMI
 Moonglow (R) (F)—Mills—ASCAP
 Moonglow-Picnic Theme (R) (F) — Mills-Columbia Pic—ASCAP
 Mr. Wonderful (R) (M)—Laurel—ASCAP
 On the Street Where You Live (R) (M)—Chappell—ASCAP
 Picnic (R) (F)—Columbia Pic—ASCAP
 Poor People of Paris (R) — Connelly—ASCAP
 Searchers (R) (F)—Witmark—ASCAP
 Standing On the Corner (R) (M)—Frank—ASCAP
 Sweet Heartaches (R)—Pincus—ASCAP
 Te Amo (R)—Southern—ASCAP
 To Love Again (R) (F)—Columbia Pic—ASCAP
 Too Close for Comfort (R) (M)—Laurel—ASCAP
 Too Young to Go Steady (R)—Robbins—ASCAP
 Walk Hand In Hand (R)—Republic—BMI
 Wayward Wind (R)—Warman—BMI
 What a Heavenly Night for Love (R)—Tee Kaye—ASCAP
 With a Little Bit of Luck (R) (M)—Chappell—ASCAP
 Without You (R)—Broadcast—BMI

Television

A Woman in Love (R)—Frank—ASCAP
 Arriverderci Roma (R)—Hill & Range—BMI
 Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI
 Can You Find It In Your Heart? (R)—Witmark—ASCAP
 Faith Unlocks the Door (R)—Song Ads—ASCAP
 Get Up! Get Up! (R)—Lowell—BMI
 Giendora (R)—American—BMI
 Graduation Day (R)—Sheldon—BMI
 Heartbreak Hotel (R)—Tree—BMI
 Hot Diggity (R)—Roncom—ASCAP
 I Could Have Danced All Night (R) (M)—Chappell—ASCAP
 Ivory Tower (R)—E. H. Morris—ASCAP
 Juke Box Baby (R)—Winnerton—BMI
 Lazy River (R)—Peer—BMI
 Moonglow (R) (F)—Mills—ASCAP
 Moonglow-Picnic Theme (R) (F) — Mills-Columbia Pic—ASCAP
 More (R)—Shapiro-Bernstein—ASCAP
 Mr. Wonderful (R) (M)—Laurel—ASCAP
 My September Love (R)—Feist—ASCAP
 On the Street Where You Live (R) (M)—Chappell—ASCAP
 Picnic (R) (F)—Columbia Pic—ASCAP
 Poor People of Paris (R) — Connelly—ASCAP
 Port-Au-Prince (R)—E. B. Marks—BMI
 Second Greatest Sex (R) (F)—Northern—ASCAP
 See You You Later, Alligator (R)—Arc—BMI
 Standing On the Corner (R) (M)—Frank—ASCAP
 Sweet Heartaches (R)—Pincus—ASCAP
 Too Close for Comfort (R) (M)—Laurel—ASCAP
 Too Young to Go Steady (R)—Robbins—ASCAP
 Wayward Wind (R)—Warman—BMI
 Without You I'm Nothing (R) (M)—Laurel—ASCAP

Best Selling Sheet Music in Britain

(For Week Ending May 26)

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

- | | |
|--|---|
| No Other Love—Chappell (Williams) | Willie Can—Frank (Acuff-Rose) |
| My September Love—Bron | The Ballad of Davy Crockett—Disney (Disney) |
| The Poor People of Paris—Berry (Connelly) | Only You—Sherwin (Wildwood) |
| You Can't Be True to Two—Dash (Joy) | The Dambusters March—Chappell (Chappell) |
| Rock and Roll Waltz—Maddox (Sheldon) | Hot Diggity—Peter Maurice (Roncom) |
| A Tear Fell—Robbins (Progressive) | I'll Be Home—Box & Cox (Arc) |
| It's Almost Tomorrow—Malmelodies (Northern) | Don't Ringa Da Bell—Michael Reine (Regent) |
| Out of Town—Kassner (Kassner) | Zambezi—Fields (Shapiro-Bernstein) |
| Theme From "The Three Penny Opera"—Arcadia (Harms) | Mister Cuckoo—Macmelodies (Peter Maurice, Ltd.) |
| Memories Are Made of This—Montclare (Montclare) | Young and Foolish—Chappell (Chappell) |

Best Selling Pop Records in Britain

(For Week Ending May 26)

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

This Week	Last Week
1. NO OTHER LOVE—Ronnie Hilton (HMV)	1
2. I'LL BE HOME—Pat Boone (London)	4
3. LOST JOHN/STEWBALL—Lonnie Donegan (Nixa)	7
4. A TEAR FELL—Teresa Brewer (Vogue/Coral)	2
5. HEARTBREAK HOTEL—Elvis Presley (HMV)	8
6. MY SEPTEMBER LOVE—David Whitfield (Decca)	5
7. POOR PEOPLE OF PARIS—Winifred Atwell (Decca)	3
8. ROCK AND ROLL WALTZ—Kay Starr (HMV)	6
9. MAIN TITLE—Billy May Orchestra (Capitol)	10
10. HOT DIGGITY—Perry Como (HMV)	15
11. ONLY YOU—Hilltoppers (London)	11
12. THE HAPPY WHISTLER—Don Robertson (Capitol)	9
13. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	—
14. THEME FROM "THE THREE PENNY OPERA"—Louis Armstrong (Phillips)	12
15. BLUE SUEDE SHOES—Carl Perkins (London)	14
16. BLUE SUEDE SHOES—Elvis Presley (HMV)	16
17. IT'S ALMOST TOMORROW—Dream Weavers (Brunswick)	13
18. TOO YOUNG TO GO STEADY—Nat (King) Cole (Capitol)	19
19. YOU CAN'T BE TRUE TO TWO—Dave King (Decca)	17
20. ROCK ISLAND LINE—Lonnie Donegan (Decca)	—

Lou Klayman

Continued from page 17

distributors in New York, Newark, Boston, Buffalo, Philadelphia, Washington and Pittsburgh.

At the same time, Joe Martin, who joined Mercury last year as director of the Eastern division, will concentrate on new and special market sales thruout the U. S., with special emphasis on rack jobbers. Klayman joined Mercury in January, 1955, after 19 years with

Decca. Sid Schaffer, a Manhattan branch salesman for Mercury this past year, has moved into Klayman's old branch manager post here.

Meanwhile Mercury continues to expand its sales and distribution operations both here and in Cleveland. The label recently increased space for its distribution branch here by 30 per cent, and last week took over distribution in the Cleveland territory from the independent wholesaler, Ohio Record Distributors, which formerly serviced the area.

In setting up the Cleveland branch, Mercury acquired all assets, inventory, premises and personnel of Ohio Record Distributors. Handling the deal for Mercury were Price, Martin, and Wing sales chief, John Sippel.

weak support for their light voices. (Myers, ASCAP)

Too Few . . . 45
 Even weaker as material is this cry-ballad modelled on "Eddie, My Love." The Boyer Twins give a tepid performance. Little commercial potential in either side. (Marlyn, BMI)

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BEST SELLING POP SINGLES

STANDING ON THE CORNER—
MY LITTLE ANGEL
The Four Lads... 40674... 4-40674

- 1. On the Street Where You Live—We All Need Love...
Vic Damone 40654... 4-40654
- 2. Can You Find It In Your Heart—Forget Her...
Tony Bennett 40667... 4-40667
- 3. Whatever Will Be, Will Be—I Gotta Sing Away
These Blues Doris Day 40704... 4-40704
- 4. I Could Have Danced All Night—I've Grown
Accustomed to Your Face... Rosemary Clooney 40676... 4-40676
- 5. The Poor Pianist of Paris—The Left Bank...
Les Elgarl 40703... 4-40703

BEST SELLING POP ALBUMS

CASTLES IN SPAIN . . . Michel Le-
Grand . . . CL-888 . . . B-8881 . . .
B-8882 . . . B-8883 . . . B-8884

- 1. My Fair Lady... Rex Harrison, Julie Andrews,
Original Cast OL-5090... A-5090
- 2. Ambassador Satch... Louis Armstrong and His All
Stars CL- 840... B- 840
- 3. Songs of the South... Norman Luboff and Choir CL- 860... B- 860
- 4. The Eddy Duchin Story... Eddy Duchin CL- 790... B- 790
- 5. My Fair Lady... Percy Faith and Orchestra
..... CL-895... B-8951... 8-8952... B-8953
- 6. Reflections of an Indian Boy...
Paul Weston and Orchestra CL- 788... B- 788

BEST SELLING MASTERWORKS

RACHMANINOFF: CONCERTO NO. 2.
. . . Istomin, Ormandy-Philadelphia
Orchestra . . . ML-5103

- 1. Shostakovich: Violin Concerto... David Oistrakh ML-5077
- 2. Goldberg Variations... Glenn Gould ML-5060
- 3. Vivaldi: Double Concerto... Oistrakh, Stern,
Ormandy-Philadelphia Orchestra ML-5087
- 4. Brahms: Double Concerto... Walter, Stern and Rose ML-5076
- 5. Parsifal... Ormandy, Philadelphia Orchestra ML-5080
- 6. Beethoven: Symphony No. 6... Szell, Philharmonic
Symphony Orchestra of N. Y. ML-5057

BEST SELLING FOLK RECORDS

CRAZY ARMS—
YOU DONE ME WRONG
Ray Price... 21510... 4-21510

- 1. Honky Tonk Man—I'm Ready If You're Willing...
Johnny Horton 21504... 4-21504
- 2. You Are the One—Doorstep to Heaven... Carl Smith .. 21522... 4-21522
- 3. Big Sandy—It Scares Me Half to Death
"Little" Jimmy Dickens 21515... 4-21515
- 4. Take a Look at Yourself—Send for My Baby...
George Morgan 4-21517
- 5. Make Him Behave—The Rockaway Rock...
The Collins Kids 21514... 4-21514

NEW POP RELEASES

Bim Bam Baby
Let's Write Our Own Love Story
The Four Voices... 40699... 4-40699

- 1. You Don't Know Me—Enchanted... Jerry Vale 4-40710
- 2. Every Sunday Morning—Once Again... Sammy Kaye 4-40698
- 3. Give Me a Carriage With Eight White Horses—
I Used to Yate Ya... Guy Mitchell 4-40700
- 4. Ladder of Love—I Don't Love Nobody But You...
Cathy Johnson 4-40694

NEW FOLK RELEASES

The Waltz of the Angels
Just Can't Live That Fast
Lefty Frizzell... 21530... 4-21530

- 1. Onie's Bop—I Wanna Hold My Baby... Onie Wheeler 4-21523
- 2. Sugar Diet—Black Land Blues... Charlie Adams 4-21524
- 3. I've Got Leavin' on My Mind—I'll Never Stand In
Your Way... Billy Walker 4-21531

SPECIAL RECORDINGS OF UNUSUAL INTEREST

MUSIC FROM THE SOUND TRACK
OF THE HECHT AND
LANCASTER PRODUCTION



C & W Territorial Best Sellers

For survey week ending May 30

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

Birmingham

1. Heartbreak Hotel, E. Presley, Vic.
2. Hold Everything R. Sovine-W. Pierce, Dec.
3. Little Rosa, W. Pierce, Dec.
4. Good Woman's Love, H. Locklin, Vic.
5. Yes, I Know Why, W. Pierce, Dec.

Charlotte

1. Heartbreak Hotel, E. Presley, Vic.
2. Hoping That You're Hoping Louvin Brothers, Cap.
3. Blue Suede Shoes, C. Perkins, Sun
4. I Take the Chance J. E. & M. Brown, Vic.
5. Crazy Arms, R. Price, Col.
6. You and Me, R. Foley & K. Wells, Dec.
7. Blackboard of My Heart, H. Thompson, Cap.
8. So Doggone Lonesome, E. Tubb, Dec.
9. 'Cause I Love You, W. Pierce, Dec.

Dallas-Fort Worth

1. Heartbreak Hotel, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. Honky Tonk Man, J. Horton, Col.
4. You and Me, R. Foley & K. Wells, Dec.
5. Blue Suede Shoes, C. Perkins, Sun
6. For Rent, S. James, Cap.

Houston

1. I Want You, I Need You, I Love You E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Heartbreak Hotel, E. Presley, Vic.
4. Hold Everything R. Sovine-W. Pierce, Dec.
5. I Walk the Line, J. Cash, Sun
6. I'm Ragged But I'm Right G. Jones, Sdy.
7. Duck Tails, R. Grayzell, Sdy.
8. I Was the One, E. Presley, Vic.
9. Sixteen Chicks, L. Davis, Sdy.
10. For Rent, S. James, Sdy.

Memphis

1. I Walk the Line, J. Cash, Sun
2. Blue Suede Shoes, C. Perkins, Sun
3. Crazy Arms, R. Price, Col.
4. Rock 'n' Roll Ruby, W. Smith, Sun
5. Ooby Dooby, R. Orbison, Sun
6. Heartbreak Hotel, E. Presley, Vic.
7. For Rent, S. James, Cap.
8. Honky Tonk Man, J. Horton, Col.

Nashville

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Crazy Arms, R. Price, Col.
4. I Take the Chance J. E. & M. Brown, Vic.
5. Yes, I Know Why, W. Pierce, Dec.
6. I've Changed, C. Smith, Col.
7. So Doggone Lonesome, E. Tubb, Dec.

New Orleans

1. Heartbreak Hotel, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. You and Me, R. Foley & K. Wells, Dec.
4. Blackboard of My Heart H. Thompson, Cap.
5. Blue Suede Shoes, C. Perkins, Sun

Richmond, Va.

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. How Far Is Heaven? K. Wells, Dec.
4. I'm Ragged But I'm Right G. Jones, Sdy.
5. For Rent, S. James, Cap.

St. Louis

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. You and Me R. Foley & K. Wells, Dec.
4. I Forgot to Remember to Forget E. Presley, Vic.-Sun
5. I've Got Five Dollars, F. Young, Cap.

higher pitched Kitty Wells, here handling the kind of material that is associated with Miss Wells. Lyrics and performance are attention-getting. (Acuff-Rose, BMI)

According to Law...72
Her love is illegal, but she's helplessly wrapped up in it anyway, the singer says. This "Back Street Affair" is potent subject matter, and Miss Johnson does a penetrating job. A new talent to watch. (Cedarwood, BMI)

CHARLIE ADAMS

Sugar Diet...73
COLUMBIA 21524—Adams' diet is that sweet gal's love and he sings her praises in meaningful up-tempo tones on this happy dinking. (Peer, BMI)

Black Land Blues...72
These are moderately swinging blues in an authentic country vein. No great message, but the beat makes it danceable material. (Fairway, BMI)

JENKS (TEX) CARMAN

You'll Come Crawlin' Back...72
SAGE AND SAND 218—Carman puts his gal in her place with a set of above-par lyrics. The story and blues flavor in the voice plus the wild harmonica make it a strong effort. Could yank in some coin. (Sage & Sand, BMI)

They Had to Say Goodbye...69
This waltz-time country ballad drips with genuine tears. It's all about a sailor boy and the love he leaves ashore. Carman and his walling fiddles sell it appealingly. (Sage & Sand, BMI)

BENNY MARTIN

Whippoor-Will...72
MERCURY 70883 — Introduced by whistling that imitates the beautiful song of the whippoorwill, Martin sails into a melancholy folk-like ballad with great feeling. Unusual material that ought to get good deejay reception. (Cedarwood, BMI)

Lover of the Town...70
A clever adaptation of the old standard "Bully of the Town," sung to a thrashing rhythm guitar backing. Martin "shucks it like mad" in the traditional country manner. (Cedarwood, BMI)

SHIRLEY CADDELL

Where Did the Sunshine Go?...71
ABC-PARAMOUNT 9704—The fresh-voiced canary pipes appealingly on an attractive tune with good lyrics. I Think You're Lying...69
Sweet thrashing job on a poignant ballad. (Golden West, BMI)

WERLY FAIRBURN

Everybody's Rockin'...71
COLUMBIA 21528 — Country rock and roller fails to generate much excitement. (Mallory, BMI)

It's Heaven...65
A so-so country ballad side. (Mallory, BMI)

JOHNNY RION

Our Love Is Fading...70
ABC-PARAMOUNT 9694—Rion sobs convincingly on a moving weeper with strong lyrics. (Cedarwood, BMI)

You're the One for Me...68
Showmanly vocal job on a bouncy, up-tempo ballad. (Cedarwood, BMI)

BOB WILLS ORK

Sugar Baby...69
DECCA 29909 — Daria Daret is responsible both for the vocal and the cleffing job on this side, and deserves a fair to good rating on both counts. The disk has elements of rock and roll, pop and country, and ought to appeal to a fair segment of the customers in all departments. (Old Charter, BMI)

So Let's Rock...67
Again, the idiom is a combination of pop and country rock and roll ingredients, this time with Lee Ross handling the vocal. A fast, lively opus, like the flip, well geared to the current market. (Copar, BMI)

BUCK OWENS

It Don't Show on Me...69
PEP 105—Buck Owens does an adequate vocal on this weeper. (Pamper, BMI)

Down on the Corner of Love...65
Owens tries hard with this ballad.

(Continued on page 46)

This Week's Best Buys

OOBIE DOOBIE (Hi-Lo, BMI)—Roy Orbison—Sun 242—Orbison is one of the few of the numerous group of country blues singers to have sprung up recently who is succeeding. It has taken several weeks for this disk to make its full impact felt, but by now it is well established in most key Southern and Northern markets. For the past two weeks it has been on the Memphis territorial chart. Flip is "Go! Go! Go!" (Hi-Lo, BMI). A previous Billboard "Spotlight" pick.

YOU CAN GIVE ME BACK MY HEART (Texoma, ASCAP)—Hank Thompson—Capitol 3440 —The take-off of a Thompson record seems to be as automatic as ever. Atlanta, Durham, Nashville, Birmingham and Dallas, as well as many important Northern territories, indicated that they were enjoying excellent sales. Flip is an instrumental, "Weeping Willow" (Texoma, ASCAP).

Review Spotlight on . . . RECORDS

LEE EMERSON AND MARTY ROBBINS

I'll Know You're Gone (Golden West, BMI)

How Long Will It Be? (Golden West, BMI)—Columbia 21525—Robbins and his up-and-coming sidekick have a sock pair of sides. First, it's a snappy, cleverly handled duet with a great beat and a catchy refrain. The flip, tho a more conventional weeper, has plenty of strength with its solid harmony warbling.

JIMMY NEWMAN

Come Back to Me (Acuff-Rose, BMI)

I Wanta Tell All the World (Acuff-Rose, BMI)—Dot 1283—Newman chants two first-rate sides in a wonderful, sincere, traditional style. The powerful weeper on top is sure to get heavy play, but the ballad on the flip is just about equally strong. Either or both could coin solid loot.

Reviews of New C & W Records

ROCK ROGERS

Little Rock Rock...80
STARDAY 245 — This is swinging country rock and roll and Rogers gets things plenty heated up before it's over. Lyric doesn't say much but the beat and the sound should draw the coin. (Starrite, BMI)

That Ain't It...80

This has a strong back-country flavor. In it Rogers hits a swinging groove. Earthy quality of the pipes has real sell. Toss up with the flip for the honor. (Starrite, BMI)

EDDIE BOND

Slip, Slip, Slippin' In...78
MERCURY 70882—A fast country blues in the currently popular r.&r. style. Eddie Bond's performance here is frantic and exciting. Watch it.

FOR PERSONAL APPEARANCES

Don Reno—Red Smiley and Tennessee Cutups—Bill Monroe and the Blue Grass Boys.

CARLTON HANEY

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ONIE WHEELER

Onie's Bop...77
COLUMBIA 21523 — Swingy, danceable novelty features a few brief, artful imitations of well-known country warblers. Happy side that the deejays should go for readily. (Peer, BMI)

I Wanna Hold My Baby...74
Snappy shuffle beat backs this yodelly blues effort. It's rock and roll in the older country tradition. (Golden West, BMI)

HYLO BROWN

In the Clay Beneath the Tomb...76
CAPITOL 3448—Here's a moving tear-jerker with a strong reading by Brown. It concerns a gent who stumbles across a gravestone with his sweetie's name etched on the front. (Central, BMI)

I'll Be Broken Hearted...74
Brown sells this strong weeper with impressive emotional impact. (Central, BMI)

REDD STEWART

The Wind-Up...74
VICTOR 6557—The singer sadly concludes that his love affair is coming to an end, and he voices his sorrow. Stewart has a highly polished delivery that, as usual, will find good pop support as well as hillbilly. (Fairway, BMI)

See, But I Hate to See Me Go...71
This sentimental tune also has a rather poppish style as read by Stewart. Very listenable stuff that the singer's fans will enjoy. (Ridgeway, BMI)

CAROL JOHNSON

Your Wild Life's Gonna Get You Down...73
VICTOR 6555 — This singer is a

A Great Tune! A Great Singer!
DON GIBSON sings SWEET DREAMS
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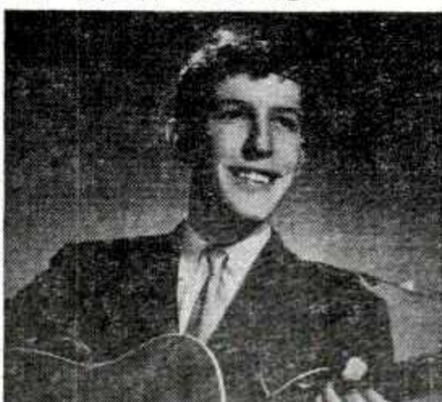
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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

If there ever was any question that the Jimmie Rodgers Day celebration in Meridian, Miss., would succeed in becoming an annual event, that uncertainty was dissipated with the latest Rodgers fest held there May 25-26. Attendance-wise, it ran just below that of the second such event held in 1954. From an overall standpoint, however, those who attended will agree that it was the best Rodgers Day celebration ever held. Artists, music men and deejays benefitted greatly from the fact that all activity during the two days was centered around the Lamar Hotel, convention headquarters, instead of being spread all over the town, as was the case in 1955.

The Rodgers event gained stature by the fact that many of the mistakes of the previous three years were eliminated. This made for greater cordiality and a more congenial atmosphere. Credit for the success of the latest Rodgers celebration must go to Messrs. Hank Snow, Ernie Tubb, Charlie Lamb, and C. Phillips and Dick Smith, of The Meridian Star, who handled all promotion and arrangements. To Smith, sports editor of The Star, is due an especial bow. He worked tirelessly around the clock during the two days to make things pleasant for the visiting artists, deejays, music men and members of the trade papers. While artists' representation was good, the fact that the May 26 date fell on a Saturday prevented many name performers from attending, due to regular show commitments. The day and date will not conflict again for seven years.

An "Ozark Jubilee" unit, comprising Red Foley, Bill Wimberly and His Country Rhythm Boys, Porter Wagoner, Bobby Lord, Marvin Rainwater, Wanda Jackson, the Foggy River Boys and Pete Stamper, pulled a sellout at the 2,500-seat Taft Theater, Cincinnati, Thursday night, May 24, with ducats scaled at \$1.50 and \$1.75. A second

performance drew better than a half a house. Dayton, O., the previous night, netted fair business. Bookings were arranged by W. E. (Lucky) Moeller, now associated with the Louis Black's Top Talent, Inc., Springfield, Mo.

Carl Perkins' newest on the Sun label, "Bopping the Blues," b/w "The Woman in a Show," was released May 28, on the heels of Carl's appearance May 26 on the Perry Como TV-er. The exposure gained on the Como show should serve to hypo sales on the new release. Perkins and a "Grand Ole Opry" unit pulled fair business on "Big D Jamboree," Dallas, May 19. . . . Johnny Cash and the Five Strings appeared as gueststars with "Big D" last Saturday (2), with Tommy Duncan occupying that slot June 16. . . . The Carlisles make their first regular "Ozark Jubilee" appearance June 16 and henceforth will book thru Lou Black's Top Talent, Inc., Springfield, Mo.

Jim Reeves will head up a "Grand Ole Opry" package at Myrtle Beach, S. C., for the annual Sun Fun Festival June 6. Others in the unit will be the Carlisles, Audrey Williams, Joe (Red) Hayes and Floyd Cramer. Arrangements for Myrtle Beach were handled by Herb Shucher, Dub Albritten and Charlie Lamb, who will handle bookings there for the summer. Reeves appeared at Safford, Ariz., Decoration Day (30), and June 1-3 guested on "Town Hall Party," Compton, Calif.

Ray Price has been set by his manager, Al Flores, on a long string of fair dates thru the East and Middle West, starting in July. Price's newest on the Columbia label is "Crazy Arms" and "You Done Me Wrong." . . . Ernie Chaffin, who still maintains his weekly show over WVM, Biloxi, Miss., has embarked on a deejay tour to promote his new release on Fine Records, "The Heart of Me" b/w "The Stop, Look and Listen Song." Ernie recently did a guest shot on "Louisiana Hayride," Shreveport.

(Continued on page 46)

• Best Sellers in Stores

For survey week ending May 30
 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	15
I WAS THE ONE (BMI)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	17
Honey, Don't (BMI)—Sun 234		
3. YOU AND ME (BMI)—R. Foley & K. Wells	3	20
No One But You (BMI)—Dec 29740		
4. I'VE GOT FIVE DOLLARS (BMI)—F. Young	5	10
YOU'RE STILL MINE (BMI)—Cap 3369		
5. YES, I KNOW WHY (BMI)—W. Pierce	4	14
'CAUSE I LOVE YOU (BMI)—Dec 29805		
6. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	13	2
MY BABY LEFT ME (BMI)—Vic 20-6540		
7. LITTLE ROSA (BMI)—R. Sovine & W. Pierce	7	6
HOLD EVERYTHING (BMI)—Dec 29876		
8. I WALK THE LINE (BMI)—J. Cash	—	1
GET RHYTHM (BMI)—Sun 241		
9. SO DOGGONE LONESOME (BMI)—J. Cash	6	17
FOLSOM PRISON BLUES (BMI)—Sun 232		
10. BLACKBOARD OF MY HEART (BMI)—H. Thompson	8	10
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
11. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	9	39
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
12. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? (BMI)—P. Wagoner	10	11
How Can I Refuse Him Now? (BMI)—Vic 20-6421		
12. CRAZY ARMS (BMI)—R. Price	—	1
You Done Me Wrong (BMI)—Col 21510		
14. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	11	20
In the Middle of Nowhere (BMI)—Cap 3300		
15. HOPING THAT YOU'RE HOPING (BMI)—Louvin Brothers	—	1
Childish Love (BMI)—Cap 3413		

• Most Played in Juke Boxes

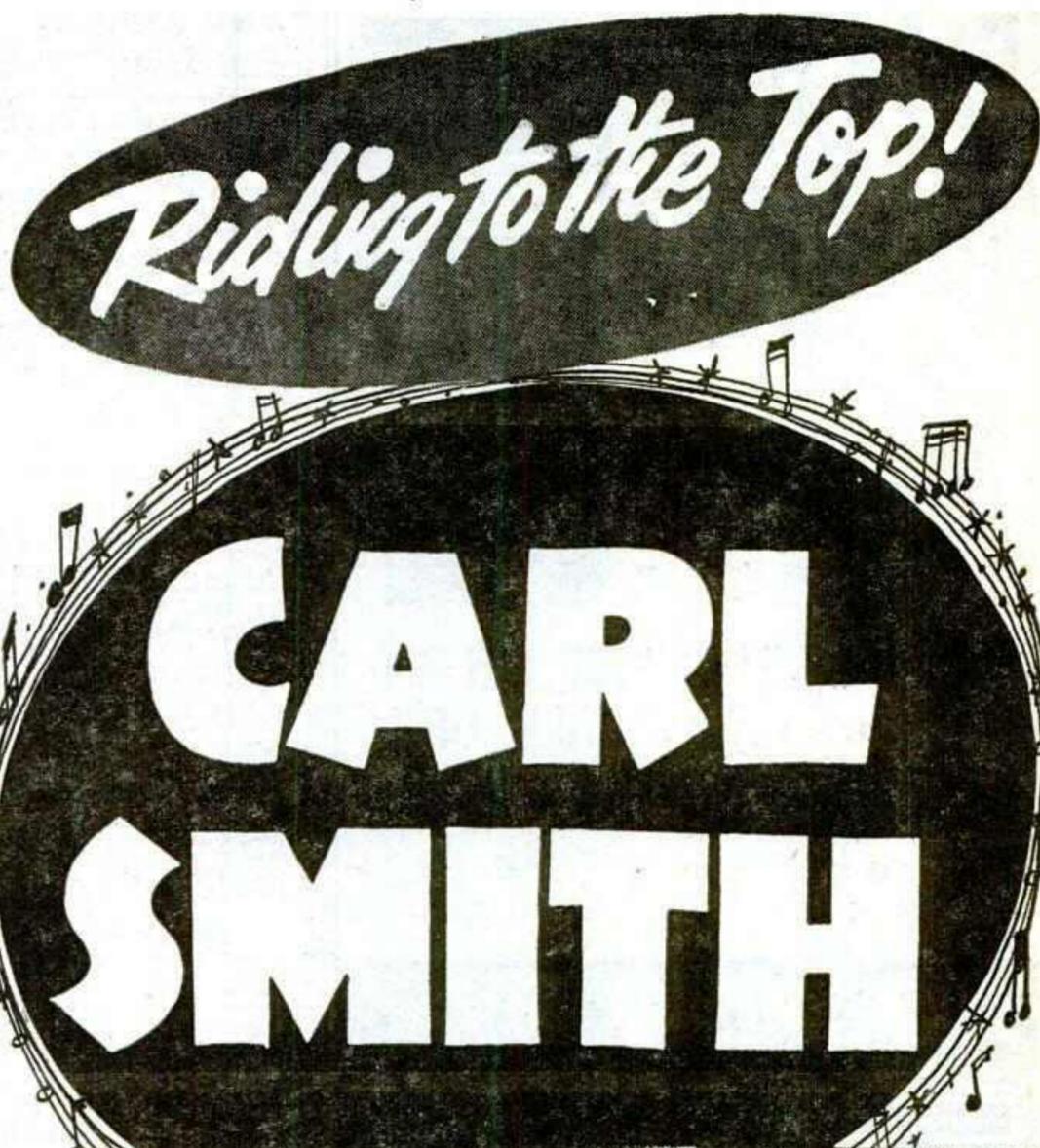
For survey week ending May 30
 RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	13
I WAS THE ONE (ASCAP)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	14
Honey, Don't (BMI)—Sun 234		
3. YES, I KNOW WHY (BMI)—W. Pierce	3	12
'CAUSE I LOVE YOU (BMI)—Dec 29805		
4. I'VE GOT FIVE DOLLARS (BMI)—F. Young	4	6
You're Still Mine (BMI)—Cap 3369		
4. SO DOGGONE LONESOME (BMI)—J. Cash	6	13
FOLSOM PRISON BLUES (BMI)—Sun 232		
6. YOU AND ME (BMI)—R. Foley & K. Wells	9	11
No One But You (BMI)—Dec 29740		
7. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	10	2
MY BABY LEFT ME (BMI)—Vic 20-6540		
8. LITTLE ROSA (BMI)—R. Sovine & W. Pierce	5	4
HOLD EVERYTHING (BMI)—Dec 29876		
9. BLACKBOARD OF MY HEART (BMI)—H. Thompson	7	7
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
10. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	8	13
In the Middle of Nowhere (BMI)—Cap 3300		

• Most Played by Jockeys

For survey week ending May 30
 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL—E. Presley	1	15
Vic 20-6420—BMI		
2. YES, I KNOW WHY—W. Pierce	2	15
Dec 29805—BMI		
3. I TAKE THE CHANCE—M. & J. E. Brown	3	7
Vic 20-6480—BMI		
4. CRAZY ARMS (BMI)—R. Price	8	3
You Done Me Wrong (BMI)—Col 21510		
5. YOU AND ME—R. Foley & K. Wells	5	17
Dec 29740—BMI		
6. BLACKBOARD OF MY HEART—H. Thompson	9	6
Cap 3347—BMI		
7. YOU'RE STILL MINE—F. Young	6	8
Cap 3369—BMI		
8. FOR RENT—S. James	10	9
Cap 3357—BMI		
9. HONKY TONK MAN—J. Horton	—	1
Col 21504—BMI		
10. BLUE SUEDE SHOES—C. Perkins	4	16
Sun 234—BMI		
11. LITTLE ROSA—R. Sovine & W. Pierce	7	8
Dec 29876—BMI		
12. I WALK THE LINE—J. Cash	—	1
Sun 241—BMI		
13. YOU DONE ME WRONG—R. Price	—	1
Col 21510—BMI		
14. UNCLE PEN—P. Wagoner	—	2
Vic 20-6494—BMI		
15. HOPING THAT YOUR HOPING—Louvin Brothers	15	3
Cap 3413—BMI		



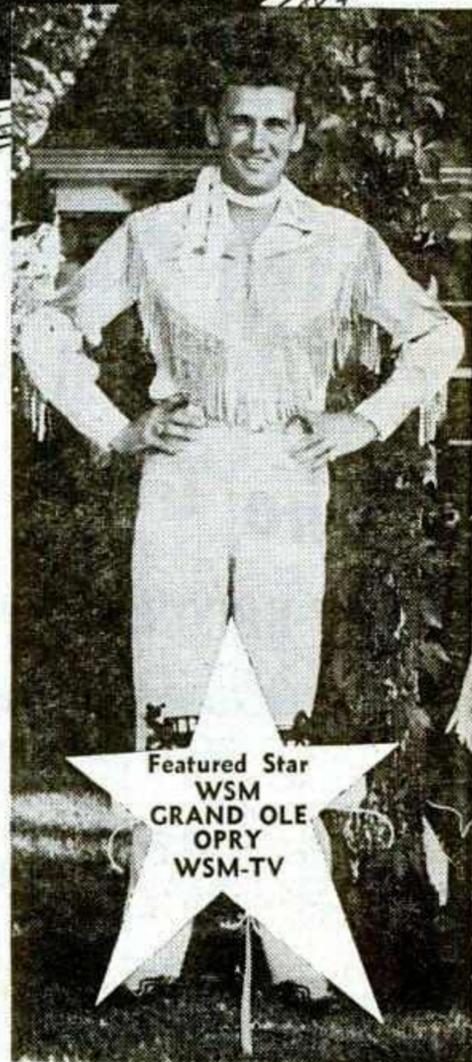
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"CANDY" b/w **"THAT'S A PRETTY GOOD LOVE"** ON **SAVOY 1195**

"YOU CAN BET YOUR LIFE" b/w **"TAIN'T WATCHA SAY"** ON **SAVOY 1193**

SAVOY RECORD CO., Inc. NEWARK, N. J.

R&B Territorial Best Sellers

For survey week ending May 30

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

Atlanta

1. I'm In Love Again, F. Domino, Imp.
2. Fever, L. W. John, Kng.
3. Long, Tall Sally, Little Richard, Sp.
4. Treasure of Love, C. McPhatter, Atl.
5. Love, Love, Love, Clovers, Atl.
6. I Want You to Be My Girl, Teen-Agers, Gee
7. Ruby Baby, Drifters, Atl.
8. It's Too Late, C. Willis, Atl.
9. I'm Not a Know-It-All, Teen-Agers, Gee
10. Slippin' and Sliidin', Little Richard, Sp.

Charlotte

1. I Want You to Be My Girl, Teen-Agers, Gee
2. I'm In Love Again, F. Domino, Imp.
3. Little Girl of Mine, Cletones, Gee
4. Ivory Tower, O. Williams, Del.
5. Corrine, Corrina, J. Turner, Atl.
6. Fever, L. W. John, Kng.
7. Long, Tall Sally, Little Richard, Sp.
8. Treasure of Love, C. McPhatter, Atl.

Chicago

1. I'm In Love Again, F. Domino, Imp.
2. I Want You to Be My Girl, Teen-Agers, Gee
3. Long, Tall Sally, Little Richard, Sp.
4. Why Do Fools Fall in Love?, Teen-Agers, Gee
5. Fever, L. W. John, Kng.
6. Church Bells May Ring, Diamonds, Mer.
7. Heartbreak Hotel, E. Presley, Vic.

Cincinnati

1. Fever, L. W. John, Kng.
2. I Want You to Be My Girl, Teen-Agers, Gee
3. Hallelujah, I Love Her So, R. Charles, Atl.
4. I'm Not a Know-It-All, Teen-Agers, Gee
5. Lost Dreams, E. Freeman, Imp.
6. Tore Up Over You, Midnighters, Fed.
7. Please, Please, Please, J. Brown, Fed.
8. Why Do Fools Fall in Love?, Teen-Agers, Gee

Detroit

1. Fever, L. W. John, Kng.
2. I'm In Love Again, F. Domino, Imp.
3. Heartbreak Hotel, E. Presley, Vic.
4. I Want You to Be My Girl, Teen-Agers, Gee
5. Please, Please, Please, J. Brown, Fed.
6. Corrine, Corrina, J. Turner, Atl.
7. Ruby, Baby, Drifters, Atl.
8. One More Chance With You, Little Walter, Che.
9. Long, Tall Sally, Little Richard, Sp.

Los Angeles

1. Casual Look, Six Teens, Flp.
2. Long, Tall Sally, Little Richard, Sp.
3. Blue Suede Shoes, C. Perkins, Sun
4. My Blue Heaven, F. Domino, Imp.
5. Fever, L. W. John, Kng.
6. Heartbreak Hotel, E. Presley, Vic.
7. Ivory Tower, O. Williams, Del.
8. Corrine, Corrina, J. Turner, Atl.
9. Please, Please, Please, J. Brown, Fed.
10. We Go Together, Moonglows, Chs.

New Orleans

1. I'm In Love Again, F. Domino, Imp.
2. Treasure of Love, C. McPhatter, Atl.
3. I Want You to Be My Girl, Teen-Agers, Gee
4. Little Girl of Mine, Cletones, Gee
5. Magic Touch, Platters, Mer.
6. Pleading for Love, L. Birdsong, Exc.
7. Corrine, Corrina, J. Turner, Atl.
8. Fever, L. W. John, Kng.

New York

1. I Want You to Be My Girl, Teen-Agers, Gee
2. My Blue Heaven, F. Domino, Imp.
3. Heartbreak Hotel, E. Presley, Vic.
4. Blue Suede Shoes, C. Perkins, Sun
5. Little Girl of Mine, Cletones, Gee

Philadelphia

1. My Blue Heaven, F. Domino, Imp.
2. Corrine, Corrina, J. Turner, Atl.
3. Long, Tall Sally, Little Richard, Sp.
4. Slippin' and Sliidin', Little Richard, Sp.
5. I Want You to Be My Girl, Teen-Agers, Gee
6. Hallelujah, I Love Her So, R. Charles, Atl.
7. Blue Suede Shoes, C. Perkins, Sun
8. Girl in My Dreams, Cliques, Mod.
9. Little Girl of Mine, Cletones, Gee

St. Louis

1. Fever, L. W. John, Kng.
2. Heartbreak Hotel, E. Presley, Vic.
3. Treasure of Love, C. McPhatter, Atl.
4. Forty Days and Forty Nights, M. Waters, Chs.
5. I Want You to Be My Girl, Teen-Agers, Gee
6. Corrine, Corrina, J. Turner, Atl.

Washington, D. C.

1. Long, Tall Sally, Little Richard, Sp.
2. Corrine, Corrina, J. Turner, Atl.
3. I'm In Love Again, F. Domino, Imp.
4. My Blue Heaven, F. Domino, Imp.
5. Magic Touch, Platters, Mer.
6. I Want You to Be My Girl, Teen-Agers, Gee
7. Treasure of Love, C. McPhatter, Atl.
8. Little Girl of Mine, Cletones, Gee

This Week's Best Buys

LOVE, LOVE, LOVE (Progressive, BMI)—The Clovers—Atlantic 1094—The group has a side here that is pulling both pop and r.&b. customers into the stores. Among the cities reporting it a strong seller are Boston, New York, Pittsburgh, Atlanta, New Orleans, Cincinnati and St. Louis. Sales were also good in Philadelphia, Nashville, Buffalo and Durham. Many Southern cities are also seeing nice action on the flip side, "Your Tender Lips" (Progressive, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

DELLA REESE

Headin' Home (Panther, ASCAP) — Jubilee 5247 — This new Buck Ram tune gets a wild and shouting going-over by the thrush in her most impressive outing to date. Shirley Gunter's version is already stirring in r.&b. circles, but this slicing can cut in for a solid share of attention and will likely move in the pop field as well. Flip is "Daybreak Serenade" (LaSalle, ASCAP).

BILLY BLAND

Chicken Hop (Maureen, BMI)—Old Town 1022—Bland uncorks an exciting, uninhibited piece of wax with a distinct funky, "down home" flavor. The disk drives and swings all the way with a great beat. Performance is top notch and one that's bound to catch plenty of coin. The flip is "Oh, You for Me" (Maureen, BMI).

SOUTHERN TERRITORIAL PICK

LITTLE WILLIE BROWN

Going Back to the Country (Lion, BMI)—Suntan 1112—Brown comes thru with a tremendously impressive blues shout. The wild, primitive quality of the vocal and the solid, wailing orking make it a natural Deep South contender. Flip is "Just Like This," another wailer, even more primitive with potential of its own (Lion, BMI).

Reviews of New R & B Records

THE FIVE KEYS

My Pigeon's Gone . . . 83
CAPITOL 3455—The boys could have a hit in this one—a happy-sounding, catchy rhythm item show-cased in a sock vocal rendition with a solid beat.

Peace and Love . . . 78

A solemn, sincere treatment of a "message" ballad. The Keys do a workman-like vocal job, but they're more effective when they pitch their spirits higher, a la the flip.

THE HAWKS

It's All Over . . . 82
MODERN 990—The group sings up a powerful vocal storm on a wistful weeper with sock solo work by the lead singer. (Modern, BMI)

Ever Since You Been Gone . . . 80

The Hawks sell strongly on a swiftly paced rhythm item with an insistent, hard-driving beat. (Modern, BMI)

THE YOUNGSTERS

Shattered Dreams . . . 80
EMPIRE 104 — A satisfying ballad side, with tasty, effective backing. Merits deejay exposure. (House of Fortune, BMI)

Rock 'n' Roll 'n' Cowboy . . . 71

This side is a blues with a Western-flavored lyric. Not as strong as flip. (House of Fortune & Quintet, BMI)

BILL HEYMAN BAND

I Want My Baby . . . 79
ALADDIN 3323—Heyman weeps and wails on a wonderful fast-paced blues job in the strict Southern tradition. This one drives hard all the way and had break-out potential. (Aladdin, BMI)

Easy . . . 74

This is a "Deep South" minor key blues with a fine authentic "bayou" flavor. Great echo sound creates a solid Southern quality. Top territorial potential here. (Aladdin, BMI)

THE CADILLACS

Woe Is Me . . . 79
JOSIE 798—A good rhythm side by the Cadillac, with an insistent toe-tapping beat. (Benell, BMI)

Betty My Love . . . 78

A ballad the teen-agers will find touching. The lead singer is show-cased by interesting vocal and instrumental effects. (Goday, BMI)

(FATSO) THEUS

Rock 'n' Roll Drive-In . . . 78
ALADDIN 3324 — Theus rocks 'n' rolls with some swinging stuff. The idea is you just stop at the drive-in for your rock 'n' roll kicks. Side has a shoulder-shakin' beat just right for the jukesters. (Recordo, BMI)

Be Cool, My Heart . . . 73

Repertoire in a spoken vein between the guy and his crazy heart highlight this lover's warning. It's a sincere reading but the jumping flip should move faster. (Rene, ASCAP)

AMOS MILBURN

I Need Someone . . . 77
ALADDIN 3320 — Pounding beat supports this blues-with-refrain item. Impressive production with girl group and persistent rhythm. Could cash in. (Aladdin, BMI)

French Fried Potatoes and Ketchup . . . 63

Old hat material reminiscent of Louis Jordan's golden days. Not much here. (Johnstone-Montel, BMI)

THE LEADERS

Lovers . . . 77
GLORY 243—Love is an intoxicating stimulus to the boys, if judged by this 90-mile-an-hour run-thru. This is an exciting side, with a steady build-up all the way. Should do well commercially. (Bryden, BMI)

Can't Help Lovin'

That Girl of Mine . . . 71
 What Kern and Hammerstein would think of the Leaders' styling of their tune would be hard to say. It certainly has never been done like this before. Controversy and curiosity will probably lead to copious air play. (Harms, ASCAP)

THE MELLOW KEYS

Listen Baby . . . 76
GEE 1014—Tune has a range of about five notes and is loaded with every cliché in the r.&b. book. Still it gets a potent performance that could carry it into the money. (Kahl, BMI)

I'm Not a Deceiver . . . 73

This one, needless to say, is closely related to "The Great Pretender," tho hardly as strong. (Kahl, BMI)

THE FOUR FELLOWS

Please Don't Deprive Me of Love . . . 76
GLORY 242—A sincerely etched ballad with a convincing, all-out emotional solo from the baritone lead. The other Fellows build a frilly harmonic framework that is highly effective. (Dreyer, ASCAP)

Darling You . . . 75

Another tender love ballad piped prettily by the group. (Bryden, BMI)

JIMMY RICKS

The Unbeliever . . . 78
JOSIE 796—Up-tempo inspirational song on this side. Backing picks up considerable drive as it goes along. (Oxford, ASCAP)

She's Fine—She's Mine . . . 74

Routine blues chanted competently by Jimmy Ricks. (Goday, BMI)

JIMMY BEASLEY

Ella Jane . . . 74
MODERN 991—Sincere, strong warbling by Beasley on an infectious rhythm ditty with a pounding beat. (Modern, BMI)

No Love for Me . . . 74

Same comment. (Modern, BMI)

JIMMY CASTRO AND THE JUNIORS

I Promise . . . 74
WING 90078—There is a frantic excitement to this side, wherein the chanter promises to love and be true. (Buchanan & Goodman, ASCAP)

Another Meaning of Love . . . 73

Another ballad about teen-agers who insist they know the meaning of love. This very popular theme is chanted nicely. (Buchanan & Goodman, ASCAP)

BILL SEDARES

Song of the Bongo Dums . . . 73
TEEN AGE 601—Sedares' intense vo-

(Continued on page 46)

Smash! POP and ROCK & ROLLER!

'HUM DE DUM'
c/w "Tell Me"
The GASSERS
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STRONGER THAN EVER!
 1011
THE CLETONES
LITTLE GIRL OF MINE
b/w YOU'RE DRIVING ME MAD
 1014
FRANKIE LYMAN AND THE TEENAGERS
I WANT YOU TO BE MY GIRL
b/w I'M NOT A KNOW IT ALL
GEE RECORDS
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ORIGINAL VERSION
GOING POP!
"A CASUAL LOOK"
b/w "Teen Age Promise"
 by **THE SIX TEENS**
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"BIG BOY"

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"YOU'VE GOT ME WRONG"
Billy Boy

VEE-JAY Records, Inc.
2129 S. Michigan Ave. Chicago
Phone: CAUmel 5-6141

THE FOUR TUNES
'DANCING WITH TEARS IN MY EYES'
b/w
"FAR AWAY PLACES"
Jubilee 5245

JUBILEE RECORDS
1650 Broadway New York City

Going Pop!
HEADIN' HOME
SHIRLEY GUNTER
MOD 989

Modern RECORDS
9317 W. Washington Blvd., Culver City, Calif.

GOING BOTH WAYS!
AMOS MILBURN
'I NEED SOMEONE'
c/w
'FRENCH FRIED POTATOES AND KETCHUP'
#3320

Aladdin RECORDS
Beverly Hills, Calif.

BREAKING POP!
BOBBY MITCHELL
GOIN' ROUND IN CIRCLES
AND
I TRY SO HARD
#5392

Imperial Records
6425 Hollywood Blvd. Hollywood 28, Calif.

BREAKING BIG!
PLEASE LOVE A FOOL
DON JULIAN'S MEADOWLARKS #394
CRY SOME BABY
ROY MILTON #398

DOOTONE RECORDS
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Best Sellers in Stores

For survey week ending May 30

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

This Week	Last Week	Weeks on Chart
1. I'M IN LOVE AGAIN (BMI)—F. Domino	1	8
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
2. LONG, TALL SALLY (BMI)—Little Richard	2	10
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
3. I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers	3	6
I'M NOT A KNOW-IT-ALL (ASCAP)—Gee 1012		
4. FEVER (BMI)—Little Willie John	4	4
Letter From My Darling (BMI)—King 4935		
5. CORRINE, CORRINA (BMI)—J. Turner	5	6
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
6. TREASURE OF LOVE (BMI)—C. McPhatter	9	3
When You're Sincere (BMI)—Atlantic 1092		
7. HEARTBREAK HOTEL (BMI)—E. Presley	7	9
I Was the One (BMI)—Vic 20-6420		
8. LITTLE GIRL OF MINE (BMI)—Cleftones	8	4
You're Driving Me Mad (BMI)—Gee 1011		
9. PLEASE, PLEASE, PLEASE (BMI)—J. Brown	12	8
Why Do You Do Me (BMI)—Federal 12258		
10. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	9	17
Please Be Mine (BMI)—Gee 1002		
11. IVORY TOWER (ASCAP)—O. Williams	14	9
In Paradise (BMI)—DeLuxe 6093		
12. MAGIC TOUCH (ASCAP)—Platters	11	10
Winner Take All (ASCAP)—Mercury 70819		
13. BLUE SUEDE SHOES (BMI)—C. Perkins	6	13
Honey, Don't (BMI)—Sun 234		
14. CASUAL LOOK (BMI)—Six Teens	—	1
Teen-Age Promise (BMI)—Flip 315		
15. RUBY, BABY (BMI)—Drifters	13	4
Your Promise to Be Mine (BMI)—Atlantic 1089		

Most Played in Juke Boxes

For survey week ending May 30

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

This Week	Last Week	Weeks on Chart
1. I'M IN LOVE AGAIN (BMI)—F. Domino	2	6
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
2. LONG, TALL SALLY (BMI)—Little Richard	1	9
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
3. CORRINE, CORRINA (BMI)—J. Turner	3	6
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
4. FEVER (BMI)—Little Willie John	—	1
Letter From My Darling (BMI)—King 4935		
5. MAGIC TOUCH (ASCAP)—Platters	4	7
Winner Take All (ASCAP)—Mercury 70819		
6. TREASURE OF LOVE (BMI)—C. McPhatter	—	1
When You're Sincere (BMI)—Atlantic 1092		
7. LOST DREAMS (BMI)—E. Freeman	10	2
Rockin' Around (BMI)—Imperial 5381		
8. IVORY TOWER (ASCAP)—O. Williams	—	1
In Paradise (BMI)—DeLuxe 6093		
9. PLEASE, PLEASE, PLEASE (BMI)—J. Brown	—	1
Why Do You Do Me (BMI)—Federal 12258		
10. WE GO TOGETHER (BMI)—Moonglows	—	1
Chuckle Um Bah (BMI)—Chess 1619		

Most Played by Jockeys

For survey week ending May 30

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

This Week	Last Week	Weeks on Chart
1. I'M IN LOVE AGAIN—F. Domino	1	8
Imperial 5386—BMI		
2. LONG, TALL SALLY—Little Richard	2	10
Specialty 572—BMI		
3. FEVER—Little Willie John	13	4
King 4935—BMI		
4. SLIPPIN' AND SLIDIN'—Little Richard	4	9
Specialty 572—BMI		
5. I WANT YOU TO BE MY GIRL—Teen-Agers	3	4
Gee 1012—BMI		
6. PLEASE, PLEASE, PLEASE—J. Brown	15	8
Federal 12258—BMI		
7. IVORY TOWER—O. Williams	7	9
DeLuxe 6093—ASCAP		
8. TREASURE OF LOVE—C. McPhatter	—	1
Atlantic 1092—BMI		
9. MY BLUE HEAVEN—F. Domino	5	6
Imperial 5386—ASCAP		
10. MAGIC TOUCH—Platters	6	9
Mercury 70819—ASCAP		
11. CORRINE, CORRINA—J. Turner	8	8
Atlantic 1088—BMI		
12. KISS FROM YOUR LIPS—Flamingos	—	1
Checker 837—BMI		
12. ROLL OVER BEETHOVEN—C. Berry	—	1
Chess 1626—BMI		
14. CAN'T STAND TO SEE YOU GO—J. Reed	—	1
Vee Jay 186—BMI		
15. DROWN IN MY OWN TEARS—R. Charles	12	15
Atlantic 1085—BMI		

The Original SMASH HIT!

LOVE, LOVE, LOVE

Atlantic-1094



The Clovers

b/w

"YOUR TENDER LIPS"

ATLANTIC RECORDING CORP.
157 WEST 57th St. NEW YORK 19, N. Y.

RHYTHM-BLUES NOTES

By BILL SIMON

Now that their Gee label is off and winging, George Goldner and Joe Kolsky are injecting new blood into their Rama operation. Last week they signed a new group, the Pretenders, and a blues singer, Mabel King. The Pretenders were all members of other recording groups, but Miss King will be cutting her first disks for the label. She hails from Charleston, S. C. . . . While plenty of new pop hits have been kicked off originally in r.&b., it's not too often that the cats can turn the hit trick with an old standard. But the Sophomores, in their very first release, have brought the oldie, "Every Night About This Time," to life. Their Dawn version has been covered by the Diamonds on Mercury, and Decca is re-releasing the old Ink Spots version.

It's no secret that more and more r.&b. "originals" are going pop, usually before the pop covers can even get

started. Chess and Checker are finding big pop acceptance for three of their big acts: Chuck Berry, the Flamingos and the Moonglows. . . . Looks as the "Dance With Me, Henry," is going to be around a while longer. The title of the erstwhile hit is going to be the title of an Abbott and Costello film which went into production last week. It will be a United Artists release. . . . Another new act cracked the money chart this week, the Six Teens, with their disking of "Casual Look" on the Flip label. Aside from that, the charts stayed in a fairly stationary position this round, with the first five disks in the same spots as last week, also numbers seven and eight.

A new, loot-laden area was opened up to r.&b. talent last week—that of TV commercials. The first important act to break the barrier was Atlantic's Ruth Brown, who got the word that her "test" effort for Lucky Strike had been accepted. It has taken the big agencies a long time to wake up to the sock selling abilities of r.&b. talent, but now that Miss Brown has convinced 'em, look out!

Shirley and Lee, the Buddy Johnson and Joe Jones orks have been booked for the annual June German Affair at Rocky Mount, N. C., to be held June 11. Jones' band and Shirley and Lee are currently doing one-nighters in the East, but they head South June 1 under the guidance of Shaw Artists. . . . Eddie Portnoy, Harlem disk mahoff, who has been operating the Record Shack as a leased department in Gelgold's on 125th Street, will move out to open his own shop on June 13. It also will be called the Record Shack.

Big Maybelle Smith, now with Savoy Records, opened Monday (28) for a week at the Hampton Music Club, Springfield, Mass. . . . Coral Records has signed a new rock and roll warbler named Jimmy Cavallo. . . . Herald Records signed a new quintet, the Dreams. . . . The Colts, Vita Recording group, make their TV bow on Jackie Gleason's "Stage Show" on June 9.

Buck Ram, who manages the Colts, along with the Platters, the Flairs, the Penguins and Shirley Gunther, and who cuffed such smashes as "The Great Pretender," "The Magic Touch" and "Only You," is joining forces with deejay Alan Freed in a campaign to cool down teen-age mischief makers who have been giving rock and roll a bad name. He has come up with a tune titled "Don't Be a Bunny," which has been cut for Wing by Sugar and Spice. The title, for any of our readers who may be square, means don't be a wise guy or trouble-maker.

The Cadillacs have been booked for three dates at the big Detroit Motorama (it figures), June 8, 9 and 10. Before that the Josie recording group played the Howard Theater, Washington, last week, then the Apollo, New York, the week of June 1. On the same Apollo bill will be Screamin' Jay Hawkins, Shirley Gunther and the Flairs. The following week at the Apollo, Clyde McPhatter will make his first solo appearance as headliner there. On the bill with him will be Frankie Lyman and the Teen-Agers and the Sil Austin band.

Reviews of New C & W Records

Continued from page 42

but it doesn't quite come off. (Pamper, BMI)

ERNE CHAFFIN
The Heart of Me 65
FINE 1010—Chaffin sobs effectively on a wistful weeper. (Singing River, BMI)

The Stop, Look and Listen Song . . . 68
A bouncy rhythm item chanted in sprightly Presley styled fashion. (Singing River, BMI)

JOHNNY TAYLOR
Mixed Up Rhythm and Blues 68
FIRE 106—Here's another Presley-styled country blues job. The side swings but there's room for only a few of the followers. Stacked against the real thing, this would have tough sledding. (Chris, BMI)

Sad, Sad Saturday Night 64
It's a sad, sad feeling that Taylor kicks up as he bemoans those lonesome Saturdays. The pattern is on a blues kick but initial interest fails to hold up over the long route (three minutes plus). (Bakersfield, BMI)

CARL AND CLIFF
A Rose for Mother 67
STARDALE 13—A sentimental tribute to mother is prettily harmonized by the duo. Carl and Cliff have a good, identifiable sound and could be commercially powerful with stronger

material. (Red Top, BMI)

It Takes Money 66
A light, humorous novelty with a bouncy beat. The boys do a good job harmonizing the material and get polished backing from the Country Cut-Ups. (Fairway, BMI)

THE BELEW TWINS
Take It on Down
(To Grandma's House) 65
CORAL 61641—Twin youngsters tell a multi-versed story in bright country harmony. Novelty angles would make it a good stage number. (Trinity, BMI)

Lonesome River 64
This one has a Western quality with a slow, loping guitar rhythm in the backing. Twins have an appealing harmony sound. (Trinity, BMI)

BONNIE AND JO ANN
Father 64
TALLY 101—Well timed for Father's Day is this reminder that dad deserves our gratitude just as much as mother does. Bonnie and Jo Ann do a quiet, sincere bit of voice blending. (Lu-Tal, BMI)

Please Don't Take Him From Me . . . 62
This melancholy plea brings out another convincing reading from the girls. Material is traditional and a bit hackneyed, but the vocal team is of interest nonetheless. (Lu-Tal, BMI)

Reviews of New R & B Records

Continued from page 44

cal evokes the jungle, voodoo, etc. Deejays might find this an interesting change of pace. (Windsor, BMI)

(I'm Crazy Bout the Teacher in Room) Two O Two 73
A cute novelty side with a theme which represents an interesting version of teen-age love. A good coupling. (Teen Ager, BMI)

ANNE KAYE
Every Fortune Teller Tells Me 72
GEE 1015—Girl packs personality into an appealing plaint. (Planetary, ASCAP)

Dilly Dally Darling 68
An energetic effort by the thrush adds up to little. (Kahl, BMI)

THE CHESTNUTS
It's You I Love 71
DAVIS 447—A happy swinger with a rhythm that gives an energetic kick to the material. Lyrics are cute in that it strings together nursery rhymes and children's verses cleverly into expressions of love. There is a lot of commercial potential here, if properly exploited. (Davis, ASCAP)

Love Is True 68
A more conventional r.&b. ballad, also skillfully harmonized and adorned with a heart-felt solo by the lead. (Davis, ASCAP)

THE FIVE SATINS
The Jones Girl 69
EMBER 1005 — Enthusiastic vocal treatment of a bouncy rhythm opus with a strong, solid beat. (Angel, BMI)

I'll Remember
(In the Still of the Nite) 67
The Satins chant with warm expressiveness on a smoothly paced ballad with dramatic lyrics. (Angel, BMI)

LYNN HOPE
Blues in F 65
ALADDIN 3322—Hope offers a jamming instrumental that could win some juke plays. (Aladdin, BMI)

Cherry 65
A favorite oldie gets the modern touches in this dance-styled instrumental side. Has juke interest. (Melody Lane, BMI)

AL KING
Joy Ride 64
DAVIS 448—An instrumental side with tenor sax setting a mad pace for the band. The blowing, for all its sound and fury, has no clear aim. Even as dance music, it is poorly conceived. (Davis, ASCAP)

Melancholy Horn 63
Tenor and baritone saxes kick a simple riff back and forth without seeming to know what to do with it. The basic idea is repetitious and unimaginative. (Davis, ASCAP)

FOLK TALENT AND TUNES

Continued from page 42

Pewee Maddux, WVMi deejay, is c.&w. a.&r. rep for the Fine firm.

Texas Bill Strength and Johnny T. are still flipping c.&w. platters weekdays over KEYD, Minneapolis, with Vern Weekman gaining in recognition with his country shows over the same station on Saturdays. . . . Jack Turner, Montgomery, Ala., made a promotion trip to Mobile, Ala.; Gulfport and Biloxi, Miss., and New Orleans recently to plug his newest Hickory release, "Everybody's Rockin' But Me," which is reported catching on handily in that sector.

June bookings for the gospel-singing Blackwood Brothers Quartet are as follows: Little Rock, Ark., 7; Fort Worth, 8; Lubbock, Tex., 9; Abilene, Tex., 10; Waco, Tex., 11; Houston, 12; Monroe, La., 13; Gadsden, Ala., 14; Macon, Ga., 15; Atlanta, 16; Paducah, Ky., 21; Tupelo, Miss., 22; Birmingham, 23; Knoxville, 26; St. Louis, 28; Centralia, Ill., 29, and Memphis, 30. . . . Jimmy Dickens is set for Bristol, Tenn., June 1-2, and West Grove, Pa., June 3. . . . Hank Thompson and His Brazos Valley Boys are set for the follow-

ing personals thru June: Wichita, Kan., June 1; Oklahoma City, 2, 9, 16, 23, 30; Bandera, Tex., 6; Wichita Falls, Tex., 14; Lawton, Okla., 15; Bartlesville, Okla., 21, and Seminole, Okla., 22.

Deejay Bob Pilant, who recently joined Station KATI, new music-news indie in Casper, Wyo., plans to launch a jamboree-type stage show in Casper soon in association with local theaters. He plans to use an occasional top name to head up his shows. . . . Joe Hodges, singing guitarist, and Jerry Case, 12-year-old electric guitarist, are doing a live 15 minutes each Saturday at 3 over KFTV, Paris, Tex. The live show is a segment of Pee Wee Reed's disk show, "Red River Valley Jamboree," heard on KFTV, 2-3:30 p.m., across the board.

Betty Lee and Walter Riddle, of WARI, Peru, Ind., have just concluded a swing thru Wisconsin and are set for an early visit to Jacksonville, Fla., to discuss recording plans. They have a string of persona's in Indiana coming up soon. . . . Chap's Roadside Rascals are playing for dances in and around Medford, Ore. . . . Curley Gold and His Texas Tune Twisters, west-

Reviews of New Jazz Records

LOUIS ARMSTRONG
Six Foot Four
(The Faithful Hussar) 79
COLUMBIA 40711 — Armstrong scratches out a vocal on this German adaptation, an amusing trifle. Good Trummie Young trombone and scaring trumpet by Satch. (International, ASCAP)

The Faithful Hussar 78
Mostly instrumental on this side, taped at a concert. More good 'bone and excellent New Orleans ensemble. For the faithful. (International, ASCAP)

Reviews of New Sacred Records

GENE AUTRY
If Today Were the End of the World . . 76
COLUMBIA 21527 — Gene Autry's fans will like this religious song, with a moving theme and a leisurely tempo. (Western, ASCAP)

God's In the Saddle
(Right There by My Side) 75
Another inspirational side—this one with a lighter beat. (Valley, BMI)

Other Records Released This Week

Popular

Doodle-Do-Do; Rockin' Chair — Dick Jurgens, Coral 61637

Half Lovin'; The Rhinoceros—Osie Johnson Ork, Victor 6547

Hey! Little Dreamboat; Please Make My Daddy Understand — Brenda Kay, Real 1312

I Could Have Danced All Night; I've Grown Accustomed to Her Face—Sammy Kaye Ork, Columbia 40707

Il Torrente (You Can't Keep Running); Spaghetti Rag — Robert Maxwell Ork M-G-M 12254

Mahalo E Hilo Hanakahi; Heart of Paradise—Splash Lyons, Decca 29917

Marimba Charleston; La Marimba — Marimba Chiaps, Capitol 3447

Old New England Waltz; With the Good Lord Willing — Claire Hogan, President 1010

The Peanut Polka; The March Hare—Will Blake Sextet, London 1673

Picaroon; Wishing Well (Waltz)—Jacques Belasco Ork, M-G-M 12257

Somebody's Gotta Lose; It's Been So Long — Maria Cole, Capitol 3446

South Sea Island Magic; Every Hour On the Hour—Alfred Apaka, Decca 29919

Walkabout, Really Do Care—Honey Kalima, Decca 29918

The Waltz of Love; Relax—Ralph Hermann Ork, ABC-Paramount 9701

Wayward Wind; These Ol' Bones — Jack Valentine, M-G-M 12267

Yuccabean; Can-Can Petticoat — Jack Richards and Hall Daniels, Harmad 112

Country & Western

Indiana Mama; Daddy, Hurry Home—Cliff Waldon, Stardale 12

My Friends; Created Equal—Brother Bill, Fire 105

My Gambler's Heart; Here's to You—Polly O'Neal and Joe Wolverton, Columbia 21526

Pink and Black; Little Red Wagon—Sonny Fisher, Starday 244

Tennessee Rock 'n' Roll; Don't Owe You Nothing—Bobby Helms, Decca 29947

Tired and Sleepy; Fool's Paradise—Cochran Brothers, Ekko 3001

Your Everything (I Wish That She Could Be); Yer fer Me — (Fuzzy) Owen, Tally 102

Rhythm & Blues

My Love for You; Now That Autumn's Here—Reg Wilson, Herald 473

ern swing combo featuring Diah! Graham on banjo, and Prince Wain, steel man, recently entertained the lads at Marine Hospital, San Francisco, with a two-hour show. . . . Lonnie Barron, of WDOG, Marine City, Mich., headed south recently on a combined business and pleasure trip. He visited his parents near Meridian, Miss., for a few days and then hopped into Meridian for the Jimmie Rodgers Day celebration. He was accompanied on the trip by Okie Jones.

Tex Ritter and Merle Travis took off last week for appearances in Ireland and South Africa. . . . "Town Hall Ranch Party" began its second season at Sierra Creek Park, near Los Angeles, Decoration Day. Gang enjoyed a profitable run there last season.

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The Home of Show Folk

Mike Barnes, Talent Booker, Dies at 79

CHICAGO — Funeral services for Mike H. Barnes, 79, for many years one of the nation's leading bookers of outdoor talent at fairs, were held Thursday (31) at Lain's Funeral Home here. Interment was in Showmen's Rest, Woodlawn Cemetery.

Stricken with a heart attack Friday (25), Barnes died in a hospital Tuesday (29). He remained conscious to the end and detailed his personal wishes on funeral arrangements.

Barnes had been a dominant figure in the outdoor booking field for more than 30 years. His first venture in show business was a short-lived carnival, from which he turned to agenting vaude acts. Successful as a representative of acts, he joined his brother, Fred, now long since dead, in the fair booking business.

Rumley Pacts 7 N. C. Fairs

DURHAM, N. C.—C. M. Rumley, head of the booking office bearing his name, announced his organization would provide entertainment at seven North Carolina fairs this season. On the schedule are the Wilson County Negro Fair, Wilson; Granville County Fair, Oxford; Edgecombe County Fair, Tarboro; Harnett County Fair, Dunn; Onslow County Fair, Jacksonville; Lenior County Fair, Kinston, and the Green County Fair, Snow Hill.

NEW SHOW ANGLE:

Tent Theater Sets Tie-In With Shop Mart, Chain Store

DETROIT — When the new Northland Playhouse opens here June 29 it will mark a new type of entertainment promotion—one that is integrated into a planned shopping center and is being sponsored by a grocery chain.

The theater will operate in the 103-store Northland Shopping Center, one of the nation's largest, and the 1,500-capacity tent, a theater-in-the-round type, will be set up on a paved parking lot normally used for overflow parking.

The Kroger Company is co-sponsoring the theater by offering tickets to its customers. These may be exchanged for tickets at a 25 per cent discount. Kroger, which operates one of its biggest supermarkets here, is publicizing the playhouse thru its regular media

Palmyra Sets 4 Race Days

PALMYRA, N. Y. — Harness racing has been tentatively set for all four days of the Palmyra Fair, August 15-18. Decisions on racing and the \$15,000 in cash and trophy awards of the 101st annual event were made at an association meeting recently, presided over by W. Ray Converse, secretary of the Palmyra Union Agriculture Society. Directors' and department heads were also addressed by Vernon Cator, society president.

Together, they were affiliated with the World Amusement Service Association, along with the late Ed Carruthers and others. At the dissolution of the World Amusement Service Association in late 1927, he and his brother and Carruthers founded the Barnes-Carruthers Fair Booking Association.

That organization dominated the fair-booking field in the Midwest for close to three decades. It

(Continued on page 53)

La. Fair Inks Steiner Rodeo For '57 Dates

SHREVEPORT, La.—The Louisiana State Fair last week awarded Tommy Steiner, Austin, Tex., rodeo producer, a contract to again produce a show here May 15-19, 1957, Joe Monsour, fair secretary-general manager, announced.

Contest rodeo made its debut here last week with Steiner as producer of an RCA-sponsored event which attracted an estimated 28,000 people and paid out prizes of close to \$7,000.

Next year's scheduled event will include five performances, four at night and the fifth on a Sunday afternoon. Events will again be held in the Hirsch Memorial Youth Center on the fairgrounds.

and is in effect underwriting a portion of the operating expense. Approximately half the theater's tickets will be merchandised by Kroger with the balance to be sold thru normal channels.

Advertising and public relations for Northland Playhouse is being handled by L. A. Berman Company here.

Oregon State Books Balloon

LOS ANGELES—The Badger Balloon Company here will feature its balloon ascensions for the second consecutive year at the Oregon State Fair in Salem starting September 1, Victor Heisler, manager, said last week.

The ascensions have also been booked for the fair in Roseburg, Ore.

Badger recently played the Calaveras County Fair and Jumping Frog Jubilee in Angels Camp. Because of high winds, a parachute jump from an airplane was substituted when the gusts prevented inflation of the balloon.

Alfred B. Sievert said that contracts are being negotiated with other fairs in California, Oregon and Washington.

Ralph Wiggins is again featured as the stunt man. He recently completed four weeks at the Warner Bros. picture studios in Burbank where "The Lindbergh Story" was made.

Sweeney Races Pulls 14,503 At Topeka Oval

TOPEKA, Kan.—Al Sweeney's National Speedways, Inc., topped all auto race attendance records at the Kansas Free Fair oval here Memorial Day with a whopping 14,503 fans who filled the stands and overflowed into the infield. Feature of the program was the 8th annual 100-mile late model stock car marathon.

The event ran off despite a soft and rutty track, the result of a three-quarter inch rainfall. And the program was started 15 minutes early to escape predicted thunderstorms. Rain fell around the city but missed the track.

PROMOTION A WINNER

Pyros, Train, Floats: Sock Brewery Combo

NEW YORK — Fireworks at resorts, novelty train showings at fairs, and float participation in parades continues to be a winning promotional formula for the Schaefer Brewery. The pyro displays were started some seven years ago off the Coney Island and Rockaways' Beach boardwalks, and three years ago the firm added Revere and Nantasket beaches in Massachusetts to the schedule.

That was soon followed by showing of the novelty Schaefer train, which played celebrations and fairs with considerable success. Last winter's circuit in Florida, including the Gasparilla festivities in Tampa, was made by a special float.

New York area fireworks, with 22 shows listed, get under way June 26 and will be shot from a barge off Steeplechase Pier. Schedule will be Tuesdays at 9 p.m. thru August 28, plus July 4 and Labor Day. Rockaways' shows off Playland Park start June 28 at the opening of the new tran-

R-B Holiday Big; Philly Gate Down

PHILADELPHIA—The Ringling show will wend its way northward next week after a Philadelphia stand which at best could be described as fair. Union picketing continued thru the week at the narrow Lighthouse lot at Front and Erie. A legal move to prevent the labor display was not successful. Thru yesterday, business was not up to the record grosses scored in 1955.

Setting up here was delayed several hours on Monday (28), with the show hampered in its departure from Washington by unfavorable footing due to downpours which created a sea of mud on Sunday (27). The haul out of the capital was a relief to management, for the weekend there was below expectations, altho not as bad as show critics claim.

Saturday's matinee was three-quarters full and the night attendance was around 4,500. Sunday matinee was two-thirds and the night show pulled less than 2,000 in the rain. Sundays are rarely bonanza nights.

The opening in Washington was delayed to 4:30, with neither elephants nor horses taking part in the matinee. Weather was poor and about a quarter house was invited to return the following day to see the show free. Fortunately, those that returned found plenty of seating room for their second visit to the Big Show, as well as for the first.

Despite the rigors of unfavorable weather and uncertain business conditions, morale on the lot was generally good. The first evidence of violence surrounding the picketing appeared here, and neither public nor show workers looked on the incidents favorably. These were on Monday morning. At one time a local truck hauling shavings was the target of a brick, which crashed thru a window and injured the driver. A couple of local people, not involved in the labor dispute, were jumped under a nearby railroad bridge and treated roughly.

Business here was poor early in the week, but jumped nicely for Memorial Day when a full matinee was recorded.

Opening day show was delayed until around 6 p.m. by the late set-up. The matinee was a sell-out

(Continued on page 53)

HOT, COLD, WET

Woeful Weather Gone —And Good Riddance

NEW YORK—One of the most unpredictable early season periods in years was climaxed Wednesday (30) by Memorial Day weather, which ranged from mild to sticky to downright wet.

Outdoor show business along the Eastern Seaboard felt the effects of the changeability of the elements. Generally speaking, this has been

far from a satisfactory start for many operators, and the holiday was little help toward overcoming the nut.

Indian summer, which graced shore and park operators several weeks ago, helped get the season off running, and hopes at that time were for a highly satisfactory year. The boom dropped shortly afterward, with snowstorms followed by the coldest month of May in many years.

Brisk weather and rains have hit like clockwork on key weekend operating days. Memorial Day, a chance to recoup after disappoint-

(Continued on page 49)

Pa. Promoters Seek Charter

PHILADELPHIA — William Penn Fairs, with offices here, has filed an application with the State for a certificate of incorporation. George W. Dunn Jr. is the fair firm's legal representative.

According to its application, it has been organized to "engage in the business of promoting fairs, farm shows, beauty shows and contests, exhibitions, auto racing, entertainment, sporting events, musical shows and productions, dramatic entertainment, operas, circuses, athletic tournaments and any and all activities related to the main purpose of the corporation, and further to buy, own and sell any type of real estate that may be necessary to effect the purposes of the corporation."



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Still Dates have been great for Carnivals.

Fairs are pouring millions of dollars into improvements, expansion, etc., to take care of bigger crowds and assure themselves another record-breaking year.

Major Amusement Parks are off to a good start and have the "bulk" of the season ahead of them.

Kiddielands and Amusement & Recreation Centers are enjoying larger grosses than ever.

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During the next five months millions of fun-seeking Americans will attend Fairs, Carnivals, Circuses, Parks, Kiddielands, etc., and this year they'll have more money to spend on Rides, Shows, Attractions, Eats, Drinks, Novelties, Gifts, Souvenirs, Prizes, etc., than ever before. Naturally EVERY RIDE OWNER, SHOW OPERATOR AND CONCESSIONER will have to operate at TOP STRENGTH and carry a FULL STOCK of all supplies to get TOP MONEY.

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SUMMER SPECIAL dated JUNE 30

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- Survey on the Outlook for Fairs, Carnivals, Circuses, Amusement Parks, Kiddielands . . . ALL Branches of Outdoor Showbusiness.
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GOING PLACES

Leonard Bros. Beats 'Experts'; Does Okay

By TOM PARKINSON

LEMONT, Ill.—Leonard Bros. Circus people recall that "experts" said they wouldn't last long enough to get out of Ohio, but the new show is rolling along in good shape.

Contrasting the nickname of the owner, Arthur (Hardtimes) Leonard, the show has some money and has been enjoying okay business. While it may not yet be clear out of the woods, it is making good progress and the season has only started.

Moreover, the show already has a set-up many operators would settle for. But around the Leonard show they are not yet satisfied; they are building toward bigger things. They have been adding trucks and other equipment. They are licking a route problem and getting paper out. They are looking forward to the time, not far off, when they can take on more acts.

The performance starts with a spec and switches to a display of three pony drills. They are worked by Hugo Schmitt, George Barton and Margie Leonard. Clowns work the firecracker gag.

Cal and Torchy Townsend work their cradle trapeze number that includes foot suspensions and neck suspension. Clowns work a tooth routine.

Hugo Schmitt, formerly with Ringling and Mills as elephant superintendent, presents a new act. It consists of a baby elephant, zebra and guanaco. The bull and zebra work a routine drill. The guanaco is brought in later for a similar drill with the elephant and it winds up with some high jumps over the bull.

The act is unusual in this country and should prove highly successful. It scores well enough now. But Schmitt points out he has been working on it only since January and that in a few more weeks it ought to show much progress. It demonstrates the kind of initiative in presenting something different that is needed in the business.

Priscilla Townsend works on the swinging ladder. George Barton follows, riding his menage horse. Cal and Torchy Townsend come on for their revolving ladder number, which is preceded by much talking that isn't always audible but which is topped with good comedy on the ladder. DeWen and Company (2) follow with a good slack-wire turn.

Teresa Morales makes a good appearance with her single trap number and heel catch. The clowns are back and they include Archie Silverlake, Emma Duke and Mauricio Drougett. The George Bartons work their four-horse Liberty number. Teresa Morales and Torchy Townsend return for web. Mauricio Drougett has the center spot with his flashy juggling of clubs, hoops and balls, while the Wens have a side ring for similar juggling, giving the show a strong display. Drougett finishes with hat juggling that gets attention.

Winding up the performance is a return by Hugo Schmitt and the baby bull, now accompanied by young Roman Schmitt. The elephant works a standard single routine with some good highlights, like a hind-leg stand. Then it switches to counting and pick-out business.

Cal Townsend is announcer. Show uses records now but is seeking a different set-up. There is talk of augmenting the performance for some upcoming stands. The elephant is used for riding kids before and after the performance. Roy Bible had a chimp and other acts with the show, but closed.

Replace Equipment

Nucleus for the show was the Fred J. Mack Circus equipment of last year. That canvas, a 70 with two 30's and a 40, is in good shape. Chairs are used front and back. There is a Side Show top, but it was not used on the small lot here, and new banners for it are on order. It will house the animals of Schmitt and Barton.

Some rolling stock dates back to Mack, but Leonard has replaced much and added some. There are now about 12 trucks, including two rigs owned by George Cole, Chicago.

Cole has added his bandwagon, air calliope, and four cages as well as other equipment and his pony hitches. This is used to stage parades in several of the Chicago suburbs now being played by the show. The parade will not be retained for the full season.

Three Agents, Biller

Cole booked a number of Chicago-area stands being played now. Also on the advance and booking dates are Raymond Duke and A. T. Rumsower. They have Bob Deck. (Continued on page 52)

Woeful Weather

Continued from page 47

ments of earlier weeks, was discouraging for the most part. It was the first of every season's three big holidays. Forecasts were for spotty weather, and that is exactly what occurred.

Parks, Beaches Suffer

Riverside Park in Agawam, Mass., was hit by ill-timed showers, as was Lincoln Park on that State's coast. It was far from a "beach day," with skies being murky and with the constant threat of storms being present. Shore operators were lucky to get what they could, according to reports.

May was much more fickle this year than usual. Temperatures skyrocketed from around 40 last week-end, to around 90 on Memorial Day.

With June promising pleasant skies and increased attendance resulting from vacations and shuttered schools, the worst springtime weather in years has finally passed. And for most operators the feeling is, good riddance.

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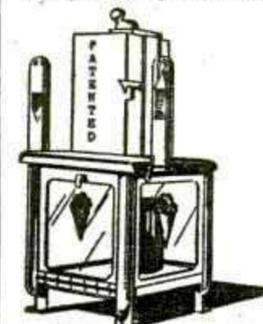
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Herb Dotten

He Carried the Banner

THERE is no picture of Mike Barnes in this issue. By news standards, there would be. Mike, who died Tuesday, May 29, at the age of 79, merited such treatment. He had been one of the nation's leading bookers of outdoor talent. He had given stability to the booking field. And, he had contributed considerably to the development of fairs.

There is no picture of Mike Barnes because of Mike's dying request that publications refrain from publishing one of him at his death. And, we yield to that.

Mike's request points up the tenor of his rags-to-riches life. To Mike, show business above all else was a business. In that traditional sense, Mike was not a showman. He did not sell his own personality. He sold his product. As the saying goes, he was all business.

Even in the hours immediately before death closed in on him, Mike was all business. Knowing the end was near, he gave detailed instructions to members of his family and to his business associates on what he wished them to do after his death.

A frugal man who amassed one of the largest fortunes of any person ever in outdoor show business, Mike was widely known for his appreciation of a dollar. Mike himself was well aware of his reputation.

"Have you ever carried the banner?" was the question Mike asked in explanation.

On His Own at Age 10

Mike had. As a boy of 10, he ran away from his stepmother's home in Ossining, N. Y., to go to New York City, where he arrived with 25 cents and only one year of public schooling behind him. He was forced to sleep in hallways, coal boxes and anything that would shelter him from the weather.

His paper route was in the tough area running from Park Row to Chinatown. It was rugged, and Mike, trying to better himself, shipped as a cabin boy on a Panama-bound freighter. But that was equally rough. Caught in a trade wind, the three-masted schooner was out 90 days. Provisions were exhausted and the crew took to fishing for food.

Mike hopped a freighter back to New York, resumed selling papers, saved enough to get a job as a Wall Street messenger boy, and then jumped to a job with a German newspaper. He became aware of his scant schooling in that job, entered night school and later moved to the paper's typographical department, then to the editorial side and thence to the circulation side.

He worked his way up to chief of the city delivery, meanwhile saving as much money as possible. By the time he was 20, he had put aside a tidy sum, invested it in apartments but was wiped out by the panic of 1909.

Introduced Revues at Fairs

Undaunted, Mike again started to save and when he acquired \$50 he speculated in cotton and ran it up to \$11,000. His brother, Fred, meanwhile had established himself in the fair booking business in Chicago and urged Mike to join him. Mike went to Chicago in 1911, intending to go into real estate speculation, rather than the booking field. He did neither. Instead, he invested his money in a carnival, but the carnival and his investment proved short-lived.

Mike next turned to vaude booking—and in this he clicked. He became one of the top 10-percenters in Chicago. At the same time, he assisted his brother Fred in the fair booking business. The combination was a success.

Mike and Fred joined others in the World Amusement Service Association, which was set up in 1922 to serve all of the attraction needs of fairs. In 1927 that organization was dissolved, and the Barnes-Carruthers Fair Booking Office, with Ed Carruthers as a principal and Sam J. Levy Sr. and Fred H. Kressman as staffers, was organized.

The Barnes-Carruthers office thrived. Mike, the businessman, early saw the possibilities for fairs in revue-type shows first introduced at New York's Hippodrome. He overcame the objections of his associates, and the Barnes-Carruthers office was the first to present them at fairs. They proved winners—and their success did much to develop fairs.

Rated High on La Salle Street

Mike continued active in the booking business until after World War II. Then, following an illness, he sold out to Sam J. Levy Sr., a long-time associate, and the firm's name was changed to Barnes-Carruthers Theatrical Enterprises.

Until his death, however, Mike continued with one foot in and one foot out of the booking business. He still serviced several of the Barnes-Carruthers accounts and, when not thus occupied, he busied himself as a large-scale investor in stocks and bonds and holder of substantial real estate. As an investor, he was highly esteemed on Chicago's La Salle Street because of his keen sense of values and his awareness of economic trends.

The scars of poverty, however, never left him. For a hobby, he had turned stamp collector. He developed a valuable stamp collection—a buttress against the memories of his early bleak years and food for his ever-active mind.

Never a "soft touch," Mike's heart opened up to those who tried yet still felt the blows of poverty.

Not long ago a small news item buried in a Chicago newspaper told the story of an 11-year old girl, who, trying to save so that she might buy Christmas presents, had picked berries during the summer and had accumulated \$23 only to have it stolen. There was a footnote to the story. A donor, identified only as M. H. Barnes, had sent the girl a check for \$23 to cover her loss. The M. H. Barnes was Mike Barnes.

Stormyville, N. Y., Sets Firemen's Cele Acts

NEW YORK—A nine-day firemen's celebration will be held in Stormyville, N. Y., beginning July 27. Abe Feinberg is providing a collection of acts for night performances.

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New L. I. Arena Opening in Sept.

NEW YORK — Long Island's new show structure in Commack, the Long Island Arena, is expected to open the first week in September, probably with an ice show. During that same period, "Ice Capades" will be booked into Madison Square Garden here.

An initial bond offering was placed on sale last June of 175,000 shares at \$1 each. This was oversubscribed by some \$5,000 and an additional offering for new financing is on sale now. This is for 525,000 shares at \$1.50 each.

Construction has been proceeding rapidly. The site covering 22½ acres has been cleared, primary

foundation and buttresses are in, arches have been delivered, and the refrigeration system should be installed during this month. The Arena will be a quonset-like building, with 4,200 permanent seats. For an event like basketball it can take 1,500 more, boxing will allow for a total of about 6,200 seats.

Commitments made so far include one by the New York Rangers hockey team to use the place for practice, instead of sending players and families to Canada for pre-season workouts. The New York Rovers will be revived for the Eastern Amateur Hockey League and will use the Arena as home rink.

There will be parking for 2,500 cars on the site. Ice rink will be the same as in Madison Square Garden, measuring about 85 by 200 feet. Initial plan is to charge 50 cents per car for parking. The Arena firm will operate its own concessions.

Managing the building will be Thomas Lockhart, associated for decades in Madison Square Garden operations. He is president of the EAHL and also of the Amateur Hockey Association of the U. S., and has long been an AAU official. Directors are William H. Linck, president and treasurer; Peter Lockhart, vice-president; Thomas Lockhart, secretary and general manager; James Van Alst, the architect; George A. Hahn, Arthur A. Kaye and Hugo S. Radt.

Precise location is on Veteran's Memorial Highway in Suffolk County, off Sunken Meadow Parkway off Jericho Turnpike. The location, 10 years ago a desolate spot, has since taken on the air of many Long Island sections, which have sprouted with new homes. Population center of the island has rapidly shifted further from New York City, and the Arena will provide a proper setting for all manner of indoor endeavors, such as boxing, hockey, dancing, conventions, exhibitions, ice shows, rodeos, circuses, horse and dog shows, and others.

Industrial Group Meeting in N. Y.

NEW YORK—The 15th annual trade show of the National Industrial Recreation Association will be held Monday thru Wednesday (3-6) in the Hotel Statler.

Lew (Bozo Kelly) Rich writes that he is honorary chairman of National Circus Week and that he will be producing clown at the Barnum Festival again this year.

Brewery Combo

Continued from page 47

the four Nantasket shows will be on July 4 and 21, August 11, and September 3. The total represents five shows more than the six offered last year.

C. of C. Sponsorship

All fireworks are shot off by Joe Godin, of Interstate Fireworks Company, Springfield, Mass., and are offered with co-sponsorship of the local Chamber of Commerce. Such backing, Schaefer has found, has brought the best in publicity and local attention.

The brewery's train has been refurbished and another solid route of fairs will be played this fall. Major dates in 1955 included State fairs at Syracuse and Trenton, and the Eastern States Exposition in Massachusetts. Requests for bookings have been numerous and Bob (Mickey) McKinley, of Schaefer, handling the attraction, is not releasing the list until conflicts can be worked out. There are still a couple of open weeks. Where the train played the Barnum Festival last year, it is noted, the firm is building a special parade float this year for the annual event in Bridgeport, Conn.

Advantages of the novelty train, with body built on a jeep chassis and several cartoon-like, rubber tired cars following it, are attractive. It can tour downtown streets as publicity for the event, using its public address system to increase interest. This worked well for Eastern States. Only reference to the owner is a large mock can of Schaefer Beer carried on the imitation flatcar. At times a caricaturist sets up on the flatcar to make free sketches of patrons.

While limited to the firm's distribution area, the fireworks, train and parade float program have reportedly been highly successful since their inception.

Arena Recap

BALTIMORE PLANNERS SEE CHARLOTTE ARENA

CHARLOTTE, N. C.—Officials planning Baltimore's proposed Civic Center were here recently to inspect Charlotte's new civic center which includes a major arena and auditorium. The Maryland Legislature has authorized a \$6,000,000 loan to the city for the proposed buildings.

SASKATOON OFFERING ARENA AT \$250,000

SASKATOON, Sask. — The Arena in downtown Saskatoon is up for sale. Directors want \$250,000 for the rink and \$25,000 to \$50,000 for their hockey franchise.

ALBERTA TOWN PLANS ARENA REPLACEMENT

GRIMSHAW, Alta. — The Grimshaw Arena, built a year ago and destroyed by fire in April, will

be rebuilt as a structure that can accommodate year-round activities.

DENVER HOME SHOW REACHES NEW HIGH

DENVER—About 250 exhibitors combined to make the Denver Home Show of this year the biggest in its history, according to show officials. Show was at University of Denver field house and arena.

LOS ANGELES EXPO USING STAGE ACTS

LOS ANGELES—Los Angeles Home Show will open June 14 for a 11-day run at the Pan Pacific Auditorium. Featured on the outdoor stage will be comedian Paul Gilbert, the Wilder Brothers and the Moro-Landis Dancers with Gene Nash. Three other attractions will be booked to round out the shows. They are expected to be signed soon.

AUDITORIUMS & ARENAS

'Follies,' 'Capades' Take Over as Wirtz Folds 'Hwd.'

By TOM PARKINSON

ARTHUR M. WIRTZ has announced he is folding the "Hollywood Ice Revue." The major icer just completed its 21st year, a span that covered the fabulous time when Sonja Henie headed the cast.

Removal of the show from the arena picture makes some points obvious and leaves some still to be answered.

"Hollywood's" contemporaries, "Ice Follies" and "Ice Capades," are in the picture from the first. It is understood that Wirtz's folding of his unit came after West Coast talks with operators of the other ice shows. They figure in the future of "Hollywood" dates and "Hollywood" people.

BACKBONE OF THE "Hollywood" route was the string of Wirtz-controlled buildings—Chicago Stadium, New York's Madison Square Garden, Detroit Olympia and St. Louis Arena. Formerly the Indianapolis Coliseum was included.

All three icers played the Chicago building, and the two are expected to continue; this should hype "Capades" business in Chicago.

"Ice Follies" already plays Detroit and now it will be joined there by "Ice Capades." This will be "Capades" first time in Detroit.

Moreover, "Ice Follies" will take "Hollywood's" place in New York, a return for that show after several years hiatus. While no announcement has been made, "Ice Capades" might be expected to make St. Louis.

Apart from those annual dates, the "Hollywood" route was pretty fluid. It included Milwaukee Arena, where other ice shows also appear annually, and there probably will be no direct replacement for "Hollywood." "Hollywood" made other cities but not usually on a regular basis. These spots will be open to deals with other shows in most cases. They include not only some major spots, but also some new ones. The latter counted Winnipeg, Man.; Raleigh, N. C., and Charlotte, N. C., this year.

THUS, "ICE FOLLIES" and "Ice Capades" will absorb much of "Hollywood's" basic route and the change will serve to cut down the number of shows making some other cities. The closing also serves to point up that there are numerous arenas coming on the scene in search of an ice show.

With new buildings being completed at a good pace and with fewer icers in the field, it would seem to be a ripe time to expect new shows or more second units. Elimination of "Canadian Ice Fantasy" also opens more rinks to new or existing blade shows.

Money was no problem with the Wirtz show. Business was adequate. Gross was off from the million-dollar Henie heyday and off, too, from more recent times. But that wasn't the reason for closing. The show made out okay and could have accepted a number of additional bookings that would have made its winnings impressive.

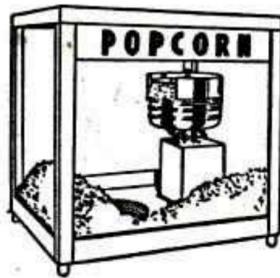
But Wirtz is much occupied with other activities and apparently had lost some interest in ice. He is expected to be busy with International Boxing Club affairs, with his Bismarck Hotel acquisition in Chicago and with other similar businesses.

Dan Kelly Quits At Prince Albert

PRINCE ALBERT, Sask.—Dan F. Kelly resigned as manager of

the Prince Albert Agriculture Society, effective May 31.

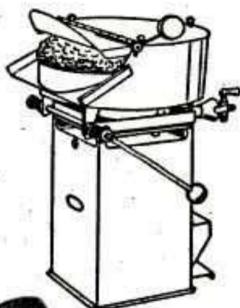
He came to Prince Albert in January, 1950, after having served as assistant manager of the Manitoba Winter Fair in Brandon.



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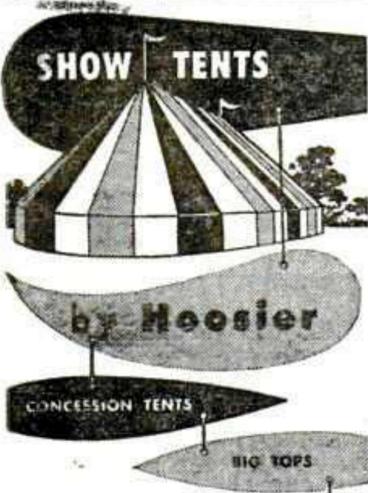
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Carnival Routes Send to 2160 Patterson St. Cincinnati 22, O.

Almo Expo.: Raton, N. M.; Cheyenne, Wyo., 11-16. American Beauty: Keokuk, Ia. Amusements of America: Dover, N. J. Badger State: East Grand Forks, Minn.: International Falls 12-17. Baker Expo.: Brazil, Ind.; Marlon 11-16. Baker United: Crawfordsville, Ind.; Noblesville 11-16. Beam's Attrs.: Johnstown, Pa. Becht, Lee: Miamisburg, O.; (Melish & Van Buren Sts.) Cincinnati 11-17. Bee's Old Reliable: Hazard, Ky. Belle City: Kingsford, Mich. B. & J. Greater: Jewett, O.; Canal Lewisville 11-17. Big Four Am.: Kenosha, Wis., 5-12. Blue Grass: Fort Wayne, Ind. Blue Valley: Ulrich, Mo., 7-9. Bogie, F. C.: Augusta, Kan.; Salina 11-16. Borderland: Marfa, Tex.; Van-Horne 11-16. Brodbeck & Schrader: Kinsley, Kan.; Rapid City, S. D., 7-16. Buck, O. C.: Ogdensburg, N. Y. Burke, Harry: New Iberia, La., 4-10. Burkhardt: Aurora, Ill. Byers Bros.: Atchison, Kan. Capital City: Manchester, Ky. Caravella Amusements: Ellwood City, Pa.; Sharpsville 11-16. Carpenter Bros.: Holland, O., 8-10. Carroll's Greater: Morgan, Minn., 4-8; Renville 7-9; Raymond 11-12; Litchfield 14-17. Catlett Greater: Fairmount, Mo., 12-23. Central States: Yankton, S. D.; Fremont, Neb., 11-16. Cetlin & Wilson: Altoona, Pa. Chano, Jimmie: New Paris, O. Cherokee Am. Co.: Haysville, Kan. Coleman Bros.: New Britain, Conn. Continental: Plattsburg, N. Y. County Fair: O'Neil, Neb., 8-10. Crafts Expo.: Taft, Calif., 8-10. Crafts 20 Big: San Fernando, Calif., 5-10; Torrance 12-17. Cross Road Am.: Wayland, Mich., 14-16; Rockford 20-23. Cunningham Expo.: Hermine, Pa.; Salineville 11-16. Davis Am. Co.: Eugene, Ore., 8-10. Desbro: Clyde, N. Y. Dickson United: Lexington, Okla. Dobson's United: Bruce, Wis., 7-10. Down River Am. Co.: Belleville, Mich., 8-10; Plymouth 12-16. Drago, No. 2: Lebanon, Ind. Drew, James H.: Richwood, W. Va. Dumont: Tullahoma, Tenn. Dyer's Greater: Herrin, Ill.; Duquoin 11-16. Eastern Am. Co.: Mexico, Mo. Eddie's Expo.: Denora, Pa.; Kittanning 11-16. Empire State: Robstown, Tex., 4-16. Famous American: Enterprise, Ala. Fidler's: Sts. Genevieve, Mo.; Mounds, Ill., 11-16. Foley & Burk: Napa, Calif.; Colusa 12-17. Frame's Greater: Westfield, N. Y.; Busti 12-18.

Franklin, Don: Coffeyville, Kan.; Topeka 12-22. G. & B.: Oakland, Md. Gem City: Longsight, Ind.; Muncie 11-16. Georgia Am. Co.: Lawrenceville, Ga. Gladstone Expo.: Horse Cave, Ky.; Springfield 14-19. Gold Bond: Milan, Ill., 4-10; Edgerton, Wis., 12-17. Gold Medal: Benwood, W. Va. Gooding Am. Co., No. 2: Decatur, Ind. Grand American: New Sharon, Ia.; Dumont 11-16. Great Northern: L'Anse, Mich.; Marquette 11-16. Great Western Am.: Sayre, Okla. Griggs Bros.: Middleport, O. Hale's Shows of Tomorrow: Kansas City, Mo. Hames, Bill: Fort Worth, Tex., 4-16. Hammond, Bob: (Jensen & Lorraine Sts.) Houston, Tex. Hannum, Morris: Allentown, Pa.; Magnolia, N. J., 11-16. Happy Attrs.: Ironton, O.; Eaton 11-16. Heth, L. J.: Bowling Green, Ky. Hiawatha: Perrysburg, O. Hill's Greater: Kearny, Neb. Holly Bros.: Chanblee, Ga. Hottle, Buff: Benld, Ill., 5-9; St. Louis 11-17. Howard Bros. Rides: Tarentum, Pa. Howard Bros.: Mansfield, O.; Toledo 11-17. Imperial: Paxton, Ill.; De Kalb 11-16. Johnny's United: Murfreesboro, Tenn. Key City: Oakland City, Ind., 5-10; Harvey, Ill., 11-16. Klein Am. Co.: Mitchell, S. D., 7-9; Miller 11-12. Lagasse Am. Co., No. 1: Brookline, Mass.; Winthrop 11-16. Lagasse Am. Co., No. 2: Cranston, R. I.; Anthony 11-16. Lagasse Am. Co., No. 3: Wellesley Hills, Mass.; Charlestown 11-16. Majestic Greater: Louisville, Ky. Manning, Ross: Kingston, N. Y. Marks, John H.: Hampton, Va. Marvel: St. David, Ill., 6-10. Meeker's: Pendleton, Ore.; Kellogg, Idaho, 11-16. Merriam's Midway: Vinton, Ia.; Fredericksburg 11-12; Waconia, Minn., 15-17. Merry Midway: Hopkinton, Ia. Midway of Mirth: Taylor Springs, Ill. Mighty Hoosier State: (10th & Wall Sts.) Jeffersonville, Ind. Mo-Ark: Summerville, Mo. Monarch Expo.: Rochelle, Ill.; Beardstown 11-16. Moore's Modern: Okmulgee, Okla. Motor State: Napoleon, O.; Paulding 11-16. Mullins' Royal Pine: Millinocket, Me.; Paten 11-16. Myers, Sonny: Troy, Kan.; Clay Center 11-16. Nelson, Geo. W.: Pierson, Ia., 4-5; Holstein 7; Minden 8-9. Nolan Am. Co.: Wierton, W. Va.; Lorain, O., 11-16. Northern Expo.: Dickinson, N. D. Norton's Rides: Greybull, Wyo. Oklahoma Expo.: Madison, Kan. Olson: Hot Springs, Ark., 4-10; Decatur, Ill., 13-18. Page Bros.: Campbellville, Ky. Page Combined: Emporium, Pa. Pan American: Mattoon, Ill. Parada: Chanute, Kan. Penn Premier: Whitehall, O.

Leonard Bros. Continued from page 49

man posting good showings of paper and tack cards. No phone promotion is used, but Jim Moran and Bob Beck are promoting banners. Moran is working publicity for the show's coming three-day stand within the city limits of Chicago.

That date will have auspices of an Irish organization and it is expected to include a parade of circus and local organization units.

Plans are formulating for Burt Lancaster to appear in that parade as a publicity bit for his movie, "Trapeze," when it opens in Chicago. Leonard Bros. also is setting up some other set-ups for appearances and tie-ins.

The show's staff includes several persons previously identified for long periods with other shows. Included are:

Arthur Leonard, owner-manager; Wallace Love, secretary; Jack Burslam, concessions; C. J. Machett, big top; Ray Haddix, mechanic; Hugh Scott, 24-hour man and mechanic; Cy Murray, cookhouse; Loyd McNeil, electrician; George Riddle, assistant to the manager.

LEMONT, Ill.—Leonard Bros. Circus strawed the afternoon show here Decoration Day (30) and drew a half house at night. The show has been doing well in Chicago suburbs and its season has proved okay when weather was fair.

Peotone, Ill. (25), had two good houses. Lansing followed with one strong and one good house. New Lenox had one full and one three-quarter house on May 27. Wilmington was hit by heavy rain and business was nil.

Banner stand of the season so far is Hazelcrest, Ill. (29), with two big houses, the show reported. Show stays in the Chicago area several more days, dips back into Indiana and then enters Chicago proper for a three-day stand.

Peppers All State: Moultrie, Ga. Powellson Greater: (S. Parsons Ave.) Columbus, O. Prell's Broadway: Huntington, L. I., N. Y.; Commack, L. I., 11-16. (Continued on page 66)

Circus Routes

Beers-Barnes: Pine Knot, Ky., 8; Monticello 8; Albany 7; Burkesville 8; Tompkinsville 9; Springfield 11; Lebanon 12; Harrodsburg 13; Lawrenceburg 14. Carson, Tex: Bassett, Neb., 5; Ainsworth 6; Springfield 7; Gregory, S. D., 8; Mission 9; White River (mat.) 10. Clyde Bros.: Niagara Falls, Ont., 5-8; Hamilton 7-9; St. Catharines 11-12; Toronto 13-16; Kingston 18-19; Ottawa 20-23. Gould, Jay: Perry, Ia., 8-9; Garner 11-13; Cresco 14-16; Elkader 17-19; Ossian 20-21; Osage 22-24; Albert City 25-26; Anita 29-30. Hagen Bros.: South Bend, Ind., 8. Hunt Bros.: Princeton, N. J., 4; Jamesburg 5; East Brunswick 6; Scotch Plains 7; Berkeley Heights 8; Flemington 9; Union 11; Madison 12. Hunt's Three-Ring: Jamesburg N. J., 5; East Brunswick 6; Scotch Plains 7; Berkeley Heights 8; Flemington 9; Union 11; Madison 12; Denville 13; Livingston 14; Bloomingdale 15; Midland Park 16. King Bros. Eastern: Stroudsburg, Pa., 5; Newton, N. J., 6. King Bros. Western: Sunbury, Pa., 5. Leonard Bros.: Brook, Ind., 5; Cedar Lake 6; Chicago, Ill. (77th and Racine) 8-10; Oswego 12. Miller Bros.: Milton Junction, Wis., 5; Edgerton 6; Fort Atkinson 8; Lake Mills 9; Oconomowoc 10; Watertown 11; Hartford 12; Horicon 13; Columbus 14; Sauk City 15; Wisconsin Dells 16. Mills Bros.: Gowanda, N. Y., 5; Buffalo 6; Perry 7; Albion 8; Rochester 9; Wolcott 11; Oswego 12; Pultico 13; Watertown 14; Lowville 15; Utica 16. Packs, Tom, Eastern: Nashville, Tenn., 6-9; Jackson, Miss., 11-12; East St. Louis, Ill., 15; Belleville 16; Wood River 18; Effingham 20; Centralia 21; Carmi 22; Evansville, Ind., 23-24; Cairo, Ill., 25; St. Louis, Mo., 30-July 4. Packs, Tom, Western: Pueblo, Colo., 5; Durango 8-9; Alamosa 11; Salida 12; Canon City 13; Rock Springs, Wyo., 15-16; Great Falls, Mont., 22-23; Casper, Wyo., 28-30. Polack Bros. Eastern: Provo, Utah, 5; Rapid City, S. D., 8-10; Butte, Mont., 14-16; Boise, Idaho, 19-21; Ogden, Utah, 25-26; Salt Lake City 28-30. Polack Bros. Western: Fresno, Calif., 7-9; Salinas 11-12; Bakersfield 14-16; Monterey 22-23; Long Beach 29-30. Ring Bros.: Alliance, O., 5; Brewster 6; Millersburg 7; Lodi 8; Greenwich 9. Ringling Bros. and Barnum & Bailey: Atlantic City, N. J., 5; Levittown, Pa., 5; Oceanport, N. J., 7; Newark 8-8; Poughkeepsie, N. Y., 10; Bridgeport, Conn., 11; Hicksville, N. Y., 12-13; Stamford, Conn., 14; Waterbury 15; New Haven 16; Plainfield 17; Williamantia 18; Providence, R. I., 19; New Bedford, Mass., 20. Von Bros.: Mooste, Pa., 5; Plymouth 6; Wilkes-Barre 7; Pringle 8; Berwick 9.

Miscellaneous

Brunk's Comedians: Lamar, Colo., 5-9. Henry's Giant Redwood Log: Sandy Beach Park, Russells Point, O., 5-9. O'Day, Marie, Palace Car: Gallipolis, O., 5-6. Schaffner Players: Fairfield, Ia., 8-10; Keosauqua 11-17.

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THE FINAL CURTAIN

ARCAND—Richard, veteran circus clown, May 21 in Duarte, Calif. Known as Cookie the Clown, he was president of the Circus Club of America. Survived by his widow, Rita; two sons and two daughters.

ALLARD—Bonney, veteran show woman and active in the Lone Star Showmen's Association of Texas, May 24 in Dallas following a heart attack. She was formerly a member of Deno and Lane, song-and-dance act with Mrs. Jule Conners. Deceased was sergeant at arms of the Dallas show club for many years. She was also a life member of the Order of Eastern Star. Her husband, the late Jimmie Allard, managed the Palace Theater, Dallas, before his death. Three brothers and two sisters survive.

ALIX—Margaret E., sister of Everett and Tom Hart, clowns, at her Los Angeles home May 23. Her brothers were well known in vaude and circus.

BARNES—Mike H., 79, outdoor talent booker, May 29 in Chicago. (For details see story in General Outdoor section.)

BEALL—Laura Dunn, 76, veteran outdoor show personality and widow of the late Charles H. Dunn, of Dunn's United Shows, recently in Metter, Ga. Several years after Dunn's death in 1916 she married Hiram Beall, presently of Jack Royal Amusement Company. Survived by her husband and a daughter, Mrs. Pudie Fitzgerald, Cleveland. Burial in Statesboro, Ga.

BOGONGHI—Johnnie, 53, dwarf clown with Cristiani Bros.' Circus, May 25 at Lancaster, Pa., several hours after suffering a heart attack while performing at a children's hospital. He had been with circuses most of his life, for many years with the Cristiani Family. He came to this country in 1934 with the Cristiani's riding act.

DICKSON—Jennie, 79, mother of H. B. Dickson, owner and manager of Dickson's United Shows, May 19 in Wynne Wood, Okla.

DULIN—Fred M., 72, veteran of more than 40 years as a cookhouse operator at fairs thruout Pennsylvania, Detroit and Springfield, Ill., May 15 in Hialeah, Fla. of a heart attack. Survived by his widow, Anna; two brothers and a sister.

MURPHY—William G., 79, for many years associated with Bush & Laube Company, Kansas City concessionaires, May 23 in Kansas City. Burial May 28 in Showmen's Rest, Tampa.

REDD—Billy, 54, minstrel man, May 14 at Portsmouth, Va. He had been with such shows as Al G. Field and Neal O'Brien but in recent years worked at the naval shipyard at Portsmouth. Surviving are his widow, Mrs. Mary Lucille Redd; two daughters and two sisters, all of Portsmouth.

SMITH—W. F. (Bill), 68, veteran sheet writer for many farm journals thruout the South, recently in Tampa. Survived by his daughter, Mrs. A. P. Johnson, Lincoln, Neb.; a brother, Afton, and a sister, Mrs. Ethel Fullwood, both of Southport, Fla.

WILLEY—Willis R., 72, operator of a traveling menagerie at fairs and amusement centers, recently in an auto crash

in Spokane, Wash. An advocate of nature, Willey was well known thruout the country for his everyday wear, which was confined to a pair of shorts. Burial in Fairmount Cemetery, Spokane.

WILSON—John, 74, president of the Dufferin Agricultural Society, Sperling, Man., May 17. Survivors are four daughters, three brothers and three sisters.

BIRTHS

BRESK— A daughter, Patricia Maria, to Mr. and Mrs. Frank J. Bresk May 15 in Bellefontaine, O. Father is concessionaire in Sandy Beach Park, Russells Point, O.

MARTIN— A daughter, Carol Ann, to Mr. and Mrs. C. W. Martin May 18 in San Diego, Calif. Parents are widely known West Coast concessionaires.

MONETTE— A daughter, Candace Marie, to M. (Whitey) and Doris Monette May 18 in San Francisco. Parents are in the novelty business and both are past presidents of Show Folks of America in that city.

R-B Holiday Big

Continued from page 47

to Gimbels and thousands of kids milled around the lot for hours. Big top and menagerie tent were up in mid-afternoon, but it took extra time to get seat wagons in place and the connection from the menagerie set up. The new suspension top's four poles went up in the morning, then were taken down and the setting-up process was repeated. The menagerie tent has been troublesome since its arrival as crews have apparently been finding it difficult to get it up.

The tent is impressive inside. Around the four poles can be found no quarter poles, no cables, nothing to impede traffic. Heavy suspension cabling is evident from the pole tops and the top is staked out firmly around the outside. On a moderately windy day it billows constantly with the illusion that it is going to take off. Its success would likely result in a new big top concept in ensuing years.

Efforts to obtain an anti-picketing injunction were not successful. Pickets represent the Teamsters and American Guild of Variety Artists, attempting to organize the Big Show's performers and working personnel.

From here the circus heads into Wilmington, Del., on Monday (4), then up thru New Jersey, Newburgh, N. Y., and Stamford, Conn., with a two-day stand booked at Hicksville on Long Island.

Elephants Bolt Twice

The bolt of Ringling elephants at the freight yards in Washington was followed by another incident in Philadelphia. Seventeen of the elephants were startled at Thursday (31) night's show. Handlers got them out of the big top, but once outside lightening frightened the animals for the second time in minutes. One of the handlers, Benjamin White, suffered a back injury and was taken to Episcopal Hospital. He had been stepped on by a baby elephant.

Four other handlers were treated for injuries and were released. They are John Hayes, Joseph Pettitt, Robert Burkhardt and Walter Allen. It was the third elephant incident of the year, the first having occurred on the city streets outside Madison Square Garden in New York.

COMING EVENTS

Alabama
Newport—Newport Rodeo, June 14-16. Chip Morris.

Arizona
Ajo—Celebration, July 4.
Bisbee—Celebration, July 4.
Casa Grande—Celebration, July 4.
Dewey—Rodeo, June 24.
Eloy—Celebration, July 4.
Flagstaff—Celebration, July 4.
Flagstaff—Southwest Indian Pow-Wow, July 2-4.
Flagstaff—Sheriff's Posse Parade & Rodeo, July 29.
Flagstaff—N. Ariz. Square Dance Festival, Aug. 10-12.
Globe—Arizona Club Rodeo, June 22-24.
Mesa—Mermon Pioneer Celebration, July 24.
Payson—71st Annual Rodeo, Aug. 10-12.
Prescott—Mile Hi Hoedowner Festival, June 8-9.
Prescott—FFA Junior Rodeo, June 15-18.
Prescott—Frontier Days, July 1-4.
Prescott—Smoki Ceremonials, Aug. 11.
Safford—Pioneer Celebration, July 24.
St. Johns—San Juan Day, June 24.
St. Johns—Camporama & Pioneer Day Celebration by Mormons, July 24.
Snowflake—Pioneer Day Celebration & Rodeo, July 23-24.

Arkansas
Helena—Centennial, Aug. 17-22. Sam W. Tappan, Chamber of Commerce.

California
Eureka—Eureka Rodeo, June 29-July 1. Ralph Barnes.
Hollister—San Benito Co. Saddle Horse Show, Rodeo & Fair, June 22-24. J. M. Leonard.
Lamont—Lamont Rodeo, June 29-July 1.
Livermore—Livermore Rodeo, June 9-10.
Oceanside—Celebration, July 4.
Sacramento—Horse Show, June 9-10. Irma Wilce, 2859 Woodcrest Road.
Salinas—California Rodeo, July 19-22.
San Francisco—China, Glass and Gift Show, Aug. 8-8. Kay Leber, 1355 Market St.
San Francisco—Flower Show, Aug. 23-24. Robert D. Gromm, 2059 28th Ave.
San Fernando—Civic Celebration, June 8-10.

Colorado
Aspen—Silver Stampede Rodeo, July 14-15. Arthur A. Pfister.
Boulder—Pow Wow & Rodeo, July 28-30. Gene Love.
Brush—Brush Amateur Rodeo & Race Meet, July 3-4. Everett E. Hult, Jaycees.
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 7-11.
Canon City—Royal Gorge Round-Up, June 9-10. Jim Griffin.
Colorado Springs—Pikes Peak Auto Race, July 4.
Cortez—Cortez Rodeo, June 15-17. Tom Wark.
Estes Park—Nat'l Horseless Carriage Club Show, June 22-24.
Estes Park—Kids' Jamboree, June 24. Chamber of Commerce.
Estes Park—Legion Fireworks Show, July 4.
Estes Park—Mountain & Plains Regional Appaloosa Horse Show, July 5. Chamber of Commerce.
Estes Park—Rooftop Rodeo, Aug. 2-4. Chamber of Commerce.
Estes Park—Regional Arabian Horse Show, Aug. 18-19. Chamber of Commerce.
Evergreen—Kids' Field Day and Rodeo, July 1. Frank Casteel.
Fort Morgan—Ninth Annual Howdy Day, Aug. 1. Olin L. Webb.
Greeley—July 4 Celebration, June 30-July 4. C. L. Mayer.
Gunnison—Cattlemen's Days, July 19-22. M. J. Verauh.
La Junta—Kids' Rodeo, June 26-28. Ward Watkins.
Pagosa Springs—Red Ryder Round-Up, July 3-4. Glen Edmonds.
Thornton—Anniversary Celebration, June 13-16.
Walsenburg—Spanish Peaks Festival, Aug. 4-6.
Woodland Park—Ute Trail Stampede, July 20-22. Edith M. Atwell.

Connecticut
Bridgeport—Barnum Festival, June 26-July 7.
Meriden—150th-Year Celebration, June 17-23.

Florida
New Smyrna Beach—Seaside Fiesta, June 12-16. W. J. Cozens Jr.

Georgia
Brunswick—Brunswick-Glynn Co. Centennial, Aug. 13-18. W. G. Bishop, Room 219 Ogiethorpe Hotel.

Idaho
Plummer—Plummer Rodeo, June 30-July 1. J. R. Inescore.

Illinois
Chicago (Soldier Field)—Celebration, July 4.
Davis—Celebration, July 26-28. William Braut.
De Kalb—Centennial, July 11-16.
Du Quoin—Lions Celebration, June 12-16.
Farmersville—Irish Day Picnic, July 16-21.
Forest Park—Centennial, June 16-24.
Mount Vernon—Celebration, July 4.
Maywood—Italian Festival of Chicago, July 25-Aug. 5. Joseph De Serto, 1615 N. 18th Ave., Melrose Park.
Mokena—Glad Festival, Aug. 16-18.
Olney—Celebration, July 4.
Palmyra—Terry Park Industrial Fair, July 5-8. Oral H. Cooper.
Salem—Reunion, June 25-30.
Shelbyville—Celebration, July 4-8.
Stockton—Street Celebration, July 19-21. Frank Niemeyer, Lions Club.

Indiana
Brazil—Rotary Club Celebration, July 4.
Columbia City—Old Settlers Day and Legion Festival, Aug. 8-11. Byron Beeber.
Connersville—Legion Celebration, July 4.
Eaton—Firemen's & Merchants Street Festival, June 12-16.
Huntington—VFW Street Fair, July 30-Aug. 4. Warren C. Heeter.
Hymers—Homecoming, July 11-14.
Marion—S. Marion Street Fair, July 8-14. Don Marshall.
Muncie—Muncie Fair & Horse Meet, June 11-15.
Nashville—Brown County Band Festival, June 19-23.

North Webster—Mermaid Festival, June 25-30.
Osceola—Centennial, June 18-28.

Iowa
Chariton—Lucas Co. 4-H Achievement Show, Aug. 14-16. Mrs. Lee Cottingham, Russell.
Oherokee—Pilot Rock Plowing Match, Aug. 13-15. Albert R. Griffith.
Clinton—Clinton Birthday Party, July 18-21.
Clinton—Celebration, July 24-27.
DeWitt—Clinton Co. Club Show, Aug. 6-10. Jimmy Miller.
Fairfield—Jefferson Co. Jr. Agrl. Show, Aug. 13-16. Henry McCleary, Packwood.
Greenfield—Celebration, July 4.
Hopkinton—Firemen's Celebration, June 4-9.
New Sharon—Rose Festival, June 6-8.
Ottumwa—Shrine Carnival, May 28-June 1.
Red Oak—Celebration, July 4.
Sibley—Osceola Co. Livestock Show, Aug. 29-31. Gene Alexander.
Sioux Center—Sioux Co. Youth Fair, Aug. 7-9. Maurice E. Eldridge, Orange City.
Thompson—Winnesho Co. Jr. Show, Aug. 13-15. Dean Nerding, Forest City.

Kansas
Anthony—Anthony Race Meet, July 18-21. J. L. Robinson.
Kansas City—Kansas City Rodeo, June 19-24. W. C. Connor.
Peabody—Celebration, July 4.
Strong City—Strong City Rodeo, June 8-10. Geo. J. Beaver.

Kentucky
Louisia—Homecoming, July 3-7. R. J. Dobyns.
Paducah—Centennial, July 29-Aug. 4. Jack Keller, Columbia Amusement Co., Arcade Theater Bldg.

Louisiana
New Orleans—La Boat Festival—Pan American Regatta, June 9-10. Leonard Roaman, 62 Egret St.
Shreveport—Horse Show, June 6-9. Mrs. E. D. Holcomb Jr.

Maryland
Baltimore—Celebration, June 11-16. Big 4 Veterans of Pimlico, Inc., 4637 Park Heights Ave.

(Continued on page 72)

Mike Barnes
Continued from page 47

yielded to the Barnes-Carruthers Theatrical Enterprises, when Mike Barnes, stricken with illness after World War II, sold out to Sam J. Levy Sr., a long-time staffer, who continues as president of that organization, which, like its predecessor, is the largest in its field in the Midwest.

Barnes continued with the Barnes-Carruthers Theatrical Enterprises after selling out, remaining on to handle several of the fair accounts, Des Moines, Topeka; Hutchinson, Kan., and Oklahoma City. He recovered his health, made a trip to Europe in company with his wife, and broadened his activities outside of show business, chiefly in the investment field.

Built Fortune
In his youth, he knew poverty. Later, as a successful talent booker, he plowed his profits from the business into securities and real estate. He was an astute investor and built a fortune estimated at several million dollars.

A man of boundless energy, he worked tirelessly and even after selling his interest in the booking office busied himself with his many investments, his family, and his other interests.

In the fair booking field, he was widely regarded as a man of integrity. He was generally credited with having given stability to the booking field and also with having aided the development of the fair field thru the introduction of revues and of many thrill and novelty acts.

He was a long-time member of the Showmen's League of America. At his death, he also was a member of the Chicago Board of Trade, the Elks Lodge, No. 4, Chicago; the Chicago Corinthian Yacht Club and the Chicago Philatelic Society.

He is survived by his wife, Mary; two daughters, Mrs. Robert Calvin and Mrs. Phillip Sheridan, and six grandchildren, all of Chicago.

Pallbearers at his funeral included Sam J. Levy Sr.; Carl Sedlmayr Sr., owner of the Royal American Shows; Frank P. Duffield, of the Thearle-Duffield Fireworks Company, Chicago, and Lloyd Cunningham, manager of the Iowa State Fair, Des Moines.

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GIVE TO DAMON RUNYON CANCER FUND

State Work in Mass. Aids Shore Operators

BOSTON — Massachusetts embarked this week on its most ambitious beach recreational program — 5,000 acres of supervised and protected ocean front for 5,000,000 persons, with plenty of parking space.

It marks the initial project of the new public beaches division of the State Department of Public Works, created in 1953 to insure every family a safe day at the beach in the summer months. Opening day saw four miles of sandy stretches of \$1,000,000 Salisbury Beach made available to bathers.

The DPW program includes such spots as Revere and Nantasket

beaches and the South Boston waterfront recreational project, which are being enhanced at a cost of millions. Under the plan a family can park a car for 50 cents all day and for an additional 25 cents they can check and change their clothing as well as get a shower. The State supplies life-guards, registered nurses, supervisory attendants and canteens, with refreshments at nominal prices.

The State's work of restoring bathing areas, without encroaching on private commercial operations, will likely be a tremendous factor in the business of coming seasons.

Other beaches in the Bay State under this program are Provincetown Beach, Scusset, and Sandwich and Horseneck Beach at Westport. The last two will open under the new plan July 1. Last year more than 2,000,000 persons enjoyed Salisbury Beach, and it is expected that this season will draw even more.

Beach concessionaires, particularly at Salisbury, have benefited greatly from the better facilities and easier access. With a reasonable break in weather all beaches in the program should show higher grosses this year, thanks to the State.

PSA Skeds Confab Dates

FEASTERVILLE, Pa. — Summer meeting dates announced by the Participating Sports Association of America are: June 25, Fischer's Swim Club, near Lansdale, Pa.; July 30, West Point Park, near Lansdale, Pa., and August 27, Sunnybrook, Pottstown, Pa.

The annual convention and trade show will be held at Somerton Springs here, September 23-24.

Jacksonville Business Off; Vacation Season Spurt Seen

JACKSONVILLE BEACH, Fla. — This ocean-front resort, 13 miles from downtown Jacksonville, looks for a marked upturn in business, with schools out and vacationers flocking into the area. Play has been relatively light except for weekends.

Some operators blame the decline in spending on an overload of installment buying by customers, thereby cutting into funds for amusement spending. Others see TV as a potent competitor.

Prominent among the operators here is Fred (Frenchy) LeGrande, who has a Merry-Go-Round, Ferris Wheel, Roller Coaster, Bullet, Spitfire, and Hi-Ball, and kiddie bomber, pony, auto and train rides. In addition to a Crazy House, his concessions include long and short range galleries, ball game, Coke bottles, fish pond, basketball, a direct-sales store and various pitches.

The Frank Griffin sector houses a Dodgem, Tilt, Rocket, Merry-Go-Round and Eli Wheel. The Griffin kiddie rides are Sky Fighter, boats, pony carts and autos. Playland Arcade has 175 coin-operated devices owned and operated by G. O. Leisegang.

New London Opener Weak

NEW LONDON, Conn. — Poor weather brought only sparse attendance to the official opening Sunday (27) at Ocean Beach Park.

Entertainment scheduled by activities director Anthony G. Pero includes Sunny Gale, June 10, and Duke Ellington, July 8, both in the ballroom and booked via Charles Shribman of Boston; free boardwalk acts, square dancing, a beauty contest the first week in August, fireworks displays, band concerts and pool shows.

TV Star Hits At Glen Echo

WASHINGTON — Big crowds graced the Glen Echo midways Decoration Day, with attendance figured at upwards of 30,000. Drawing card was Clint (Cheyenne) Walker, of the video series, "Cheyenne."

Walker made two appearances with Jimmy Dean's Texas Wildcats, both attractions being seen locally over WMAL-TV.

ED KILCULLEN:

Cut-Rate Transit and Rides Good Deal for Firms, Park

By Edward J. Kilcullen, Director Playland, Rye, N. Y.

The public has always been partial to a good deal when presented properly, and this year the good deal at Playland is an attractive package plan with the Wilson Line Operating Company of Jersey City. It gives the average wage earner a real break, and so far this promotion has caught on very well.



KILCULLEN

The idea came into being last fall when a study was made of the outing business and some of the factors that have hurt it thru the past few years, such as the tremendous number of cars on traffic-choked highways during the summer months. The thought occurred that with greater use of outing boats, perhaps more individuals would come to Playland by sea rather than thru heavily-trafficked highways. Situated on Long Island Sound, Playland is strategically placed for just such an arrangement. This year, the Park and the Wilson Line canvassed industrial and commercial establishments in metropolitan New York to get their reaction to an industrial plan whereby groups of employees could avail themselves of a pleasant water voyage with a substantial reduction in transportation fares and amusement ride tickets. The response was overwhelmingly favorable. These firms found that many employees do not have the opportunity or the choice of a company outing such as were popularized years ago. When the average wage earner takes his family for a day's outing during his vacation or week-ends, he usually drives to the amusement park and pays the full price.

The industrial plan works very simply. A large cross-section of firms is furnished with printed coupons offering our package; that is, a reduction in round-trip fares and the sale of cut-rate tickets for the amusement park. Appropriate posters are displayed on employee bulletin boards. Companies are easily sold because it costs them nothing and it shows their interest in employee relations. Employees obtain a group of coupons which are stamped by the steamship company and these in turn are presented at the ticket office at Playland for reduced-rate ride tickets. The overall saving on this deal is over 20 per cent—quite a saving to the average family man accompanied by his wife and perhaps two or three children, not to mention the convenience and relaxation of avoiding crowded parkways and highways.

Thus far, there has been very good acceptance of this plan. Over 400,000 coupons have been distributed and there is good expectancy that this figure may be doubled in the not-too-distant future. Many firms feel this is a very attractive and reasonable arrangement for their employees, who may go individually or in a group, and it is considered an excellent morale-builder for employee relations. With the response shown thus far, we are inclined to agree with them.

Parks which do not have boat service can, of course, use buses in this promotion. The basic idea is to combine transportation and amusement costs at a saving to the patron, thereby fulfilling the ultimate function of drawing people to the park.

Holter Animals Mark Denver's Lakeside Bow

DENVER — Gene Holter's Wild Animal Show highlighted the opening of Ben Krasner's Lakeside Amusement Park here. Highlights of the opening show were camel races, Si Otis and his trick mule; Big Babe, the performing elephant, and zebra and donkey polo games.

A 160 foot by 50 foot dirt track has been built on the edge of lake where gasoline powered sports cars, imported from Germany, can be rented by patrons.

The swimming pool which will open in June is being fitted with new equipment and facilities as well as completely redecorated. The ballroom, not yet open, is slated to be the scene of the U. S. premier of Al Galante and his new band. Galante, former Dick Jurgens singer has formed his own aggregation that includes ex-members of some of the top bands in the nation as well as former Jurgens' band members.

Krasner still has the 20 adult

A. C. Playland Holds Dancing

ATLANTIC CITY — The new Playland Amusement Park in West Atlantic City had its grand opening Wednesday (30), with free balloons for youngsters and orchids for the ladies.

Operated by Frank Abramoff and Henry Miller, who also own the Garden Miniature Golf at St. Charles and the Boardwalk, the spot has five acres of free parking facilities, and an 18-hole miniature golf course.

There is open-air dancing, with WOND disk jockey Johnny Struckel broadcasting from the dance floor, starting at 8 p.m.

There are a kiddie Sky Fighter, pony carts, Miniature Train, boat ride, auto ride, and rocket ride, and a large Merry-Go-Round, Ferris Wheel and Chairplane. Admission is free.

rides of last year and 20 new auto scooters has been installed at the bumper car ride. The speed boats are back in operation in the lake, as are the two railroads that circle the lake.

Roadwork Seen Stimulant for St. Augustine

Outlook Good for Florida Resort; Operators Named

ST. AUGUSTINE, Fla. — Business over the past winter was a disappointment, with operators placing the blame on abnormally cool weather. Highway improvement projects in the area, however, are expected to result in increased traffic and patronage from here on in.

Johnny Keeler's Funland Park here is swinging into an accelerated pace in anticipation of increased vacation and tourist business between now and Labor Day. Rides include a Merry-Go-Round, Ferris Wheel and Comet plus a kiddie plane and kiddie boat ride. William Althausen, who has the Turnpike and Fly-O-Plane rides, also operates an Arcade and a glass pitch.

Sam Kaplan has a pitch-til-u-win, slum spindle and grab joint.

(Continued on page 55)

COVERAGE LIGHT

Fire Destroys 51-Yr. Casino At Providence

PROVIDENCE — Fire damage of some \$350,000 was done to Narragansett Casino on Tuesday (29), with an even greater total when potential business to concessionaires is figured in. The wooden ballroom and adjoining buildings took the brunt of the flames, origin of which has not been determined. An architectural marvel at the time of its creation in 1905, the building featured intricate lattice work designed by the late Stanford White.

Destroyed were the ballroom, pizzeria, book store, Arcade, and restaurant. Still roofed and standing were the ballroom entrance, another book store, and small eatery. Only a small part of the loss was covered by insurance, according to John W. Miller, of Narragansett, head of the firm which owns the property.

COLD AT THE BEACH? NO SUCH THING!

NEW YORK — It took a Chamber of Commerce man to spot a public relations error at Rockaways' Playland last week. While NBC-TV was filming a midway sequence with Louis (French) Brown as the over-12 agent and Charles (Bozo) Rafal as the patron, C. of C. Secretary George Wolpert noticed them wearing sweaters and jackets. No sense having people think it's cold at the beach, Wolpert said, so they stripped to shirt-sleeves. Films of games and concession boss Evelyn Currie were shown on the Dave Garroway show Tuesday morning (29) to some 17,000,000 viewers.

ROLLER RUMBLINGS

Negative RSROA Vote On Merger Proposal

DETROIT—A flat negative, supported by a well-reasoned explanation of the position, will be the answer of the Roller Skating Rink Operators' Association of America to proposals of merger of organizations, in a lead editorial in the June issue of Skating News, official organ. Making reference to merger proposals in The Billboard

and elsewhere directly in the introductory note, the statement, issued thru Victor J. Brown, chairman of the Advisory Committee, notes that "It has only been thru hard work and diligent attention to the resources of the membership that the RSROA has attained its measure of success; each and every rink operator is invited to share in this success by applying for membership.

"However, there can be no merger of the RSROA and any other roller skating organization. Merger talk inevitably carries the overtones of 'a deal' or 'attached strings' and we wish to state here and now that, in keeping faith with our membership, there will be absolutely no merge."

The RSROA has no inducement to join in a merger move, the statement insists. "We are growing every day. The proponents of merger state that their reason is to benefit the amateur skater in that there would be only one national amateur champion. To this we answer that their objective is proper and desirable, but their method of achieving it is not."

Protection of the interests of the amateur skater is an aspect of the RSROA position. It discusses in detail the suggestion of "inter-organizational contest along the lines of major league baseball. Would the proponents of the inter-organizational competitions also suggest that the defending champion major league baseball club defend its title against a baseball club whose only right to challenge is its claim to be a champion? We must remember that we have a duty to keep faith with our RSROA American amateur roller skating champions. They have worked diligently to secure the title they so rightfully deserve; we shall not subject them to defending their hard-earned title against any champion of a minority organization. Our champions know and understand the full import of their laurels; their titles shall not be degraded by forcing them to compete against anyone whose skill and ability has not been ade-

quately tested within the framework of the RSROA competitive standards and rules.

"We point out that the affiliation of roller skating with any other amateur organization has proved sterile; the record bears out this fact. Such affiliation has not brought about the results anticipated; all that remains are the empty assurances which induced such affiliation in the beginning. We suggest that the dissatisfaction resulting from such a relationship gave birth to the 'push' for merger with the RSROA. It would seem that the basic concept of the founding fathers of the RSROA is now permeating the thinking of the other roller skating organizations, that is, roller skating must seek its recognition on its own merits and independently of such affiliations. Time, patience and diligent effort have proved this concept to be flawless."

In support of its historic position, on this point the RSROA office is issuing also a reprint of an article by H. G. Salsinger, sports editor of The Detroit News, in 1943, which examined at length the relations of the RSROA and the Amateur Athletic Union. The article judged the AAU view that "since the members of the RSROA were professionals they were unsuited as guardians of an amateur sport" as "a new low in absurdity."

Salsinger, one of America's ranking sports writers, advised that "if the AAU is determined to keep roller skating on an amateur basis then it would be best to turn the entire business over to the RSROA. It is to the financial advantage of the rink operators to safeguard the amateurism of their skaters," he noted as the clincher.

The RSROA statement goes on to note that it "is a well-knit, efficiently organized roller skating organization whose purpose is to

Roadwork St. Augustine Hypo

• Continued from page 54

The Keeler concessions include a ball game, Coke bottles, darts, fish pond, cigarette gallery, popcorn, hoopla, and others now being framed.

Among other beach-front operators is H. L. (Doc) Redmon, who has a gift shop and 25 coin machines. Redmon formerly had concessions at Myrtle Beach (S. C.) and an Arcade with the John H. Marks Shows. Steve's Ocean Fishing Pier is owned by William Lepsety and houses a lunch and refreshment operation.

Bill MacKay, of the Beach Bowling Center, has consistent year-

round business on his eight alleys. Team bowling is the winter mainstay with open bowling taking over during the summer. MacKay also operates a nearby trailer park. Mrs. Steve Wehking has the bathhouse concession. Jack Casselberry's Beachcomber Lounge offers a band for weekend trade. R. L. Priester, operator and pro of Beach Skateland, has year-round sessions nightly except Monday and Thursday, with a Sunday matinee. Business is hyped by contest promotions, holiday parties and club and school group solicitations.

Roadside attractions in the area include the famous Marine Studios, literally a city (Marineland) in itself; C. R. Donahoe's Moonshine Exposition and sightseeing trailer trains in St. Augustine city; Jimmy and Elizabeth Landrun's Florida Reptile Gardens; Frank and Ellen Weed, sportsmen's show performers, operate Davy Crockett's Place with wild-life and trick shooting exhibitions; M. S. Bower's Parrot Village; and W. I. Drysdale and F. C. Usina's St. Augustine Alligator Farm.

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Tom Packs Eastern Sets Act Line-Up

ST. LOUIS—Make-up of the performance for the Eastern unit of the Tom Packs Circus was announced here this week. The show opens Wednesday (6) at Nashville and will play its regular route, including Southern Illinois, St. Louis and the East.

Packs' new Western unit continues on its route in the West.

The acts signed for the Eastern show include:

The Wierengard Family, aerial; Tell Teigen, aerial equilibrist; Greta Frisk, single trap; the Great Seabright, high mast; the Platos Duo, double traps; Arturo Family, high wire; the Flying Malkos and the Flying Deislars, Walter Klausner's Bears, Roland Tiebor's Seals, Nicolini's Chimps.

Also Pete Cristiani's Elephants, Jules Jacot's Wild Animals, Nolly Tate's Comedy Dogs, Joe Hodgini's Dogs and Pony, Jinx Hoaglan's White Horse Brigade with 10 Girls, Ruby Haag's Dogs, Jack Joyce's Exotic Animal Tableau; the Lang Troupe, teeterboard.

New Riding Act

Also the Merkeys, comedy bars; Joanides, slack wire juggling; the Colleanos, tight wire; Frielandi Family, cycling; the Tsilaks, acrobats; Mia and Matti, contortion; the Chiesas, acrobatic act; the Alcotts, plate spinning on high spars; Bostock-Kristensens, bareback; Ernie Wiswell, comedy car.

Hamid-Morton Ends Season On High Note

CHARLOTTE, N. C.—Hamid-Morton Circus wound up its season with a first-year stand at the new arena here. The building worked out well for circus purposes and business was good for an initial appearance.

Charlotte came after a 1,780-mile jump from Chicoutimi, Que., where the show played on a sell-out basis and did okay business.

Before that, it played Quebec City to big business despite snow and cold on two days of the stand. The stand grossed \$6,600 more than a year ago, the show reported.

The Montreal engagement wound up May 12 with a crowd of 16,000 jammed into the 13,000-seat building.

Jay Gould Show Opens in Iowa

PERRY, Ia.—Jay Gould Circus will open its new season here June 8-9, starting a route that will keep the show busy in Iowa thru June and take it into Minnesota by July 4.

Mr. and Mrs. Jay Gould will observe their 49th wedding anniversary at Garner, Ia., the second stand. Nine children and their wives and husbands, along with 25 grandchildren and five great-grandchildren will take part in the observance. One grandson, Jay III, was graduated from West Point last year and now is an air force lieutenant.

Clown alley will have Happy Kellems, Bill Bentlage, Henry Boers, Will Gevecker, Carl Traynor, Paul Rasche, Hal Griffin, Al Rollo, Tracy Andrews, Bill Brickle, Grover O'Day, Arden Beecher, Frank Cain, John Toy and Merle Cook.

Plan Pyro Finales

Dates in Jackson, Natchez and Gulfport, Miss.; Evansville, Ind.; St. Louis; Baton Rouge and Lafayette, La., and Birmingham will be climaxed with fireworks displays.

Tom Packs will be with the unit, assisted by Jack Leontini. Al Vernon Jr. will again be musical director; Anita Ribero, vocalist, and Frank Weisberg, percussion.

Ray Goldschmidt, St. Louis ticket broker, will be the show's auditor and treasurer; John Manko will be in charge of the working personnel; Chuck Barekman, sound technician, and George Barekman, electrician. Dick Ware will return as announcer after an absence of several years. Loren Wisdom is the Packs organization's pyrotechnician.

C. W. Hoeber, formerly with this unit, will continue as manager of the new Western unit of the Tom Packs Circus.

Gil Gray Circus Incorporated in South Dakota

YANKTON, S. D.—The Gil Gray International Circus, Inc., has filed articles of incorporation in South Dakota, with capitalization listed at \$100,000.

Directors are Gil Gray; Fred H. Leach, Yankton, and A. H. Enger, Minot, N. D. The Gray show has been operating in the West for several years.

KING MEETING SET; BOTH UNITS GO ON

MACON, Ga.—Floyd King has joined his partner, A. F. Maley, in acknowledging bankruptcy charges against them, and a federal judge here has ruled the partnership and individuals bankrupt.

Eastern unit of the circus, operated by King, now has a net of \$1,200 and is showing a profit every day, the court was told. King said that if he is permitted to continue operation his show will not require additional capital and will show a substantial profit on the full season.

King, in answering a creditors' petition, said that any acts of bankruptcy were committed solely for the purpose of preventing attachment or seizure of property that would prevent the two King Bros. shows from continuing. He said this was done in the expectation that circus income would permit them to pay all debts.

First meeting of creditors has been called for 2:30 p.m. Tuesday, June 12. This comes on the same day that creditors of the National Circus Corporation will meet in the same Federal Court. Judge E. P. Johnston is referee.

Preliminary schedules filed by attorneys for King and Maley show debts of about \$298,000 and assets which were valued in March at \$301,000. Schedules of additional debts and new equipment acquired since then will be filed shortly.

HUNTS ASSIST BIG NEIGHBOR WITH 'COPTER

PHILADELPHIA — The Hunt family's good neighbor policy helped the Ringling show, publicity-wise, at Monday's (28) opener here. Charles Hunt Sr. and son, Harry Hunt, flew over to visit the Big Show in their helicopter. While visiting, they took up local newspaper photos and an NBC television cameraman, enabling the newsmen to cover the Ringling show from aloft. Credit, of course, was given to the Hunts, who were playing Riverside, N. J., that day.

Orrin Davenport Tour Closing In W. Canada

EDMONTON, Alta. — Orrin Davenport Circus wound up its season with a stand here last week. Business for the season has been strong, and most stands have reported takes well above last year's.

Brandon, Man., gave better than 1955 business. New this season was a split week, with three days in Saskatoon and three Regina. A week in Edmonton began May 28.

Two of four days in Brandon were strong, putting the gross far ahead of last year, it was reported. At Saskatoon the show won a profit despite weak promotion. At Regina the show grossed \$10,882 with 15,871 people in three days, compared with four days and \$16,500 last year. Regina Shriners believed weather hurt some, and schools were not dismissed this time. Advertising and promotion there were stronger last year, it was reported in Regina.

W. J. Bailey, Macon, receiver of the King shows, announced that both units will continue in operation for the time being at least. Future of the two King shows probably will be determined at the June 12 meeting.

Clyde Bros.' Business Equals 1955 in Ontario

KITCHENER, Ont. — Clyde Bros.' Circus opened here Thursday (31) with bad weather but a big advance, and the three days in the Auditorium were assured of good business.

The show's Sarnia stand (22-23) day-and-dated the Sullivan carnival. That show got all the business the first day in good weather, the Clyde Bros. scored well the second day and wound up approximating last year's good gross.

At Windsor the show bucked a bus strike. First day was no good, but publicity was strong afterwards, so the second day was fair and the third brought out three hefty houses. The show was within a few hundred dollars of last year.

Chatham, Ont. (28), drew 4,800 persons in two shows. St. Thomas, a first-time stand, with a new 2,300-seat building, built steadily thru the four-show run and showed

CIRCUS REVIEW

Miller Bros. Switches From Indoor to Canvas

WEST CHICAGO, Ill.—Miller Bros.' Circus as an under-canvas show came alive here Thursday (31), but it was nip and tuck for a while.

The show played all winter in buildings and then switched to ball parks. Co-Owner R. A. Miller said here it hadn't taken long to learn he didn't want to stay in the open stadiums. So they turned to tents.

On May 7 they were to start a string of 17 indoor dates in Illinois, using national guard armories. Two days ahead, the state adjutant general decreed the buildings could not be used. So the show was idle that time.

They filled in with three other indoor dates, then parked at El Paso, Ill., to reframe. Miller Bros. played Lincoln, Canton and Peoria, Ill., in ball parks (28-30) and did well in the first two, nothing in the third. West Chicago came the next day.

First Canvas Day

Miller and his brother operate Fort Weare Game Park at Pigeon Forge, Tenn., as well as the circus, and they also have some walk-thru shows on the road.

Here Thursday the big top, a 70 with three 30s bought from Paul Kelly, Peru, Ind., was on the ground at 2 p.m. So was a throng of nearly 5,000 people. But there

Beers-Barnes Business Big

RIPLEY, W. Va. — Beers-Barnes Circus scored a turnaway here (22) as the show continued to win powerful business. The week prior to that was the biggest the circus has had in four seasons.

Show is moving on eight trucks, with an 80 with four 30's. Harold Barnes, wire walker, is still with the show and plans to remain for the season. He came on originally to fill a gap left when another act failed to show.

Among other acts on the show are Roger Barnes, clown and elephants (2); Walt Davis, Liberty horses (3); Tillie Beers, dogs; Charlie Beers, chimp act and seal act; Doris Barnes, wire, and others.

enough promise that it was re-booked for next year.

Ahead of the show is its annual stand in Toronto. This year it will use the CNE Coliseum. In the past it used the Maple Leaf ball park because the now defunct International Trade Fair had the building. Ball-park stands were heavy losers for the show and the indoor stand this time should tell the story for the date, which is expensive for Clyde Bros. to make, it was reported.

The stand opens Wednesday (13) and runs thru Saturday (16). Afternoon shows for weekdays were eliminated. Advance sale moved ahead of the 1954 business, last time Clyde used promotion in Toronto.

Key stands like Welland, Niagara Falls, Hamilton and St. Catherine, Ont., precede the Toronto stand.

were no seats, no power plant and no quarter poles yet.

Within an hour the power plant had come from Chicago and the quarter poles arrived from Indiana aboard a menagerie truck from Tennessee. The tent, with one middle in use, was in the air and filled to the ring curbs with 1,500 people. A second, extra afternoon show was given about 4:30 for about 200. By time for the night show, seats had arrived from Indiana and were put up. The night house packed these seats with about 600 people. The show is expecting to build new seats in enough quantity to fill the tent since the present seats are inadequate.

Compact to Load

By the second day, Friday (1), Miller expected to use two middle pieces on the big top plus a Side Show top which was not up here. It will house the big semi-trailer cage truck, elephants and donkey.

The show moves on only four circus-owned trucks. One hauls the top, seats and poles. Another carries elephants. A third moves

(Continued on page 57)

Ringling Okay In Washington; New Tops in Use

WASHINGTON—Ringling Bros. and Barnum & Bailey Circus wound up its four days here with an improvement over first-day business. Heavy rain hit on the final day, Sunday (27).

Elizabeth Nock, of the Nerveless Nocks, pole act, was clutched out of the air by her husband, Joseph, when her sway pole broke. The incident happened as the pole he was on was swaying toward her.

Cold weather hurt thru most of the stand. Thursday (24) had a pair of light houses. Friday afternoon gave similar business that involved turnouts of from one-quarter to one-half. Friday night drew an audience estimated at more than one-half and nearly three-quarters of capacity.

Saturday (26) came thru with a full house in the afternoon and a three-quarter house at night. In Sunday's rain the show had a three-quarter matinee and 40 per cent night. Pickets were on hand at the lot except during the Sunday rain.

New Style Tent

The circus put into use at Baltimore and also used here its new four-pole suspension-style tent for the menagerie. It was termed a success.

Some new acts joined for the big show and the Side Show as the circus began its under-canvas tour.

The show train carrying under-canvas equipment and that carrying indoor equipment and acts used in New York and Boston were combined at Baltimore for an 80-car total. In the canvas train were 31 flat cars, six sleepers and the show's former advertising car, now a compartment car.

Show is carrying 28 seat wagons. Four ticket wagons are in use and each handles all prices of tickets. Gasoline tie-in has been switched from Shell to Phillips. In addition to the big top, Side show and menagerie, the show also is using a horse fair top this year.

UNDER THE MARQUEE

Mills Bros. correspondent JoJo Lewis writes that CFA's at Steubenville, O., entertained show personnel. The mayor gave a talk. Jack Mills, Bob Senhauser and several performers, including the Hungarians took part in the program.

Ringling-Barnum's Freddie Freeman reports that the Rev. Ed Sullivan was on the show at Boston. . . . The Freemans were house guests of the Everett M. Smiths. He is assistant editor of the Christian Science Monitor. . . . Jeannie Sleeter and Casper Ferrone celebrated their third wedding anniversary. . . . Albert White, Gene Lewis, Frankie Saluto, Chuck Burnes, Sammy Small, Ronnie Daniels, Dennie Stevens, Aldemaro Catarzi, Jimmy Armstrong, Harry Burman, Sonny Riley, Charlie Bell and Harry Ruster clowning radio, TV and hospital shows. . . . Red Sonnenberg is back this year as head man in the program department. . . . Visitors included Ray Marlowe, Isobell Cummings, the Everett Smiths, Rose and Shakey Legs Murphy, the Jim Sullivans, Yorkie the clown, Wally Beach, George Brinton Beal, Herb Taylor, Albert White's family, Rasmus Neilsen, John Nelson, Mary Barnum, B. Hauck and Phil Saluter, brother of Frankie, and his seven sons. House guests of Jack Ward in Boston were Harry Klima, Joe Norwath and Carl Stephan.

Johnny Fulghum, bill car manager for the National Circus Museum, caught Hunt Circus and visited with Harry, Charles and Charles T. Hunt. . . . Paul R. Tharp has been elected Florida chairman of CFA. . . . Mills Bros. Circus had a tie-in arrangement with a grocery at Eaton, O., which brought the show advertising in the store's ads. Deal called for ticket give-away.

Scott Hall and his wife, the former Evelyn Yong, are expecting their first child in September. Mrs. Hall is in Sarasota and Scott has a Miller novelty stand on the Ringling show.

Fans Joe Beach and Francis Laeouline made Frank Wirth's Melha Temple Circus in Springfield, Mass., and visited Winnie Colleano, Ernie Wiswell, Jerry Bangs, Charlie Frank, Merle Cook, Charles Young, Roy and Joy Thomas, Elmer Lindquist, Jimmy Cole and wife, Young China Troupe, Flying Freddie's, Florida Trio, Triska Troupe and Mickey Sullivan.

Paul Eagles and George Smith, Ringling general agents, were in Detroit recently on show business. Smith returned to Philadelphia and then hopped to Chicago to rejoin Eagles, who expects to leave the show in the future.

Visitors on Hagen Bros. recently included Paul Van Pool, Bette Leonard, Art Miller and Art Biters with the Kelly-Miller billers; Aut Swenson, King Baile, Roba Collins, Bill Harnett, of Henson's Rodeo; Jack Leontini, Dub Duggan, Harry Leonard and Ward Hall, Al Jones, Bill Tatham, Frank Smith and several Beatty show butchers, Torchy Townsend and Teresa Morales, Henry Boers and daughter, and Ross Ingalls.

Milt Hinkle has had his rodeo playing Smithville, Spencer and Sparta, Tenn., in the past couple of weeks. . . . Clown Frank Cain closed with Hamid-Morton and then played a while with King Eastern before returning to his Burlington, Ia., home. . . . T. C. Morrison, agent of the Silas Green From New Orleans Show, visited Rex M. Ingham, Ruffin, N. C.

Harry Shell will have his steam calliope at the Marshall, Mich., fairgrounds June 7-8 for a State steam convention and at the United States Steel plant, Gary, Ind., June 9-16. . . . Paul A. Bowers visited Cristiani and Mills circuses.

Jay Jaxon, stilts and vent, visited agents and The Billboard in Chicago recently. He is playing centennials and celebrations. . . . Charles G. Cox, formerly with the Beatty show, is with Dick Best at Riverview Park, Chicago. . . . Ringling performers Trevor Bale and Jeanne Sleeter took part in a movie publicity stunt by which they took electrocardiogram tests to measure heart action while viewing a suspense movie.

Leonard R. Simons writes from Miami that he'll not be with the Dr. Bartok Radio Minstrels, med show, this season. Instead, he and Ross Allen have teamed up to operate the Allen-Simons Amazon River Expedition Exhibit, which will use a semi-trailer and will show stuffed animals and curios. Featured will be "the first white whale ever brought to the States."

Charles Kyle writes from St. Petersburg, Fla., that he sold 56 animals and birds to a South American zoo recently and sold other animals and birds as well as property back to their previous owner. . . . Dick Clemens, wild animal trainer, has been at the Oklahoma City zoo. . . . John C. Miller, former employee of Dr. B. J. Palmer, told Iowa employment authorities he quit because he couldn't stand the smell of bones Dr. Palmer got from a circus burial grounds. He said the bones included those of a giraffe, tiger and two elephants.

Ed Knoblauch, Ringling press chief last year, is still recuperating at his Peoria, Ill., home, reports Frank C. Upp, CFA. Knoblauch suffered a heart attack in Cuba last winter. He has regained partial use of his legs but as yet has not regained his speech.

Miller Bros. Shifts to Canvas

Continued from page 56

props, and a power and calliope rig, along with the cage truck, complete the list. There are numerous act-owned trucks and trailers.

Upcoming for the circus is a tour of Wisconsin and beyond. The show is using phones in almost no towns, but has a merchants' ticket

plan that has been working abnormally well. Date sheets and tack cards are used liberally.

Performance Reviewed

The performance here was in a single ring and at least a couple of turns were cut. Program will expand as middle pieces are added. But the first day's effort here was a speedy show, entirely devoid of stalls that kill so many shows. It lasted one hour and comprised a full package of good entertainment which drew peppy applause and laughs. It sent the people home happy.

Organist was drafted and a tape recording was used. Equestrian director is Bob White. The Doc Ford dog act started the show well. Then came clowns Jerry Lipko, Christella Beloff, Eddie Thigpen and George Medlin, all in nice wardrobe.

Ida Mae and Henry Crowell's trampoline work was good and the performers personable. Somersaults and twisters are flashy. Extraneous business and comedy are held to a minimum and trampoline work is what they do. Crowell finishes with a double forward. The act's bare-back horses are not being carried now.

Two elephants make an entry with banners. Then Gordo comes on for his one-finger stand and similar balancing that is okay. Crowell returns with the very small elephant. Clowns and donkey follow.

Good Bull Turn

Eddie Frisco's wire act is of good caliber. Clown wedding gag is used. Ida Mae Crowell does acrobatic contortion that wins a good reception with the crowd. Gordo returns for hand balancing on stacks of bricks. Baby bull is back with banners and clowns appear.

Crowell then works the larger elephant, which still is a small one. Its act is unusually good. It walks on three feet, walks a plank and turns around on it, does a high leg stand, sits down on a tub and stands on forelegs.

The bull then stands on one foot. This is followed by a hind-leg walk that is impressive.

Wind-up of the show here was Eddie Frisco's comedy car. This is a midget version of the old Funny Ford and it comes off well to lots of laughs to give the show an effective climax.

On hand but not working here were Phil and Bonnie Bonta and Frankie Lou Woods.

Staff of the show includes R. A. Miller, co-owner and general manager; Tom Huffle, agent; Willis M. Johnson, biller; Red Maynard, superintendent; Don Cudney, lights; Henry Crowell, animals; Vernon Hornsby, props; Curlev Hardiman, cookhouse; Jean Webb, secretary, and Walter (Ginsberg) McNeese, concessions. Tom Parkinson.

REVIEW

Kelly, Ronk In Theater Circus Icer

NEW YORK—Based on a circus theme and featuring Emmett Kelly, a 45-minute ice show supporting the motion picture offering occupies the stage at the Roxy Theater here. It has circus and vaudeville acts, beautiful girls and costuming, and the Kelly name.

The name is the show's come-on, for his Weary Willy face is evident in advertising and on new clown dolls offered downtown at fancy prices. In the show Kelly shares high billing with vocalist-announcer Harold Ronk, altho they are far from even-steven on the financial end. Overall production makes for a pleasing package, but many who came to be entertained by Emmett are not overly impressed for reasons that will be explained.

Altho Kelly, with Ringling Bros. and Barnum & Bailey Circus, had ample time to roam about, playing to small audience groups, there is not time to hold attention onstage with a fast-paced ice show going on. Kelly does essentially the same stuff as during the circus, except that at no time is he close to the spectators. He scores once with the spotlight gag and juggling gag with nose feather, but that is when he holds the stage alone. For the rest of the time he comes on to contemplate the acts.

Kelly's value as a night club act lay in his doing an enjoyable cartooning routine, close to the audience in an intimate setting. His usual circus stuff was particularly attractive to the small fry, but not many are taken to the Roxy since the film is a war picture.

Ronk Impresses

Emmett's character, Weary Willie, is in pantomime as usual, with Kelly's recorded voice narrating a rather thin story line about his tribulations in raising a motherless girl, Lili. Ronk, billed as ringmaster of the Big Show, is in fine voice for his announcing and vocalizing of "Laugh, Clown, Laugh." Eva Walker is on for about a minute with some swinging and a knee catch, and is described as "unchallenged queen of the aerial trapeze." Also shown are Kosmar, tight wire, and the Roulettes, roller act.

Costuming and choreography are good, altho a segment with the girls dressed as various wild cats maneuvered by a whip-cracking trainer drew little but giggles from the crowd. Stage was made up as a big top performing arena.

Kelly's dilemma, all but forgotten as the various acts come on, is happily resolved at an end-of-season party, the jazzy likes of which Ringling personnel never experienced. But this has little effect on the patrons, who were attracted by the chance to see Kelly on the stage. While the engagement will be a profitable one for him — reportedly at close to \$2,000 a week—there is too much going on for his full talents to be properly displayed. Under proper circumstances he can do better, and the hope here is that the paying customers are aware of this.

—Irwin Kirby.

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Michigan State Inks La Rosa, J. P. Morgan

Don Cherry, McGuire Sisters, Gaylords in Coliseum Line-Up

DETROIT—A strong program of top recording talent has been signed for the Coliseum Show at the Michigan State Fair, Manager Donald L. Swanson confirmed this week.

The opening bill, August 31-September 3, will have Jaye P. Morgan, Don Cherry and the Gaylords, and the closing bill, September 7-9, will bring in Julius La Rosa, the McGuire Sisters and the Four Lads. In addition four acts will play all seven days—the Cracker Jacks, Step Brothers, the Platters and the Block Busters.

To Add Dance Act

One dance act will probably be added to give variety to the bill, Swanson indicated. Three shows will be given daily, at 3, 6 and 9 p.m. In the three days between shows the Coliseum will be used for agricultural judging with a free

agricultural animal show each evening.

Tentative free matinee attraction in the form of time trials for the 250-mile auto race to be held on the closing day has been set for Thursday and Friday afternoon, September 6-7.

Regina Okays New \$85,000 Exhibit Bldg.

REGINA, Sask. — Directors of the Regina Exhibition board have approved plans for construction of an \$85,000 4-H display and auditorium building at the fairgrounds.

Originally an outlay of \$60,000 was planned but when tenders were called the lowest bid exceeded this figure.

The 60 by 140-foot building will be similar to the Jubilee exhibit building built last year. Half will be used for 4-H Club exhibits and half for an auditorium. The latter space will be used for farm boys' and girls' camps and 4-H activities. The steel and concrete block building will be ready for this year's exhibition.

Butler, Pa., Pushes Work On New Plant

BUTLER, Pa. — The Butler County Fair is rushing the first phases of building on its new fairgrounds here as part of a long-range plan that will entail the expenditure of over \$500,000.

The new grounds—180 acres located three miles south of Butler—were purchased to replace the old 60-acre plant purchased by the school board for \$180,000.

Slated for completion this year are a race track, six livestock buildings and a 4-H Club and domestic arts building.

In addition to the \$500,000 program, the fair is planning to construct a new coliseum that will seat from 6,000 to 8,000 people. The building would be located between Butler and Pittsburgh and would be the only one within a 50-mile radius. Master plan for the grounds was prepared by Gaylord Lewis, David L. Emrich, architect, is currently supervising construction of the race track.

Bill Straub Named Mgr. At San Jose

SAN JOSE, Calif.—William A. (Bill) Straub assumed duties of secretary-manager of the Santa Clara County Fair here Friday (1), replacing Russell Pettit who resigned late last year to devote full time to the local Chamber of Commerce.

Straub was formerly assistant manager of the local fair and left in 1953 to become secretary-manager of the Kern County Fair, Bakersfield, Calif. Under his management the Bakersfield event hit its record attendance of 169,725 in 1955.

Albert S. Goode, president of the Kern County Fair, said that applications for the vacated post there were being considered and a new manager would be selected in the near future.

Silver Dollar Event Off 1,207, Paid Gate Up

CHICO, Calif. — The Silver Dollar Fair wound up its four-day run here Sunday (27) with total attendance of 46,139, a decline of 1,207, but a paid gate count that showed a 1,392 increase over last year.

Mrs. Hazel Warrenner served as manager of the event in place of her husband, Ed, who was injured on the fairgrounds a month ago. Warrenner was injured when his motor scooter crashed into a pole and almost severed one leg. Despite his hospitalization he visited the fair several times during the run.

The fair pulled its biggest crowds on Friday and Sunday when high north winds died down.

The program featured wrestling on Thursday night with a rodeo and the Hilo Hattie Troupe on Friday night. Gene Holter's Wild Animal Show was featured Saturday night and Sunday afternoon. Also on Saturday and Sunday were the ice show, Icelandia, produced by Pan American Amusement Corporation in Hollywood and managed by Harry Allen, and the Nick Lucas Revue. Show bookings were handled by Isabelle Whall's Fun Unlimited in San Francisco.

West Coast Shows were featured on the midway.

Because of Warrenner's injuries, several fair managers from the area assisted Mrs. Warrenner in staging the event. They included Roy Welch, of the Yuba-Sutter Fair; Joe Whitaker, Butte County Golden Feather Fair; Bob King, Colusa County Fair; Walt Kittridge, Glenn County Fair, and Fred Bruderlin, Solano County Fair.

Larry (Bozo the Clown) Valli

worked the independent midway with his balloon tricks.

Publicity was handled by John Mayer, who moved on to Colusa County Fair. Other expositions for which he is committed include the Glenn County and Yuba-Sutter fairs. The latter will be a junior fair because the plant was badly damaged in late December by floods.

Paul Retires As Manager At Edmonton

EDMONTON, Alta. — General manager of the Edmonton Exhibition Association for eight years, James Paul is retiring this year. No date has been set.

Advertisements seeking a successor have been running in newspapers thruout Canada.

Paul stepped into the key exhibition post in 1948 after serving as a director for 13 years and being an executive member for six years.

Under his regime the exhibition plant has undergone considerable face-lifting. Improvements include a 8,000-seat grandstand, better racetrack facilities, including a totalizer, judges stand and jockey quarters, erection of a sales pavilion addition and an addition to the Gardens.

Two Fairs Ink Haley Group

PHILADELPHIA — Bill Haley and the Comets, leading rock and roll group, will play to grandstand audiences at fairs this season for the first time.

Jolly Joyce, booking the Haley unit, has them set for the Smithport (Pa.) Fair, on Wednesday 5, and for September 12-14 at the Gastonia (N. C.) Fair. Joyce also has Haley featured at the Diamond Jubilee of the Record Industry at New York's Coliseum on September 7-10.

Glenboro Fair July 11

GLENBORO, Man. — Annual fair of the Glenboro Agricultural Society will be July 11. Prize money totals \$1,000.

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Prospects OK In N. Dakota

GRAND FORKS, N. D.—Prospects for fairs in North Dakota are bright, according to Ralph Lynch, manager of the Greater Grand Forks State Fair here and immediate past president of the North Dakota Association of Fairs.

Construction of an air base, at a cost of close to \$80 million near here and good growing conditions should be big factors for a successful season, Lynch said. The season is late this year, but an abundance of moisture gives assurance for good crops.

Children's Village Planned As New Eastern States Lure

WEST SPRINGFIELD, Mass.—The likelihood of a Children's Village being erected on the grounds was posed this week for

the Eastern States Exposition. If undertaken, the project would include 10 units, each representing some fairy tale or Mother Goose character or building.

Wood and stone construction would be used, and there would also be a Toonerville Trolley, drawn by pony, offering rides thru the village. Location would be on a half-acre on which there now stands an old forage service barn.

The fairgrounds remains in the public's mind during the off-season, thru use for various events. Scheduled for coming weeks are Antique Auto Club exhibit, June 29-July 1, and Western Massachusetts Gladiolus Society meeting, August 5.

Another 15,000 yards of fill are required to complete filling operations at the lagoon on the south side of Island Park Avenue. More than 9,000 yards have been dumped in so far, and the filling and ensuing grading will provide the fair with additional parking space.

EXHIBITION MANAGER

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Medicine Hat Maps \$500,000 Expansion Plan

MEDICINE HAT, Alta.—Medicine Hat Stampede and Exhibition Company, a non-profit organization, has agreed in principle to a long-range, half-million-dollar expansion program for the fairgrounds.

Included is a \$250,000 grandstand, to seat 4,000; a half-mile race track, bleacher accommodation for 4,000 persons, and an exhibition building.

Financial aid is to be sought from city council and the federal and provincial governments.

Edmonton Retains Jr. Hockey Team

EDMONTON, Alta.—The Edmonton Exhibition Association has decided to continue sponsorship of the Oil Kings in the Western Junior Hockey League.

The association, which also sponsors the professional Edmonton Flyers of the Western Hockey League, had planned to drop the Oil Kings because of continuous losses—more than \$22,000 last season.

The decision was changed because it would have placed in jeopardy the Flyers hook-up with the Detroit Red Wings of the NHL. Red Wings intimated they would drop their backing of Flyers should the Oil Kings pass out of existence and Edmonton be left without Junior A hockey.

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WOM BOW GOOD AT PLAINFIELD

Replacement of Sold Ride, Decorative Units Started; Fine Season Seen

PLAINFIELD, N. J. — Frank Bergen's World of Mirth Shows opened a new season here Friday (25). At the same time a rebuilding program was launched, necessitated by the sale of considerable ride and decorative equipment to the Dominican Republic where it was in use thruout the winter at the World's Fair in Ciudad Trujillo. A spirit of optimism prevailed thruout the show. The money received from the Dominican government will be used to replace and rebuild the lost units. Each move in this direction, it was pointed out, will result in definite improvement. A number of persons, who wintered and worked at Ciudad Tri-

jillo, returned well heeled and are facing a new season without the urgency to make money that often coincides with the opening of a new season. The experience apparently was a pleasant and profitable one for all participants.

Long Alliance

Adding to the happy outlook was a good start here, the 23d consecutive appearance of the shows on the Rock Avenue lot under the auspices of the Arbor Hose Company.

Altho the show retains its mammoth size with replacement units already filling out this lengthy lot, the earning power is under par for the organization. Even so, business matched that of last year, with the exception of the loss of Sunday (27) to rain. Business on the holiday, Wednesday (30), was neck and neck with last year. Treasurer Bud Sollenberger opined that the gross would have topped

(Continued on page 62)

Buck Efforts Slowed Down By Weather

UTICA, N. Y.—Rain and cold have plagued the O. C. Buck Shows since their opening several weeks ago in Menands, N. Y. Last week ice formed during the night on two occasions.

A matinee in Menands was one of the best ever for the show, Buck said. On the few other occasions when the weather was favorable, interest and spending have been very good. Based on these hopeful signs the outlook for the season is still very good.

Business here has been okay, with matinee action on Decoration Day, Wednesday (30) fair, despite intermittent showers and heavy rain the night before. More heavy rain on the holiday night turned the lot soupy.

CIRCUS STYLE

Reithoffer Blue Gears For Overnight Jumps

WEATHERLY, Pa.—Reithoffer Blue Shows is gearing itself to circus-type moves thru the elimination of a day between stands. And in order to do this the show is streamlining its rides and equipment with an eye to portability.

One Ferris Wheel has already been converted to where it can be erected in a comparatively short time and two others will get the same treatment. Two Allan Herschell Merry-Go-Rounds are now trailer-mounted and most of the other rides will undergo changes to make them go up and down with a minimum of time and effort.

The organization, which opened April 30, got off to a good start altho the weather took its toll at subsequent stands. The new Scrambler has consistently ran ahead of all other attractions. Show will carry six light towers for its major still dates and fairs. The two Reithoffer units are each scheduled to have 11 major and nine kid rides. For fairs, plans call for the addition of a new "Make Believe" unit as a lure for moppets.

Oswego Fair For Continent'l

MASSENA, N. Y.—Continental Shows looked for a good week here, with the aid of the Memorial Day holiday. The St. Lawrence River seaway project has brought increased business to the town, and much of the spending money was expected to turn up on the midway.

Business was brisk in Oswego last week, with nights in general being chilly. Crowds went home early, altho turnouts were good while they lasted.

Saturday's (26) weather was mild and the season's best matinee resulted. Some 3,500 kids attended and good business was enjoyed by most units.

Frog Fete Down 10% For Harris

SAN FRANCISCO—Altho the Calaveras County Fair and Jumping Frog Jubilee pulled a total attendance of 21,600 people during its four-day run which ended Sunday (20), business for the West Coast Exposition Shows on the midway was down about 10 per cent from 1954, the last time this organization played there, Edward Harris, show manager, said.

The attendance for the event was up 4,000 over 1955, according to Carl Mills, fair manager.

The West Coast organization featured six major and five kid rides, four shows and about 35 concessions. Because of the terrain, the carnival lot being on a hillside, a Fly-O-Plane, Caterpillar, popcorn stand, dog-on-a-stick stand and Penny Arcade could not be set up.

The spot was played last year by Fair Time Shows, Inc.

CRAFTS 20 BIG

Sponsored Dates Okay; New Fair Yields \$\$

NORTH HOLLYWOOD, Calif.—Crafts 20 Big Shows, which is specializing in sponsored dates, is off to a good start following its opening in Palmdale, O. N. Crafts, owner, said.

The show featured six major and five kid rides, Bobby Matthews' pony ride, Martin Arthur's Killer Gorilla and 28 concessions for the opening run.

The Palmdale May Festival, despite high desert winds, ended up on the black side of the books Saturday and Sunday afternoons (12-13) warmed to bring out crowds.

The event was handled for the show with Ken Baker and Herb Skinner working as co-ordinators with the sponsoring Chamber of Commerce. An eight-pole big top was furnished with 79 exhibit booths and a varied program of acts presented on the stage nightly. Joe Paradise acted as the special agent for the date.

The show followed this date with

Dolly Young Joins Heth

MURFREESBORO, Tenn.—Mrs. Dolly Young has announced her appointment as legal adjuster of the L. J. Heth Shows, Floyd R. Heth owner, succeeding Joe Fontana, who left the show soon after the recent death of L. J. Heth. Mrs. Young was to have joined the show here last week.

Midway Units Click At Expanded Philly Ringling Circus Date

Quinn, Essner Add to Space in Front Of Big Show; Holiday Business Big

PHILADELPHIA — An expanded carnival-type operation was put together by John Quinn and Jack Essner to run in conjunction with, and in front of, the Ringling Bros. and Barnum & Bailey Circus on the Lighthouse grounds, Erie Avenue, Monday (28) thru Saturday (2).

At least 100 additional feet were found, providing space for nine more concessions and two more rides. Based on a \$20 per foot rental, the promoters put together an estimated \$25,000 midway. Some of the units they operated themselves, as well as all of the rides, with the exception of the Alton Pierson Scrambler.

Despite the virtual loss of Thurs-

day night (31) to rain, the threat of more bad weather on Friday (1) and the picketing of the entrance thruout the run by members of the American Guild of Variety Artists and the Teamsters who are seeking to organize the circus, business for the rides and concessions was reported good. Essner pointed out the success of the date on Friday when he said that the privileges had all been paid.

The date is unique in that the circus places all units at the extreme end of the principal concession midway. The reason for this, as explained last year when the arrangement was first affected, is that the lot, controlled by Quinn and Essner for a period of years, is the only one available in this de-

(Continued on page 63)

SLA Building Pledges Top \$40,000 Mark

CHICAGO—Sale of bonds in the \$50,000 Showmen's League of America issue topped the \$40,000 mark in the week ending Thursday (31). The issue is designed to provide funds to modernize the recently purchased clubhouse at Randolph and Franklin streets.

A pledge of \$1,000 by Richard Horan plus anonymous pledges raised the total to \$40,900 on Thursday.

LATIN REPORT

Cubans Love Senor Bennie, All Coney Island Offerings

PHILADELPHIA — Senor Big Hearted Bennie Weiss rumba'd in here by air from Cuba just in time to set up his bingo operation in conjunction with the Ringling Circus date, on the Lighthouse property on Erie Avenue.

Senor Weiss, who picked up the Latin designation during a winter tour of Cuba with the Coney Island Road Shows, put in a highly satisfactory winter. The natives liked the bingo, its merchandise prizes, some 15 concessions operated by Senor Bob Parker and his manager, Curley Graham, and eight rides, including the Velares' Rotor.

Parker, who returned to arm-chair concession operations here during the run of the circus, substantiated the reports of Weiss and his son, Jackie. The American merchandise used for prizes proved appealing. The better dates coincided with harvesting, principally sugar cane. Money was most plentiful then and it was spent freely, altho somewhat slowly since, it was said, dime play proved best after experiments with 15- and 20-cent play.

Economic progress is noticeable everywhere, Weiss said. Attend-

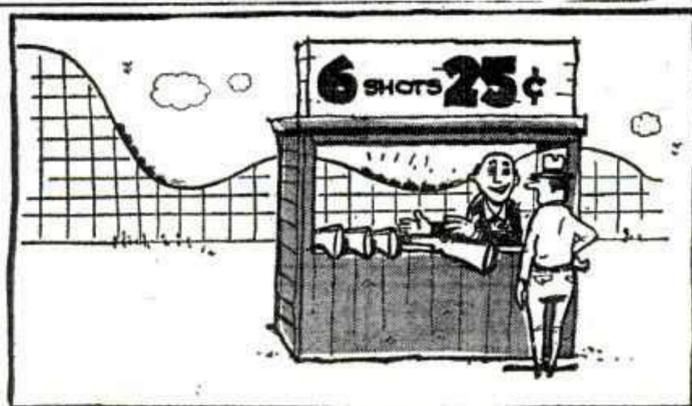
ance and interest in the dates was stimulated in American fashion with an automobile given away free each week. A trailer was included with the auto at times. In

(Continued on page 63)

Blue Ribbon Revival Seen

JACKSONVILLE, Fla. — Mrs. Ann Roth, of Miami, owner of the former Blue Ribbon Shows, says she may put the show on the road in 1957. She owns a block of beachfront property here containing a hotel, cocktail lounge and numerous stores and concessions.

Nine of her rides are being operated out of Chicago by Fred Potenza, and she also has business interests in Ohio. She also worked actively with Dolly Young on the Duval County Fair promotion at Jacksonville last fall. Considered by her is a tour of 1956-57 Cuban winter fairs with rides and other attractions from among her show and concession properties now in storage.



"It's more sporty to shoot 'em on the rise!"
—Edmund F. Peris, 1801 S. W. 19th Ave., Miami, Fla.,
winner, May 12 issue GAGSTER Cartoon Contest.



**FIRST
BIG FAIR OF
THE SEASON**

**DELAWARE COUNTY FAIR
AND HORSE MEET**

**AT THE FAIRGROUNDS
MUNCIE, IND. JUNE 11
THRU JUNE 16**

**SPONSORED BY MUNCIE RACING
AND DELAWARE COUNTY FAIR
BOARDS**

SPECIAL EVENTS INCLUDE THRILL SHOWS, BIG-TIME WRESTLING, GRANDSTAND ATTRACTIONS, HORSE RACING (DAY AND NIGHT), FREE GATE, FLOATS, PARADES, F.F.A. DAY AND 4-H CLUB DAY. ANTICIPATED ATTENDANCE 250,000. FOLLOWED BY 10TH ANNUAL V.F.W. CELEBRATION, LOWELL, IND., JUNE 19-24 INCLUSIVE. SPACE LIMITED AT BOTH OF THESE BIG EVENTS—MAKE ARRANGEMENTS NOW TO BE IN AT THESE TWO MONEY-MAKERS. THEN OUR REGULAR ROUTE OF FAIRS.

CONCESSIONS

Everything open, such as Grabs, Foot Longs, Popcorn, Candy Floss, Snow Cones, Waffles, French Fries, Coke Bottles, Break-the-Dish, Derby Racer, Basketball, Roman Targets, Duck Pond, Fish Pond, Hanky Panks and Stock Concessions of all kinds.

SHOWS

Will book for these and balance of our Fair Route—Side Show with own equipment. (Col. Law Alter, Preacher Monroe, Hall and Leonard or any other good Side Show Operator, get in touch.) Will also book any worth-while Grind Shows or family type Shows.

SHOW HELP

Want Girls for Girl Show. (Tony La Verne, contact.) Want A-1 Talker for Geek Show. Organized Jig Show wanted at once. Leonard Duncan, have Show ready for you. Fathead Williams, get in touch.

RIDES

Will book Scrambler, Eli #5 Ferris Wheel, or any other Major Ride not conflicting. Bill Dyer, get in touch.

RIDE HELP

Want Second Men on all Rides, must be licensed and drive semis. Have several openings for Foremen for right parties. (Hay-Day Red, get in touch with Mike Price.) Also want capable Men in all departments.

CONCESSION HELP

Can place Bucket and Six Cat Agents. Also good Hanky Pank Agents and General Front End Help. Want experienced Cook and Waiters for Cookhouse. (Costa Stergiou, get in touch with Fred Miller.)

ALL INTERESTED PARTIES GET IN TOUCH WITH

THOMAS D. HICKEY
BARNES HOTEL, LOGANSPORT, IND.

DON GRECO
BARNES HOTEL, LOGANSPORT, IND.

SAM GRECO
FAIRGROUNDS, LOGANSPORT, IND.

WEST COAST SHOWS

WANT-WANT-WANT

We will book a few, but not all, of the following type Concessions: Fish or Duck Pond, Long Range, Add-a-Pan or Add-a-Dart, Watch-La or Center Hoop-La, String Game, Swinger, Hi-Striker, Age or Scales, Cigarette Gallery, Gold Fish Pitch, Devil's Alley, Huckley Buck or Punk Rack. We are interested in non-conflicting Merchandise Concessions. Contact us now for the greatest route in the West starting at the big Fourth of July Celebration in STOCKTON, June 26. Our Fairs include Sacramento County Fair, Santa Rosa, Yuba-Sutter Fair, Tehama County Fair, Napa, Paso Robles, Monterey, San Jose, Bakersfield and the CALIFORNIA STATE FAIR.

All Replies

General Offices, 240 Jones Street, San Francisco, Calif.

PARAKEETS

BABIES—\$1.10 ea.

CARNIVAL BIRDS
85c ea.

Shipped Daily. F.O.B. Los Angeles.
Minimum Order, 48 Birds.

Durkee's Bird Farm
8967 E. Gallatin Rd., Pico, California
Phone: OXford 9-5210

FOLEY & BURK SHOWS

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS

"The Route is the Best in the West"

Colusa County Fair

Alameda County Fair, Pleasanton. Big 4th of July Celebration included in this one. California Rodeo, Salinas. "The West's Greatest Rodeo," uptown on the streets. Sonoma County Fair, Santa Rosa. Stanislaus District Fair, Turlock. San Joaquin County Fair, Stockton. Washoo County Fair, Reno, Nevada. Ventura County Fair, Ventura.

You can make this your best consecutive booking in years. Phone, wire or write us. Napa, Calif., June 5-9; Colusa, June 12-17; or join us at Pleasanton, June 18 to July 5. Want competent Whip and Ferris Wheel Help. Railroad show, no truck driving!

KIDDIE RIDES WANTED

Will book 3 with own transportation, commencing June 12 at St. Mary's Church Bazaar, Cleveland, Ohio. Same must be late model, factory-built. No home-made rides or junk will be considered.

All fair dates after August 1. Address inquires to

GOODING AMUSEMENT CO.

1300 Norton Ave., Columbus, Ohio

NOTICE—NOTICE

OPENING AT
**FLAGSTAFF, ARIZ.,
POW-WOW**
JUNE 24 TO JULY 4

Former employees, write. Can also use Griddle Men and Waiters for season's work starting at Flagstaff and for major fairs.

R. C. MILLS

1704 9th Ave., N.W., Minot, N. Dak., until June 10; then General Delivery, Flagstaff, Ariz.

BOB HAMMOND SHOWS

Want now and for 21 Fairs and Celebrations. First Celebration, Bellaire, Tex., June 21-24. Show closes Nov. 15, Houston, Tex., Shrine Circus. DUE TO DISAPPOINTMENT—CAN PLACE COOKHOUSE, ALSO GIVE EXCLUSIVE ON DIGGERS. (Joy Stanley or Lyle Wells, contact Lucky.) WANT RIDE FOREMEN AND SECOND MEN ON 16 OFFICE OWNED RIDES. CAN PLACE COUNTERMAN FOR BINGO (MUST DRIVE TRUCK). HARRY LAMON IS BACK AND NEEDS GRIND STORE AGENTS, ALSO HEADS FOR PINS, SKILLO AND SWINGER. E. J. McDANIELS NEEDS AGENTS FOR 15 CONCESSIONS. Each Agent has "EX" on his game. Especially need good Scale Agents and Couple for Balloon Darts. Agents for new Watch-La, Penny Pitch, Cork Gallery, Glass and China Pitches, Bear Pitch, Hit and Miss, 1-Ball. P.C. Dealers or will frame the outfit you work best.

NOW PLAYING JENSEN AND LORRAINE STS., HOUSTON, TEX.
Address: **BOB HAMMOND HARRY LAMON**
6115 Gold St., Houston, Tex. OXford 4-8647
E. J. McDANIELS
Auditorium Hotel, Houston, Tex. Capital 7-3351

Frank W. Babcock UNITED SHOWS

WANT WANT WANT

CONCESSIONS—For Big Dates over the Fourth of July at Southern California Exposition, Del Mar, Calif., June 29-July 8 inclusive. Limited footage available. No Lucky Boys. OCEANSIDE 4th of JULY CELEBRATION, July 3-8 inclusive. Few Selling Stores available. HELP—Experienced Ride Men all departments. Qualified Foreman for Kiddieland. Truck Mechanic. No punks.

Contact: **F. W. SUTTON, Mgr.**

Frank W. Babcock United Shows
As per route or Hotel Baltimore, 501 S. Los Angeles St., Los Angeles, Calif.

James E. Strates Shows, Inc.

Wants SCRAMBLER to join now for best major fair route in the East. Wants Boss Canvasman for Nate Eagle Midget Show. (Blue, contact.) Can place Wildlife and any other meritorious, non-conflicting shows. Want Show Carpenter, also Ride Foreman, Tractor Drivers, experienced Ride and general Carnival Help. Chorus Girls and Principals for office operated revue. WRITE or WIRE

JAMES E. STRATES or L. HARVEY CANN, Mgr.
Albany (Watervliet), New York, From June 4 thru June 16

WANTED

High-Class CARNIVAL for
Hundredth Year CENTENNIAL

August 17 thru August 22. Write

SAM W. TAPPAN

Chamber of Commerce, Helena, Ark.

CONCESSIONS WANTED

Osceola Centennial, June 18-24; Greentown 4-H Fair, July 30-Aug. 4. No Eats or Drinks. Will buy 12-14 ft. Popcorn Wagon and Mouse Game.

G. H. PROUGH

2327 Homewood Ave., Mishawaka, Ind.

WANT

Bingo—privilege \$26.00; Emil, contact me. Popcorn—\$26.00; Hankies—\$21.00. Will book Pea Pool.

GRIGGS BROS.' SHOWS
Middleport, Ohio

BIG FOUR AMUSEMENTS

WANT WANT WANT

Will book a few more Hanky Panks such as Photos, Hi-Striker, Jewelry, Glass Pitch, etc. (No gypsies.) Forest Park, Ill., Centennial Celebration (Jimmie Durante and entire Chev Parade Revue will appear in person. Also Lou Briese and his Band.) June 16-24. Ride Help on all Rides, First and Second Men, must drive semis. Marcelyn Williamson wants Agents for Hanky Panks.

Address: **BIG FOUR AMUSEMENTS**
(Holy Rosary Church Celebration) Kenosha, Wis., June 5-12; then Forest Park, Ill.

GREAT NORTHERN SHOWS

WANT WANT WANT

Concessions: Under 11 Over 30, Glass Pitch, Hi-Striker, Bowling Alley, Penny or Nickel Pitch, Basketball, Milk Bottle, Bumper, Novelties, Derby, Huckley Buck, String Game, Tilt Game, Roman Target, Coke Pitch. No Flats or Mitt Camps. Shows: Fat, Midget, Wildlife, Fun House, Miniature, Animal, Five-in-One and Shows that cater to entire family. 5% above committee money. Rides: Will book or buy one semi major ride—Roll-o-Plane, Coaster, Flying Scooter, etc. We do not need Ride Men. All Celebrations and Fairs from July 3 until closing. L'Anse, June 9-9; Marquette, 11-16; Newberry, 19-23; St. Ignace, 25-30; all Michigan. Wire or write—no phone calls. Contact **EUGENE W. SKERBECK, Mgr.**, or **PAUL PITTMAN, Gen. Rep.**

14 FAIRS PAGE BROS.' SHOWS 14 FAIRS

Want Bingo, Lead Gallery, Jewelry, Arcade, Custard, Ice Cream, Slum Concessions of all kinds, Snake Show, any Grind Show. Ride Help—must drive. Shorty Puttman and Bill Frayer, come on.

Campbellsville, Ky., now. (Eminence, Ky., 4th of July.)

P.S.: Want Man and Wife to take over office-owned Cookhouse. Good proposition to right party.

FREE ACT WANTED

For Linton, Ind., Fourth of July Celebration, July 2-7. Aerial Act preferred.

BAKER UNITED SHOWS
Crawfordsville, Ind., this week; then as per route.

CROSS ROAD AMUSEMENT WANTS

Photo, String Game, Pitch-Tilt-U-Win, Novelties or any legitimate Concessions not conflicting. Can use small Side Show. First and Second Man for Eli Wheel; best of wages and bonus at end of season. Must have Michigan chauffeur's license. Answer per route.

Wayland, Mich., June 14 thru 16; Rockford, Mich., June 20 thru 23. P.S.: Ross Bauers, answer.



ALL FAIRS AND CELEBRATIONS
NO MORE STILL DATES

NOW BOOKING FOR BEARDSTOWN, ILL., FISH FRY NEXT WEEK

Can place two nice Kiddie Rides for season. Have openings for nice Popcorn Trailer, also a few more Hanky Panks and Stock Concessions. No flats. Want good Cookhouse or Grab. Can place Foremen and Second Men for Wheel and Coaster. Want two good Concession Agents.

Address: **E. L. WINROD, Mgr.**
Rochelle, Ill., this week; Beardstown, Ill., next.

MIDWAY CONFAB

Mrs. Harry Rubin fell and broke her leg the night before she was due to join her husband on Penn Premier Shows. As a result, she's laid up in Mount Vernon, Ind. . . . N. L. (Whitie) Dixon recently closed as legal adjuster with F. C. Bogle Shows and joined Standard Shows, where he'll operate the games. The latter show was scheduled to open May 30 in Basin, Wyo.

Pat, Ruth and Jimmy Patterson are back with Sonny Myers Amusements with five concessions after operating their magic show last winter in the New Orleans area. While in the Crescent City they garnered some good newspaper breaks. Ted Dullard, one of the owners of Sonny Myers Amusements, is reported recuperating from recent surgery. . . . Hank Wallace writes that he visited King Reid Shows at Glens Falls, N. Y., to catch the Kay and Art Fay Evans act. While there, he also cut up jackpots with Willie Bowman.

Mrs. E. M. McIntyre is at her home at 205 Baker Street, Winchester, Va., after a month's hospitalization following burns suffered when the heater in her house trailer exploded. She reports receiving many get-well cards and flowers. Sport and Tommy Allen recently paid her a visit.

Rechinda (Richie) Stanley, two-year-old daughter of Mr. and Mrs. Jay Stanley, of Schafer's Just for Fun Shows, celebrated her birthday with a party on the show lot in Dallas. Guests included Mr. and Mrs. Charlie Elders, Mr. and Mrs. Joe Stevens, Mrs. V. B. Thomas, Mrs. Chuck Moss, Mr. and Mrs. Blackie Schofield, Mr. and Mrs. Ace Denton and family, Mr. and Mrs. M. F. Lear, Mr. and

Mrs. J. L. Malone, Mr. and Mrs. Ed Felske, Mr. and Mrs. Cotton Spivey and family, Tex Dickey, Bob Armstrong, F. W. Hart, Blackie Williams, Mr. and Mrs. James Dawling, Mrs. Helen Clifford, Cap Rogers, Mr. and Mrs. Leon Gilbert and son, Rusty Wagner, Fletcher Tetts, Mr. and Mrs. John Mandrell, Mr. and Mrs. George Ames and Vaughn Helzer.

Members of the Michigan Showmen's Association and the Ladies' Auxiliary turned out in force at the recent funeral of Mrs. Jennie M. Heshner. From the men's club were John Balog, Edward Horwitz, John Moran, Joe Pollard, Sam Stone and Paul Greeley. Auxiliary members on hand included Laura Baker, president; Mrs. Ann Stone, first vice-president; Grace Ziegler, chaplain; Francis Moran, past president, and Laverne Taylor, Edith Schultz and Dorothy Dear.

Sailor Carl Gambrell, tattoo artist, recently joined the Side Show on Ross Manning Shows.

Fire in a show nit on the Prell midway injured a couple of workers in Levittown, Pa., on Friday (25). A dog reportedly knocked over a kerosene stove to start the blaze. Rita Haley and Alice Bethincourt got out with the Hales' child, but the latter's snake, used in her act, was baked in its steel box. Honest John Haynie was caught under a tractor wheel and D. M. Ward and Izzell Golden were hit by snapped tent stakes, as the tractor was started up while hitched to the trailer. All three were taken to Lower Bucks County Hospital.

A 22d wedding anniversary was celebrated May 19 by Paul La Cross, agent of the Continental Shows, and his wife. Among the gifts was one from their daughter and her family who are in Tripoli, Libya.

Etta Crossen, concession agent for Frenchy LeGrande at Jacksonville Beach, is a former member of the Crossen Sisters vaude and outdoor act. At the same Florida spot is Charles Hines with age and weight, formerly with Johnny's United and other shows; Joe Sears, former rep show actor now selling tickets on the LeGrande rides, likewise Elsie Lynne, rep actress who is agent on a short range gallery.

Dolly Young, concessionaire and promoter of the Duval County Fair, Jacksonville, Fla., has a group of rides in operation at Cedar Point Park, Sandusky, O.

There were many visitors to the Vivona lot in Perth Amboy, N. J., including Frank Bergen, Gerald Snellens, Billy Cooper, Harry Hauck, Mr. Brock and others. Tony Mason observed his 35th birthday in his Stars of Tomorrow revue tent on Tuesday (22). Gabe Novak's wife, Jean Novak, is ill in the Hamilton Nursing Home in New Brunswick, N. J., and would like to hear from friends. Harry Wilson's mother, Mrs. Sara Williams, reportedly 103 years old, is preparing to leave New York by plane to visit her youngest son in Japan.

Anna Louise Daniels will close her dance school in Salt Lake City and join Lisa Del Mar's Side Show for a four-month tour. Miss Daniels will handle the inside lecturing and will reopen her school in the fall. . . . R. L. Davis, of big steer note, is recuperating in Floyd County Hospital, Rome, Ga., following surgery. As soon as he's able to travel, he'll head for his Scottsdale, Ariz., home to convalesce before playing street fairs and celebrations in Georgia and Alabama. . . . Rube Liebman is confined to Sunshine Terrace Rest Home, 4119 River View, Tampa

CONTINENTAL SHOWS

VERMONT DATES BEGIN JUNE 11, INCLUDING IN OUR ROUTE THE BIGGEST JULY 4 CELEBRATION IN THE ENTIRE STATE, MORRISVILLE, VT. NIGHT BEFORE A 75 FOOT BONFIRE—JULY 4TH SOME OF THE BEST BANDS FROM NEIGHBORING STATE, FAMOUS CANADIAN BANDS FROM MONTREAL, \$2,000.00 FIREWORKS DISPLAY—FLOATS, PARADES, CONTESTS OF VARIOUS KINDS, HORSE SHOW, ETC. THIS EVENT WILL RECEIVE STATE-WIDE PUBLICITY—ALL EVENTS WILL TAKE PLACE ON OUR GROUNDS.

BEGINNING JUNE 11—CAN USE PERCENTAGE GAMES, PITCHES, HANKY PANKS. WE HAVE SEVERAL GOOD OPENINGS FOR VARIOUS GAMES, LONG RANGE, SWINGER, DUCK POND, PENNY PITCH, BALLOON GAMES, NOVELTIES, ICE CREAM.

JUNE 4 to 9, PLATTSBURG, N. Y.

ROLAND E. CHAMPAGNE, Mgr.

Morris Hannum Shows

One of the Great Eastern Shows

MAGNOLIA, N. J., JUNE 11-16. TERRIFIC CHURCH CELEBRATION ON THE CHURCH GROUNDS WITH THE GREAT WILNO'S CANNON AND FREE GATE.

CAHILL FIELD FAIR, PHILADELPHIA, JUNE 18-23

ST. MICHAEL'S CHURCH FAIR, LEVITTOWN, PA., JUNE 25-JULY 4 INCLUSIVE

Short moves and guaranteed attendance for these four weeks.

- RIDES | Comet; Herb Mace, telephone me collect; Caterpillar and Rolloplane.
- SHOWS | Mechanical, Arcade, Wildlife and Motordrome.
- CONCESSIONS | Hanky Panks of all kinds. No exclusives but suggest you act quickly. Space is limited at these dates.
- HELP | Experienced Ride Men who drive.

All replies to MORRIS HANNUM, Americus Hotel, Allentown, Pa., thru June 9; then 934 Murdoch Road, Philadelphia, Pa. Telephone Chestnut Hill 7-8176.

CARNIVAL BIRDS

- PARAKEETS, 75c EACH
- PARAKEETS, YOUNG BANDED, \$1.15
- CANARIES, \$1.00
- FINCHES \$1.00
- PARAKEET CAGES, 55c
- 200 OR MORE 50c

24 Hour Service
Wire Us Your Order

CONRICK BIRD FARM

8900 South Western Ave.
Los Angeles 47, Calif.
Phone Pleasant 8-5294

WANTED WANTED

Man to operate Monogram Hat Store; must do good work. Write or wire

EDWARD MARROLETTI

20th Century Shows, Fort Dodge, Iowa, this week, or Dubuque, Iowa, next week.

30 DAY SPECIAL MERRY-GO-ROUND HORSES

Adult size, Parker style, new cast aluminum, painted, ready to set on machine. Fit any Merry-Go-Round. Special price, set of 20, \$1,500.00. Low delivery charge. Can handle some paper. FOR SALE—Eli Wheel, first \$2,500.00 cash gets it. WRITE, WIRE OR PHONE C. A. GOREE, BOX 167, AZLE, TEX.

MEEKER CO. CENTENNIAL

JUNE 14-17 LITCHFIELD, MINN. Want Balloons and other Novelties. Also Bats, Juice, Popcorn, etc. Big Parade, Free Outdoor Barbecue, Free Vaude. Show, Water Show on Lake Ripley. Carroll Shows on the midway. Contact Headquarters, C.A.R. Hall, Phone 369, Litchfield, Minn.

ELECTRICIAN WANTED

Who can handle Transformers for large Show of 20 Rides, 15 Shows and 100 Concessions. Must have references. Also quote salary expected. WRITE: BOX 612, c/o The Billboard, 390 Arcade Bldg., St. Louis, Mo.

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

REITHOFFER BLUE UNIT NOW OPEN

CONCESSIONERS AND SHOWS

All who have corresponded with me, contact at Eagleville, Pa. Can use a few more legitimate Concessions. State what you have. Not interested in duplicates.

P. E. REITHOFFER JR., Mgr.

TAKE A PEEK AT THIS FAIR ROUTE

Red Lion, Pa.; Penn Yan, N. Y.; Owego, N. Y.; Canandaigua, N. Y.; Whitney Point, N. Y.; Caledonia, N. Y.; Angelica, N. Y.; Lowville, N. Y.; Troy Hills, N. J.; Watertown, N. Y.; Rhinebeck, N. Y.; Schaghticoke, N. Y.; Walton, N. Y.; Port Royal, N. Y.; Litzitz, Pa., and then the GREAT Bloomsburg Fair, Bloomsburg, Pa.

Eagleville, Pennsylvania

GREAT WESTERN AMUSEMENTS INC.

ANNOUNCING FAIRS AND CELEBRATIONS

MOBRIDGE, S. DAK., CELEBRATION, ON THE STREETS, JULY 4

REGENT, N. DAK.
FAITH, S. DAK.
RAPID CITY, S. DAK.
MOBRIDGE, S. DAK. (50th Anniversary Celebration)

MITCHELL, NEBR.
MORTON, TEX.
LOVINGTON, N. MEX.
SEMINOLE, TEX.
AND OTHERS TO FOLLOW

ALL STILL DATES PROMOTIONAL

CONCESSIONS—Want Bingo, Cookhouse, Glass Pitch, Long Range, Six Cats, Buckets and Hanky Panks of all kinds. Want Agents for Diggers.
HELP—Can place Foremen for Scooter and Wheel.

Also Second Men on all Rides. (Johnny Howard, wire immediately.) Johnny Graves, get in touch.
RIDES—Want to book Spitfire and Roller Coaster.
WANT TO BUY—Transformer, 2 50 KVA or 1 100 KVA.

Wire GENERAL MANAGER or BEN PRYOR, Asst. Mgr.
SAYRE, OKLA., THIS WEEK

WRESTLERS WANTED

Jack MacCarthy Wants Wrestlers and Fighters. Long and profitable season. Care Breaks & Schrader Shows Kinsley, Kansas, June 4-9; Rapid City, South Dakota, June 7-16.

MOTOR STATE SHOWS

Want for All Celebrations, Including Two of the Best Fourth of July Celebrations in Michigan and All Celebrations and Fairs Following. Napoleon, June 5-9; Paulding, June 11-16; Waterville, June 18-23; All Ohio. Can place a few more Hanky Panks. Need Ride Men and Second Men. Must drive. Want Help on Snake Show, Monkey Show. George Schmitt, come on. J. C. Smith, waiting for you. All replies: MOTOR STATE SHOWS as per route.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

"WANT"

RIDES

Live Pony Ride, Roller Coaster, Scooter, Dark Ride, Sky-Fighter, Funhouse.

SHOWS

Place the following with own equipment: Side Show, Chimp, Monkey, Drome, Mechanical City, Dog and Pony, Min. Circus.

CONCESSIONS

Bingo (Emil, contact), Hi-Striker, Balloon Dart, String Game, Bear Pitch, Bowling Alley, Parakeet Pitch, any Stock Concessions.

This Show has 12 Fairs. More pending. First in Still Dates—Aljean (Tony) Williams wants following: Girls for Revue; Bonnie, Torchy, Madeline, or any capable girl who worked for her before—Talker for George Johnson's, 20 People Minstral Show.

ALL WIRES AND CORRESPONDENCE TO

JOHNNY T. TINSLEY OR TED WOODWARD

Salisbury, N. C., This Week—Lexington, N. C., Next Week



14 RIDES

LIGHT TOWERS
WANTED

SEARCHLIGHTS

SHOWS: Side Show with or without equipment. Must have Acts of merit. Also Midget, Mechanical, Snake or any good Grind Shows. Also can place Funhouse and Arcade.

CONCESSIONS: Honky Panks, Long or Short Range Gallery, Hoop-La, Derby, etc. Can place capable Agents.

RIDE HELP: Want Foreman for Twin Wheels and Second Men on other Rides.

Address Yankton, S. D., June 4-9; Fremont, Nebr., June 11-16; Grand Island, Nebr., June 18-23; then all Celebrations from Fourth of July on. The best in our territory.

W. W. MOSER, MGR.



WASHINGTON COUNTY FAIR, SPRINGFIELD, KY., JUNE 14-19

WANT

CONCESSIONS—Custard, American Palmistry, Scales and Age, Novelties, Hi-Striker, Ball Games, Balloon Darts, Jewelry, Coke Bottles, Short Range, Bird Pitch and Hanky Panks of all kinds. One Grind Store open.

SHOWS—Snake, Monkey, Wildlife, Funhouse and Shows with own equipment except Girl.

RIDE HELP—Want Foreman for Wheel and Octopus Foreman. Second Men on Wheel, Jenny, Tilt and Octopus.

Chuck Alexander wants Agents for Penny Pitch, Six Cats, Buckets, etc. Blackie Steinfeldt wants Agents for Razzle and Hanky Panks. Girl and Husband for Single-O Girl Show. Contact

JACK OLIVER

c/o Hotel, Horse Cave, Ky., or F. O. Poole, Horse Cave, Ky.



WANT SCRAMBLER, ROLLER COASTER, CATERPILLAR, ROLLO-PLANE. Can use UNBORN Show—no high pressure — want Operator who works like Duke Jeanette. Can always use Shows of merit. MOTORDROME FOR SALE. In need of some repairs. Top used only half season. Stored in Richmond, Va. No Motorcycles. Price \$800 for quick sale.

All replies:

FRANK BERGEN, General Manager

World of Mirth Shows, New Brunswick, N. J.

ROYAL UNITED SHOWS

This should be a red one—Sioux Falls, S. Dak., Centennial, on the streets, in the heart of the business district for nine days, June 15 thru 23. Five parades, soap box derby and many school and marching bands. Can use all kinds of legitimate Concessions.

Wire or call JOHN DORLAND, Manager of ROYAL UNITED SHOWS, as per route

FOR SALE OR LEASE

One 36-ft. Aluminum Semi Cook House Trailer and Tractor. Equipped with refrigerators, deep freeze, hot water tank, water hose, light wire, cooking utensils, coffee urn, etc. Equal to Drive-In Restaurant. Will book for season. Can be seen in operation at Fairmount, Mo. (East K. C., Mo., on 24 Highway), June 12 to 23. **CATLETT GREATER SHOWS or WILLIAM G. CATLETT** GENERAL DELIVERY, FAIRMOUNT, MO.

YOUNG COUPLE

To operate Ice Cream Store and Ice Cream Advertising truck at State Fairs and other special advertising locations. Must have chauffeur's license and be entirely free to travel.

Inquire: **BOX 57**
The Billboard,
1564 Broadway,
New York, N. Y.

WOM Bows at Plainfield

Continued from page 59

1955 if the girl revue had been in operation.

Spending was noted as up, particularly among kiddie attractions, where an increase of some 35 per cent was noted. Favorable weather Friday and Saturday (1-2) should result in banner business and overall excellent business for the date, in keeping with past experiences here.

Rain Hurts

The expected post-holiday slump on Thursday (31) was added to by a downpour as the show prepared to open for the evening. The flat, excellently drained lot absorbed the water in a matter of minutes, however, and the night turned out good.

It was difficult to judge the effect of a well-advertised free gate on Thursday between 6 and 8 p.m. Rain interrupted this period and undoubtedly delayed the departure from home of prospective patrons. Show officials were pleased in view of the circumstances, however, and the promotional effort will be continued.

Bernard (Bucky) Allen had his front-end operation well organized despite his return only a week ago from the Dominican Republic, where he directed the fair midway operations. Allen will return to the Dominican Republic to supervise the continuance and elaboration of midway activities there.

Four Weeks in Jersey

The show will route in Eastern New Jersey for about a month. The easy moves and availability

of all needed supplies will facilitate the building program.

Work is expected to get under way next week on new light towers. Plans call for them to be built with aluminum and to be mounted on top of wagons.

Show attractions will be strengthened and added to as the show progresses. A new unit of size already in operation is Bob Hill's Rodeo. This unit is sidewalled with a covering over the seats. A large, panel front screens all inside activity.

PARAKEETS

GIVE-AWAY CAGES
NOW AVAILABLE

BAMBOO...\$4.80 per dozen

METAL\$7.20 per dozen

Shipped F.O.B. Los Angeles.
Cash or money order with order.

24-HOUR SERVICE

ELLIott 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue
Monrovia, California

RIDE FOREMEN WANTED

Merry-Go-Round, Wheel, Roller Coaster and Kiddie Rides. Top wages to sober, reliable Help. Extra for driving. Also need Assistant Foremen for Wheel, Merry-Go-Round and Tilt.

S. O. S. RIDE OWNERS

Due to storm in Ravenna, Ohio, we lost the use of several of our rides. If you have any Ride open, we can use it for the next 3 weeks starting June 11-July 4. Can use Wheel, Chairplane, Merry-Go-Round or just any Ride that is in first-class condition. Thank you.

A. J. SUNNY AMUSEMENTS

3006 E. 130th St. Cleveland 20, Ohio
Phone WASHINGTON 1-4679

STANDARD SHOWS

Want Popcorn, Apples and Floss. A few Hanky Panks open, not many. Can use one more Grind Show. Have Girl Show. Useful people in some departments. Can use Second Men on all Rides. Have Foremen. Wire or call

Manager, STANDARD SHOWS

Thermopolis, Wyo., now; then as per route.

WANT CUSTARD

For WEST VIRGINIA STATE FAIR, Ronceverte, Sunday, August 19-25

Choice location exclusive on the independent midway available on percentage deal. Want Candy Butchers and Novelty Agents for Shrine Circus, Alexandria, Va., June 21-23. Want Novelty and Scale Agents for Lowell, Mass., 4th of July Celebration, July 2-4.

Apply A. HYMES

455 Schenectady Ave., Brooklyn, N. Y.
Phone: PResident 4-5961

MO-ARK SHOWS

Playing Missouri picnics two to four days a week starting July 3. Want now and for season: Fish Pond, Cork Gallery, Glass Pitch, Coke Bottles, Cotton Candy, Bumper and Photos. Want nothing but Hanky Panks. No gypsies. Those joining now given exclusives. Ted Sellinger, contact. LEWIS GARNER, Summerville, Mo., June 4-9.

WANT AGENTS

For Pin Store, Razzle, Buckets, Balloon Dart. Man to up and down Concessions.

GENE CAIN

c/o Wallace Bros.' Shows, Pontiac, Ill.

CUSTARD TRAILER FOR SALE

Stainless steel body, Electro Freeze and accessories. Can be seen New York City.

BOX 29

The Billboard

1564 Broadway New York, N. Y.

George W. Gordon WANTS AGENTS

For Buckets and Six Cats. Up and Down Help. Top salary. No drunks. Replies:

c/o O. C. BUCK SHOWS
OGDENSBURG, N. Y.

ATOM BOMB WAR TROPHIES EXHIBIT

Want Man and Wife to operate as Ding or Ticket Show. Must be competent.

ATOM BOMB

CARE GEM CITY SHOWS

Logansport, Indiana; then Muncie, Ind.

WANT TILT FOREMAN

No car and have Chauffeur's license. La Crosse, Wis., this week; Austin, Minn., next

SUNSET AMUSEMENT CO.

WANTED

Experienced Octopus Foreman to join immediately. Contact

ART CRONIN

John Marks Shows, Newport News, Va.

HANKY PANK AGENTS

WANTED

Lester Dingee, get in touch with Gil.

J. G. BUTLER

149 E. Mitchell Ave., Cincinnati, Ohio
Phone CAPITAL 1-0282

Merry Midway Shows

Hopkinton, Iowa, June 5-9. Want Ride Help for El Wheel, Merry-Go-Round, Kid Ride. Help must drive trucks. Top wages. Want Stock Concessions. Will book Rolloplane, Octopus, Roll-a-Whirl, Tubs of Fun, Fun House, Arcade. Committees in Iowa, have open time late July. Write **ALBERT BARKER, Hopkinton, Iowa.**

RIDES FOR SALE

2 Number 8 Ell Wheels—Metal Seats
One 16 Car Lusse Auto Scooter
One 8 Car Mangle Whip
One Dark Ride—(Fretzel)
One Kiddie Auto Racers
One Kiddie Auto Ride (A. H.)
All Equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire.

CRAFTS 20 Big Shows

7283 Bellaire Avenue,
North Hollywood, Calif.
Phone: POplar 50707 or POplar 80320

BE A

Gagster

SEE PAGE 71

REID'S GOLDEN STAR SHOWS

Concessions: Will book a few more Hanky Panks, such as Balloon Darts, Cigarette Shooting Gallery, Long or Short Range Gallery, Pitch Till You Win, Milk Bottle and Record Ball Game, Hi-Striker and Sium Spindle. Privilege reasonable. Will also book Six Cats, Buckets, Swinger or Nall Game, Blower, Bowling Alley and Wheel if you have capable crew. Donnie Chisholm wants Count Store and Peek Store Agents. P.C. Dealers, Line-Up Store Man with crew. We work every week from Monday on. Shows: Will book Girl Show with or without equipment, Snake Show, Monkey Show and Ten-in-One. Ride Help: Second Man for Merry-Go-Round and Wheel Help.
DONNIE CHISHOLM, Manager
ELMER REID, Owner
As Per Route

CONCESSIONS WANTED

Booking for 4 County Firemen's Celebration, Palmerton, Pa., week June 11-16. Bands—Parade—Activities.
First show in 25 years. A real red one. Want Milk Bottles, Custard, Pizza, Cook-house and Grab, Hanky Panks of all kinds, Photo, Age, Scales, Basket Ball, Coke Bottle, Long and Short Range Galleries, Floss, Sundae, Striker, Stock Wheels, No G. What have you? Will place one more Major Ride not conflicting. All other Rides booked.
All address:
R. H. MINER JR.
141 Chamber St. Phillipsburg, N. J.

WILSON FAMOUS SHOWS

WANT—Foremen for Merry-Go-Round and Wheel, and General Ride Help. Come at once, we will place you, top salary with bonus. Roy Warr, come on. THIS WEEK, MT. MORRIS, ILLINOIS

COMPLETE SET 8 Rotary Merchandisers

Top, Frame and Trailer Transportation for sale. Trade or lease to responsible party. \$1,500.00 cash or will consider trade on Kiddie Ferris Wheel or Novel Kiddie Ride of comparable value. Fast action. Write
BOX 402, c/o The Billboard
390 Arcade Bldg. St. Louis 1, Mo.

WANTED - - - WANTED

Carnival for Lake City's Annual Watermelon Festival, either week of August 13 thru 18, or August 20 thru 25. Craighead County's biggest party.
Contact
SHORT PYLAND
Lake City, Arkansas Phone 3252

Wanted—Pageland, S. C.

For Sixth Annual Watermelon Festival, July 9-14, small Carnival featuring Rides. Write or call
HOWARD CARRAWAY
The Journal Pageland, S. C.

WANT CONCESSIONS

of all kinds for
ANNUAL 4TH OF JULY CELEBRATION
sponsored by VFW Post 5083, Geneseo, Ill., July 4-4-7, 1956. Write
VFW POST 5083
State Street Geneseo, Illinois

Midway Units Click in Philly

Continued from page 59

sirable section of the city. In addition, the circus gets the lot free.

There was some anxiety at the start. The Big Show was late in arriving and the first matinee was delayed until after five o'clock. Stones were hurled by pickets during the arrival and setting-up phase and card-carrying pickets gathered and remained at the only entrance to the grounds. Concessionaires were refused merchandise consigned to them at freight depots even when they arrived with their own transportation. One, Sydney Daniels, was reported jostled when he sought a shipment.

For the most part the delivery problem proved not too worrisome to midway interests. Concession merchandise tied up in freight depots could be duplicated by local jobbers. The amounts needed could be carried onto the grounds.

Circus personnel solved one perplexing problem for the midway interests. A broken part of the Coaster required welding. Local welders could not get thru because of their union drivers. When this was determined the Ringling unit, mounted on a jeep, came to the rescue.

Entrance to the fenced grounds is limited to an inclined walkway leading directly to the midway. The fun zone forms a reversed "L," with the entrance set where the two sections join. The circus units are set at the end of the long arm.

The date holds promise of always being good, never bad, except possibly under the most extreme weather conditions. For many of the operators the date can be the first big lift of the season.

Holiday Big

Luck was with the operation Memorial Day (30) and banner grosses were reported with the circus selling out its matinee performance and crowds filling the midway throught the day and evening. Quinn and Essner were predicting that the gross would go ahead of last year, but this would be contingent on good weather for the wind-up.

Concessionaires included Ben Weiss, bingo; Mrs. Frank Ryan, two food stands and juice; Syd Daniels, scales, age, hats and custard; Charley Simmons, three units, including buckets and cat racks; Harry Modele, cigarette pitches; Bob Parker, with Pat Finnerty and June Tait, various units, including a Derby Racer; Alton Pierson, pitch-

Big-Hearted Bennie

Continued from page 59

addition, a \$200 cash award was made each night.

Weiss ferried his equipment, including the equivalent of some three carloads of merchandise, from West Palm Beach. The equipment was loaded on 55-foot flat cars and the move cost about \$1,000.

Some of the dates played included Hollywood Park, Havana, and Coney Island Park, Mariano. Guantanamo, an American naval base with a reported 12,000 families, was very good. Nicaro, where a U. S. nickel plant is located, was another good spot.

Officials of Coney Island Road Shows are Vincent Nodarse, president; Duke Dougherty, manager; Loco Jack Wilkinson, concession manager; Andrey Ricardo, superintendent of concessions; Roger Nordarse, treasurer; and Jimmy Zabriskie, electrician. The latter also operates candy apples and popcorn.

Except for some rain, Weiss reported his date here good. The season ahead looks good, but the chances are he won't sample much of it after here until the beginning of his fair route in July. Recently he added the Rhinebeck (N. Y.) Fair to lengthen his string of fair dates to 17.

til-you-win; Maxie Glen, grab; Mark Reilly, popcorn; Johnny and Dorothy Miller, cat racks and buckets; George Hartley, swinger and buckets; Mat Hemphill, ball game; Marie Corey, bear, glass and parakeet pitches; George Bruno, pizza pie; Van Jordan, ice cream dip; Eddie Murray, Harry Johnson and Dave Ellinger, grab joints; Les Prime, Derby Racer; Frances Fournier, swinger and buckets; Cox and V.oods, balloon darts; Stoney's popcorn; Dawn Barnes, floss, and Ronnie Essner, cigarette nickel pitches.

Rides included a big Merry-Go-Round, two Ferris Wheels, Roller Coaster, Scrambler, Rock-O-Plane, Sky Fighter. An African Dip was also included.

Several concessions lined the sidewalk outside the grounds, including a sit-down grab operated by Izzy Firesides.

Crafts 20 Big

Continued from page 59

first Community Fair here, for five days ending Sunday (27), despite cloudy and threatening weather.

The fair, sponsored by the Chamber of Commerce, featured 27 concessions with 12 operated by committees and the others by the show with Herb Skinner, of the Crafts organization, as the co-ordinator, and Bob Jones, concession manager.

O. N. Crafts, owner, and Frank Warren, manager, added a Round-Up and a Skooter to the usual roster of rides. The Round-Up was brought in following a run with the Crafts Exposition Shows at the annual Hellorado Days in Las Vegas. The Skooter, recently refurbished in the nearby North Hollywood winter quarters, made its initial appearance.

Gorilla Reopens

Martin Arthur's Giant Killer Gorilla reopened here after a week's layoff caused by the delayed arrival of a new feature ape to replace the original Bombo.

The show's big top with six middles—housed 44 individual exhibit booths in addition to six automobile displays and a hobby show. Local groups performed on the large stage, which is part of the big top set-up.

Mr. and Mrs. Edward Johnston returned to show, where he is in charge of the Ferris Wheels. John Beck joined as assistant to Roy Shepherd, ride superintendent. Visitors included Ross Davis, Frank W. Babcock, C. F. (Doc) Zeiger, Roger Warren's daughters and Colleen Corsi.

CASH WILTSE

get in touch with
EP GLOSSER
WORLD OF PLEASURE SHOWS
Muncie, Ind.

SCRAMBLER FOREMAN WANTED

Must be experienced, capable, sober and reliable. Good proposition to right party. Address inquiries to

GOODING AMUSEMENT CO.
1300 Norton Ave. Columbus, Ohio

BRAND NEW 1956 TRAILER

35 ft., 2 bedrooms, sleeps 6.
FULL PRICE \$2,695.00.
JOHNNY CANOLE
3000 Third Ave. Alhons, Pa.
Phones 9347 or 3-0003

WILLIAM T. COLLINS SHOWS

"America's Largest Motorized Midway"

SHOW LEAVES WINTER QUARTERS JUNE 22. OPENING FARGO, N. D., JUNE 25, WITH A STELLAR ROUTE OF FAIRS TO FOLLOW, INCLUDING JAMESTOWN, N. D.; FESSENDEN, N. D.; LANGDON AND HAMILTON, N. D.; MINOT, N. D. (STATE FAIR); LA CROSSE, WISC. (INTER-STATE FAIR); CEDAR RAPIDS, IOWA (ALL IOWA FAIR); SIOUX FALLS, S. D. (SIOUX EMPIRE FAIR); LINCOLN, NEBR. (STATE FAIR); MUSKOGEE, OKLA. (FREE STATE FAIR), AND THE TULSA FAIR AND EXPOSITION, TULSA, OKLA.

LAST CALL

RIDE HELP

Roll-o-Plane and Round-Up. Also Second Men on all Rides, must be semi drivers. Swede Lundquist, Doug Humphreys, James Varnell, John Alvarez, Lee Harlibut and others who have worked for me, get in touch.

CONCESSIONS

SHOWS

Can place Long Range Shooting Gallery and Hanky Panks of all kinds.
Due to disappointment can place for Revue and Posing Show, Man to furnish Personnel and Speaker Equipment for both Shows. Also want Motordrome and Grind Shows of merit. (No Ding Shows.) Can place Man to handle Fun and Glass House combined, mounted on trailer. Can place Man for Towers and Front Gate. Also useful People in all departments.

All Replies to: WM. T. COLLINS, Mgr.

801 E. 78th St. (Phone: Rockwell 9-5097) Minneapolis, Minn.

Lorain, Ohio, June 11-16

Elyria, Ohio, June 18-23

WANT CONCESSIONS, SHOWS AND RIDE HELP

CONCESSIONS: COOK HOUSE or GRAB, Buckets, Pea Pool, Rat Game, Arcade, Short Range, High Striker, Photos, Age and Scales, Derby, Ball Games, Novelties, Jewelry Sales, Hoop-La, Bear Pitch, Diggers, Rotaries and Concessions of all kinds. SHOWS: Want Shows of all kinds, committee money only. RIDE HELP: Want Tilt Foreman and one other A-1 Ride Man. Top salary. Also Second Men on all Rides. Henry Lewis wants Hanky Agents.

NOLAN AMUSEMENT COMPANY

c/o WESTERN UNION, WEIRTON, W. VA., THIS WEEK.

WANT FOR

Williamsport, Pa., Sesquicentennial Celebration

JULY 8 TO 14

Street Vendors, Peddlers, Pitchmen, Straight Sales Concessions. All replies

MICKEY PERCELL

South Williamsport, Pa.

GEORGE CLYDE SMITH SHOWS

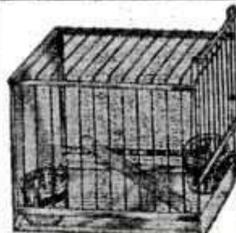
WANT Ball Games, Pitch-Till-You-Win, Hoop-La, Glass Pitch, Swingers, Buckets, 6-Cats, Darts, Penny Arcade, Fish Pond and Basket Ball.

WANT TRUCK MECHANIC, general Ride Help, Agents for office Hanky Panks. Want Snake Show, Monkey Show and Wildlife.

BEE MON YANCEY WANTS SKILLO AND RAZZLE AGENTS. All replies:

GEORGE CLYDE SMITH SHOWS

Phillipsburg, Pa., this week; Coalport, Pa., next week.



PARAKEETS and CAGES

Real Flash CHROME & NICKEL CAGES **50¢**
Write or Wire for Prices on Live Birds.
Shipped Daily
Safe Arrival
Lowest Prices
Buy Direct

25% dep., bal. C.O.D.—F.O.B. Chicago—Webster 9-4191.
422 S. State St. Chicago, Ill.

CATSKILL MOUNTAIN SHOWS

Want for Forest City, Pa., June 11-16; Whitney Point, N. Y., 18-23, with West Winfield, N. Y., Celebration and Fairs to follow.

CONCESSIONS—Coke Bottles, Duck Pond, Pitch-Till-You-Win, Coke Rink, Age and Scales, String Game, Dart Balloon, Basket Ball, High Striker and other Hankies that work for stock. RIDES—Merry-Go-Round, Octopus, Tilt or Coaster, any Flat Ride that does not conflict. Wire this week either

HAROLD GARDNER or TED LEWIS

ROUTE 7, AFTON, NEW YORK

ERNIE SYLVESTER SHOWS

Booking Hanky Panks only, no flats. Want good Geek, Long and Short Range, High Striker, Fish Pond, Ball Games, Custard, Floss, Scales. Headed for the eastern shore, where crops and money are. Wire now.

MARTINSVILLE, VA., THIS WEEK; DANVILLE, VA., NEXT.

PENN PREMIER SHOWS

worlds * cleanest * midway

MOTORAMIC FAIR—GRACELAND SHOPPING CENTER—COLUMBUS, OHIO, DISTRICT, JUNE 11 THROUGH JUNE 16

Parking for 5,000 cars—center of 100,000 people—special events—vast publicity program—Springfield, O., follows; first in.

CONCESSIONS

Can place Hankies, Jewelry, Custard, Derby Racer, Ball Games, Photo, Glass Pitch, etc.

AGENTS

Buster can place Count Store Agents. Murry Levitt can place Pin Store and Roll Down Agents. Harry Rubin can place Razzle Agents. (China Jackson, call.) Stores have been off for three weeks. Spots following look good.

SHOWS

Man to manage Motordrome, have brand-new equipment (Cycles, etc.). Excellent opportunity. We have finest fair route in the East. Want Wildlife (Irene Burton, contact), Monkey Circus (R. E. Leonard, contact). We have complete outfit. Will book any other worth-while attraction not conflicting.

RIDES & RIDE HELP

Wonderful opportunity for Scooter, Scrambler, Round-Up, Rock-o-Plane, low percentage. FOREMAN for Octopus, Second Men on other Rides who drive semis.

All mail and wires to
LLOYD D. SERFASS, Owner & Gen. Mgr.,
Penn Premier Shows, Great Eastern
Shopping Center, Whitehall, Ohio

All phone calls
HARRY (BUSTER) WESTBROOK,
Business Mgr., Capitol Motel
Phone: Exter 2311, Columbus, Ohio

FLOYD O. KILE SHOWS

22 CELEBRATIONS AND FAIRS

OPENING JUNE 17-23, TALLULAH, LOUISIANA

CONCESSIONS: Cookhouse, Foot Longs, Custard, Ball Games, few more Stock Concessions, Buckets, Novelties and Jewelry, Hi-Striker, Long and Short Range Galleries, etc. RIDE HELP: FOREMAN AND SECOND MEN for ELI, SPITFIRE, CATERPILLAR, ROLLOPLANE, TWISTER, MERRY-GO-ROUND, and Man to handle ALLAN HERSCHELL KIDDIE RIDES. All RIDES AND TRUCKS A-1; best treatment and pay tops. Help must have chauffeur's license and drive semi. Come on, will place you.

SHOWS: Will book Funhouse, Mechanical or any Show keeping up with our standards. Percentage is right. Russell, wrote you; advise.

All people contracted take note: Show pulls on lot June 14; Rayville, La., follows, then into Missouri; 2 FOURTHS.

PHONE 478, CLINTON, LOUISIANA, TILL 12TH.

FLOYD O. KILE, Mgr.

ANCHOR TENTS



The Showman's Choice
Finest Materials—60 Yrs. Experience
NEW NYLON Tent Fabric
Red—Yellow—Blue—White

Concessions—Show Tents—Ride Tops—
Bingo—Merry-Go-Round—Cookhouse Tops
Aluminum Tent Frames—Light Weight
Hinged Legs—Slip Joints—Rustproof

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WANTED — CANADA — WANTED

WORLD'S FINEST SHOWS

FAIRS START AT ST. VITAL, WINNIPEG (GREATER WINNIPEG EXHIBITION),
JUNE 18. FAIRS FINISH AT SIMCOE, ONT., OCT. 6

Talker and Acts for Mallott's Side Show. Manager and Talker for Hermine's
Midgets. Can place Photo Gallery.

Address: **J. P. (JIMMIE) SULLIVAN, Mgr.**

Noranda, Quebec, this week; Ft. William, Ont., June 11-17; Winnipeg Greater
Exhibition and All Fairs Until Oct. 6.

IMPERIAL SHOWS

Want Ride Men for 14 late model Rides. Concessions: Have openings for Hanky
Panks of all kinds.

DE KALB, ILL., CENTENNIAL CELEBRATION, JUNE 11-16.

ADDRESS: **BILL GULLETTE, Mgr.**

PAXTON, ILL., JUNE 4-9

GOLD BOND SHOWS

MILAN, ILL., JUNE 4 THRU 10; EDGERTON, WIS. (CELEBRATION), JUNE 12
THRU 17; JAMESVILLE, WIS. (CELEBRATION), JUNE 18 THRU 24; PLAINVIEW,
MINN. (CENTENNIAL), JUNE 26 THRU JULY 1.

WANT CONCESSIONS: Hanky Panks of all types, Photos, Novelties, Hats, Roman Target,
Records, Ball Games, Pitch-Till-You-Win, Gold Fish, Ice Cream. SHOWS: Want
Mechanical, Wildlife, Drome. Want Operator for office-owned 5-in-1; we furnish
complete equipment. HELP: Can place Ride Help that drive.

Address **MICKEY STARK, Mgr.**

PER ROUTE ABOVE

HIAWATHA SHOW

Want legitimate Concessions starting Perrysburg, Ohio, week of June 11, and
balance of season. Proven route. Want reliable Foremen for new 32-ft. Merry-
Go-Round and Ferris Wheel. Jimmy Giffon, Lewis Hall, Darrell Whitehead,
please contact

GLENN WYBLE, 132 Elm Street Morenci, Michigan

WANTED—JULY 18-19-20-21-22—WANTED

All kinds legitimate Concessions for the
AMERICAN LEGION POST 63, LACKAWANNA, N. Y.

FIELD DAYS

MAMMOTH STREET PARADE THURSDAY, JULY 19.
Can use crowd-holding Free Act.

Contact **EDWARD ALDRICH**

546 Ride Road, Lackawanna, N. Y. Telephone: SOUTH 9430 after 7 p.m.

SHOW SPARKLES

Strates' Dates Sound Despite Poor Weather

PHILADELPHIA — Good results marked the first month of activity by the James E. Strates Shows despite almost constant unfavorable weather. First of the big shows to open, the Strates organization jumped from its Orlando, Fla., winter quarters to Washington, then to Wilmington, Del. and South Plainfield, N. J., before playing here two weeks ago on the north side of town, then moving to the south side.

Notably optimistic in the face of the most trying circumstances, Strates said that the season to date had been okay, and perhaps some better than last year, when the show was credited as among the most fortunate in its still date routing. He said again the people showed interest and spent money freely when the weather was favorable.

With spring bypassed except for calendar reckoning, the weather now seems to be changing for the better. Conceivably, business will improve with the elements and the show may wrap up some nifty grosses for still dates.

Show Sparkles

The show is equipped to win money. Even now, with weeks of rain, mud and cold marking its travels, it is massive and impressive. It is also well cared for, with a sparkling appearance that would already mark it ready for fairs.

While some other units are yet to come, the organization is not far from full strength. Nate Eagle's Hollywood Midgets opened here. It is a full-stage, massive wagon front, sit-down unit, a new addition to this category in the back end. Plans also call for another unique show to rank in size with the girl and minstrel units.

Six new Caterpillar diesels, with an estimated value of \$70,000, power the show. Decorative features include eight massive square-bottomed, tapered light towers with crow's nests and floodlight clusters. All but two are mounted on wagons. The physical equipment, including wagons and work units, is also in excellent shape.

Units for Park

Strates will limit his equipment to one Merry-Go-Round, instead of the two, and four Ferris Wheels, instead of the five he opened with in Washington. The surplus equipment will go into a seaside operation.

A promotional gimmick under the direction of Neil Berk is contracted. Titled "Hollywood Movie Star Makers," the operation involves the shooting of a lengthy movie in towns to be played. Public officials are included, along with views of the community attractions. A story is enacted by local talent, possibly with each person sponsored by a local business. The backing of the Chamber of Commerce is sought.

The completed films will be shown under canvas on the Strates midway when the show arrives in town, about four weeks after the promoters begin work. The tie-in will be advertised from the start and the interest developed is expected to boost attendance. The promotion will be carried on thru fairs.

Shows Ignore D. C.

Strates noted that Washington, a spot competed for briskly in the past, has been ignored by all other show units after his date was examined and it was found that no concessions operated. By adding ride units Strates figured to bring the office gross up to overcome the loss of concession space rentals. This reportedly worked, to a degree at least.

Playing a week thru Saturday

(2) on the Municipal Stadium after a good week on the north side of town, the show personnel expressed no high hopes. Located on the lower income side of town, the date has never meant much to the show thru the years. The show has had the experience of playing alongside the Ringling Circus when the Big Show played the same lot a couple of years ago, but even then, it was noted, the date was weak.

The back end will be further strengthened with the addition of Glenn Porter's Monkey Show. Porter will play the season with the show, except for fulfilling a commitment with J. W. (Patty) Conklin for the Canadian National Exhibition.

L. Harvey (Doc) Cann is confining himself to managerial duties, with George Whithead back as concession manager. Starr DeBelle continues as press agent.

The show will turn around again from here, railroading to Albany, N. Y., for a date at Menands.

Wade Greater Wins Despite Bad Weather

DETROIT — Wade Greater Shows, out since March 26, has enjoyed fair business considering weather conditions claimed to be the worst in the past 25 years. Show opened at Ecorse, Mich., with 52 concessions and seven shows, but many of these have since moved to the parent organization, W. G. Wade Shows.

Wade Greater is still under management of the family of the late W. G. Wade, and Cameron D. Murray, long-time Wade staffer, has returned to manage the unit after spending a year operating a Detroit kiddieland.

Route thus far has been confined to the territory around Detroit, including East Detroit, New Boston and Taylor Township. Show tied in with the Army Recruiting Service at the Liconia stand, which was sponsored by the Lions. Recruiting equipment, exhibits and two tanks were displayed and nightly motion pictures were shown in a truck unit. In addition, parking was handled by Civil Air Patrol cadets.

To Play Five Fairs

Show will play five Michigan fairs, including the Michigan State Fair here where it will merge with the No. 1 Wade show. Others are at Milan, Fowlerville, Lowell and Mount Pleasant.

Staffers, in addition to Murray, are Patrick Manley, accountant; Douglas Wade, general representative; Walter Schafer, publicity man; H. L. Masters, secretary; David Gray, electrician, and Sam Hansen, artist.

Other personnel include: Rides—Merry-Go-Round: Barth Gullekson; Little Dipper, Patrick Pierce; Ferris Wheel, Eugene Ringel; Tilt-a-Whirl, Ira J. Sterling, assisted by George Wilkins; Rolloplane, William A. Wolff. Florence Schaefer, Eunice Hansen and Bertha Whittington, ticket sellers.

Concessions—Clark Swain, cookhouse, with Larry Layman, Earl Johnson, Charles (Whitey) McKelvey and General Jens Evans. Earl Kellery, 2, with Eva Brooks, John Criswell, Erwin Rice; Leo Anderson, hoop-la; Boob McNutt, Jimmy Knapp and Bobby Brooks, rolldown; Maynard (Red) Ostrow, swinger, with Larry (Snake) Sauls; W. O. King, short range, with Charles Whittington and E. O. Self; George Jeffries, balloon darts; Arnold and Marlon Sexton, pet pitch; Juanita Hanrahan, popcorn, with Carol Brooks; Gene Anclil, bear pitch, with Charles Spall; Sammy Bird, cigarette pitch, with Teddy Birth; Martha Moore, candy floss; Frank Cook, 3, with Lyle Hoek, Marvin Helen, Burnett Dixon, Frank Cook, James Rengo.

MOTORDROME AND MERRY-GO-ROUND

HELP WANTED

For office-owned equipment. Contact immediately.

King Reid Shows

Pawtucket, R. I., this week, and Bellows Falls, Vt., June 11 to 16.

CONCESSIONS WANTED

Douman, June 15-17; Dale Festival, July 13-15; Sullivan, July 20-22; Reeseville Centennial, August 15-17; Waukesha Labor Day Celebration, August 31-September 3. Write—Phone

A. W. STREHLOW

P. O. BOX 1 WAUKESHA, WIS.
Phones: LI 2-6763—LI 7-9269

Oklahoma's Biggest July 3 & 4

Want Help on Eli #5 Wheel and Mix-Up. Will book Kid Rides. Want Concessions, also Bingo, Ball Games, Crab and others. (Have best July 3 and 4 spot in Oklahoma booked.)

Dickson United Shows
Lexington, Okla.

STRONG'S AMUSEMENT CO.

WANT for St. Alfio Festival, Omaha, Neb., June 23-July 1, Shows and Concessions.

Have new 20x30 Top with transportation. What have you to put in it—Grind Show? Need First Man on new Merry-Go-Round, also Wheel Man—top wages. Contact—Waterloo, Neb.

WANTED

Merry-Go-Round Foreman, Ferris Wheel Foreman. Also useful Help on all Rides.

MOUND CITY SHOWS

1417 Grattan St. St. Louis 4, Mo.

WANT RIDE HELP

Foremen and Second Men on Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Rolloplane. Joe Essex, come in. Want to hear from those with me last year. Contact

FRED A. POTENZA

714 N. Wolcott Ave., Chicago 22, Illinois
Phone: Haymarket 1-4121

CAN PLACE

Wheel Foreman and Second Men on Wheel, Octopus and Roll-o-Plane. Place Cookhouse.

MOORE'S MODERN SHOWS

Okmulgee, Oklahoma, June 4 to 9.

WANTED

CAPABLE AMERICAN READER

Contact:
Billie Anthony
World of Mirth Shows
New Brunswick, N. J., this week; then South River, N. J.

MISS JAI-LETA

Wants Dancing Girls for new Revue on Prell's Broadway Shows. Top salaries. Maxine Mitchell, answer.

MISS JAI-LETA

300 W. 49th Street, New York 19, N. Y.
CI 6-0990

FOR SALE COMPLETE CARNIVAL

Eli Ferris Wheel, new 32 ft. Merry-Go-Round, Kid Rides, Truck with transformer, 8 good Trucks, Show and Concessions. Route booked. Would consider active Partner.

BOX D-212
c/o The Billboard, Cincinnati 22, Ohio

Peggy Wright
 "Cindy Phillips"
\$250 REWARD
 For location of Peggy, about 40 years old, featured as "Cindy" with Tony Barris Girl Show last year on Thomas Joyland Shows. In March took tickets on Frank Babcock Shows in California. Passed thru Memphis, Tenn., in May of this year.
 Now reported to be traveling with J. W. (Joe) Phillips. Phillips works Concessions. For reward call collect.
George Turner
 Phone Victor 3-9888
 Oklahoma City, Okla.

Alfred Wall Amusement
 Wants Concessions for opening at Sheldon, Ill., June 19 thru 23, and big Fourth of July Celebration at Iroquois, Ill. Fourteen spots to follow.
 All replies to
ALFRED WALL
 Watska, Ill.

FOR SALE—RIDES
 1 Used Parker Merry-Go-Round \$3,000.00
 1 Used 7-Car Sellner Tilt-A-Whirl \$2,000.00
WEST COAST NOVELTY CO.
 7283 Bellaire, North Hollywood, Calif.
 Telephone: POplar 5-0320

CASEY SENS WANTS
 Good reliable Foremen for Wheel, new 3-Abreast, adult Coaster and Spitfire playing church lots around Chicago—short moves. Pay \$60-\$75 per week, depending on ability. No drunks. Wire or call Turner 48806, Gary, Ind. No collect wires or calls.
 2130 West 44th Ave., Gary, Indiana.

WANT RIDE HELP
 First Men for Wheel, Merry-Go-Round and Tilt. Top salary. Second Men and Helpers for all Rides.
FRED NOLAN
 Weirton, West Va.

WANTED
 At Stockton, Illinois
 Concessions for
25TH ANNUAL STREET CELEBRATION,
 July 19-20-21.
FRANK C. NIEMEYER, Sec.
 Lions Club Carnival, Stockton, Ill.
 (Located 20 miles West of Freeport, Ill.)

WANTED SWINGER and RAZZLE AGENTS
 Will lease fully equipped Derby on P.C. basis.
CHUCK DUMA
 Sandy Beach Park, Russell's Point, Ohio
 Phone 4-6431, 6 P.M. to 11 P.M.

COOKHOUSE HELP WANTED
 Robert McDougal, Bob Burch, Perry, Tennessee Slim, Pee Wee and all others, come on. (Blackie Boland, what happened.)
BUDDY SPAIN
 c/o 20th Century Shows
 Ft. Dodge, Iowa, this week; then Dubuque, Ia.

GIRLS
 Want two more Girls for Girl Show. Transportation and wardrobe furnished. ALSO NEED CANVASMAN who can drive truck and sell tickets. No drunks. Write or wire
HAROLD WEATHERBEE
 c/o L. J. Heth Shows, Bowling Green, Ky.

Want For Aurora, Ill.
 Annual Celebration June 5 to 10.
 Ride Men who drive for Octopus and Tilt, \$65.00; Second Men on all Rides, \$45.00 per week and bonus. Can use a few more Hanky Panks.
BURKHART SHOWS
 AURORA, ILL.

FOR SALE
 18-car Caterpillar Ride—Used only 6 months. Original cost, \$27,500. Cash price, \$10,000.
JOSEPH DISPENSA
 1 South 151, Route 83, Elmhurst, Ill.

MOTOR STATE SHOWS
 Want few more Hanky Panks for Paulding, Ohio, June 12-16. Waterville, Ohio, follows.
 Can place Snake Show and other Grind Shows. Want Ride Men who drive. All replies as per route.
J. J. FREDERICK

Chi Suburb Gives Gem Good Holiday Gross

AURORA, Ill. — Gem City Shows racked up one of the biggest grosses of the young season here Memorial Day (30). Ideal weather and the mid-week holiday, which held down travel, worked in the shows' favor and a reported 4,000 paid their way thru the 20-cent front gate in the afternoon alone. Night crowd was equally strong.

The date here was preceded by a number of stands that produced more or less spotty business due mostly to weather vagaries. Opener in Washington Park, East St. Louis, Ill., produced a big kids' day with the rest of the week fair. Centerville, Ill., played the following week, was hurt by bad weather, but Urbana, Ill., produced strong business with another big kids' day.

Leading money winner this spring has been Heddy Jo Starr's gal unit, altho the Atom Bomb show and the geek unit, featuring Aley Lebey, have been getting their share. Other back-end units are a life, posing, gal and movie-arcade. Line-up totals 11 major and kid rides while the front end embraces upwards of 30 games and eat and drink stands.

Staff includes Thomas Hickey, president-manager; Don Greco, business manager; Sam Greco, concession manager; George Harr, general agent; Harry Thomas, secretary; Berni I. Miller, public relations, and James Fisher, electrician.

Clarence Dawson has the Arcade; Gil Maymam has the ice cream bars, which are managed by R. Larkin, and Charlie Golding has the custard.

Claxton, Best Units Battle For Top Honors

ST. LOUIS—Dick Best's Side Show, in a surprising show of strength, battled for top grossing honors on the Royal American Shows here as the RAS Saturday (2) entered the final week of its stand at Grand and Laclede.

The Claxton show pulled up to its past strong levels, while the Side Show topped previous patronage here to put it in contention for the top spot.

Weather for the RAS was anything but favorable, rain cutting into Saturday and Sunday (26-27) crowds, hurting Monday (28), and washing out the evening hours Memorial Day. Turnouts, however, were good when weather was with it.

Even with the bad weather breaks, show officials were pleased. They pointed out that the weekend of May 26-27, even with rain, accounted for a gross which exceeded that of two entire stands, Nashville and Evansville, Ind., played last spring when the Grand and Laclede lot was unavailable for the Royal American.

The show jumps from here to Davenport, where it will open its annual stand Wednesday (6). At Davenport, Waterama, the revue featuring Lottie Mayer's Disappear Water Ballet, will debut for the season.

Carl Sedlmayr Sr., Royal American owner, flew from here Sunday (27) to Winnipeg to go over plans for the show's scheduled appear-

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES — Vice-President Robert Downie conducted the regular semi-monthly meeting of the club Monday night (28) with Harry Phillips, treasurer, and Bob Matthews, secretary, also on the rostrum.

Antonio Capasola was voted into the organization as a new member. Among those visiting after absences were Dan Dix, Lou Manly, Tony Spring, M. H. Ellison, Ronnie Wald and Theo Forstall.

The welfare committee reported that Clyde Gooding was continuing to improve at a Glendale rest home. Art Andersen, who underwent surgery a month ago, is at home and getting along fine. Harry Merkel makes frequent trips to the clubrooms and is gaining weight. Harry LeMach, who underwent treatment for a heart condition, was said to be up and around, and Charles Soderberg is still confined to a rest home but doing well. Louis Leos is recuperating at his home in Los Banos.

Showmen's League of America

CHICAGO—President Maurice Ohren was in the chair for the Thursday (31) meeting, the final of the spring season. Next regular meeting will be held October 4. Also present were Bill Carsky, vice-president; Bernie Mendelson, treasurer, and Homer Briant, executive secretary.

Milton R. North is a new member. Mickey Doolan attended after a sojourn in California and spoke briefly. Plans for the building modernization are still in the works.

A moment of silence was observed for the late M. H. (Mike) Barnes.

Hadji Delgarian was reported in Garfield Park Hospital.

Olson Tees Off At Hot Springs

HOT SPRINGS — The Olson Shows were scheduled to open their season here Friday (1). The opening was the latest in the history of the show and its predecessor shows, the Amusement Company of America and the Hennies Shows.

"I sure am pleased that we set our opening back this year," Paul Olson, manager, commented on the eve of the opener. "We saved considerable money by doing so, for we missed the bad weather which plagued shows which opened earlier."

Olson returned here for the opening after a flying trip to Montgomery, Ala., and Louisville, where he handled details connected with the show's scheduled fair engagements there. While at Montgomery, he arranged for the show to set up on a newly paved midway area and on part of a paved parking area.

The Olson Shows will jump from here to Decatur, Ill., then to Joliet, Ill., and from there to Toledo, O.

New Lone Star Home

DALLAS — Ground-breaking ceremonies for the new home of the Lone Star Showmen's Club of Texas are scheduled to be held here this week.

Building is set to be completed by September.

ance at the exhibition there. From Winnipeg, Sedlmayr went to Chicago, where he was a pallbearer at the funeral of Mike Barnes, outdoor booker.

WADE GREATER SHOWS

WANT FOR HARPER WOODS, MICH., ANNUAL FIESTA for V. F. W.
8 MILE & KELLY RD., June 10-17—8 Days & Nights
 WANTED—Six Cat, Fish Pond, Cigarette Gallery, Glass Pitch, Coke Bottle, Jewelry Sales, Age & Scale, Huckley Buck, Ball Games, Bozo, Basket Ball, Slum Spindles, Parakeet Pitch, Photo Gallery, Hoop-La, Cigarette Block, Pitch-Tilt-U-Win, String Game, Novelties & Hats, Custard, Ice Cream, Root Beer and any other Concessions. SHOWS—None conflicting with what we have. Man to take over King Fun House, Penny Arcade, Snake Show, Wildlife, small Pit Shows. RIDES—Live Pony Ride, experienced Foremen and Second Men; must drive semis. Will book Octopus, Roll-a-Plane or Rock-a-Plane.
Replies to CAMERON D. MURRAY, Mgr.
 VE 80708, 18931 PREST, DETROIT 35, MICH.
MARINE CITY ANNUAL MARDI GRAS FOLLOWS HARPER WOODS

UNITED STATES SHOWS

WANT FOR GRUNDY, VIRGINIA, JUNE 11-16
Free Acts and Hanky Panks—positively only show to play Grundy this year. Big 4th of July Celebration, East Rainelle, W. Va. Want Free Acts for fairs. First fair last week of July. Nicholas County Fair, Summersville, W. Va.; Fayette County Fair, Oak Hill, W. Va.; Magnolia Fair, Matewan, W. Va.; Clay County Fair, Clay, W. Va.; Webster County Fair, Webster Springs, W. Va.; Lincoln County Fair, Hamlin, W. Va.; Russell County Fair, Lebanon, Va.; Scott County Fair, Dungannon, Va.; Pulaski County Fair, Pulaski, Va.; Yadkin County Fair East Bend, N. C.
Wire UNITED STATES SHOWS, L. P. Brady, War, W. Va.

GOLD MEDAL SHOWS

CAN PLACE CAN PLACE
 Cook House that caters to show people. Sell Ex on Photos, Novelties, String Game. All other legitimate Concessions open. SHOWS—Will book or buy Fun House and Glass House. Good opening for Wildlife, Unborn Show, Motor Drome. HELP—Can place A-1 Bill Poster with own transportation. Good opening for Mechanic with own tools. If you drink don't waste my time—top salary if you can produce. Seventeen fairs starting second week of July. Big 4th of July Celebration downtown Staunton, Va. Wm. Cowan can place good, capable Bingo Caller and Counter Men—top salary. Write or wire this week:
JOHN J. DENTON
 Benwood, W. Va., or wire c/o Western Union, Wheeling, W. Va.

WANTED
 Foremen for all rides and Helpers. Year-round work. Florida in winter. Vacation with pay. Only qualified men answer.
MILLER AMUSEMENT ENTERPRISES, INC.
 55TH & LA GRANGE RD. LA GRANGE, ILL.

PEPPERS ALL-STATE SHOWS

Want Ride Help, Second Men on Ferris Wheel, Second Men on Octopus, Wives on Tickets or Office Concessions. Must be able to drive trucks. No drunks, please. Want Concessions, one of each kind, Hi-Striker, Add-Em-Up-Darts, Basketball, Bear Pitch, Long Range Gallery, String Games and Coke Bottles. Agents wanted for office-owned Milk Cans, Penny Pitch, Spindle, Coke Bottles and Pan Game. Fred Kitchen, Vernon Brown, get in touch with me. Join on wire.
FRANK W. PEPPERS, Moultrie, Ga.

JAMES H. DREW SHOWS

CAN PLACE FOR LONG CIRCUIT OF CELEBRATIONS AND FAIRS
 Concessions—Arcade, Custard, Jewelry, African Bobo, Novelties, Hi-Striker, Water Games, Pitch-Tilt-U-Win, Ball Games, Hoop-La and all Merchandise and Outright Sale Concessions. Ride Help—Can use experienced Ride Men. Must be licensed drivers. Shows—Will place Mechanical, Drome or Glass House. All address this week:
JAMES H. DREW SHOWS, c/o Western Union, Richwood, W. Va.

BAKER EXPOSITION SHOWS

Want for Brazil, Ind., Police Dept.; Marion, Ind., VFW Celebration; Olney, Ill., 4th. CONCESSIONS—Fish Pond, Snow, Ball Games, Cork Gallery, Long or Short Range, Buckets, Pop Corn, Photo, Glass Pitch, Hoop-La. None of these booked. SHOWS—Girl Show, Ten-in-One, Fun House RIDES—X on set of Kid Rides. Felix Charneski, Pat Flynn, contact at once. HELP—Foremen for Wheel, Octopus, Chair-plane, Bingo Caller, Electrician, Second Men. Jack Robertson wants Agents. All replies to B. NESSLER, Brazil, Ind., this week; Marion, Ind., to follow.

FERRIS WHEEL FOREMAN WANTED

Salary \$75.00 plus \$10.00 bonus October 1 SURE. We don't want any drunks or mechanics. Our rides and trucks are new and only operate two or three days a week at schools and churches in Louisville. All replies to
LOUIS T. RILEY
 2901 Bardstown Road, Louisville, Ky. Phone Glendale 8-9154
 No collect calls.

FIDLER SHOWS

Want Foremen for Two-Abreast Merry-Go-Round and #5 Wheel. Must drive Semi Trailers. Man to handle Bingo Top and Stock. Can place Hanky Panks of all kinds. Address:
Ste. Genevieve, Mo., this week; Mounds, Ill., to follow.

Famous AMERICAN Shows
America's Newest Midway

PLAYING THE CREAM OF THE SPOTS. BIG ARMY BASE FOR THE FOURTH.

CONCESSIONS Hanky Panks of all kinds. Reasonable privilege. Opening for two Mitt Camps, 6-Cats, Buckets, Swinger, Bear Pitch and P.C. Have a few Hanky Panks. Will do business with reliable Manager. Maul "Muscles" Miller, get in touch. Want Man and Wife to operate Cookhouse. Also Concession Help of all kinds.

SHOWS Girl Show with or without outfit. Sideshow, have complete outfit. Jean Kite, get in touch. Also Al Dameron. Want Monkey Show Operator. Have Monkeys and outfit. Want Funhouse Operator, Wildlife or any Grind Show with own outfit.

HELP Ride-O and Caterpillar Foremen, Second Men on all Rides. Must drive semis. Roy Allen wants Men to up and down Concessions. Also Count and Peek Store Agents. Mickey O'Brien, get in touch with Johnny Reed. Want Office Secretary.

All replies Western Union, Enterprise, Ala., or phone Dothan, Ala., 3-0976

SCHAFFER'S JUST FOR FUN SHOWS

Griggsville, Ill., 4th of July Celebration and Fair, June 28 thru July 4; Palmyra, Ill., July 5-8; Macomb, Ill., July 9-15; then Chicago, Ill., for two weeks, and the following Fairs: Menomonia, Wis.; Tomah, Wis.; Wilmot, Wis.; Keokuk, Iowa; Quincy, Ill.; Hannibal, Mo.; all on the streets. Then into our Southern circuit at Ft. Smith, Ark.; Longview, Tex.; Nacogdoches, Tex.; Gilmer, Tex.

RIDES: Can place for season Round-Up, Scooter, Fly-a-Plane or any Major Ride not conflicting. **SHOWS:** Want Girl Show (Frenchie, wire or call). **CONCESSIONS:** Want Bingo, Short Range, Long Range, Photos, Age and Scales, Derby (Jones, wire), Ice Cream Dips, Watch-La, Custard, Fish Pond, Novelties, Cigarette Block, Glass Pitch, Hanky Panks of all kinds. **HELP:** Can use General Ride Help in all departments. Top salaries. Vaughn Helser can use Cook, Waiters and Waitresses for Cookhouse; Charles Eider wants Fish Pond, Bear Pitch and Hanky Pank Agents. Bob Lee wants Razzle Agents. Van Harwood wants Pin Store Agents.

W. A. SCHAFFER, MGR. PERM. ADDRESS: 714 SO. HASKELL, DALLAS, TEX. Phone: TA 0748

CHUCK MOSS, CONCESSION MGR. 210 LONGVIEW ST., DALLAS, TEX. Phone: Union 1979

TENNESSEE VALLEY AMUSEMENTS

Book flashy Bingo, Lead Gallery, Short Range, Bear Pitch, Glass Pitch, Ponds, Hanky Panks not conflicting, Cookhouse that caters to show people. Red Bailey, call. Book any Grind Show, Girl Show, Mechanical or Monkey Show with own equipment. Low P.C. **RIDE HELP**—Foremen for Wheel, Merry-Go-Round; Man for Kiddie Rides—must drive and no drunks.

Want Girls for Girl Show—salary and bonus. Judy Davis, Janet Trexel, Betty Walker, wire. Bucket and Swinger Agents—Whitie, contact. Pin Store and Skillo Agents—also Man and Crew for Line-Up—Gunner and Ball Boys for 6 Cats, also Driver and Stock Man. Roll-a-Plane and Wheel Foremen who have worked for me before.

Above contact KIRK DECKER. LURAY HOTEL, CENTRAL CITY, KY.

All others call or wire **THEODORE MEADOWS** ALL THIS WEEK, JUNE 4 TO 9.

JOHNNY'S UNITED SHOWS

Playing an outstanding route of Fairs and a proven still date route. Brazil, Ind., Annual 4th July Celebration with Danville, Ind., Annual Street Celebration following. Next week Danville, Ky.

Have openings for Shows: Monkey, Snake, Motordrome, Illusion, Wildlife or any clean Grind Show. Doc Jones, Leonard Duncan, Ray Murray, contact. **HELP:** Merry-Go-Round Foreman, Kelley Pool Agents, Color Game Agents—all must drive. **CONCESSIONS:** Can place Basket Ball, Coke Bottle, Dart Games, Milk Bottle, String Games, Jewelry, Lamp Pitch, Heart Pitch, Hoop-La. All replies:

JOHN PORTEMENT
 JOHNNY'S UNITED SHOWS, MURFREESBORO, TENN.

O.C. BUCK SHOWS

WANT WANT WANT

Ride Help on all Major Rides. Foremen for Ferris Wheels, Whip, Tilt-a-Whirl, Merry-Go-Round. Also General Help. Those who can drive semis given preference. Drunks, save your stamps. Can place Operator for well framed Snake Show. Good proposition to reliable Man.

Address: O. C. BUCK—O. C. Buck Shows
 OGDENSBURG, N. Y.

PAN AMERICAN SHOWS

STRONG SOUTHERN FAIR ROUTE STARTING FIRST WEEK IN AUGUST.

Want Hanky Pank Concessions of all kinds, \$21.00 per week; Cork Galleries, Pitch-Till-You-Win, Penny Pitch, Popcorn, Custard, Long Range Lead Galleries, 6 Cats. Want nicely framed large Bingo, Glass Pitch, Balloon Darts, Scales, Age, Ball Game, Palmistry. Agents for Grind Stores and Skillo. Want Live Ponies, Roll-a-Plane, Rock-a-Plane. Foremen for Tilt, Chairplane, Kid Auto and Ferris Wheel. Can place competent Second Men who drive trailer trucks (Danny Ryan, Charlie Hines, Frank Thacher, Red Campbell, contact L. H. Harden for good proposition). Want Show Operators and Talkers, Girls for office-owned equipment (very finest), Snake, Monkey Speedway, Wildlife. Want Manager and Personnel for outstanding 120-bannerline Circus Side Show, outfit complete. Alfredo, contact me. Best 4th Celebration in Midwest contracted.

Mattoon, Illinois (first in five years), all this week.

F. C. BOGLE SHOWS

Want for 17 Fairs, 2 Army Paydays—Percentage Dealers, 6-Cats, Bingo, Buckets, Glass Pitch, Balloon Darts, Jewelry, Scales, etc. Don Cox, P. L. Patterson, contact. Want Ride Men who drive semis. Will book Kiddie Rides and Live Ponies. Want Mechanical Show, Side Show and Motordrome.

Wire Augusta, Kansas, now; Salina, Kansas, Air Force payday, next week.

BOBBY DECKER, Bus. Mgr.
 P.S.: Cy Davis, Pug Stokes, contact.

VAL'S EXPOSITION
DEARING, GA., JUNE 4 TO 9

Want Ride Help: Chairplane, Ferris Wheel and Kiddie Rides. Will book any Major Rides not conflicting. Want Girl Show, white or colored, with or without equipment. All Hanky Panks open, Popcorn and Candy Apples. Want P.C. Agents, Razzle and Pin Store Agents.

VAL IRELAND
 PHONE 3-9224, AUGUSTA, GA.

Vivona Fair for Newark, Big at Perth Amboy Date

NEWARK, N. J.—The lot on Frevlinghuysen Avenue, popular as a circus lot in previous years, is panning out fairly well this week for Amusements of America. Mild weather on the weekend is seen as the key to this week's business.

Last week in Perth Amboy, on a small location, proved very good. Weather was cool but turnouts were good thruout the week. Wednesday's (23) family matinee drew a full midway as early as 6:30 p.m., and the Monday ladies' night also was good. The week proved a winner, with nice business reported by Joe Ross on his popcorn, Ralph Ryan's cookhouse, and Bobby McGregor's custard.

John and Dorothy Demsey did well with their Wild Life and Snake Shows. Tony Mason's Stars of Tomorrow revue is picking up business.

Weather Hurts Mullins' Bow

LINCOLN, Me. — Mullins' Royal Pine Shows trucked here last week after its opening stand at East Hampden, Me., was hit by weather. Clifford W. Mullins, owner-manager, reported that business was above expectations.

Bill Jones has booked one of his bingo stores on the show and thus far has been getting okay business.

First Weeks Termed OK For Marks

NEWPORT NEWS, Va.—Season prospects are reported good for the John H. Marks Shows despite three weeks of operating in spotty weather.

The show opened May 14 in Richmond, Va., its winter home. The 31st season was launched on a new lot in North Richmond and business was reported good. The second week found the show on a lot at the junction of U. S. Routes 1 and 301. Business was reported fair.

Good business is anticipated here since the show is the first to book in eight years.

New attractions include Stoepe's Wild Life, a Rock-o-Plane and an Octopus. Ten other major rides and 10 kiddie rides are carried.

A new front has been added to Jimmy Simpson's Rocking in Harlem Minstrel. Other shows include Jim Collin's Motordrome, Whitey Sutton's Circus Side Show, Snake Show, Funhouse, Glass House, Unborn, and Crime.

Staff is unchanged, with John Marks as manager; Harry Schreiber, business manager; Paul Lane, assistant manager; Doc Morehouse, mail and The Billboard; Mrs. Elizabeth Murphy, secretary, and Johnny Fulghum, advertising advance. Fulghum recently closed with the National Circus Museum. Harry Weiss has the bingo.

Coleman Up Despite Much Bad Weather

WILLIMANTIC, Conn.—Altho the weather experienced by Coleman Bros. Shows during the several weeks it has operated has ranged mostly between bad and poor, the show has yet to miss an operating day.

Owner Dick Coleman said that business each week has been slightly ahead of last year despite the generally poor weather. This, he said, seemed sufficient reason to stick with his pre-opening prediction of a good season.

The show has confined its activities to date to Connecticut, its home State. Several dates remain before it will turn West for a string of New York dates.

BINGO HELP WANTED
 Capable, Experienced Men.

Wire:
BILL STACY
 c/o MOTOR STATE SHOWS
 Napoleon, Ohio, this week.

WANTED
 No. 5 Wheel Foreman, \$80.00 per week.

D. VAN BILLIARD
 Oxford, Pa., until June 9; Chestertown, Md., until June 16.

LEGAL ADJUSTER
 WITH HIGH-CLASS CONCESSION

for outstanding Midwest motorized show. Write, stating what you have and qualifications.
 BOX D-213, Billboard, Cincinnati 22, O.

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

TIVOLI EXPOSITION SHOWS

WE HAVE 19 FAIRS AND CELEBRATIONS BOOKED

THE FIRST TO START JUNE 11 AT ROODHOUSE, ILL., AROUND THE SQUARE

Concessions: Can place Custard, Pitch-Till-You-Win, Long Range Gallery, Ball Games, Jewelry, Basket Ball, Coke Bottles. Can place Grind Store Agents. Shows: Want Big Snake, Wildlife, Fun House, Mechanical. Rides: Want to book one Major Ride, such as Rock-a-Plane, Spiffire or any Ride not conflicting.

Contact H. V. PETERSEN, Mgr.
 Iowa City, Iowa, this week; Roodhouse, Ill., Celebration to follow.

JOHNNIE JOHNSON WANTS AGENTS AND OPERATORS

FOR HIS UNITS ON THE WM. T. COLLINS SHOWS, OPENING FARGO, N. D., JUNE 25, WITH A STELLAR ROUTE OF TOP FAIRS

Ice Cream Fiddleticks, Snow Balls, Cotton Candy and Hot Dogs. Good percentage, so act immediately.

In addition to individual Agents, want Man and Wife financially capable of taking charge of these units. (Must furnish references and be able to make bond.) I furnish all equipment, transportation, etc.

ADDRESS: JOHNNIE JOHNSON, c/o Black Hawk Hotel, Davenport, Iowa, until June 16; then per route of the Royal American Shows.

AGENTS—THIS IS IT—AGENTS

ON THE AIR BASE—CHEYENNE, WYO., PAYDAY—ON THE AIR BASE

WANT AGENTS for Buckets, One Ball Bottles, Fish Pond, Coke Ring Pitch. Contact:

GEO. JONES
 c/o Alamo Expo Shows, Raton, N. M., June 4 to 9; Cheyenne, Wyoming, June 11 to 16. Followed by 21 Fairs and Celebrations.

SUNSET AMUSEMENT CO.
AUSTIN, MINN., JUNE 5 TO 10. FIRST SHOW IN

Ready to place all types of Shows except Girl, including Athletic, Snake, Geek, Animal, Unborn, Mechanical, Motordrome, Side Show. Can place Hanky Panks, Photos, Long Range. Want Dancers for Girl Shows.

La Crosse, Wis., this week; Austin, Minn., next.

BILL HAMES SHOWS
WANT FOR 1956 SEASON

Ride Help—Capable First and Second Men. Can place legitimate Concessions of all kinds. Want to Buy—Good Fun House. Address:

BOX 1377, FORT WORTH, TEX. (Phone: TE. 8-6649)

MERCHANDISE TOPICS

An electric fan is being offered by Danal Supply, 1228 Vine Street, Cincinnati. Called the Empire Multi-Use, this reversible window fan is adjustable to fit any type window. The firm claims it to be an unusually quiet fan of four eight-inch blades. It is adjustable so as to direct currents up, down or straight ahead. Operates on alternating current and carries a price tag of \$39.95. Price to the trade is \$9 each in lots of three. Sample is \$10.

Leather Product Distributors, 685 West Peachtree Street, N. W., Atlanta, is making a special offer on genuine leather whips. These are of genuine Indian tan leather, hand-plated and four ply with a loop grip. They crack like a pistol shot and are said to be excellent in tricks, exhibitions, etc. The Six-foot whip is \$10.50 per dozen, \$2 per sample; the seven-foot whip is \$13 per dozen, \$2.50 per sample, and the eight-footer is \$15 per dozen, \$2.75 per sample.

A fast selling sun hat which the girls wear on the side of the head is being introduced by C. Hawkins Displays, 2257 North Lake Avenue, Altadena, Calif. The trimmed number is \$4.80 per dozen. Untrimmed and in six-dozen pack it is \$9. Untrimmed in packs of 300 it is \$30. This hat may also be fixed up with flowers. Prices on the flowers will be sent on request.

If you need perfumes, cosmetics, hair preparations and related products, write to Goodier, 400 North Bishop, Dallas. The firm will send literature on hundreds of fast-selling packages in a large fragrance line. This company also features general household items of good quality. The firm urges that you send for its catalog and literature.

Dexco, Inc., 191 South Street, Providence, R. I., says it has the

largest selection of pins and idents for engraving in the country. The firm's latest catalog showing over 600 of these products is ready. Drop Dexco a card and it will be sent you free.

Wagon jobbers and route men are invited to write Arcade Sales, Box 125, Silver Lake, Ind., about Ronson-type guaranteed automatic lighters which have triple gears with chrome finish. Offered in assorted designs, they may be had either carded or boxed at \$6 per dozen. A sample is \$1. Send \$6.50 for sample dozen and also receive circulars on other items.

New England Jewelry, 124 Empire Street, Providence, R. I., has been appointed wholesale distributor of the Lindberg line of model Army planes and Navy boats. Each model comes in an assemble-it-yourself kit for children. The firm will send an illustrated catalog and price list on request.

If you use dice, dominoes, and plastic novelties you are urged to write to Crisloid Plastics, Inc., 55 Porter Street, Providence 5, R. I., for the firm's free catalog. Crisloid products are attractively packaged and conveniently carded. The firm says it will pay you to review its cataloged products and interesting novelties.

Locations looking for guaranteed reconditioned nationally advertised watches such as Bulova, Benrus and Elgin should contact Al Zeiger & Son, 708 Sansom Street, Philadelphia. The firm says these watches are waterproof and come with stretch bands at \$8.75 each. Zeiger also has a special on men's Bulova, Benrus, Elgin and Gruen watches with stretch bands at \$6.50 each. The firm requests 25 per cent with order, balance c.o.d. A five-day money-back guarantee is offered.

PIPES FOR PITCHMEN

By BILL BAKER

IN THIS WEEK'S... Final Curtain column we are sorry to see listed the name of a real veteran of the sheet writing business, W. F. (Bill) Smith. A native of Southport, N. C., Smith, who was 68, died recently in Tampa where he had been a resident for many years. He worked the sheet for various farm journals thruout the South. Survived by his daughter, Mrs. A. P. Johnson, Lincoln Neb.; a brother, Afton Smith and a sister, Mrs. Ethel Fullwood, both of Southport, Fla.

WE'RE SORRY... to report that A. Goldberg, of Denver, a top paperman and partner of Dugan Rosche, bowed out May 26. Goldberg and Rosche had worked together for the past 10 years.

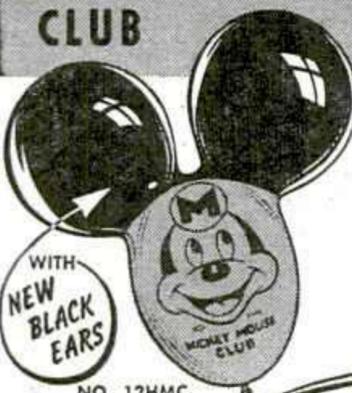
PENNING FROM... Dallas, Chic Denton says: "Long time no pipe. In Mary Regan's pipe of a few weeks ago she was wondering about our store here. It's the same Osage Herb Store at 2306 Elm Street. Well, we had to discard our old rocking chair. Now have three settings. It's a \$260 job for old pitchmen, pitch gals and our old vaudeville and circus

friends to rest in J. C. L.'s are also welcome. I was 68 May 1 while my partner, Thomas G. (Alexander) Pasha, will be 69 October 8. We are both okay. We are wondering why James L. Miller, Eddie St. Matthews and Hon. Shreveport Sullivan don't pipe in. Where is Joe Ackerman and Windy Lewis?"

FIVE YEARS AGO... in the realm of pitchdom: Frank L. Rynum was working the trades at Grand Island, Neb. At the same time, Harold T. Miller and an assistant were working a real red one at the stock show in Grand Island. Mike Gunn had reported good takes working firefly lapel brooches in Kansas. George H. Brooks had just completed a stand at the Oaklawn Race Track, Hot Springs, Ark., where he was pushing clocker's specials. The diamond jubilee at Pittsburg, Kan., proved a real lettuce-producer for novelty workers Modoc Stein, Al Jackson, Jack Alexander and Al Wesson. Jack Cleary, of Hollis, N. H., and Reg Igoe were pitching sheet to good results at Canaan, Vt. Coleman Newstadt, well-known novelty and souvenir worker, was doing a turn in the Veterans' Administration Hospital, Hines, Ill. Eddie Murray had just taken to the road after his stand at Newberry's, Cincinnati. James Roach was moving bunches of Topper Hangers with his isle pitch at the Boston Store, Milwaukee, and Joan Coyle was purveying pens to good takes at Cincinnati's Kresge five and dimer.

PAPER MEN
Contact Don Knight
For good deal on Kentucky and Tennessee State Farm Papers. Write
STATE FARM PAPER UNIT
P. O. Box 210 Middletown, Kentucky

OFFICIAL BALLOON OF THE MICKEY MOUSE CLUB



WITH NEW BLACK EARS

NO. 12HMC

OAK'S BIG FLASH

1956 STREET SPECIAL

PRE-SOLD TO MILLIONS OF KIDS

TIE-IN-CASH IN TODAY

See Your Jobber

The OAK RUBBER CO
RAVENNA OHIO

SPECIAL NEW LOCATION SALE SAVES



YOU \$\$\$ ORDER TODAY!

24" Taffeta CLOWN or DOLL \$6.00 dz.
15" SITTING DOLL \$6.00 dz.
10" PLUSH SCOTTY DOG \$6.00 dz.

QUANTITY USERS! \$5.75
Above numbers in gr. lots \$5.

Send for FREE Catalog and closest list. P.O.B., N. Y. C. 25% dep., balance C.O.D. if not rated.

ACE TOY MFG. COMPANY
834 Broadway, N. Y. C.
WA 5-3234

SCULL HEAD



No. 908 \$2.50 Doz.
\$27.00 Gross
It's a Beauty!

Set with 2 Red Brilliant Eyes. GOLD FINISH OR SILVER FINISH.

PROVIDENCE RING CO.
49 Westminster Street, Providence, R. I.

HERE IT IS!!!
HORSESHOE RING
IT'S NEW—IT'S TERRIFIC!!



No. 800 \$2.50 Doz.
\$27.00 Gross
It's a Beauty!

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

WHALE OF A BUY



80¢ EACH

ONE PIECE PLASTIC HANDLE
Class Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold.

TELESCOPIC BAMBOO POLE
12-ft. length • 3 section • Fully equipped • 3 guides and full metal tip • Red lacquered wraps • Full metal clamp holder for reel • Individual clear bag sleeve • Blue Ribbon Brand. Per Doz., \$18.00.

SPINNING LINE Soft Monofilament • 100 yards to spool • 6 lb. test • Dupont Tynex • 12 spools packed to box • Per Doz. Spools, \$3.00. No less sold.

TROUT FLIES On #10 Hooks • 12 asst. numbers mounted flies on two cork strips packed in Paulownia wood box • Box re-usable for men's cuff links and jewelry • 12 boxes total of 144 flies packed to container • Doz. Boxes, \$4.75. No less sold.

ALL ABOVE ITEMS ARE PROVEN WINNERS AND SPECIALLY LOW PRICED.

25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

COOK BROS., 916 S. Halsted St., Chicago, Ill.

NOTHING CHANGED BUT THE NAME SHERMAN

Master Painters Products
Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

RICHARD'S CHROME-FINISH
Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon.

3-PIECE PAINT BRUSH SET
Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.00 per set.

ADJUSTABLE ANGLE WRENCH
3-pc. set • 4, 6 & 8" sizes • Quality steel • Polished heads • Red lacquered handles • Packed one set to box • Sold doz. lots only • \$11.70 per doz. sets.

10-PIECE DRILL SETS. From 1/16" to 1/4" sizes • Heat treated • Chrome steel twist drills • Set in recessed grooved wood self-display box • Sizes shown thru heavy duty sliding clear view front • Per doz. sets, \$7.90.

STILLSON PATTERN WRENCH
Steel • 8-inch size • Individually boxed • Per doz. \$5.40.

ONE "FINICKY FIDO" DEMONSTRATION MAKES MORE MONEY FOR YOU!



Sensational action toy which delights old and young alike.

Just press Fido's head into his food dish and watch him somersault and land on his feet.

Made of high impact plastic approximately 3" tall. He stands on a display card with a small dog-food dish attached.

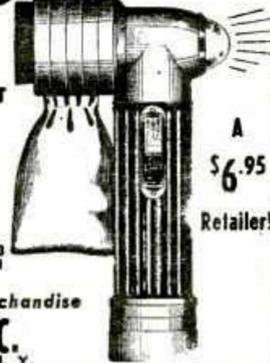
DEMONSTRATORS SELLING OVER 10 GROSS WEEKLY
Ideal for Fair, Carnivals, Stores, etc.

Write for prices and full information

THE CURRIE COMPANY
1220 Broadway New York 1, N. Y.

FIRST TIME OFFER!

VACOLITE 2 IN 1 VACUUM BRUSH WITH FLASHLIGHT



- Fast door opener—sells-in-seconds!
- Ideal for home, office, car, travel
- Operates on standard flashlight batteries
- Weight less than 1 lb.
- Quality vacuum, brush and light
- 5 day money back guarantee

Sample: \$3.75 each

\$2.70 IN LOTS OF 12
\$3.15 ea. in lots of 3
25% deposit on all C.O.D. orders.

Enclose payment in full.

Free Wholesale Catalog of Quality Merchandise

HARRY COHON & SONS, INC.
1945-B Utica Avenue Brooklyn 3, N. Y.

PITCHMEN WINDOGLO DEMONSTRATORS

100% Profit—Sell 2 Brand New Items—Give 1 FREE

- WINDOGLO—New Miracle Glass Cleaner
- Brown's Whitewall Tire Cleaner
- KLEERVUE SPECIAL Eye Glass Cleaner

Be the first to offer these three new products. Send \$1.00 for set of samples and complete literature and prices. \$1.00 credited to your first order. This is hot.

TENNESSEE SUPPLY CO. Greenville, Tenn.



"When I told you guys to find me a live one for the Octopus ride I meant the OPERATOR!"

—Frank C. Freeman, 2003 Main St., Davenport, Ia., winner, May 19 issue GAGSTER Cartoon Contest.

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20¢ a word—Minimum \$4.
CASH WITH COPY**

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

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

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.
Minimum \$10.**

CASH WITH COPY

(unless credit has been established)

SALESMEN CARNIVAL MEN WAGON JOBBERS!

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA

Guaranteed LIKE NEW!

ASSORTMENT OF **10 for \$72.95**

(Sample Watch \$8.95)

Choice Lot—Famous WATCHES, 8 for \$49

Special Close-Out! Men's Elgin, Waltham WATCHES \$6.45 WHILE THEY LAST

WATERPROOF ELGIN, BULOVA, BENRUS WATCHES WITH EXPANSION BANDS GUARANTEED and re-conditioned like NEW! Also Ladies' Swiss Watches. Order a sample and be convinced! \$8.75

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT

WEINMAN'S

182 S. Main St., Memphis, Tenn.

FREE SENSATIONAL OFFER!

ONE GROSS SILVER TIP REFILLS (Value \$8.64) with EVERY 3 GROSS ORDER of OUR NEW TWO-TONE PLASTIC PEN

In beautiful color combinations and silver tip refill or L-50 PLASTIC PEN

In 10 different colors, gold metal cap and 14 K gold-plated clip and silver tip refill.

EACH ONLY \$18.00 GROSS

SILVER TIP REFILLS \$8.64 Gr., \$55.00 per 1,000.

Send \$4.00 for Sample Package of 12 Different Styles of Pens including Gold Metal and Chrome. Check, money order or deposit on C.O.D.'s.

Write today for free catalog.

COASTLINE PEN CO.

22 West 38th Street, New York 18, N. Y. RYant 9-2737 (Formerly Cosmo Pen Co.)

AMAZING CLOSEOUTS

E-1—Tailored earrings, asst. gr. \$18.00
E-2—Stone earrings, asst. gr. 21.00
P-1—Stone & Tail. Brooches, gr. 19.50
B-1—Bracelets, asst. gr. 24.00
T-1—Tailored Tie Sets, bxd., gr. 3.50
T-2—Stone Tieside Sets, bxd., dz. 4.50
R-1—Ropes, all-bead, asst. dz. 3.00
R-2—Ropes, chain-beads, asst. dz. 2.00
R-3—Men's stone rings, asst. dz. 2.75
T180—Stone neck & ears, bxd., dz. 7.50
T184—Stone, neck & ears, bxd., dz. 9.00
2256—3-piece pearl set, bxd., dz. 13.50
1203—3-piece rhinestone set, dz. 18.00
W-1—6-piece Watch Set, each. 6.95
Six or more 5.95
C-1—Cufflinks, carded, dz. 1.25
L-1—Ronson Type Lighter, dz. 8.75
T-4—Tiesides, carded, dz. 1.25
P-9—Pearl necks, Am. made, gr. 15.00

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8, Prov., R. I.

GIVE TO DAMON RUNYON CANCER FUND

ACTS, SONGS & PARODIES

AMAZING OFFER! TEN SOCK PARODIES. Up-to-date and standard tunes. Worth five times the price. All ten only \$3. Show-Bit Comedy Service (Dept. B69), 1613 East 28th St., Brooklyn 29, N. Y.

SCREAMINGLY FUNNY RIOTOUSLY LAUGH! Over 1,000 "cleaver remarks," \$1; satisfaction guaranteed! Order Today! Edmund Orrin, 5854 San Vicente Boulevard, Los Angeles, Calif. jy7

AGENTS & DISTRIBUTORS

A BEST BUY, CLOSING OUT, BARGAINS. 507 dozen 5 color silk screened novelty T Shirts; 345 dozen 5 color silk screened novelty Sailor Hats; 171 gross genuine French-type Perfumes. Sacrifice. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Illinois. je30

ASSORTED FILIGREE, PEARL, TAILORED and stone earrings, gross \$18; 3 dozen different samples, \$8 postpaid. Jacobi, Manufacturers, 1713 E. Mercer, Seattle 2, Washington. ju16

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Erco, Bronx 72, New York. ch-np

Did This Ad ATTRACT YOUR ATTENTION!

Use DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 per inch

Rule border permitted when using two inches or more.

EARRINGS — ASSORTED STONED AND TAILORED \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ju30

EARRINGS SPECIAL SUMMER ASST. ALL colors, \$1 dz.; \$10 gross. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$6 per gross plus postage, c.o.d. For adults. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. je30

FAMOUS MFR. CLOSEOUTS

Summer Earrings, asst. \$1.50 dz.
Stoned or tailored Earrings 2.00 dz.
Pearced Earrings on Display 1.50 dz.
Charm & Link Bracelets, asst. 1.75 dz.
Lord's Prayer Necklaces, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.75 dz.
Shorty Tie Slides, carded 1.35 dz.
Cufflinks, carded 1.25 dz.
Cameo Sets, boxed 7.20 dz.
Anklets, G.F., carded 3.50 dz.
Tie Slide Sets, asst. 4.50 dz.
Rhinestone "Miracle" Crosses, boxed 4.00 dz.
Charm Bracelets, asst. 1.00 dz.
Pearl Necklaces (domestic) 1.75 dz.
Summer Sets, boxed \$4.30 & 9.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St., Providence, R. I.

FAST SELLING MONEY MAKERS! METALLIC Ironing Board Cover, Purse-Shopping Bag, many others, including \$1 retailers. Quality Products (Dept. E), Box 748, Passaic, New Jersey. ch-je23

FREE NEW PRICE LISTS OF

Descriptive literature from the fastest growing CLOSEOUT artists in the country. Terrific values, extra special!!!! Boxed, asst. colors. Floral Neck & Ear Set, reg. \$3.98—now \$10.80 doz. C.O.D.

KAREN ORIGINALS

45 No. Main St., Bristol, Connecticut

FREE BOOKLET! MAKE BIG MONEY!

Sell popular, sensational kits model airplanes, boats, etc. New England, B.H. 124 Empire St., Providence, R. I. je30

G.W.P. CO., P. O. BOX 335, CANTON, OHIO. Agents, Salesman, Buyer, New Watches below manufacturer's cost. These watches originals by Michael. Retail \$71.50; wholesale \$18.75.

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. ju30

LADIES' SEAMLESS NYLON HOSE, #8140, \$4.25 doz.; #8242, \$3.25 doz. Samples on request. Satisfaction guaranteed. Baker Hosiery Co., Decatur, Ala. ju16

NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs; cost 7¢, sell 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 930, New York 3. je30-ch

NEW FLASHY 7X11" SIGNS, LIGHT reflecting, illustrated, color blended, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers, \$6 postpaid U. S. only. Koshler, 335 Goetz, St. Louis 23, Mo. je30

NOTICE: LADIES' NYLONS, \$3 DOZEN; sheerest, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year; agents, pitchmen sell everywhere. We also manufacture a sensational four-color bed spread on the family plan; no overhead, no labor cost; this large heavy, all-over chenille spread with a three multi-colored Peacock design brings repeat orders everytime; send \$4.50 for sample Ladies' Nylon hosiery #501 is our best repeat number. Some customers have used this number for 5 years; be sure and send \$4.50 for sample dozen of #501. Send immediately. Sibert Mill, Chattanooga 4, Tennessee. ch-4fn

PENNANTS For all occasions. Send \$1 for four samples and catalog and price list; your choice of major colleges or ours.

HART PROCESSING CO.

PLACE "FUN SHOP" RACKS IN CIGAR and drug stores. 36 fast-selling tricks, jokes, puzzles. Steady income; small investment required. Robbins Corp., 127 W. 17 St., New York City. ch-ju16

SELL INDUSTRIES EMPLOYING WOMEN menstruation tablets. Samples \$1. Free Readers Digest literature. Melan Co., 38th St., Pier 67, New York, N. Y.

STOP AUTO THEFTS WITH AUTOMATIC Key Ejector. Send 50¢ for sample. Also 100 Spools of Thread with Free Needle Threader. Sample box and price list \$1. Discount Sales, Box 88, Cincinnati 10, Ohio.

WATCH SPECIALISTS FOR 66 YEARS. AD in Life, 9 piece watch sets, \$5.95. Catalog of smallest low cost women's 17J and 7J watches and watch sets. Result Sales (Dept. B.), 880 Fifth Ave., New York. ch-je23

YOU CAN SELL A NEW NONPOISONOUS Roach Destroyer, good profit, repeater. Golewyn Smith Co., Box 11342, Tampa 12, Florida. je16

80¢ PROFIT ON \$1 SALES. AMAZING Automobile Cleaner and household product. Your name on labels; free samples. Write Glaxite Mfr., Box 572, Dayton 1, Ohio.

\$20 PROFIT ON EVERY SALE. 47 PIECE Melmac Dinnerware Set retail \$50. Sample \$30 postpaid. Max Saltzman, Dept. Melmac, 7633 Hinds Ave., North Hollywood, California. je16

\$25 DAY EASY-SELLING REE-LONG NAIL beautifier (not a polish or plastic), sells like wild! To 150¢ profit, repeats galore. Write Meche Manufacturing Co., Spiro 7, Oklahoma. ch-4fn

ANIMALS, BIRDS, PETS

ALLEN HAS FOR IMMEDIATE SHIPMENT, beautiful Red Fox Puppies, \$10; Wild Cats, \$45; young Ringtail Monkeys, \$35; Baby Spider Monkeys, \$35; 1 pair tame Red Fox Squirrel, \$25; female adult Coyote, \$30; extra large white female Timber Wolf, \$75; Horned Owl, \$20. Bill Allen, Fredericktown, Missouri.

CAMELS, ARRIVING BY AIR FROM AUSTRALIA in June, \$1,250 each F.O.B. West Coast. Elephants—Another shipment arriving early June—females, Indian, Burmese, Siamese, 4 to 4½ feet tall at shoulder. Our special price still prevails, \$2,250 each. Docile, healthy, perfect specimens. One female Chimpanzee, \$75 each; Mandrill, \$500; Dog Face Baboons, \$250 each; Squirrel Monkeys, \$17.50 each; 2 Grants Zebras, females, 1½ year old special, \$1,000 each. Arriving early June Grants Zebras, 1½ years old, group of 8, write for special breeding (female pregnant). Reticulated Pythons, fat specimens, good feeders, clear mouths, special 18½ feet, \$400 each; 19 feet, \$450 each; 20 feet, \$500 each; 21 feet, \$550 each. We wish to thank all for your wonderful response to our recent elephant sale—they sold fast. Plenty more coming. Write for our confidential price list. Trefflich's can and will under sell anyone, with the finest healthy specimens available. Ask your friends about the first-class stock they have received from Trefflich's, 228 Fulton St., New York.

LEARN ALL ABOUT PETS, THEIR CARE and keeping in this 100 page and more monthly magazine. Sample 35¢, year \$3. Send 25¢ for catalog 10 which lists over 400 pet books for sale. All-Pets Magazine, 39 Darling Place, Fond du Lac, Wis. je16

PAIR YOUNG TAME LEOPARDS, \$450 each; tame young Cheetah, \$12.50; pair breeding (female pregnant), Occidentals pair; young adult male Jaguar, \$350 (see at Washington, D. C. Zoo); Jaguarondi, \$75; tame baby Chimp, \$650; 60 lb. male Chimp, perfect, \$450; baby Ostriches, \$375; 5' tall Sarus Cranes, 2 female giant tame Spider Monkeys, \$45. Hundreds more. Write for price list. Rare Bird Farm, Kendall, Fla. je9

MONKEYS, SNAKES, CATS, BIRDS, WRITE for wholesale list. We have authentic brown Capuchins, Phone 146, Animal King, Mooreland, Okla.

PARAKEETS FOR CARNIVAL, 85¢ EACH. Minimum order, 4 doz. Cages, \$4.80 doz. Canaries, Flash Cages, Monkeys, Rats, Mice. Immediate shipment. Terms part cash, balance c.o.d. Estab. 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. je9

REPTILES INCORPORATED — ROSS Allen's, 1112 North Miami Avenue, Miami, Florida. Phone: Franklin 3-4806. Live Reptiles, Mammals and Birds. \$7.50 value make bite kit free with \$25 order.

PLENTY SNAKES, ALL KINDS BOAS, Iguanas, Alligators, Armadillos, Horned Toads, Terrapins, Badger, Prairie Dogs, Coyote pups, Timber Wolf pups, Owls, Rats, Guinea Pigs, Peafowl, Egyptian Geese, Ring-neck Doves, Fantail Pigeons, deodorized Skunks, Monkeys, Pacas, beaded Lizards, Phone 141, Otto Martin Locke, New Braunfels, Tex. je30

SPECIAL — ELEPHANTS

Real Indian Assam female babies (Not Siamese) arriving June, large choice. We compete as usual on price and quality. Phone WHitehall 3-4073 or (after hours) NEW Rochelle 6-2094

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.
39 Broadway, New York

TAME TRAINED PERFORMING CHIMP, 40 pounds, perfect, reason for selling elimination show, \$750. Write Rare Bird Farm, Kendall, Fla. je9

DISPLAY CLASSIFIED AD

Your Advertisement Displayed in a space this size will cost only \$14 per insertion

BUSINESS OPPORTUNITIES

FOREIGN FIRMS SEEKING AGENTS for their merchandise names and addresses, \$2. Max Saltzman, Dept. Billboard, 7633 Hinds Ave., North Hollywood, Calif. je9

GIVE KEYBOARD SHEET MUSIC to church functions. Closing out 12,000 copies at \$100 per thousand. Sample copies 3 different songs \$1. Guild, 4545 North Walcott, Chicago 40.

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. je3

MONEY? VACATIONS? GIFTS? RETIRE? 10¢ in stamps or coin for details (print name and address). ABCO, 163 Okell Buffalo 10, N. Y. je9

MOTORDROME FOR SALE

TRADE OR TAKE PARTNER
24 ft. Sidrome Top, Side Wall, P.A. Set. Wire Recorder, 5 Motorcycles, 30 ft. Trailer, Ford Tractor. Plenty spare parts. Ready to go.

SPEEDY PALMER
2914 Woodrow Ave. Tampa, Fla. Phone 25-1164

18' CUSTARD TRAILER, ALL STEEL, insulated, walk-in cooler, complete hot and cold water system, water storage tank. Custard machine complete with condensing unit; space for other custard machine and short order grill; wash sink, floodlights, serving counter, \$3,500. Custom Bilt Body Shop, Camp Road, Hamburg, N. Y. je16

COSTUMES, UNIFORMS, WARDROBES

ATTENTION — GIRL SHOW OPERATORS, Clowns, Performers. Flashy new Clown Suits, \$15; Fasties, \$9; Panels, \$3. White Tuxedo Coats, Tail, Derby, Top Hat, Rhinestones, Ostrich Plumes, Sequins. Real flash at lowest prices. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

FOR SALE

SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. je23

USED ROLLER SKATES FOR SALE: FIBER wheels; 49 pair, sizes 3 thru 10. First Methodist Church, 324 N. Oak Park Ave., Oak Park, Ill.

FOR SALE—SECONDHAND SHOW PROPERTY

BARGAIN KIDDE' AUTO RIDE, A-1 CONDITION, 6995 F.O.B. Corona, Calif. C. B. Harlin, 401 El Cerrito Rd. Phone 746-R.

COMPLETE STAGE SHOW, SEATING Stage, 40 by 80 Tent, Light Plant, etc. Retiring. A. B. Fredrick, Port O'Connor, Tex.

EIGHT AIRPLANES MADE BY S. A. Roller Works, aluminum bodies, steel wings, wheels, 14 machine guns, \$200. Phone Pa 2-9240, Minneapolis. William Kopp, Hopkins, Minn.

FOR SALE — DRIV-A-BOAT BOATS OR will lease to responsible party at location. 20 three-passenger Driv-A-Bout Boats, priced for quick sale. Some good, some fair condition. Contact Harry H. Jacobs at Craig Beach Park, Lake Milton, Ohio.

FOR SALE—TRAINED MONKEY AND ORGAN Monk Put money in pocket. R. E. Swain, 4109 Ave. II, Lubbock, Tex.

\$139.50 VALUE

ONLY **\$69.75**

10 Asst. Men's & Ladies' WATCHES

With Expansion Band
GRUEN—WALTHAM
BENRUS—BULOVA—ELGIN

Sample Watch \$9.95. Sample Band 50¢. Reconditioned, guaranteed like new.

DISPLAY GIFT BOXES, 50¢

MORE SPARKLE THAN DIAMONDS A-1 White Gem Clear Color and Brilliance. \$9 per Carat and up. Men's Y & L, Gold Mountings additional \$12.50 and up—Ladies', \$9.50 and up.

Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check.

Write for FREE 1956 Catalog "M"

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

HOUSE TO HOUSE MEN
PREMIUM BUYERS
WAGON JOBBERS
CARNIVAL MEN

Make That "Easy Buck" with these sensational values.

G.E. Equipped COOKER-FRYER
Large 4-Qt. Capacity

\$39.95 List **\$6.75** ea. in Sample Lots of 4 **\$7.25**

EMPIRE MULTI-USE REVERSIBLE WINDOW FAN

ADJUSTABLE — fits any window — double hung — casement — steel construction.

- EXHAUSTS stale air
- FRESH AIR drawn in from outdoors
- NO DRAFTS directs air up-down-straight
- QUIET four 8" blades for maximum volume
- 110-120 V., A.C. only
- Packed 1 to carton
- Carries price tag of \$39.95

\$9.00 each in lots of 3

Sample, \$10.00 each.

WE ALSO CARRY A COMPLETE LINE OF ALL SIZE FANS, C.O.D. or Cash Sales Only.

DANAL SUPPLY
1228 Vine St. Cincinnati, Ohio
Phone: Main 1-9114

LITTLE ATOM

World's Smallest Pistol

COMPLETE WITH RAMMOR AND 100 CHOICE OF LEATHER HOLSTER OR BULGARS

ACTUAL SIZE



Dealer's \$12.00
Cost... \$1.95 ea.

Actually shoots blanks with handle report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '56 Catalog.

G & S Mfg. Co.
Dept. B, 504-506 Deaderick NASHVILLE, TENNESSEE

1/2 Carat Genuine DIAMONDS

14 Carat GOLD MOUNTING

OUR PRICE \$99 ONLY

FREE Wholesale CATALOG

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches.

YORKMARK SALES CO., Dept. B
129 West 46th St., New York 36, N. Y.

WAGON JOBBERS

Sell Ronson-type guaranteed automatic Lighters to stores. Carded or boxed, 6 designs, triple gears, beautiful chrome finish, \$6.00 doz.; 12 dozen, \$69.00 prepaid; sample \$1.00 with circulars on other items.

ARCADE SALES
Arcade Bldg. Silver Lake, Ind.

Big gift value!
5 stunning pieces!
Men's fine matched jewelry!

THORNEHILL ENSEMBLE

\$575
6 OR MORE

NATIONALLY ADVERTISED
Sample \$6.98

Looks like a million! Complete jewelry wardrobe! No less than 5 different matching pieces—high styled cuff links, tie bar, full length key chain of pen and pencil, beautiful jeweled watch, fine expansion band. Presentation packed in luxurious leatherette box.

TERMS: 25% with order, balance C.O.D. SPECIAL PRICE TO QUANTITY USERS

HAWTHORNE WATCH CO.
593 MISSION ST.
SAN FRANCISCO 5, CALIF.

FOR SALE OR TRADE FOR RIDE, 19' Grab Trailer with Root Beer, Hot Dog Steamer, Grille, Deep Freezer, etc. Box C-445, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE — REASONABLE, 12 FOOT long Trailer. Popcorn Drypopper, two tanks. Ideal for Foot Longs. Two wheel. Mr. Joe Halley, P. O. Box 111, Fort Wayne, Indiana.

FOR SALE—1 25-FT. BLACKSMITH HI-Striker, \$125. Phone Federal 4-3340. Write Frank Patrick, 93 South Merrimac St., Pontiac, Mich.

FOR SALE

1—Kiddle Mangels Galloping Horse Carrousel
1—Kiddle Mangels Roto Whip
1—Kiddle Chairplane
All painted and A-1 condition, with transportation.

WILLIAM A. BEAUCHEMIN
21 Federal Street
Newburyport, Massachusetts
Tel.: HOmestead 2-4385

HAVE A FEW RUBBER BUMPERS FOR Strikers left at \$6.50 each. Also Maul Handles at 75¢ each. J. M. Moore, 649 Turrill Ave., Lapeer, Mich.

MANUFACTURER, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. je16

TENT STAKES "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. jz28

TENTS, MASKING, ALLAN HERSHELL Merry-Go-Round, Bleachers, Chairs, Costumes, Poles, Stakes, 60x120, complete Tent Theater, other Show equipment. Ludwig, Carroll, Iowa.

THIS IS A 10-LINE AD FOR ONLY \$10

You can buy this space to profitably buy or sell Used Show Equipment.

TRAINS—ALL SIZES, GAUGES, TYPES, new, used trade-ins. Photographs, details, \$1 bill (refundable), Miniature Trains, 33B Winthrop, Rehoboth, Mass.

19 MARES AND COLTS, 1 SPOTTED STUB. Mares all bred back to him. All for \$2,000. No time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, La.

HAVE YOU SEEN NEW 1956 HEX CATALOG

SENSATIONAL VALUES
SAME DAY SERVICE

MERCHANDISE FOR EVERY TYPE OF MIDWAY CONCESSION

LOWEST PRICES—LARGEST SELECTION

WRITE FOR YOUR FREE COPY TODAY

HEX MANUFACTURING CO.
48 EXCHANGE ST. BUFFALO 3, N. Y.

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2. np

NEW 152-PAGE ILLUSTRATED CATALOG, Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophones for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. jz16

MISCELLANEOUS

DEMONSTRATION RECORDS, PIANO AND voice, \$11.95. Piano arrangements, revisions, \$5. Record promotion, N. Y. C. Prices on request. Song Service, 350 Fifth Ave., N. Y. C. PL 7-3638.

INDIAN LUCKY CHARM, \$3. IT BRINGS luck, success, fulfills desires, removes troubles. S. B. Wazkar, 51 Khatargully, Bombay 4. je23

NEW RECORDING COMPANY WANTS Original Copyrighted Material with or without artists. Send dubs, tapes, with lead sheets. Unused material will be returned. Bernie Roth, 555 Washington Street, Gary, Indiana. je23

OPPORTUNITY MAILS, 10¢; ASTROLOGY Zodiac signs, Herman's Magic Book, each 50¢. Zen Publishers, Elkhart 38, Ind.

M. P. FILMS & ACCESSORIES

NEW RENTAL CATALOG 16MM. SOUND films. Lowest prices. Quality pictures. New film trailer service. Rogers Films, Lombard, Ill. je23

16MM. 3,000 SOUND REELS, SELL DIRT cheap. Big, new list features, Westerns, Serials, War films. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

GERMAN HURDY GURDY WITH WOOD pipes; 125 Wurliizer Band Organ with Drums; 150 Wurliizer Band Organ with Drums. R. C. Lambert, Monticello, Iowa. je16

PERSONAL

Am looking for AL LAVINIA

Connected with Harmony Ranch in 1950. Please call Evergreen 1-8571, Cleveland, Ohio.

URGENT!

ARE YOU SEEKING PEACE OF MIND? Free correspondence course in Catholic Religion, Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 23, N. Y. ch-mp

RAY MORGAN, TAMPA, FLORIDA, CALL R. L. Davis, Whitney 5-5456, Scottsdale, Arizona.

\$100 REWARD FOR LOCATION OF FOLLOWING sypsiads and vehicles—Joe and Janet Savano, 1955 Mercury Trailer; Bob Tom, Chev. PU Truck; Mike Thompson, 1950 Dodge 1/2 ton PU; George Tom, 1955 Ford Conv.; Joe Demetro, 1955 Ford Conv.; Ephraim Blimbo, 1955 Ford 4 dr. Phone 57588, Warren, Ohio.

PHOTO SUPPLIES DEVELOPING—PRINTING

COMIC FOREGROUNDS AND BACK-grounds Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. je9

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tn

PHOTOMOUNTS FROM MANUFACTURER. 3x5, \$3.80/100; 5x7, \$5/100; 8x10, \$11/100; 70 styles, 350 types; ask Department B for free samples. Pena Photomounts, Glenolden, Pa. jz7

LAVENDER "SACHET" BASKETS

... hold dried lavender flowers to give milady's boueird a delightful fragrant A 12 months' gimmick ... and good! Buy at 11¢, sell at 70¢ to \$1.00.

Arora of lavender perfume flash draws 'em in! All baskets guaranteed perfect. BASKET PRICE (F.O.B. Seattle) — \$110 per 1,000, \$21.40 per gross. Lavender—\$5.00 for 5 lbs. Sample 25¢. 1/3 deposit, balance C.O.D. Write for full information.

SHERFYS LTD
2126 BOYER SEATTLE, WASH.

NOVELTY DICE LAMP

No. 1057—Opal white glass with black dots. Stands 10 in. high. Individually packed, 12 to carton.

\$18.00 Doz.

We Carry a Complete Line of Concession & Premium Merchandise

Write for Catalog. State Business in First Letter

Wisconsin De Luxe Co.
1900-12 N. 3rd St., Milwaukee 12, Wis.

STREET BALLOONS

48" Stretched Spiral Balloons, Gr. \$6.00 Workers. Ea. 50

New Mickey Mouse Head Balloons, Gr. 7.50 Workers. Ea. 55

Include postage with order.
25% deposit with C.O.D. order.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

WE ARE MANUFACTURERS OF All Kinds—PULL TICKET GAMES

TIP BOOKS

Buy Direct From Manufacturers at Very, Very Reasonable Prices.

Columbia Sales Co.
302 MAIN ST., WHEELING, W. VA. Phone: Wheeling 340

PRINTING

ALWAYS LOWEST PRICES, FASTEST service; flashy 3-color 14x22 Window Cards, \$8 hundred; 17x26 size, \$12.50; Posters for all occasions; adhesive back sticks on Bumper Strips, 4x18 inches day-glo colors, \$13 hundred postpaid; Bumper Cards, 5 1/2x26 inches, holes punched, \$5 hundred. Tribune Press, Dept. SP-56, Earl Park, Ind. je30

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. je16

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Reports. Start without experience; men, women; full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-113, Chicago 32, Ill. je23

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-tn

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83d St., Los Angeles 3, Calif. je16

NEW TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican, \$12 sharp. Write Milt Zeis, 728 Lesley, Rockford, Ill. se25

NEWLY DESIGNED MACHINES—Complete line of Tattooing Supplies. Free catalog upon request. Spaulding & Rogers, Court St., Jacksonville, N. C. je16

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20¢ a word—Minimum \$4. CASH WITH COPY

Forms Close Thursdays for the Following Week's Issue

GRINDER FOR SINGLE-O GIRL SHOW. Percentage proposition, must drive. Vicki LaPage, c/o Drago Shows, June 1-9, Marion, Indiana.

LEAD TRUMPET OR ACCORDION MEN wanted immediately. Established territory band, year around job, home most every night. Write or call before noon. Johnny Hider's Orchestra, Mandan, North Dakota, P. O. Box 113, Telephone 2434.

NEED GUITARIST IMMEDIATELY FOR Combo, electric Spanish. Must be top musician. Solo and rhythm. Starts \$135. Contact Band Leader, Room 1035, Mayo Hotel, Tulsa, Okla.

PIANO MAN, MODERN, COMMERCIAL, read sheet music. Organized trio. Steady work. North-Western States. Write to Mr. Cleo Scroggins, 1424 1st Ave. West, Kennewick, Wash. Call Justice 2-8372.

ROAD SHOW SALESMAN—SELL DATES advance of show to theaters and drive-ins. Hustler can earn \$300 salary and expenses. Reply age and experience. Box 62, Atlanta Ga. je9

WANTED—TENOR AND CLARINET MAN for Midwest Polka Band. Write L. A. Berg, Albert Lea, Minn.

WANTED—EXPERIENCED YOUNG PIANO Man. Must play modern, commercial; read. Don't misrepresent ability. Orchestra Leader, 108 South Franklin, Mobile, Ala.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue.

CIRCUS & CARNIVAL

AT LIBERTY — MEDICINE LECTURER, Platform Show, age 45. Would like to double with Pitchman with good route of fairs. Can pitch any type of medicine item. Charlie T. Huson, 1821 4th Ave. North, Birmingham, Ala. Phone 53-1090.

BEARDED SALAMANDER, TOP-NOTCH Fire Eater. Will work with or without full beard. Sure-fire attraction. Lester Miller, 39 South El Molino, Pasadena, Calif.

TALKER BARKER LECTURER — A-1 crowd-convincer. No ticket handling. State guaranteed salary. Wire collect. Pitt, 113 V. Main, Norfolk, Va.

MOUSE EARRINGS Red Hot Sellers!

Sensational, beady-eyed, velveteen gray or white mice. Screw back or pierced. Fun galore!

\$5.40 DZ.
Plastic Gift Boxes for Earrings.

60c DZ. EXTRA
Sample pair sent for \$1.00 postpaid

(Check or Money Order)
Money-Back Guarantee.

WILLIAM C. ILFELD
WHOLESALE JEWELER
Box 2067 Santa Fe, New Mexico

Spotlight Value!
Packed with "SELL"
Priced for PROFIT!

CEL-MAX Ensemble

KEY CHAIN \$5.45
EXPANSION BAND Sample \$6.45
JEWELED WATCH
CUFF LINKS
TIE BAR

- Stunning Beauty in FIVE (5) Smartly matching pieces.
- Complete Jewelry Wardrobe
- PLUS Handsome Jeweled Watch!
- Shipped in assorted sets. Beautifully boxed! Min. order 6.

NATIONALLY ADVERTISED

It's terrific! High styled Cuff Links . . . Full length Key Chain . . . Tie Bar . . . Fine Expansion Band and Handsome Jeweled Watch! . . . All luxuriously packed . . . Sensationally priced! A sample will convince you! 25% with order, Balance C.O.D.

CEL-MAX, Inc.
582 SO. MAIN ST.
MEMPHIS, TENN.

NEW TWO-TONE STYLING

Fully Automatic No Clip Action

Press Top to Write
Press Again to Retract

\$18.72 per gross
Sample Dsz. \$2.00
REFILLS, \$7.20 GR.

Send for New 1956 Catalog

MODERN PEN MANUFACTURING CO., INC.
384 Broadway
New York 13, N. Y.

MAKE UP TO \$75.00 OR MORE A DAY!!!

CARNIVAL OPERATORS, CONCESSIONAIRES, DEMONSTRATORS, RESORTS, FAIRS AND HOUSE-TO-HOUSE WORKERS—HERE'S A SURE WINNER FOR YOU!

LAVENDER FLOWERS, PERFUMED SACHET IN ATTRACTIVE HAND-WOVEN BAMBOO VASE IN BEAUTIFUL ASSORTED COLORS, COMPLETE WITH COLORED RAYON CORD AND TASSEL. SELLS FROM 79¢ TO \$1.00. COST TO YOU \$27.00 PER HUNDRED. F.O.B. LOS ANGELES. 1/2 CASH, BAL. C.O.D. 2 SAMPLES FOR \$1.00 PREPAID.

L. M. SHISSLER
2660 S. Menlo Avenue
Dept. BB-1
Los Angeles 7, Calif.

Take the lines of least resistance with NAME BRANDS

THE HOUSE OF NAME BRANDS

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP.
1458 West 15th Street, New York 11, N. Y.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY
Please state your business.

FRISCO PETE. 226 S. Wells St. Chicago 6, Ill.
All Phones: Franklin 2-2567

1,000 PIECES OF SLUM ONLY \$6.75

ASSORTED TOYS NOVELTIES
GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

Dart Balloons, Gr. \$.75
Corks, 1,000 3.25
Hoops—all sizes, Dz.80
Balls—imports, Dz.50
Sample—worth, Dz. 2.75
25% deposit with order, bal. C.O.D.
Send for FREE C-56 Carnival Catalog.

OPTICAN BROTHERS
SINCE 1909
300 W. NINTH ST., KANSAS CITY 6, MO.

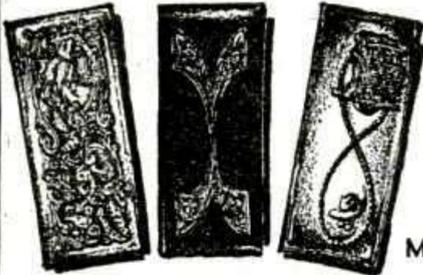
ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant

48 assorted color — 18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
Cincinnati 36, Ohio

FANCY EMBOSSED BILLFOLDS (\$7.50 SELLER)



Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

64¢ In 1/2 gross lots
\$8.40 Sample Doz.

PROVEN MONEY MAKERS
Min. Order One Dozen

PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)

Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed. 25% deposit, balance C.O.D., F.O.B. Chicago.

52¢ ea. In 1/2 gross lots
\$6.75 Sample Doz.

STANDARD INDUSTRIES

1112 S. WABASH AVE. Dept. B-1 CHICAGO 5, ILLINOIS

Send for Your SAMPLE KIT Complete SNUGGLE Line

\$11.66 20 Items Below

- Wet Pack Shammy, Dz. \$ 6.00
Plastic Table Covers (54x72), Dz. 7.20
Silver Retractable Pens, Dz. 4.20
Ball Point Pen Refills, Dz. 1.00
Sunglasses, Dz. 7.20
Lighters, Dz. 7.20
3 in 1 Spray Blade, Dz. 7.20
Handkerchiefs—10 to package, Dz. pkgs. 9.00
Gross Combs in Ice Bucket, Gr. 3.00
6 in 1 Magnetic Earrings, Dz. 24.00
Cuff Link Assortments, Dz. 7.20
Embossed Western Wallets—Full Zipper, Dz. \$9.00
Clutch Bags, Dz. 7.80
Small Cat Cry Salt & Pepper Shakers, Dz. 4.80
Assorted \$1.00 Earrings, Dz. 4.20
7-Pc. Screwdriver Sets, Dz. 6.00
Men's Linen Hats, Dz. 3.60
Mother of Pearl Heart Necklaces, Dz. 7.20
Everyday Cards—50 in package, Dz. pkgs. 7.80
Lighter—2-Pc. Pen Set Combination, Dz. 9.00

DIVISION SALES

3341 W. Roosevelt Rd. Chicago 24, Illinois Phone: LAwndale 2-7377

DRAMATIC ARTISTS

DRAMATIC ACTRESS AND DANCER available for TV, Theatre or Road Bookings. Can furnish photos. Contact: Maurine Jennings, 224 South 8th, Quincy, Ill. Jul 6

MISCELLANEOUS

AVAILABLE TO SOMEONE "BEHIND Those Doors." Experienced training and presenting professional and amateur talent past nine years. Seeking reputable connections to continue, and expand, in what I know and like. Bondable, sober, serious, reliable. Handle any details; routing, staging, business, smooch. Money no objective as I have an opener. Nothing fast or shady. I've already heard from you. Present commitments expire Sept. 1. Professional and character references. No preferred territory. Go anywhere for right opportunity. Box C-435, c/o Billboard, Cincinnati 22, Ohio. Jul 6

HOTTEST ATTRACTION IN SHOW BIZ Today. World famous Hypnotist now available for immediate bookings: Theaters, Nite Clubs, Fairs, Fund Raising Affairs. Contact Morton Greene, 1200 Euclid Ave., Miami Beach, Fla. Jul 6

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. Jul 6

YOUNG CANADIAN BUSINESS MAN, married, 37, well educated, sober, reliable, bondable. 15 years' experience owner-manager retail store, 3 years' experience sole promoter and operator of 100 piece music and game route. Will consider offers of suitable employment from any reliable firm in Canada or U.S. or will consider sound business proposition. Can supply excellent character and financial references. Please, only sound bona fide offers from reliable sources. Box C-446, c/o Billboard, Cincinnati 22, Ohio. Jul 6

MUSICIANS

CONCERT PIANIST-ACCOMPANIST, WANT to get connected with act doing school assembly or concert programs. Experience, fine technique, good reader, dependable. Concert arrangements of Gershwin, Kern, etc., used. James Stout, 1223 N. State St., Chicago 10, Ill. Jul 6

EXPERIENCED DRUMMER — JOIN IMMEDIATELY; any proposition considered; dance or shows; new equipment, plenty rhythm, reliable, voice, Tom Wrenn, 20 Chatham Rd., Asheville, N. C. Jul 6

FIDDLE, WESTERN AND MODERN, GOOD jazz, tone, in tune, read and fake, single, no habits, car, go anywhere. Box C-444, c/o Billboard, Cincinnati 22, Ohio. Jul 6

FIRST CLASS RINK ORGANIST AVAILABLE. Fifteen years' experience best rinks, will locate anywhere. Address Box C-440, c/o Billboard, Cincinnati 22, Ohio. Jul 6

GIRL DRUMMER, VOCALS, WOULD LIKE job with small combo. No car. Union. Sherry Dixon, 1274 N. W. 79th St., Miami, Florida. Jul 6

GIRL TENOR SAX, CLARINET, AVAILABLE, travel or location. Band and Combo experience. Union, have car. Box C-443, c/o Billboard, Cincinnati 22, Ohio. Jul 6

TRUMPET MAN, UNION, SECTION WORK, no lead. Will travel, but no sleeper. Commercial band experience. Reliable. Art Athey, 143 Ridge Ave., New Kensington, Pennsylvania. Jul 6

TRUMPETER—CONCERT, DANCE, READ, fake, sing. Good soft commercial; married. Prefer summer resort deal. Creighton, 4022 S. Trail, Sarasota, Fla. Jul 6

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. Jul 6

BALLOON ASCENSIONS, PARACHUTE drops, Parks, Fairs, Celebrations; CAA certified equipment; We dig no holes or trenches. Porter Flyers, 614 Hoyt Ave., Muncie, Ind. Phone 8780. Jul 6

HERE IS A PUBLIC APPLAUSE WINNER which has been featured by Fox Movie-tone. The Death Plunge into Suicide Pool. Some really pass out on this one and others are momentarily held in a state of shock. The impact nerves is so terrific. It's a dynamic attraction if there ever was one and bound to make your Celebration the talk of the town. Capt. McDonald, International High Diving Sensationalist, 456 Lamphier Place, Warren, Ohio. Tel. 45337. Jul 6

WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMEO



\$1.00 Doz. (min. 3 doz.) plus postage. Or 99 Gr. in Gross Lots.

Aviation Metal, tarnish-proof, anodized finish with gold color, double-head limit. Cameo. Special adjustment fits all fingers. ALSO SKULL, SNAKE, BIRTHSTONE AND BELT BUCKLE RINGS AVAILABLE, \$9.00 PER GROSS.

Sterling Jewelers, Inc. 1975 E. Main St. Columbus, Ohio SEND FOR NEW CATALOG

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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Cooper, Jerry (Popular Mechanics Magazine), 144

Alderman, Ralph E. (Durham, Robt. J. (From Louise))
Allen, Eugene & Mrs. Dutton, Claude R.
Allen, Mrs. Jimmy Joddis, Harry
Anderson, Wm. P. Francis
Andes, Wm. G. Elliott, Mrs. Alice R.
Andes Jr., Wm. G. Ellis, Rod
Andrican, Mrs. Chas. Ellis, Wm.
Annin, Ralph J. Evans, Raymond
Ansher, Sam Farlen, Harry Ernest
Archer, L. D. Pawbush, Glen
Arger, Tom A. Peller, Whitey & Mrs.
Arger, Vona Mae Fischer, Darrell
Ayers, M. C. (Crown) (Log-Jammers)
Ayers, Trouble (Crown) Fisher, Geo.
Baker, Joe Flake, Mrs. James
Baldwin, Joe Flutie, J. G.
Barchinger, Wayne Flutie, Edw. (or
Bares, Anthony A. Flutie, Lefty Frezzel)
Barry, Elaine Bartlett, Maurice Fontana, Joe
Bartlett, Willie E. Fowler, Edw. E.
Bass, Howard (or Fox, Hank (2 headed
Bergan, Sandy Lee) (cow show)
Bergan, Fred (Silver Condors)
Best, Dick
Black, Holly
Bly, Ed
Boese, Michael
Boeswell, Harvey L.
Bradley, Henry S.
Brannan, Alman
Brittle, Bob
Broad, Frances
Brook, Maury
Bromsley, J. C.
Brown, Alvin
Brown, Mrs. Edna
Buckley, Mr. Meriam
Budd & Rosie
Budd, Montana Budd
Buffkin, Emmett
Burdge, Mrs. Eileen
Burrige, Frank H.
Cain, Frank (Circus
Cain, Frank (Crown)
Campbell, Clarence
Carroll, Al
Carroll Jr., Herbert
Chambers, Mrs. Patcy
Chapman, Earl
Charters, Wanda
Chase, Frank & Mildred
Christ, Mary
Church, Robt. L. (Ted
Lewis Show)
Claman, M. C.
Clark, Donald (Doc)
Clayton, Charlet M.
Cohen, Chas. (Butch)
Cole, Mrs. Daisy
Coleman, Victoria
Collier Jr., Lester N.
Cook, Madison
Counter, Mrs.
Coutts Jr., Robt.
Cox, Cecil
Cox, John W.
Cox, Shirley
Craman, Max
Cramer, A.
Crosby, W. C.
Cunningham, C. O.
Cusson, Bob
Dagg, Roy & Mrs.
Daley, Mabel
Davis, Lester J.
Davis, Clarence
DeBoid, Eddie
DeWald, Bonnie M.
Dean, Russell S.
Demeter, Frank
Dercott, John
Dickerson, Harry
Donnelly, Russell
Dowsey, Emer
Drake, Robt. B.
Dumont, M.
Durand, Miki

Holt, Johnny
Hoover, Samuel L.
Housner, Sam
Hout, Leon T.
Hubbard, Wm.
Hullendor, Virginia
Hunt, Al
Ivey, Mrs. Lillian
Jackson, Eddie
James, Mrs. Al
Johnson, Barney R.
Johnson, Bob
Johnson, Marguerite
Johnson, Mrs. James D.
Johnson, Mearie
Johnson, Wm. (Rocket Bill)
Johnston, W. C. & Mrs. (Cook House)
Jones, Hillary F. (Whittle)
Joslin, C. A.
Kaiser & Blair
Kaiser, Gus
Keegan, Ralph
Kelley, Andy & Mabel
Kelly, Jack Morrison
Kesterson, Edward
Kibel, I. H.
Kies, Tom
Kipp, Stuart
Kleban, Harry
Kowski, Raymond M.
Kuhn, Capt. Eddy
La Dieu, A. E.
La May, Barbara
La Rue, Al
Lall, Ben
Land, Lucky
Lankford, Ellen
Lauley, Jesse J.
Lawrence, James E.
Lester, Mrs. June
Lee, Tona
Lefurgy, Elmer E.
Leib, Sherry Lynn
Leib, Mrs. Vivian
Leon, Bill
Leonard, Bill
Lester, Don
Lewellyn, John & Mrs.
Lewis, Harry V.
Lewis, James P.
Lewis, J. Marvin
Lewis, Leo
Ligon, Jesse (Pee-Wee)
Lipky, Morris
Livingston, B. E.
Livingston, Earl
Lynn, James T.
McCafferty, Frances
McCarthy, Charley
McGeorge, J. E.
McHugh, Jerry
McIntosh, Will
McIntosh, W. R.
McKee, Louis
McMahon, James
McNair, H. W. & Mrs.
Madd, Eddie
Mann, Ben Harry
Martin, Carlos
Martin, Earl
Martin, Little Jack
Martin, Robert Neil
Martin, Mrs. Viola
Martinkus, Jack
Mason, Mrs. Harry
Mathis, Truman Lee
Matter, Mrs. Clifford
Matter, Junlor
May, Harry & Hedy (Gill Gray Circus)
Mazer, Lewis
Mikloche, Joe
Miller, Bob
Miller, Bros. Circus
Miller, Cash W.
Miller, Danny
Miller, Floyd (Adv. Agt. 101 Circus)
Miller, Mrs. Margaret
Miller, Pete
Millsap, Pete
Minnello, Michael F.
Mink, Bill
Mitchell, Lee
Mitchell, Stanley
Monahan, Vincent F.
Monroe, George & Bonnie
Montello, James & Mrs.
Mooney, Thomas J.
Moore, Charles M.
Moore, Harvey Z.
Moore, Mabel V.
Moore, Malcolm
Moran, Joseph
Morean, Jeff
Morehouse, Danny
Morehouse, Eddie
Mullin, H. J.
Murphy, R. F.
Murray, Edward
Naramore, Charles
Narin, Chet
Nealy, Joe
Newcomer, L. E.
Nicholas Ephrem
Nichols, John
Noland, Robert E.
Norwood, Charley
O'Hara, Betty
Osnaki, Anthony
Owens, Buddy & Maudine
Palitz, Sam & Mrs.
Paradise, Tony & Mrs.
Park, Franklin L.
Parnley, Mrs. B. W.
Pasley, Dale
Paugh, Harry & Mrs.
Pearman, Mike
Perkins, Herman M. Jr. Mrs.
Peterson, M. H.
Pettus, Bert
Phillips, Norton C.
Phillips, Robert Taylor
Phinney, Melody
Pinar Jr., Al
Piercy, Howard
Pivoteau, Mrs.
Pittman, Marguerite
Powell, Dad
Prevo, Mrs. Babe
Purkey, Iva & Hubert
Quilman, Mrs. Grace
Raymer, Ford
Reed, Amos (bone crusher)
Reed, Mrs. Billie
Reed, Ross
Regan, Madaline E.
Rescott, Joseph
Richardson, Richard Ed
Riffle, Lewis
Ristic, Johnny E.
Ritchie, Nora M.
Robertson, Mrs.
Robinson, Leland
Rodgers, John Henry
Rondell, Ronda
Rose, Neva
Roth, Irene
Rowland (or Rolland), Mrs. Richard
Russell, Bill
Russell, Mickey
Russell, Robt. C.
Sakobie, James
Sanders, Robert
Santich, Leo
Sawyers, Flip
Scarbraugh, R. F.
Schuch, Clarence J.
Schwacha, Charles
Schwarz, Joe Ashley
Scoggins, June
Scott, Lewis
Seagle, Mrs. Cot
Seary, Sam
Sears, Steve H.
Sevree, Earl
Sevree, Lewis
Segal, Benj.
Seldman, Charles
Shaffer, William (free act)
Sheets, Howard C.
Shook, Jesse E.
Shrewsbury, Corky
Shrewsbury, Mrs. L. K.
Siegrist, Billy
Signor, Art
Simmons, Mrs. Ginger
Simmons, Jimmie
Simon, Bill
Sims, Edwin W.
Sistrunk, John
Sitki, William
Slater, Donald
Sloat, Roy
Slusser, Earl
Smith, Patricia L.
Smith, Roland
Snelling, Wm. L.
Snodderley, Roy M.
Spence, Harold (Diggers)
Sproull, A. J.
Stack, Mrs. Bee
Stafford, E. A.
Starr, Andy
Sterner, Maxine E.
Stevens, William F.
Stevenson, Jack & Marguerite
Stoffel, Walter
Stone, Ben & Mrs.
Stone, Jack & Billy
Stutz, Jim
Sudduth, Wm. F.
Swarlander, L. E.
Talloferro, G.
Taylor, Arletta
Taylor, Wm. (Lanky)
Terwilliger, Edw.
Thornton, Olin
Thorton, Mrs. Vera
Till, John
Trella, J. C.
Tumbler, Bill
Turner, Clarence
Tuttle, Billy
Underwood, Chas.
Valenti, Starla Ann
Venable Jr., W. A.
Vincent, Roy
Von Raiston, Mr.
Wadsworth, Harold
Wald, Frank
Walsh, Earl
Walsh, St. Hopkins
Ward, J. Robert & Julienne
Washburn, Wm. E.
Weber, Eli
Welch, William
Weide, Johnny
West, James A.
Western, Stanley
Weston, Silch
White, W. K. (Cracker)
White, Wally
White, Wm. H.
Whittaker, Gregg
Wilhite, W.
Williams, Mrs. (Fat Head)
Williams, J. J.
Williamson, D. W.
Wills, Joe
Wilson, Blackie (Cook House)
Wojasnek, Bronislaw
Wood, Herman (Arky)
Young, Edward L.

Coleman, Victoria
Demetry, Peter
Earle, Beatrice
Ekstrand, Elnar R.
Ell, John
Evans, Archie
Grossman, Marie
Guild, Walter
Ingram, Virginia
Jabara, Louise
Jenkins, R. A. (Doc)
King, Margaret
Kroll, H.
LeClair, Roland J.
Logan, Scot
Moran, Isabelle
Moeller, Harold F.
O'Connell, Tom
O'Brien, Wilmer J.
Owens, Buck
Parish, Deone
Paton, Thomas G.
Payno, Pearl
Raynolds, Rae
Schwartz, Laura
Spiegel, Sam
Sutton, Vivian Van R.
Vance, Robert T.
Williams, Victor
Wood, Blackie
Wood, Marjorie
Zubryn, Emil

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390 Arcade Bldg.
St. Louis 1, Mo.

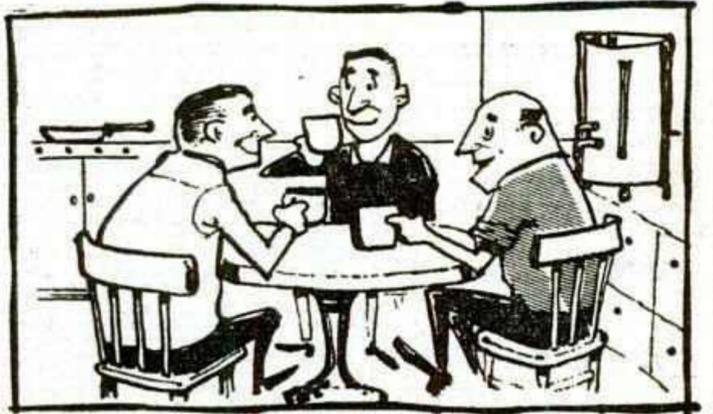
Adkisson, Gordon
Allen, H. S.
Ayers, C. W. (Bob)
Baker, Glenn W.
Barnes, L. E.
Bean Jr., Jesse P.
Beckner, Cecil
Beebe, R. W.
Bennett, Boots & Bennie
Bennett, Elbert M.
Bennett, Virginia
Bidwell, Roy
Blakely, B. H.
Blankenship, Bob
Bonta, W. H.
Bonta, Patricia
Borsvold, A. E.
Bowman, Willard (Whitey)
Brown, Thomas E.
Brown, Wm. (Lucky)
Bullock, Mrs. Kenneth
Burns, Dave
Butter, Ed
Bydairk, Albert M.
Canipe, Walter
Carpenter, Walter E.
Cave, C. A.
Corcoran, Thomas W.
Coughlin, Robert
Crabtree, Harry
Cridler, Robert
Crowell, H. W.
Daubenspeck, R.
Davis, W. W.
Davis, Jacqueline
Davis, E. T.
Decker, J. K.
Eaton, Floy Dorena
Eckman, Arthur Q.
Evans, Mrs. Thelma M.
Feliter, Charles G.
Findlay, Elizabeth L.
Finley, Evelyn
Flitz, Mr. & Mrs. Goldie
Friend, Don
Garich, John
Gaskin, Bert
Good, Oran S.
Hammock, Mr. & Mrs. Richard
Hanson, Leo
Hatchett, Billy
Hatfield, Dale
Henderson, Mr. & Mrs. Grab
Hofmeister, Lester
Holston, Mrs. Rose
Howowitz, H.
Howells, John (Red)
Johnson, Harry H.
Johnson, Bert A. (Whitey)
Jurden, Donald E.
Kennedy, Bill & Edna
LaPointe, Jacques
Leeper, Jerry
Lewy, Barney
Lindle, Burnie C.
Littlefield, Jack
Logan, Fred C.
Long, R. L.
Lundquist, Gustaf F.
McCabe, Mrs. Ruth
McCurdy, J. M.
Malbin, Edward
Matthews, Sport
Maloney, H. E.
Matejewski, Chester A.
Medlin, James
Medlin, Sadie
Merchants Free Circus
Middleton, Mrs. Ann
Middleton, Odell
Nash, Larry
Nelson, Babe Harris
Neyland, Mrs. Jackey
Peppers, Frank W.
Powers, Frank J.
Price, Bob
Qualls, Mr. & Mrs. Red
Rains, Mr. & Mrs. Leo
Rambo, Wesley
Reynolds, L. C.
Roberts, Raymond
Roster, Roy
Sanders, Ethel
Schnell, Carlisle
Seabock, Al
Servis, Edward
Silcox, Joe
Silva, Edwin F.
Simmons, Mildred
Smith, Francis
Stagg, Mrs. Jimmie
Sterns, Edward
Sutton, Carl M.
Sutton, Charles W.
Sylverson, S. O.
Taylor, Robert (Bob)
Tracy, Dale P.
Travis, Cliff
Walton, Robert S.
Weich, John
Weatherick, Jen & Johnny
Whalen, Robt.
Whalen, Thomas F.
White, Jimmy
Whitson, L. W.
Wilken, Robert Moore
Williams, Bill
Windom, Louis G.
Wingfield, Harry
Yeager, Eddie
York, Carl E.
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6/9/56

Contest Editor, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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Bowen, Roy W.
Berry, J.
Burns, Doc
Claire, Hans
Cudney, Don
Duggan, Francis
Kenney, Jack
Keane, Mrs. Doris
Lowrey, Mrs. Grace
Lane, Harold
Morgan, Bernard E.
Naiml, Charles
Potter, Henry P.
Smith, Joseph
Zolun, Irving H.

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New York 36, N. Y.

Anderson, Al
Bailey, John J.
Balam, Vangel
Beavens, Joe
Burke, George
Chris and Ray



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See Page 48

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COMING EVENTS

Continued from page 53

Lowell—Lowell Commons Celebration, July 2-4. New Bedford—Fire Fighters Free Charity Circus, July 16-21.

Massachusetts

Charlestown—Bunker Hill Celebration, June 11-18. Gloucester—St. Peter's Fiesta, June 28-July 1. Falmouth—Portuguese Fiesta, July 3-4. Jack Cooper, 17 Worcester St., Boston. Springfield—Home Show, June 18-26. Sam Wasserman. New Bedford—Feast of the Blessed Sacrament, Aug. 3-5.

Michigan

Alma—Centennial, July 1-7. Paul T. Haagen. Baraga—Baraga Co. Dairy Show, Aug. 8. Donald Lehto. Bay City—Brown Swiss Cattle Show, Aug. 7. Berrien Springs—Southwestern Mich. Guernsey Breeders' Show, Aug. 6. F. W. Bruce. Charlotte—Brown Swiss Cattle Show, Aug. 8. Coldwater—Brown Swiss Cattle Show, Aug. 9.

Corunna—Mich. State Holstein-Friesian Show, Aug. 3. Corunna—Jersey Cattle Show, Aug. 11. Detroit—Panorama of Progress, June 30-July 4. Grand Rapids—Grand Rapids Guernsey Show, Aug. 11. Donald Kamps. Grant—Jersey Cattle Show, Aug. 2. Imlay City—Jersey Cattle Show, Aug. 1. Imlay City—Thumb Dist. Guernsey Show, Aug. 1. Harold L. Kingsbury. Ionia—Brown Swiss Cattle Show, Aug. 10. Jackson—Southeastern Mich. Guernsey Show, Aug. 11. Lauren Goodlock. Jackson—Jersey Cattle Show, Aug. 18. Menominee—Menominee Dairy Show, July 28. Gail E. Bowers. Midland—Saginaw Valley Guernsey Show, Aug. 13. Osborn Thurlow. Midland—Jersey Cattle Show, Aug. 16. Newaygo—Brown Swiss Cattle Show, Aug. 11. New Baltimore—Celebration, June 30-July 4. Ted Brousseau, Civic Club. Pontiac—Central States Threshermen's Reunion, Aug. 30-Sept. 3. Port Huron—Blue Water Festival, July 9-16. Floyd B. Walters, 14-19 Harker St. Rudyard—Eastern U.P. Jr. Fat Stock Show, Aug. 8-9. Wm. Dickinson. Wayland—Jersey Cattle Show, July 30.

Minnesota

Bemidji—Water Carnival, June 30-July 4. Boyd—Good Time Days, June 18-19. Art Loose. Braham—Progress Days, July 30-Aug. 1. Edgerton—Dutch Festival, July 18-19. Clifford H. Peterson. Duluth—Centennial Celebration, Aug. 3-12. James W. Kling, 219 W. First St. Fergus Falls—Kiddies' Day, July 13-14. Gaylor—75th Anniversary and July 4 Celebration, July 2-4. Mazeppa—Wabash Co. Dairy Days, June 23-24. New Prague—75th Anniversary Celebration, July 6-8. Savage—Dan Patch Days, July 27-29. Vesta—Vesta Days, June 20-21.

Mississippi

Sebastopol—Leake Co. Dairy Show, Sept. 3-8. L. R. Anthony.

Missouri

Aurora—Legion Celebration, July 4. W. A. Oglesby. Canton—Lewis Co. 4-H Show, July 20-21. Gallatin—Davies Co. Jr. Livestock Show, Aug. 31. Geo. H. Schmitt. Hillsboro—Hillsboro Horse Show & Festival, July 27-29. Sam Martin. Hopkins—Hopkins Picnic, Aug. 10-12. Geo. L. Hill. Linneus—Old Settlers' Reunion, Aug. 9-11. Roy T. Young. Lucerne—Lucerne Stock Show, Aug. 30-Sept. 1. K. K. Blanchard. Maitland—Blue Grass Festival, June 27-30. Dale A. Marlon. Maryville—Northwest Mo. Horse Show, July 11-12. Mrs. Lester Swaney. Pollock—4-H Club Achievement Day, Aug. 4. J. H. Streeter.

Montana

Butte—Butte Rodeo, June 28-30. Lewis A. Guay.

Nebraska

North Platte—Buffalo Bill Rodeo, June 22-24. Clark Hord. Potter—Potter Rodeo, June 23-24. John Alves.

Nevada

Elko—Elko Rodeo, June 29-July 1. Oren Probert. Ely—Nevada Fair of Industry, Aug. 23-26. P. P. Hoover, P. O. Box 688. Reno—Reno Rodeo, July 1-4. R. A. Peterson.

New Jersey

Hammonton—Celebration, July 9-16. Hammonton—Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St. Magnolia—St. Gregory's Church Fair, June 11-16.

New Mexico

Cimarron Rodeo, July 4. W. M. Hope. Gallup—Inter-Tribal Indian Ceremonial, Aug. 9-12. Edward S. Merry. Gallup—Gallup Rodeo, June 23-24. Peter J. Rackl.

New York

Alabama—Firemen's Convention, June 22-23. Albion—Firemen's Convention, June 13-16. Alton—Firemen's Field Day, June 21-23. Ralph DeGelleke, Box 54. East—Firemen's Gala Days, June 21-23. East Pembroke—Firemen's Convention, June 15-17. Forestville—Firemen's Convention, July 13-14. Fredonia—Annual Gala Week, Aug. 21-25. Fire Dept. Frewsburg—Firemen's Gala Days, June 23-30. Manchester—N. Central New York Firemen's Convention, June 27-30. Angie Proni. Mattydale—Firemen's Field Days, June 21-23. Geo. Mundy, 102 Breman Ave. Mayville—American Legion Convention, July 4. Middleport—Street Fair, Sept. 2-3. Mount Morris—Livingston Co. Firemen's Convention, July 17-21. P. J. Lopez. New York—International Housewares Show, June 25-29. New York—National Home Furnishings Show, Aug. 25-Sept. 9. North Tonawanda—Wuriltzer Anniversary Celebration, Aug. 22-25. Celoron—Firemen's Gala Day, June 23. Oakfield—Firemen's Convention, Sept. 3. Ogdensburg—National Home Show, June 27-July 1. John Daly. Ridgeway—Firemen's Convention, June 22-23. Springville—Firemen's Convention, June 21-23. Valatie—Centennial, July 2-7. Westfield—Firemen's Gala Days, June 4-9. Youngstown—Firemen's Convention, Sept. 3.

North Dakota

Abercrombie—Old Settlers' Days, June 8-9. Almont—Golden Jubilee, June 23-24. Center—Golden Jubilee, June 18-20. Bute—50th Anniversary Celebration, July 17-18. Oito Hulsebus, Commercial Club. Dickinson—Dickinson Rodeo, June 30-July 1. Howard Schnell. Hillsboro—Diamond Jubilee, June 27-29. Steele—Golden Jubilee, June 14-16. Wing—Community Day, June 21. Zap—Lignite Jamboree, June 22-23.

Ohio

Cadiz—Firemen's Mardi Gras, June 20-23. Caldwell—Firmen's Fair, July 25-28. Groveport—Firemen's Celebration, June 11-16. Lexington—Boosters' Club Celebration, June 19-23. Miamisburg—VFW Free Fair, Aug. 20-25. Montpelier—National Threshers' Assn. Reunion, June 28-30. New Waterford—Firemen's Street Fair, June 19-23. Pleasant City—Homecoming Firemen's Fair, July 18-21.

Oklahoma

Pawhuska—Osage Co. Cattlemen's Association Convention, June 22-23. Pawhuska—Ben Johnson Memorial Steer Roping, June 24. Pawhuska—International Round-Up Clubs Cavalcade, July 27-29.

Oregon

Albany—World's Championship Timber Carnival, July 2-4. Albany—Williamette Valley Ram Sale, Aug. 4. Beaverton—Beaverton Horse Show, July 20-21. Clymer—Volunteer Firemen's Convention, Aug. 6-11. Connelville—Sesquicentennial, Aug. 9-18. Robert Welsh. Connelville—Western Pa. Firemen's Assn. Convention, Aug. 13-18. Robert Welsh. Corvallis—Men's Garden Club Rose Show, June 9-10. Enterprise—Junior Rodeo, June 30-July 1. Enterprise—Wallowa Co. 4-H Fat Stock Sale, Aug. 25. Grants Pass—Gladious Festival & Show, July 28-29. Lebanon—Strawberry Festival, June 15-16. Medford—Celebration, July 4. Medford—Rougue Valley Roundup, June 18-12. Nehalem—Nehalem Bay Garden Club Flower Show, July 28-29. Portland—Rose Festival, June 4-16. Portland—Washington Park Summer Festival, Aug. 11-25. Roseburg—Roseburg Rodeo, June 23-24. Robert Miller. Salem—Salem Rose Show, June 18-19. Sheridan—Phil Sheridan Days & Rodeo, June 22-24. Sisters—Sisters Rodeo, June 16-17. Taft—Fireworks Shows, July 4. Union—Eastern Ore. Livestock Show, June 7-9. Union—Union Rodeo, June 7-9. L. F. Huffman.

Pennsylvania

Forest City—Firemen's Celebration, July 9-14. Rudy Harvatin, Brown Dale Hose Co. Kittanning—Bl-Centennial, June 11-16. Palmerton—Firemen's Convention, June 11-16. Philadelphia—Cahill Field Fair, June 18-23. Sharon—Firemen's Festival, June 26-30. James Barker, 35 Superior St. Sharpville—Firemen's Celebration, June 11-16.

Rhode Island

Bristol—Celebration, July 27-July 4. Natick—Old-Timers Jamboree, July 23-28. Newport—National Home Show, Aug. 14-19. A. F. French.

South Dakota

Aberdeen—Diamond Jubilee, June 18-23. Belle Fourche—Black Hills Round-Up, July 3-5. Clark—75th Anniversary Celebration, June 24-28. Corsica—Dutch Festival, Aug. 31-Sept. 1. Cressard—50th Jubilee Anniversary, June 8-9. Custer—Gold Discovery Days, July 22-24. Deadwood—Days of '76, Aug. 3-5. De Smet—Old Settlers' Day, June 11. Elk Point—Elk Point Carnival, Aug. 16-18. Faith—Annual Stock Show, Aug. 10-12. Faulkton—Celebration, July 4. Fort Pierre—Fort Pierre Rodeo, July 4. Garden City—Gala Days, June 9-10. Gary—Derby Days, June 18-19. Gregory—Gregory Celebration, July 2-4. Groton—75th Anniversary Celebration, June 10-12. Groton—Harvest Festival, Aug. 21. Hill City—Heart of Hills Celebration, June 23-24. Lake Preston—Watermelon Festival and Labor Day Celebration, Sept. 2-3. Madison—Isaac Walton Celebration, June 18-19. Martin—Sioux Stampede, July 3-4. Midland—Celebration, July 4. Miller—Miller Legion Rodeo, June 10-11. Miller—75th Anniversary Celebration, June 11-13. Mitchell—75th Anniversary Celebration, June 7-9. Moberg—Moberg RCA Rodeo, July 3-5. Moberg—50th Anniversary Celebration, Aug. 24-26. Murdo—Golden Jubilee Celebration, June 30. Pierre—Days of '81, June 16-17. Presho—Water Carnival, July 4. Rapid City—Range Days, Aug. 16-19. Redfield—Celebration, July 4. Sioux Falls—Centennial Celebration, June 15-23. Tabor—Czech Days, June 25-26. Vermillion—Old Settlers' Picnic, Aug. 19. Vermillion—Days of '59, Aug. 23-24. Webster—Webster Diamond Jubilee, June 10-12.

Tennessee

Adamsville—Adamsville Horse & Stock Show, Aug. 9. Coleman Smith. Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 24-25. Emerson Burnett. Martin—Weakley Co. Dairy Show, Aug. 9-10. A. M. Walker. Memphis—Mid-South Navy Festival, June 15-17. L. R. Bartek, C.W.O., Naval Air Technical Training Center. Memphis—Shelby Co. Jr. Livestock & Dairy Show, Aug. 9. James T. Gullit. Selmer—McNairy Livestock & Dairy Show, Aug. 18. Mrs. Mildred Petty. Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Aug. 10. Mrs. W. K. Fly. Yorkville—Yorkville Jersey Cattle Show, Aug. 24. Lloyd Kuykendall.

Texas

Austin—Austin Rodeo, July 26-28. James M. Clay. Beaumont—Beaumont Rodeo, June 28-30. Gus Becker. Belton—Belton Rodeo, June 30-July 4. W. F. Hamner. Big Spring—Big Spring Rodeo, Aug. 1-4. E. P. Driver. Brady—July Jubilee, July 2-4. Jack Locklear. Burkburnett—Burkburnett Rodeo, June 27-29. F. A. Martin. Center—Center Rodeo, July 19-21. Leo Mockerloy. Coleman—Coleman Rodeo, July 11-14. Weldon Davis. Dalhart—XIT Rodeo & Reunion, Aug. 3-4. Nick P. Craig. Dublin—Dublin Rodeo, Aug. 29-Sept. 1. C. E. Leatherwood. Fredericksburg—July Horse Races, July 1-4. Wm. M. Fetmecky. Gladewater—Gladewater Rodeo, June 12-15. Ralph Prince. Gladewater—E. Tex. Quarter Horse Breeders' Show & Races, Aug. 20-31. Hampshire—Hampshire Rodeo, July 3-5. Fred Fears. Houston—Gift & Housewares Trade Show, Aug. 19-21. Kaufman—Kaufman Co. Livestock Show, Aug. 30-Sept. 1. Wm. D. Percy. Kerrville—S. Tex. Sheep Dog Trials, Aug. 3-4. Kerrville—Angora Coat Show & Sale, Aug. 2-4. P. E. Guiley, Uvalde. Lubbock—Lubbock Rodeo, June 20-23. Orange—Orange Jaycee Rodeo, Aug. 30-Sept. 1. Henry Bland Jr. Pampa—Top o' Texas Rodeo & Kid Pony Show, Aug. 6-11. E. C. Wedgeworth. Pecos—West of Pecos Rodeo, July 4-7. May Stafford. Plainview—Plainview Rodeo, June 7-9. Rusk—Lions Club Rodeo, Aug. 8-11. Leo Pledger. Stockdale—Stockdale Watermelon Jubilee, June 22-23. Joe Meyers. Weatherford—Parker Co. Frontier Rodeo, July 25-28. Fred Bloum.

Utah

Ferron—Southwestern Livestock Show, Aug. 3-4. Murray—Murray Rodeo, June 7-9. Richfield—Jr. Livestock Show, Aug. 23-25. Salt Lake City—Intermountain Jr. Fat Stock Show, June 6-7.

Virginia

Galax—Celebration, July 2-7. Elbert L. Lundy.

Washington

Colville—Colville Rodeo, June 23-3. Frank Walston.

West Virginia

Ripley—Celebration, July 4. J. J. Karr. Volunteer Fire Dept.

Wisconsin

Fond du Lac—Water Regatta, June 23-24. Kenosha—Jaycee Lakefront Fair, July 18-22. Manitowish—Eagles State Convention, June 7-10. Menasha—Polish Falcons Celebration, June 8-10. Milwaukee—Wis. Sports Show at State Fair, Aug. 18-28. Willard Masterson. Waukesha—Centennial, Aug. 15-19. A. W. Strehlow, P. O. Box 1.

Wyoming

Afton—Dairy Day, June 13. Afton—Field Day, June 22. Fairview—Pioneer Days, July 24. Lander—Pioneer Days, July 3-4. Laramie—Horse Show & Races, July 12-14. Riverton—50th Anniversary Celebration, Aug. 15-18.

Sheridan—All American Indian Days, Aug. 3-5. Shoshoni—Shoshoni Water Carnival, Aug. 4-5. Worland—50th Anniversary Celebration, July 11-15.

Canada Alberta

Edmonton—Edmonton Rodeo, June 4-9. Foremost—Foremost Rodeo, June 23. Cardston—Cardston Rodeo, July 16-17. Bert Gibbs. Claresholm—Port MacLeod—Claresholm—Port MacLeod Rodeo, June 29-30. Hand Hills—Hand Hills Rodeo, June 13. Hardisty—Hardisty Rodeo, June 8-9. Ponoka—Ponoka Rodeo, June 29-30. Raymond—Raymond Rodeo, June 29-30. Wainwright—Wainwright Rodeo, June 22-23.

Advertisement for Bulova watches. Features images of watches and text: 'SAVE \$39.25 on Your Wholesale Cost', 'ELGIN BENRUS GRUEN WALTHAM', '10 Ass't Watches with yellow exp. bands \$69.75', '5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD', 'JOSEPH BROS. 55 Wabash Ave. Chicago 3, Ill.'

Advertisement for BINGO supplies and equipment. Features large 'BINGO' text and text: 'SUPPLIES and EQUIPMENT', '7 and 10 color specials', '4-5-6 and 7 ups', 'Midgets, 3,000 series—7 colors', 'Paper and Plastic Markers', 'Wire and Rubberized Cages', 'Pencils—Crayons—Clips', '5x7 Heavyweight Cards', 'Electric Blowers & Flashboards', 'Lapboards Made to Order', 'Free Catalog Available', 'JOHN ROBERTS CO. INC. 817 Broadway, Newark, N. J.'

Advertisement for SALE OF ALL SALES. Text: 'Buy From World's Largest Importers 2,000 CLOSEOUT ITEMS', 'Free Catalog.', 'Beautiful \$59.95 33-pc. English Sheffield Steak Set, in beautiful chest, \$14.75 ea.; \$39.95 Sheffield Bar Set, \$7.50 ea.; Ladies' Handbags, \$9.00 doz.; Poppite Neckties, \$5.00 doz.; Ladies' Beautiful Umbrellas, \$10.80 doz.; Ladies' 8-Way Billfolds, \$5.50 doz.; beautiful 30" Dolls, assorted styles, \$14.75 doz.; 90¢ Bow Ties, carded, \$2.75 doz.; 6-pc. Echo Kitchen Set, \$1.75 ea.; Gardenia Perfume, \$3.50 doz.; Ronson-type Lighters, \$6.00 doz.; 24-pc. set Tableware, boxed, \$2.50 ea.; 4-pc. Pearl Set, \$1.50; 4-pc. Rhinestone Purse Set, \$3.50; Earrings, \$1.98 retail, \$2.50 doz.; 21 Jewel waterproof Bulova Wrist Watches, \$15.00 ea.; 17 Jewel Swiss Watches, \$5.50 ea.; Bracelet Watches, 17 J., \$12.00 ea.; waterproof 17 J. Watches, \$8.90; new 17 J. Automatic, \$12.75 ea.; rebuilt Bulova, Elgin 17 J. Watches, \$8.50 ea.; \$11.75 Stretch Bands, \$2.00 ea.; special 9-pc. English Sheffield Steak Set, velvet chest, tagged \$19.95, \$5.50 ea.; lifetime Cutlery Sets, 14 pc., beautiful chest, special, \$6.75; 3-pc. Carving Set, \$5; 6-pc. Steak Set, \$1.15; White Xmas Perfume, \$6.50 per doz.; Scatter Pins, \$3.50 per doz.; beautiful Neckties, boxed, \$4.50 per doz.; Leather Billfolds, boxed and tagged, \$7.50; 100% per doz.; Electric Shaver, \$2.50; Cuff Links, \$5.00 per doz.; Field Glasses, \$11.50 doz.; Toy Flasks, \$5.00 retail, \$17.50 doz.; Retractable Pens, \$1.75 doz.; 4-Day Clocks, \$2.25 ea.; Elgin and Waltham Pocket Watches, \$12.00 ea.; 3-pc. Comb & Mirror Set, \$6.00 doz.; Pocket Knife, \$1.50 doz.; long type Necklaces, \$22.00 gross; 3-pc. Necktie Sets, boxed, \$1.25; Telescopes, \$8.00 doz.; 3-pc. Pencil Sets, boxed, \$5.25 doz.; Figurine Dolls, \$5.00 doz. 25% with order, balance C.O.D. NATIONAL DISTRIBUTING CO. P. O. Box 261 Ocean Drive, S. C.'

Advertisement for GEM SALES CO. Text: 'IT'S PACKED WITH POWERFUL PROFITS', 'FREE 1956 WHOLESALE 292 pg. CATALOG', 'SHOWS THOUSANDS OF NATIONALLY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES', 'Gem sells lower, ships faster. Diamonds, Jewelry, Watches, Clocks, Luggage, Leather Goods, Appliances, Toys, Housewares, Premiums of all types. Prices guaranteed lowest anywhere. Write for your free copy today. State your business.', 'GEM SALES CO. 533 Woodward Detroit 26 Mich.'

Advertisement for McBRIDE JEWELRY CO. Text: 'Boys' Idents with riveted expansion band, \$4.25 doz., \$48.00 gr. Men's Photo Idents from \$4.75 doz. Kiddie, Teen-Age Pearl Bracelets with heart disc, \$2.75 doz. Ladies', \$3.00 doz. Broken Heart disc on 24" chain with spring rings, \$4.50 doz., \$51.00 gr. Bracelets to match, \$4.50 doz., \$51.00 gr. Engagement Rings \$3.00 Doz. Wedding Rings 1.63 Doz. SEND FOR CATALOG For Engravers, Store and Fair Workers, Ring Demonstrators 25% deposit with all C.O.D. orders. Include postage with prepaid orders. McBRIDE JEWELRY CO. 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.'

IN-PLANT OP REPORTS

Milk Vital Phase of Industrial Vending

CHICAGO—Milk vending is a profitable phase of diversified in-plant industrial operation. An important factor: Product handling by the supplier to eliminate servicing problems.

This was disclosed by William B. Garrett, head of Allied Vending here, who points out there are more advantages than problems in setting up a working agreement with dairies supplying milk to the plants.

Bearing out his remarks, Garrett reported his firm's 23 milk machines dispensing one-third quart cartons at 10 cents each had a total sales of \$59,248 for 12 months, returning a gross profit of \$11,950 after commissions.

According to Garrett, gross margin on each dime carton averages 2½ cents, and accounts for the product cost of 6 to 6½ cents per carton and location commission.

Milk venders are a part of Allied's package if requested by management. Commissions range from nothing to 10 per cent. However, where milk machines are installed later at the location's request, management generally waives the commission entirely.

Supplier's Service

As to advantages of working with suppliers, Garrett said, Allied upon being requested to install venders at a plant immediately contacts the dairy already servicing it. As the result, a prompt agreement is reached whereby the dairy delivers the milk, stocks the vender and picks up unsold cartons daily.

To date, Garrett reported, dairies have been happy to co-operate in order to realize the gain in greater milk volume in the process.

The procedure is simplified to such an extent that without written agreements, Allied is working with five different dairies. All were delivering milk for manual sale by routemen before venders were installed in the plants.

An important factor in areas where the milk wagon drivers' union requirements state that dairy employees stock venders are these points:

"The operators' product cost per carton includes delivery to and placement in individual locations and machines; there's no need to store or handle stock at operator headquarters; product spoilage and returns are absorbed by the dairy."

Sales Double

Wherever it has installed venders, milk sales have increased, Allied's records disclosed. At one plant where manual sales were 200 units a day, sales jumped to 290.

Curtiss Acquires New Hq. Bldg.

CHICAGO — Curtiss Candy Company announced it has acquired a three-story, brick building from the Borden Company at 3638 North Broadway which will house the firm's main offices.

Extensive remodeling is under way on the structure, which contains 75,000 square feet of floor space. Curtiss plans to occupy the building by September 1.

Curtiss' office headquarters at 113 Belmont Avenue were destroyed by fire last February 21.

In several other plants sales have more than doubled—450 to 500 units per day—as compared to manual sales by the dairyman of 200.

"Availability of milk thruout the day as against the short time the dairyman is in the plant," Garrett stated, "is the big factor responsible for greater sales."

Compared to manual sales, milk machines not only account for greater unit sales, but also for a greater volume of milk. While venders dispense one-third cartons against the dairyman's pints, greater

(Continued on page 76)

Deckruss Names Mainline Sales Midwest Distrib

CLEVELAND—Mainline Sales Corporation, Cleveland Heights, has been appointed Midwest distributor of the Deckruss 250-cup hot coffee, chocolate and soup vender manufactured by Deckruss Enterprises, of Elkhart, Ind.

Using dry powdered ingredients, the machine operates on any water pressure, according to the manufacturer. It is also equipped with an adjustable, immersed thermostat that can hold the products at an exact temperature.

Mainline Sales announced that it plans to open offices in Chicago, St. Louis and Pittsburgh in the near future. Officers are L. Glezerman, president; N. Bick, secretary, and A. M. Glezerman, director of sales.

Vendo Shows Line To National Press

Wagstaff Sees Equipment Sales of 2 Mil In Hot and Cold Food Units; Cites Growth

NEW YORK—The Vendo Company, Kansas City, Mo., displayed its wares to 75 members of the consumer press at the Waldorf-Astoria Hotel here Monday. Represented were the nation's leading magazines, press associations and radio and television networks. Host was Robert W. Wagstaff, executive vice-president.

Exhibited was the entire Vendo line, including milk, ice cream, pastry, soup, chilled foods, sandwich, hot foods and pre-mix drink machines.

Foods dispensed automatically included chicken soup tomato soup and consomme; chicken a la king, beef tidbits a la Madagascar and shrimp curry and rice; potato salad, fruit salad and cole slaw; ham and Swiss, roast beef and ham sandwiches; three selections of ice cream; three types of milk; soft drinks and pastry.

\$2,000,000 Sales

Wagstaff said that Vendo expects to sell \$2,000,000 worth of hot and cold food venders this year. He added that a research and development staff of 82 is currently working on such machines.

"An indication of their success," he continued, "is that in five years, 1950 thru 1955, we doubled from eight to 16 the number of commercial products. In the same period, sales of our company have increased from \$10,000,000 to nearly \$20,800,000, and profits have doubled."

Wagstaff predicted that the next step might be a machine which will serve a complete meal on a tray at the drop of a coin.

Another project which Wagstaff said Vendo engineers are currently working on "is a line-up of vending machines for installation in locations such as public parking lots, supermarket parking lots, and at service stations." He explained that these machines would sell milk, butter, eggs, canned foods and packaged meats.

25,000 GOAL FOR 1956

Hot Food Venders Move on 5 Manufacturers' Lines

CHICAGO—Production of hot food venders is in full swing today with five manufacturers moving machines off the assembly lines just four months after the first production unit was placed on location.

Joining the manufacturers in the selling or leasing of the canned food venders are leading food packers and suppliers with an eye to the "plus" sales thru the automatic merchandiser.

Currently more than 800 venders have been sold or leased to operators by two manufacturers aided by two leading food suppliers.

By the end of 1956 it is predicted that approximately 25,000 canned food venders will be on locations as assembly line production and deliveries to waiting operators are stepped up.

The H. J. Heinz-Mills Industries, of Pittsburgh and Detroit, and Vendo Company, Kansas City, Mo., first in the field with production line models, plan to place 12,000 units in the field during the remainder of the year.

Plan 13,000 Units

Plans of the other three firms—Automatic Canteen of Chicago (for its own operations); Vendomatic, Inc., Minneapolis, and Fedham Company, Elmwood Park, Ill., call

Industrial Sets Nat'l Drive On Coffee Unit

HAMMOND, Ind. — Industrial Vendors, Inc., here has launched a national sales campaign on its refrigerated, 600-cup liquid ingredient coffee, hot chocolate and soup vender, Sid Rudin, president, announced.

Simultaneously, Rudin disclosed the formation for a sales division headed by Robert V. Hansen, formerly the Vendo Company's Chicago area representative.

Produced by the company's manufacturing division, production of the unit has been stepped up to 20 machines a week with the addition of 35 employees, bringing the total of workers to 75.

The machine is priced at \$995 and includes a two-price vending mechanism. It was formerly marketed only in the Midwest.

for more than 13,000 machines by the year's end.

At least three other manufacturers are reliably reported to be preparing to produce hot canned food machines within the near future.

The Heinz-Mills vender, a six-selection unit, is leased to operators thru Heinz at \$23.50 a month for two years, then \$10 per unit a year thereafter. Vendo's three-selection canned food unit is priced at \$712.

All concerned are keeping a critical eye on sales. W. B. Nixon, vice-president of sales, Campbell

Soup Company, "sponsors" of Vendo and Fedham venders, reported:

Average 75 Sales

"The 476 Vendo units on location average 75 sales each daily, with some venders dispensing between 200 and 250 cans a day." Machines have been installed by operators in 48 of Campbell's 66 sales districts across the nation, he announced.

Inasmuch as Campbell does not have a stew selection in its allied Franco-American line, a spokesman indicated Hormel, an inde-

(Continued on page 76)

COINMEN YOU KNOW

Boston

By CAMERON DEWAR

DISTRIBS JOIN PALS DRIVE. . . . Louis Blatt, Atlas Distributors, has an AMI playing in South Station for the month-long Cerebral Palsy Campaign.

Bob Jones, Red Distributors, says there is a tremendous demand for the Wurlitzer 200, which will be in shortly. . . . Warm weather is bringing a spurt in all levels of business, and Jones says pool games are still going strong. . . . David J. Bond, Trimount Automatic Sales Corporation, back with his wife from tour of Europe and Israel where they combined business with pleasure. . . . Sales chief Irwin Margold says that altho the Arcade equipment season is a month late, it is now making up for lost time with orders pouring in. Reports Seeburg V-200 moving right along as is the demand for used music and games. Trimount waiting eagerly for Genco's Hi Fly to arrive. . . . The firm has put out two music machines for the C P drive with one in the Watertown Arsenal doing especially well.



JONES



BAKER

Gloucester and fixing up the new place, the Associated staff has really been on its toes these days.

Many of the operators from out of town are flocking in these days to buy music and games. Since many didn't get to Chicago, they're anxious to hear the news from those who did. Among those shopping were Bob Lyons, from Skowhegan, Me.; Martin Oliver, of Portland, Me.; Bill Lang, of Fairlee, Vt., and Tony Petteruti, of Providence. . . .

(Continued on page 74)

Vending Mfrs. To Exhibit at Movie Confab

NEW YORK—Three vending machine manufacturers and at least two dozen suppliers to the vending trade will exhibit at the Motion Picture Industry's International Trade Show at the New York Coliseum, September 20-24.

Of the total 298 booth spaces, 208 have already been sold to 111 exhibitors. Another six exhibitors, to be announced, have contracted for space in the Popcorn & Concession Association section of the show.

Vending machine manufacturers exhibiting are Apco, Rowe and Cole. Suppliers include Blumenthal Bros., Chocolate, Canada Dry, Coca-Cola, Curtiss Candy, Henry Heide, Hershey Chocolate, Hollywood Brands, Walter Johnson Candy, Mars, Nehi, Nestle, Orange Crush, Pepsi-Cola, Planters Nut & Chocolate, Reese Candy, Schutter Candy and Switzers Licorice.

R. A. Webber Jr. Named Dist. Mgr. by Dr. Pepper

DALLAS — Appointment of R. A. Webber Jr. as district manager for Dr. Pepper Company's fountain and vender sales division in the Houston territory was announced by W. W. Clements, vice-president and general sales manager.

Webber joined the firm in January, 1955. He is a native of Berlin, N. H., and attended the University of New Hampshire and Southern Methodist University here.

Keeney's 3 VENDERS

SOUP

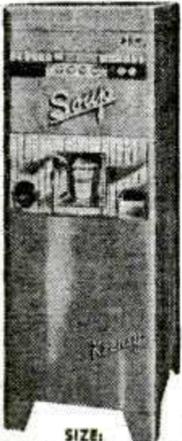
COFFEE

SNACKS

BRING 3-WAY PROFITS!

★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

New!
Keeney's
HOT SOUP VENDER
300-Cup Capacity
ALL-AUTOMATIC
with
3 Selections
of Hot Soup
USING ALL DRY
INGREDIENTS
Red or
Gold Hammerloid



Keeney's 19 3/4" W. x 13 1/2" D. x 52" H.

HOT COFFEE VENDER

Keeney's
SNACK VENDER



Neutral Gold Color
SIZE: 10" W. x
10" D. x 36" H.
Attach to or set
beside any hot
or cold drink
vender.

19 3/4" W. x 13 1/2" D. x 52" H.
Red or Gold Hammerloid
300-Cup Capacity. All
dry ingredients. Prices
can be set from 5c to
10c. Returns change
automatically.

Write FOR FREE CIRCULARS TODAY!
J. H. Keeney & CO. INC.
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

COINMEN YOU KNOW

• Continued from page 73

In buying music was a visitor from Canada, Frank Genest, of Quebec. Up from New Britain, Conn., were Dominic Sanzo, Ben Gordon and Max Putterman. And from New Hampshire Louis Taube, Manchester, and Bill Hamel, Concord. Hal March, of Brattleboro, Vt., came down to buy music and games.

Salt Lake City

By STAN BOWMAN

DIME MUSIC PLAY MOVING—SLOWLY. Irving Monsey, of Atlas Specialty Company, said the dime play meetings being held by music operators in the area are continuing. . . . Milo Nechanicky, owner of Canteen Service of Utah, made a trip to Denver to talk to Joe Chappell, Canteen manager there.

Most operators in this area have noted a distinct drop in play on pool games. . . . Harry Burchette, office manager of Western States Distributors, AMI distributor here, is back at work after serious bout with pneumonia. . . . He said the new AMI Model G is going good. . . . Al Noweis, Western owner, returned from Montana where he talked to ops.

Bob Bever and wife, Lucile, were on a business trip for Dan Stewart Company (Rock-Ola) in Southern Idaho. . . . Leonard Mowers' wife, Billie, gave birth to twin boy and girl May 10. . . . Leonard is shop foreman for Stewart. . . . Isabelle Allred, office manager for Stewart, visited with her daughter, whose husband is stationed at Victorville, Calif. . . . In town were operators Jack Masterson, Panguitch, Utah; Paul Scott, Lander Wyo., and Homer Wampler, Riverton, Wyo.

Little Rock

OP ACTIVE IN CIVIC AFFAIRS. Paul Hurst, owner of Hurst Music Company, Atkins, Ark., is the mayor of Atkins "on the side." He says it is good public relations for the music op business for men in it to take an active part in civic affairs. . . . Ernie Deeter, owner of Deeter

Correction

NEW YORK—A story in the May 26 issue of The Billboard said that the U.S.A.-Canadian Industries Corporation has a monthly production capacity of 150 on its coin-operated air conditioner. The correct figure is 1,500, according to company officials.

**IN STOCK
IMMEDIATE DELIVERY**

**PACKAGE CHARM
MACHINE**

"VENDORAMA"

\$79.50

Package Fill \$4.50 ea.

WRITE FOR DETAILS

**TAKING ORDERS
for OAK'S new**

"PREMIERE"

Rake Coin Machine Exchange
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Philadelphia 23, Pa. LOmbard 3-2676

Nationally Known "Professional"

PENS
for Vendors

WITHOUT TUBES . . . 12¢ each
WITH TUBES . . . 12 1/2¢ each

in quantities of 1,000 or more. Smaller quantities (144 or more), 12 1/2¢ Without Tubes, 13¢ With Tubes. F.O.B. Chicago, Illinois.
BEST BUY ON PEN VENDORS — Write for catalog sheet and prices.

ALCO PEN CO., Dept. 666
25 W. Hubbard St. Chicago, Ill.

**VICTOR'S
SUPER MART**

The most versatile bulk vender ever designed! It's a combination ball gum and capsule vender . . . Or vends, in combination, 210-count gum and (umb- 62 count) gum.

Price
\$29.50
each
F.O.B. Chicago.

Minimum Packing: 2 to the case.

Sold on time payment in lots of 4 or more. Write for details.

ROY TORR
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

GIVE TO DAMON RUNYON CANCER FUND

VICTOR'S TOPPER

1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more

more
**AMERICA'S
FINEST
BALL GUM
VENDOR**

VICTOR'S
FIVE STAR
BABY GRAND
\$13.25 each

1/3 Deposit on All Orders

Write for Our Specials on
CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr.
860 North Ave., N.E. Atlanta, Ga.
Phone: EMerson 4300

Correction

NEW YORK—The new coffee machine of the Sealpak Corporation was erroneously referred to as a pre-brew unit in last week's Billboard story. It is a self-brew machine as indicated in the headline.

\$1.00 25 lb. (any size) RAINBOW BALL GUM
Per Case

With purchase of 4 Victor Vendors. Any Quantity.

VICTOR'S TOPPER

1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more

**AMERICA'S
FINEST
BALL GUM
VENDOR**

VICTOR'S
FIVE STAR
BABY GRAND
\$13.25 each

1/3 Deposit on All Orders

Write for free 32 page coin machine catalog.

PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

GIVE TO DAMON RUNYON CANCER FUND

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY
on 25c and 30c Coin Mechanism Conversions for

ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS
NATIONAL 930, 950 750, 9A

UNEDA ALL MODELS

Also, • ROWE PRICE DIFFERENTIAL BARS

Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Model W, 9 Cols., 270 Cap.	85.00
National 950, 9 Cols., 370 Cap.	115.00
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢	135.00
Rowe Crusader, 10 Cols., 425 Cap., 25¢ & 30¢	145.00
Rowe President, 10 Cols., 425 Cap., 25¢ & 30¢	135.00

All Equipment Unconditionally Guaranteed. COMPLETELY RECONDITIONED AND REFINISHED
Trade Prices, 1/3 deposit, balance C.O.D.

Uneda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Metropolitan Street • Brooklyn 6, N. Y. • HEgerman 3-6295

ROWE DIPLOMAT CIGARETTE VENDOR
8 Cols., 340 Cap. Vends at 25¢ & 30¢.
ONLY \$137.50

POPPERETTE

FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY • BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH

TERMS: 1/3 deposit with order, bal. C.O.D. **PRICE \$299.00**

Write, Wire or Phone

Mayflower Distributing Co.
2218 University Ave. St. Paul 4, Minn. Midway 6-7901

TWO BIG MONEY-MAKERS!

NOW Victor's Famous BABY GRAND

Equipped With
PICTURE CARD VENDOR

Vending beautiful, interesting cards simultaneously with ball of gum.
LARGE CAPACITY—
1200 CARDS • 1200 BALLS OF GUM

Don't overlook the fact this is the same highly popular BABY GRAND which opened thousands of locations never before available to bulk vendors. . . . And requires no more space than the regular model.
Write for complete details and prices. Also ask for prices on outstanding CHARM VALUES.

VICTOR VENDING CORP.
5701-13 W. GRAND AVE. CHICAGO 22, ILL.

VICTOR'S SUPER MART VENDORAMA (Trade Mark)
"Symbol of Progress in the Bulk Vending Field"
U. S. Patent Pending

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

- STONER 8-COLUMN CANDY, 160 capacity, prowar model... \$110.00
 - STONER 6-COLUMN CANDY, 102 capacity, prowar model... 80.00
 - NATIONAL 9-18 CANDY, 162 capacity... 75.00
 - ROWE 8-COLUMN CANDY, 120 capacity... 60.00
 - DUGRENIER CHAMPION CIGARETTE, 11 column, king size... 65.00
 - DUGRENIER "V" CIGARETTE, 7 column, king size... 50.00
 - UNEEDA 6-COLUMN CIGARETTE, king size... 45.00
- All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 8-1857

Music Company, Conway Ark., recently completed a 19-unit motel in Conway. He says he is going to get back in the juke box business soon. . . . Edward Boyce, owner of Boyce Amusement Company, Bald Knob, Ark., reports that Bald Knob has the biggest strawberry crop in years, and it's good for the amusement business, he reports.

Morris Berger, owner of Plantation Amusement Company at West Memphis, Ark., reports his son, Louis Jack Berger, has been recalled to service. He is stationed in Alabama. . . . John Bruner Jr., partner in John-Frank, Inc., music ops at Marked Tree, Ark., is extending his enterprises. He is now president of the Bank of Marked Tree. Besides his music route, he has a cigarette vending route, drug-store and auto agency.

E. V. Womack, owner of Womack Music Company, Jonesboro, says he is getting his business in shape to convert to dime play this fall. . . . Warren Smith, partner in S & D Amusement Company, Hoxie, Ark., is taking an active interest in local affairs. He has been elected alderman.

Robert L. Eblin, owner of Paragould Music Company, Paragould, Ark., in Baptist Hospital in Memphis with a colon ailment. He has been in and out of the hospital for seven weeks. Bob is secretary-treasurer of the East Arkansas-North Missouri Music Association. . . . James Akers, owner of Akers Music Company, Harrison, Ark., reports the new proposed \$16 million Table Rock dam project will make business good for everyone in the Ozark mountains. . . . Arlie Turner, owner of Turner Music Company, Harrison, is getting his route in shape for the tourist season, which is heavy with fishermen and outdoor seekers in Arkansas in summer. . . . Harold A. Weaver, who recently purchased the Ozark Music Company at Eureka Springs, Ark., from Bill Odom, says the music business fascinates him and that's why he bought a route.

Cincinnati

By ART McINTIRE

RECOVERS FROM SURGERY. Al Lieberman, partner in BW Novelty Company, convalescing at home from surgery to remove a brain cancer. Friends report he is improving steadily and expected back on the job. . . . Mat Maley has recovered from injuries suffered in a car accident and is back at work as salesman for Southern Automatic Music Company. . . . He missed work two weeks after a careless driver rammed his car from behind.

AD MEN of every kind **ENDORSE**
THE BILLBOARD
as a top
selling force

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

WE HAVE OAK'S NEW
"PREMIERE"
T. T. VENDING SALES CO.
2659 N. Racine Ave.
Chicago 14, Illinois
OAK MFG. CO., INC., CULVER CITY, CALIF.



Bowen Named Auto. Canteen Midwest Mgr.

NEW YORK—Bill Bowen, manager of the Automatic Canteen Company of America's New Jersey operation, with headquarters at Nutley, has been promoted to the managership of the firm's Midwestern division, with headquarters at Chicago.

Bowen leaves for his new assignment Friday (8). In addition to the Chicago office, he will be in charge of offices at Waukegan, Wis.; Milwaukee; Oshkosh, Wis.; Hammond, Ind., and South Bend, Ind.

Jim McGuire, who Bowen replaces, moves over to Canteen's operating department. Replacing Bowen in Nutley will be Russ Stokes, formerly in charge of the Hartford, Conn., office.

Francis Keefe, who had been in charge of the Bridgeport, Conn., office, moves over to Hartford to replace Stokes.

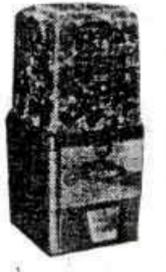
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SPECTACLES
GENIE LAMP
RUBBER FINGERS
LARGE BABY SHOE
OWL WITH JEWEL EYES
SKULL WITH JEWEL EYES

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

World's Largest Selection of Miniature Charms
PENNY KING COMPANY
2538 MISSION STREET
PITTSBURGH 3, PA.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

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(Foreign rate, one year, \$24) 842

Name
Address
City Zone State
Occupation



HELLO-and-THANKS
FINGERTIPS, SASSY BUTTONS, ROCKING CHAIRS, CONNECTING BEADS, BOTTLE-NECKS, SERIES #10, and most of our Line is selling so well—THANKS to your generous orders and REPEATS.

SAMUEL EPPY & CO., INC.
91-15 144th Place, Jamaica 35, L. I., N. Y.

GIANT DIAMOND SPARKLER



They look like the real thing . . . will empty your machines. The kids will be dazzled by their brilliance. For all types of vending.
IMMEDIATE DELIVERY!
\$17.75 per M

paul a. **PTICO** co. inc.
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SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
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Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

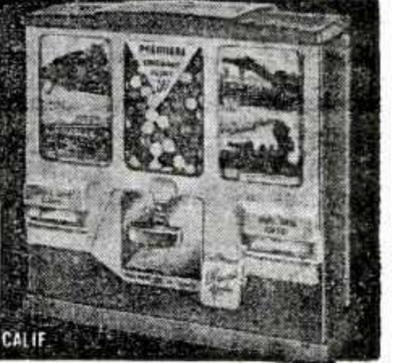
AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

GIVE TO DAMON RUNYON CANCER FUND

WE HAVE OAK'S NEW
"PREMIERE"
DANCO COIN MACHINE COMPANY
401 N. Gay St., Baltimore 2, Md.
Distributors for W. VA., VA., D. C., MD., DEL.
OAK MFG. CO., INC., CULVER CITY, CALIF.



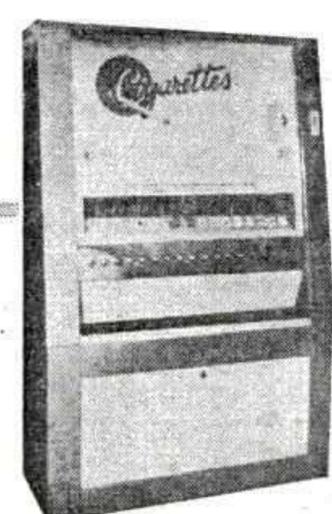
ROYAL "17"
THE CIGARETTE MACHINE WITH FULL 17-COLUMN SELECTIVITY

17 fully automatic columns of sales-producers. Vends Regular, King Size, Parliaments and other boxed cigarettes. Capacity 400.

This 17-column machine is also available with four reserve columns—total capacity of 500 packages. With or without penny changer.

TERRITORIES OPEN FOR EXCLUSIVE DISTRIBUTORSHIP ON THIS FAST SELLING CIGARETTE MACHINE

— WRITE NOW FOR INFORMATION —
ROYAL MANUFACTURING CO.
1360 Howard Street San Francisco, California



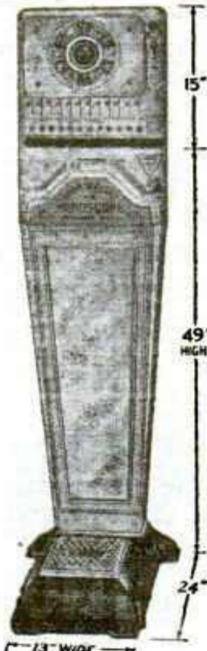
This machine available in all models with penny change maker, making the machine adjustable to 9 different prices on each column, from one cent to over a dollar. Eliminates pennies under cellophane.

BIG SAVINGS
BALL and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 37¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clar-a-Vend Ball Gum, 40¢ lb.
Clar-a-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 34¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 30¢ box
S-Strik Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.



15" HIGH
49" HIGH
13" WIDE
24" HIGH

5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00 DOWN
BALANCE \$10.00 PER MONTH

WATLING MFG. CO.
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Telephone: Columbus 1-2772
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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #29 1¢ Perc.	7.95
N.W. #28 1¢ Perc. B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
ABT Guns	30.00
Acorn 1¢ or 5¢	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	75
Pistachio Nuts, Large Tulip	72
Pistachio Nuts, Vendor's Mix	65
Pistachio Nuts, Shell	57
Cashew Whole	61
Cashew Butts	59
Peanuts, Jumbo	45
Spanish	32
Mixed Nuts	55
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	28
Leaflets (similar to M. & M.), 550 ct.	40
Assorted Fruit Charms, 100 ct.	42

Rain Blo Ball Gum, 40 ct.	28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain Blo Ball Gum, 100 ct.	32
200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. . . . Write

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 34th St. New York 18, N. Y.
LEngle 4-6467

Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation
Distributors
2029 Prospect Ave. Cleveland, Ohio
Tel. 1-6715
Write for prices.

Every conceivable kind of **EQUIPMENT SUPPLIES AND SERVICES** has been sold in **The Billboard**

WHAT DO YOU HAVE TO SELL?
Write BOX 666
2160 Patterson Street
Cincinnati, Ohio

Hot Food Venders Moving

Continued from page 73

pendent packer that does have a beef stew, has been invited to support the canned food vender placement program.

"Beef and similar stews are the biggest sellers in the single serve can lines," a Campbell official added.

The Heinz-Mills hot food vender dispenses Heinz's variety of canned foods as well as soups. The first 200 machines of the current 2,000 production run at Mills' Traverse City, Mich., plant were delivered to Chicago operators in April. Additional shipments followed to Detroit and Pittsburgh.

Rotary Opener

Currently consumers must open the eight-ounce can on a rotary

opener adjacent to the vender. For sanitation, the cutting arm is detachable for daily replacement of a freshly sanitized arm from the operator.

Production has just been started on the Fedham 10-selection, 50-can capacity unit. It is priced at \$159.95. (The Billboard, March 24.)

Fedham's unit is also available as a non-coin machine at \$95. Orders for Fedham and Venda units are written by Campbell representatives.

Vendomatic vender actually displays its six selections under glass at the top of the cabinet. With an 108 eight-ounce can capacity, or 30 per selection, it lists for \$595.

In-Plant Report

Continued from page 73

exposure and the convenience of machine build the extra volume. Another point, Garrett said, is that fact that milk is kept under refrigeration until used—and cold milk tastes better than milk purchased when the dairyman made his rounds.

White, chocolate and buttermilk are vended by Allied. The chocolate costs one-half cent more a carton, but Allied makes up by difference by eliminating commission on it.

Originally the firm handled its milk service thru sub-contracts with another operator. Today Garrett announced:

"Milk venders are a vital part of our operation and we intend to add more as required."

The hep crowd will dig these the most—

"ROCK 'n ROLL" BUTTONS

10.25 per thousand

with "No Stick" safety catches
7/8" red and blue assorted

AT YOUR DISTRIBUTOR OR
Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

INTRODUCTORY OFFER



VICTOR'S New SUPER MART
FILLED TO CAPACITY WITH
6 lbs. Ball Gum plus 250 Capsules
Each machine takes in approx. \$15.50 when empty.

TOTAL COST \$35.45!

Cash With Order or 1/3 Dep., Bal. C.O.D.
Money Back in 30 Days if Not Satisfied.

PIONEER VENDING SERVICE

Syd. Rubenstein
590 Albany Ave. Brooklyn 3, N. Y.
President 4-5350

the new **OAK'S "PREMIERE"**



vends **Ball Gum and Picture Card both for 1c**

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak

oak's famous ACORN all purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!

oak

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11411 Knightsbridge Ave. Culver City, Calif.

contact your **DISTRIBUTOR**

Pacific Coast Distributor **OPERATORS VENDING MACHINE SUPPLY**, 1023 S. Grand Ave., Los Angeles
East & Midwest Gen. Sales Mgr. **M. J. ABELSON** Phone: AT 1-6478 2033 Fifth Ave. Pittsburgh

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month . . . Without Cost!

This breezy little newspaper has made a big hit with operators the country over . . . not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2696 East Armstrong, Morris, Illinois.

Northwestern

when answering ads . . . Say You Saw It in The Billboard



VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more
30 day money-back guarantee if not satisfied

1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On **VICTOR TOPPERS**
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED
HEAVY SHEET METAL BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

\$18.50

VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy Gum & Nuts
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Industry News
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Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!
Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$8.
(Foreign rate, one year, \$8)

Name

Address

City..... Zone..... State.....

Occupation

Standards From Op Libraries For 200 Play

By SAM ABBOTT

LOS ANGELES—West Coast operators plan to program standards and old favorites now stored away in warehouses or resting in libraries on 200-selection models. But to date there's little change beyond that in programming or in record buying.

Al Cohn, of Trico Music Company, said that he could not see much change in his record-buying policy with the advent of the 200-selection unit. Machines will have to be serviced for the installation of pop tunes just as often as with smaller-capacity units. He said that once a 200-play machine is programmed, standards and semi-classics will remain on the machine.

Operators do feel they will now be able to use library tunes on the machines to good advantage. Many of the records in storage are instrumentals and most of them standards and old favorites which can be used profitably on the machines.

Miss DiDonato Heads One-Stop For Gen. Sales

BALTIMORE—Arlene DiDonato has joined the staff of the General Music Sales Company here as manager of the firm's one-stop record department. Miss DiDonato, only 21, is the only female one-stop manager in the East and one of the youngest in the country. The one-stop was organized a year ago by Irv Blumenfeld, General president. Miss DiDonato, who has been in the record business for four years, is well ac-



ARLENE DIDONATO

quainted with disk jockeys and radio and television personalities in the area. She will be in full charge of buying and merchandising.

Assisting Miss DiDonato in the department will be Garnetta Jackson.

General is the AMI distributor in Maryland, the District of Columbia and parts of West Virginia and Virginia. It's affiliated company the General Vending Sales Corporation, is distributor for Chicago Coin, Exhibit Supply, D. Gottlieb, Bert Lane and International Mutoscope. General was founded in 1925.

MILLER URGES DIRTY DITTY BAN BY OPS

OAKLAND, Calif. — An appeal to all record manufacturers and music operators to campaign against the use of smutty records was sounded this week by George A. Miller, president of Music Operators of America.

Declared Miller: "The way to stop the use of this material—suggestive or risqué tunes—is for operators to refuse to use it on juke boxes and in a short time it will disappear from the market."

35% Middle Tenn. Jukes On Dime Play

NASHVILLE — Approximately 35 per cent of the juke boxes in a 20-county Middle Tennessee area centered at Nashville have been converted to dime play, according to a leading distributor here.

The changeover from nickel play has come gradually with no great resistance on the part of the general public, he says.

"It's just like 'upping' the price" (Continued on page 82)

Bilotta Shows New Wurlitzer

NEWARK, N. Y.—The Bilotta Distributing Corporation, upper New York State Wurlitzer distributor, held a sneak preview of the Wurlitzer 2000 Friday (1) at the showrooms here.

More than 100 operators attended the showing, while operators and servicemen were instructed in the operation of the new machine and in programming.

Johnny Bilotta will be host to operators at an open house this week, with refreshments and entertainment at the nearby Caruso's Restaurant.

Lennie Lebaron, of the Wurlitzer factory, will explain the new machine to operators. Also featured at the Bilotta showing are the new United South Seas, Super Slugger and Select Bowler. Al Theolke, United representative, will be on hand for operator classes.

AMI, Wurlitzer 200 Shows Pull Records

Informal Showings Rather Than Weekend Open Houses the Rule, Distributors Report

CHICAGO — Distributor showings of new 200-selection juke boxes recently introduced by AMI, Inc., and the Rudolph Wurlitzer Company, were reported around the country this week drawing record crowds.

Altho informal showings have taken precedence over formal ones, all reported thus far for last week drew top attendance marks and those planned this week are expected to do the same.

Operators from Northern Kentucky, Southeastern Indiana and Southwestern Ohio will attend showings of the new Wurlitzer Model 2000 in Cincinnati this week Monday thru Friday at the T & L

How Will 200-Plays Affect Disk Buying, Programming?

Still Too Early for Tested Answers; Ops See Great Impact as Sales Go Up

(Editor's note: The 200-selection juke box is here. Three manufacturers are producing 200-selection models. What it will mean to both the juke box industry and the record industry in terms of music machine programming and record buying, new operating methods and new business is still not known for sure. Altho it's still far too early to tell what new operating patterns may develop—if any—as the result of 200-

selection equipment, this subject is the major one in operating circles today. What are they planning—if anything—to make best use of the 200-selection machine? How do they now think 200 plays will affect their business? To get the answers to these and other questions, The Billboard checked in cities across the country. Below—and in separate stories in this section—are the reports.)

CHICAGO — How best to program and buy records for the 200-selection juke box in order to realize its maximum earning power is a big question facing music operators.

Altho 200-selection machines are still too new for most operators to have selected ways and means of buying and programming disks for them, this much they are sure of: This dual operating function is of even greater importance with the 200 than ever.

These are the main conclusions of operators and distributors surveyed by The Billboard in nine cities across the country last week.

Currently, operators now operating 200-selection machines, those with machines ordered, and those planning to buy them shortly agree generally that:

1. A large number of standards and old favorites can be programmed profitably on the 200's and that this group of tunes would change very little;

2. Extended play records will be used on 200's. Estimates on how many to program range from as low as several selections to as high as 60 per cent.

3. It is not yet known to what extent record buying will be increased, whether programming will

be made easier (by being able to change groups of records from one machine to another) or harder (by having to handle larger numbers of records).

4. The 200-selection machines—altho they are a little more expensive than previous models—should help increase income and/or better satisfy location owners.

5. The bigger models should help operators in many areas convert to dime play.

6. A wider variety of music is possible and with 200's they will enable operators to experiment a little more freely in introducing to a location country and western tunes, for example, or international music, or semi-classics.

Here are some of the reports from around the country:

(Editor's Note: See separate stories in this section on this subject.)

Good for Industry

PHILADELPHIA — Dave Rosen, head of the firm bearing his name, said that there is no doubt as 200-selection equipment increases, there will be a great influx of record buying. "Takes have certainly increased," he said.

Joseph Levin, of Blue Ribbon, stated: "200's make programming" (Continued on page 81)

Irv Holzman Buys Interest In Young Dist.

NEW YORK—Irving Holzman, veteran operator and distributor, has purchased a financial interest in Young Distributing Company, local Wurlitzer distributor.

Holzman becomes secretary of the corporation and will concentrate on sales in the New York area. Joe Young is president and treasurer of the firm and Abe Lipsky is vice-president.

A veteran of 15 years in the business, Holzman broke in as a routeman for Capitol Automatic Music and later developed a successful music route on Long Island. Two years ago, he bought the National Novelty Company, Merrick, L. I., from Earl Backe. National is a game distributor.

Young Distributing has a Long Island branch in Freeport and sells in New Jersey thru Joe Fishman in Newark.

tions for collections for the fund.

The viewers were also told of the distributors' generosity in donating juke boxes which are playing in public places thruout the State, with proceeds going to CP.

He pointed out that last year the industry had scored a first by tying up with CP and collecting more than \$10,000. This year, the drive runs thru May, but cannisters are being left at locations all thru June and the donated juke boxes will continue to play in hotels, railroad stations and factories during that period.

Ops Give 2 Views On Future Programs

New York Ops Report Little Change To Date, Expect Much Lies Ahead

By AARON STERNFIELD

NEW YORK — Altho the introduction of the 200-selection juke box in the New York metropolitan area to date has not caused a revolution in programming and disk purchasing habits of operators, it is predicted it will have considerable impact in the future on both.

Leading one-stops and record distributors here maintain that while EP purchases are up slightly and general business is good, the 200-selection machine is so far due for only a minor share of the credit.

Atlantic-New York, the local Seeburg distributor, reports that nearly 1,500 V-200's have been sold since last fall to New York, New Jersey and Connecticut operators.

(Continued on page 81)

By CAMERON DEWAR

BOSTON — Operators feel generally that 200-selection machines will increase their record buying and that the effect will be to bring about a greater diversification of programming.

The move should also, Boston area operators feel, give country and western music a bigger play, and will give records not normally afforded a chance to be played a better opportunity.

More interest in good music was another factor which some operators said may result since the bigger machines will result in greater variety of programming.

The general feeling at the present time is that EP's will not stand up in the 200-selection unit, but they were useful in helping operators convert to dime play.

How about volume discounts on bigger record purchases? Operators realize that in this area one-stops are working on a 10 per cent mark-up over costs and do not think that they will even ask for a better price on volume deals, since it appears to them that one-stops here are doing about all they can at the moment.

Mass. Ops Aid Drive Vs. Palsy

BOSTON—The music industry garnered some good publicity this week when David J. Baker, president of the Massachusetts Music Operators' Association appeared on WNAC-TV's two-day telethon for the cerebral palsy campaign.

Baker made a speech telling how the industry had adopted CP as its pet charity. He explained how the operators and distributors were giving records to the afflicted children and placing cannisters in loca-

Distributing Company. Bob Fogel, service manager, will be in charge, assisted by John Richey. Leonard Goldstein, president, and his brother, Paul, will attend.

Milwaukee operators are being invited in to inspect the new Wurlitzer 2000 at United, Inc., all this week. Instead of holding a "formal" weekend showing, Harry Jacobs Jr., president, decided "we can accommodate more people this way."

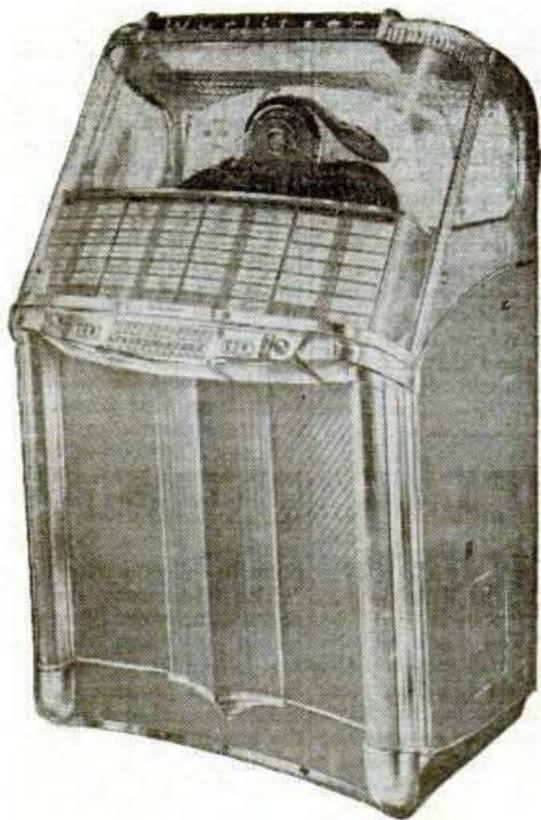
For out-of-town operators another new twist is being used. In previous years, several new machines were moved to showrooms in hotels of up-State territories for (Continued on page 82)

WURLITZER PRESENTS

THE

Centennial

FEATURING 200



Here is the phonograph that sets new standards for the automatic music world. A phonograph built to the exacting requirements of Wurlitzer quality . . . incorporating Wurlitzer matchless cabinet beauty, incomparable high-fidelity tone, fascinating Carousel Record Changer action . . . and, in addition, the extra programming possibilities of 200 selections.

Style-wise, the Wurlitzer Centennial Model 2000 is basically and purposely patterned to the brilliantly beautiful Centennial Model 1900. Its chrome-trimmed dome, exquisitely colored record changer compartment, Swedish modern pilasters, gracefully contoured rigidized metal grille with stainless steel kickplate are identical. Its selector panel is sensationally different. So is PLAYRAK, a new coin registration unit that makes possible half-dollar play . . . another Wurlitzer first in coin-operated music.

In every way, the Wurlitzer 200-Selection Centennial Model is certain to prove a terrific location-getter with an earning potential unparalleled in the industry.

It is available in Persian Turquoise, Glacier White, Chinese Black and Desert Hazel cabinet finishes.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

THE 104-SELECTION WURLITZER MODEL 1900

Companion to the Centennial Model 2000, the Wurlitzer 1900 continues to establish itself as a favorite phonograph in top locations from coast to coast.

THE TRUEST HIGH-FIDELITY

Wurlitzer.

MODEL 2000

SELECTIONS

PLUS

NEW PLAY-INSPIRING SELECTOR PANEL

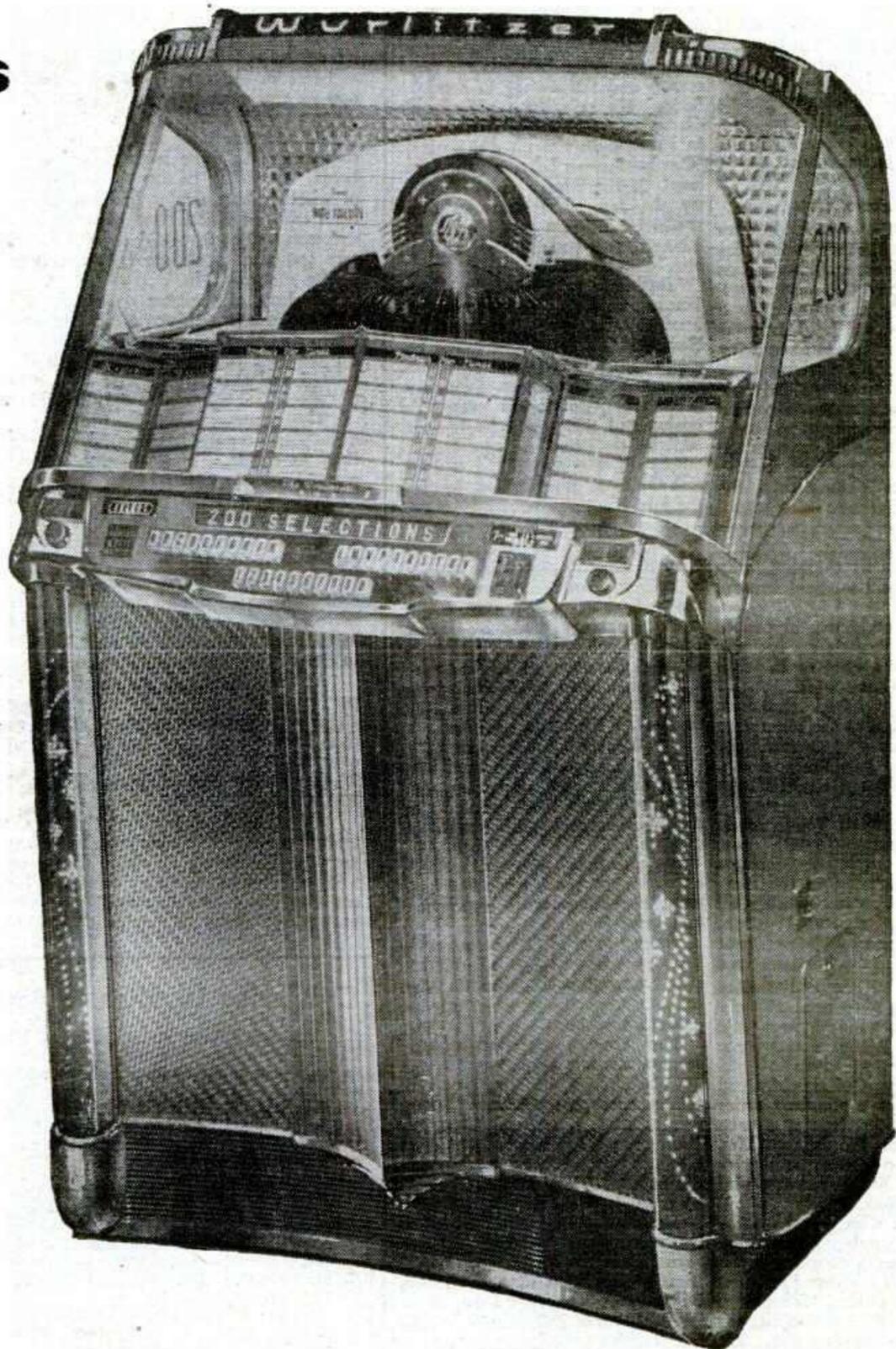
... picking on the Wurlitzer 2000 is accurate, easy, fascinating fun in itself. The fixed program holder offers 40 top tunes in the center panel, plus 20 more in each of the roto-page "books" that flank it. A full 100 selections visible at all times! A finger touch on the illuminated bar at either end of the selector panel power-turns the pages. Each "book" is separately powered and actuated, thus enabling two or more patrons to view the program independently.

NEW PLAYRAK COIN REGISTER

PLAYRAK, a welcome advancement in coin registration, is available with single coin entry accepting nickels, dimes and quarters, or with double coin entry also accepting half-dollars. Operator can pre-set the number of plays from one to ten per coin — widest variety ever offered on any phonograph.

50c PLAY NOW POSSIBLE

With its double coin entry and twin slug rejector provision, the Model 2000 makes it possible to incorporate 50c play. This phonograph may be ordered from the factory with a single entry for coins of 10-25c denomination and a single slug rejector, or with a double coin entry and a second slug rejector as optional equipment to feature 10-25-50c play. The phonograph is equipped with a housing for twin slug rejectors with electrical contacts installed. Either slug rejector may be inserted or removed in a matter of seconds. Never before has a coin mechanism been so simple and easy to service. If the 50c coin adaption is desired after delivery, the conversion to twin slug rejectors is merely a matter of slipping in a double coin entry casting, one coin chute, and snapping the 50c slug rejector into the place permanently provided for it.



... TONE THE INDUSTRY HAS EVER KNOWN

... *World's Finest Phonographs*

Juke Programming Guide: Customers

By SAM ABBOTT

SELMA, Calif. — Knowing the people who play juke boxes is the principal factor in successful music operating, according to a 30-year pioneer operator who heads a 700-machine firm.

George Young, head of the George Young Automatic Phonograph Company, one of the nation's largest independent music operating firms, believes that once an operator knows the people who play his machines, record buying and programming "comes naturally—almost."

Young believes this axiom is more important today than ever. For example, he points out that the growth of California—about 1,500,000 newcomers a year—constantly changes the picture for the State's operators. "New people cause a reshuffling of tunes. But once you know the people the rest comes easy."

Agriculture Area

Young's route, which besides 700 music machines, includes amusement games, covers a radius of 60 miles in a section where agriculture is the prime industry and farm workers—from field laborers to drivers of costly cotton picking machines—are his best customers.

A big man who talks slowly between puffs on a never-ending cigar, Young has acquired some definite ideas in his 30 years in the business. "Beer spots can often give you more income than the plushiest restaurant or cocktail lounge. Some operators like drive-ins. They are all right, I suppose. But to my way of thinking, only about 25 per cent are real money-makers."

Because Young knows the people who spin the records on his machines, he has a clue as to what kinds of music they want.

"We have watched the new people come—and at the same time we watch our grosses change—sometimes up, sometimes down. Fortunately, it's up most of the time," he said.

What changes has Young made in his programming with new people? The greatest changes Young said has been in the locations, which were once either all Mexican, all Negro or all Western.

"We once used 100 per cent Spanish records in a Mexican spot—now we use 50 per cent rhythm and blues. We once used 100 per cent r&b in spots for Negroes. We now use some Mexican and some country and western tunes."

To keep abreast of the Mexican hits, Young gets a standing order for every Mexican tune a Fresno distributor gets. He advises Mrs. Young—who maintains the library of more than 20,000 records—and requests are filled.

Mrs. Young, who heads up the record buying and programming, studies trade paper charts and follows them, with her own judgment being the main factor. "Sometimes most of the charts are two months ahead of us," she explains. We

order each Saturday and records are delivered the following Wednesday.

"Our guide is mainly the meters. These we find quite accurate," she points out.

"We buy our records from a one-stop in an Francisco," she explains. We are about midway between Los Angeles and San Francisco, but freight is a little cheaper from San Francisco. While we have to pay perhaps 8 to 10 cents more per record, we find it pays in the long run," she says.

Farm Barometer

Young cannot discuss his business very long without discussing his customers. He draws an immediate connection between the farm season and the money in his juke boxes. He says dime play hasn't worked out for him (of 72 machines in Fresno, 18 are on dime play). "Our business is based on the farm level. If the farmer makes money, we do, too. The price of farm products reflects itself in the laborers' pay and then in the juke box."

"Business is seasonal. From January to June, business is slow because the crops are growing. Now that it's June, business is beginning to hum. The peaches and apricots are coming in. From August to September, the grapes for raisins and wines will be harvested," he declares. As this harvest tapers off, cotton picking will enrich the local payrolls and, in turn, the juke box receipts.

Young's history in coin-operated machines goes back some 30 years. He had electric pianos on location in 1927 in Fresno, believes he was the first—or one of the first—to use music machines made by Homer Capehart and sold in California by William Simmons of Los Angeles.

From 1936 to 1940, Young was a Wurlitzer distributor, from 1940 to 1941 a Rock-Ola distributor.

\$600,000 Equipment
Since 1941 he has devoted himself entirely to operating and proudly reveals that "we show on our books \$600,000 worth of equipment."

He adds that he turns practically all earnings back into the business, never trades in equipment and buys for cash.

Young, born in Greece, came to the U.S. when he was 11. He has two sons and a daughter in high school. One son has joined the operating business.

The Youngs are part of the community life here.

Communities in the area are solidly back of their own. Young recalls that Rosemary Clooney's "Come On-A My House" was even a bigger hit here than anywhere in the country. Says Young: "It was a good tune and deserved the popularity. But around here nearly everyone remembered William Saroyan (who wrote the lyrics) from his boyhood days in Fresno. I remember him. And I was pushing the tune just like everyone else around here."

COINMEN YOU KNOW

New York

By AARON STERNFIELD

NINE FIRMS JOIN MUSIC GROUP. Al Denver, head of the Music Operators of New York, announced that nine firms have been added to the roster of the organization. They are: Bernard Berman and Jerry Siegel, Bee Amusement Company, who bought the route from the Clown Music Company; Sebastian Cristofalo and Sidney Wiesner, Cris Music Company, who bought their route from the Three Star Music Company; Joe Bruno, Caruso Music Company; Elaine and Harold Jacobs, Elmar Enterprises, and Jack Ezrati, Jabco Amusement Company, who bought his route from G&K Enterprises.

Also Harold Cohen, Harlib Music; Harry C. Koster, Koster Vending Corporation; John Walsh, A.J. & W. Music Company, and Sam Singer, who bought a route from Abe Bernstein.

(Continued on page 82)

MUSIC OPERATOR FORUM

Dime Play: Rural Vs. Urban Growth

(Editor's Note: This is the second in a series of Music Operator Forums on dime play and its problems. The first appeared in the June 2 issue of The Billboard.)

Competition among operators and relations between operators and location owners are the most important factors to be considered in successfully converting to dime play—more important than convincing the public of operators' need for it.

That theory, which is the consensus of opinion of operators participating in MOF's dime play series, is further explored in this week's Forum.

As pointed out last week, over half of the operators voted competition among operators and relations between location owners and operators as the most important factors in successful dime play conversion. This would mean that public reaction is of much lesser importance in switching to a dime successfully than commonly held. According to this theory, then, regardless of whether an operator had machines mainly in rural areas or cities, dime play would be equally successful since it would depend largely on factors common to all areas, rather than on local public sentiment.

Analysis of operator reports from both rural and urban areas this week partly confirms this theory, partly denies it. Charts this week point up the fact that all factors involved are inter-related and that no pat answers are possible for the successful solution of the dime play problem.

The accompanying chart does indicate that dime play progress has been slower in rural areas than in urban. The majority of operators reporting operate in rural areas—see question one—so that in order to properly assess progress in each of three types of areas (in question two), each area is treated separately for purposes of comparison.

These figures reveal that while just 33.9 per cent of rural-based operators have 50 per cent or more of their equipment at a dime, 48 per cent in cities with populations over 100,000 do, 70.5 in cities of 50,000 to 100,00 people.

At the same time, the chart shows that 61.2 per cent of rural operators reporting operate either none of their equipment at a dime or fewer than 25 per cent, that just 39 per cent in cities over 100,000 fall in this classification, that only 23.4 per cent operating in cities of 50,000 to 100,000 do.

A further check confirms that rural-based operators participating here are slower in dime play growth: The fact that altho 62 per cent of the total number of operators reporting have equipment mainly in rural areas, 7 per cent of those answering "under 25 per cent" are rural opera-

tors; of those answering "none," 84 per cent, of those answering "75 to 100 per cent," just 42 per cent.

Competition among operators, with some operators switching to a dime and others remaining at a nickel, is cited as a major factor in the over-all subject of dime play conversion. Altho this is reported as one of the two most important factors, there are many views on how this factor can be dealt with by operators switching to a dime.

Perhaps the most noteworthy of the many views expressed on competition is by the group reporting who stress that it's a big job to switch to a dime in nickel-play areas, but that it can be done and successfully regardless of whether it's a rural area or in a city.

Obviously, this camp says, if what one operator offers a location owner for a dime is little different from what another offers at a nickel, the location owner would be most apt to select the operator offering nickel play. He would because it is already accepted by his patrons and he would be offering them substantially the same service for less.

On the other hand, if the location owner can see that the difference in music service would be great, that in terms of equipment, service, he—and his patrons—would be getting more for a dime, then—say this MOF group—the battle for converting that location to a dime is half-won. The other half: Explaining to him—as well as to his employees—the economics of why conversion is necessary in order to give him quality service not once but continuously until it is in fact accepted by him and his patrons.

How They Voted

1. Where are most of your machines (both nickel and dime play) located?

% of Operators	
62%	Rural areas
22%	Cities over 100,000
16%	Cities 50,000 to 100,000
100%	

2. What percentage of your phonographs are on dime play? (Editor's Note: For complete totals under each percentage classification, see Music Operator Forum, June 2 issue of The Billboard)

% of Units on a Dime	% of Rural Ops	% Ops in Cities Over 100,000	% Ops in Cities 50,000-100,000
Under 25%	27.4	26	11.7
25-50%	4.9	13	6.1
50-75%	11.3	9	11.7
75-100%	22.6	39	58.8
None	33.8	13	11.7
Totals	100.0%	100.0%	100.0%

Convincing Location Owners . . .

E. GILBERT, Gilbert Music Company, Bloomington, Ill.: "In my opinion the basic problem in converting to dime play is only a matter of having the location sold on a dime. Competition can be a major stumbling block. It is going to be pretty tough in the small towns as long as a competing operator will persuade a location owner to revert to nickel play in order to get the location."

W. B. REDMOND JR., Redmond Amusement Company, Franklin, Tenn.: "The big problem to be overcome in successfully switching to dime play is that locations are afraid dime play will lower takes and will lose patrons to places having nickel play. But takes have increased 100 per cent since January 24 on a new machine on a dime at one location while only 500 feet away, another location with an older machine on nickel play takes have remained unchanged during this period."

BERT LIESCH, Milwaukee: "I believe the biggest obstacle to dime play is the reluctance of location owners to make the change. Secondly, the competition of the dime versus the nickel is a major obstacle."

FREDERICK H. CILANO, Steuben Music Company, Hornell, N. Y.: "In order to successfully switch to dime play you must install a new machine and you must convince the location owner that it is to his benefit."

No Blanket Coverage . . .

FRANK SHANEY, New Albany, Ind.: "Locations for dime play must be picked. Blanket coverage is too expensive and is not practicable. I am trying EP records at a dime."

FRANK COLLIS, The Collis Brothers, Sewell, N. J.: "The most important barriers to be overcome in converting to dime play are competi-

tion and believing 100 per cent in the idea. It's also important not to try to cover too much territory in the beginning."

Equipment Necessary . . .

J. A. RUSOFF, Mello Music Company, Maplewood, N. J.: "If manufacturers made new equipment which was set at dime play and could not be changed it would eventually spell the success of dime play. It would be difficult at first but eventually this new equipment would begin to up plays on location."

Why Nickel Play . . .

RIO GRANDE MUSIC COMPANY, San Benito, Tex.: "Competition will not permit us to consider dime play."

J. C. MOORE, Meridian, Miss.: "Customers do not want to convert to dime play. Operators are operating equipment at a nickel."

S. L. CRAWFORD, Juke Box Music Company, Miami, Ariz.: "We have no experience in dime play because we can't figure out how to overcome the reluctance the Gila County patrons would have in giving up a dime just to hear one tune on a juke box. And I can't say that I blame them any for it."

DUANE KNUTSON, Fertile, Minn.: "In the rural area I'm in, with no dancing allowed in the locations, farm prices down to rock bottom, and everyone staying at home to watch TV, I'm glad to get nickels in my juke boxes."

No Problems . . .

CY MORGAN, Kittitas Music Company, Ellensburg, Wash.: "Altho I've only got less than 25 per cent of my machines converted to dime play so far, I've experienced no problems to date. I plan to put into use dime play and five for a quarter."

How Will 200-Plays Affect Disk Buying, Programming?

• Continued from page 77

easier because it gives operators the opportunity to change groups of records rather than just hit tunes. We can switch groups of tunes from one machine to another, whereas the hit may become obsolete on one, it may pull play on another."

Herman Scott, of Scott and Katz, said that 200's are "very good for the industry." He has 80 200-selection machines in operation now and reported that play appeal "is very high."

Nashville Sold

NASHVILLE—Nashville distributors and operators are well sold on 200-selection machines. Predicted C. V. Hitchcock, president of Hermitage Music Company: "200-selection units will sweep prime Nashville locations in a big way."

E. H. Cashion, Hermitage vice-president, said that one operator told him gross income climbed 80 per cent during the first week after a 200-selection machine was installed, levelled out to a 40 per cent gain the fourth week.

Kenneth L. Brake, Rock City Amusement Company, stated he is confident the larger machines will prove advantageous — especially with respect to programming.

Hitchcock and Cashion believe 20 per cent of the records on the 120-play machine bring in 90 per cent of the income, that 30 per cent of the 200-play bank provide 90 per cent of the larger machine's take.

They view EP's primarily as a means of converting to dime play.

G.M. Happell, S. L. Stiebel

Give Two Views

• Continued from page 77

In the last several weeks, Runyon Sales (AMI) and Young Distributing (Wurlitzer) have begun shipping their 200's, and the initial sales outlook for both machines is bright. By the end of the year, 200's should account for a fair percentage of machines currently on location.

Programming Same

But the music operator so far, by and large, is programming much the same way he did with the 80, 100, 104 and 120-selection machines.

What's the result? One one-stop executive said that operators could increase their play on 200-selection machines by at least 15 per cent if they programmed properly. Instead, he added, they have confined their purchases so far to current hits, rather than getting a balanced selection and buying disks that will stand up for a long time. Most 200-selection machines now are operating on less than 80 per cent efficiency, he maintains.

There has been little extra record purchasing on the part of this area's operators because of the 200 to date. Only major exception is in the case of Seeburg sales, where the operator can get records in a package deal, 20 per cent of which are EP's. This deal applies on the purchase of a new 200-selection unit.

Generally, tho, the operator will operate only about 10 per cent of his selections on a 200 on EP's.

As a general rule, operators buying a 200 without records will buy some current hits and reach into the library for the remainder.

Most operators have records in stock which, with previous large multi-selection machines, they would use occasionally. With a 200-selection machine, these disks have found permanent homes.

Company, is happy about 200-selection equipment: "Operators at first showed as much as a 100 per cent increase in returns in some instances, but in most cases play has settled down to a level from 20 to 30 per cent above former takes," he reported.

Happell said that machines are usually stocked with 40 singles, 60 EP's. Single play for a dime and EP's for 15 cents. "We think that is the most effective programming procedure, and under it old favorites usually bring in a major portion of the revenue," he said.

Detroit Skeptical

DETROIT — Frank Alluvot, Frank's Music Company, believes 200's are here to stay. "The public is going to demand them but we are not going to make money with them," he asserted.

Alluvot figures programming will be expensive. "To service properly, one has to change at least 20 selections every other week—that is costly programming," he said.

Linden F. Bush, Bush Music, said that 200's "work out all right" in some locations. Said Bush: "It will increase our record costs. There will have to be a lot closer attention to programming because it will take a player longer to scan selections if they are mixed up."

Bush believes that EP's will have to be used on 200's because "you cannot find enough singles to properly fill out and program that size machine without them."

New to Salt Lake City

SALT LAKE CITY—The 200-selection machines are so new in Salt Lake City and surrounding area that many operators have been unable to formulate a new programming and record buying policy for them.

Bob Holt, Rainbow Music Company, who is putting some 200's on location, said: "I think my initial buying program will be increased, but in the over-all picture my buying will probably decrease. I don't anticipate changing EP's often."

A spokesman for Liberty Phonograph Company, one of the large local operators, said that 200's would not change his programming much. "There are only so many new tunes coming out anyway, and we handle our own stock of good standards on EP's and otherwise," he said.

Boost Play

COLUMBUS, O. — Operator response to 200-selection equipment in the Columbus area has been good, with most of the top local operators stating that 200's boost business and justify increased cost of records and programming. Here are some operator comments: Tony Anthony: "They (200's) are working out very well as everybody wants the widest selection possible. As we have it set up we don't have to buy any more records than before. We have 20 now and plan to buy more."

G. D. Ferguson: "We have just a few 200's so far and they are increasing our volume of business. We've just bought five more."

Lone dissenter was Guy Oddi, who said: "I have six 200's and I think they are too expensive. I think 200 selections is too many. However, this is just my opinion now and time may prove I'm wrong."

Views Differ

MILWAUKEE — This town is apparently a bit slow in latching on to 200-play equipment. Purchases in the main have been just one or two pieces to "try it out,"

or in answer to specific location requests. General reaction among operators who have added 200's has been one of satisfaction.

Hilltop Coin Machine Company, a major user of 200's according to Doug Opitz and Ken Kulow, partners, is racking up excellent results. All 200's are set at dime play. EP's at 15 cents per play are also proving highly satisfactory.

Disappointment was registered by Sam Hastings, Hastings Distributing Company. "If all the 200's were set at dime play as originally announced, it would have been a terrific boon to the industry. Now that they are coming out with nickel play, they are pushing back the adoption of dime music a couple of years," he said.

P. & P. Distributors, according to Joe Pelligrino, has put out a few 200's. "We expect results will be good before long," he said. "At present they are just fair. EP's are somewhat of an aid in boosting play. However, being mainly standards, they do not inspire the fast action that the pop hits do."

Proper Grouping

BIRMINGHAM — Opinions on vital facets of 200-play juke boxes vary widely in this area among top distributors and operators.

Harry Hurvich, co-owner of Birmingham Vending Company, feels the success or failure of 200's will hinge on programming. "The only answer is to group selections according to type," Hurvich said. "Put new hits in one group, old favorites in another, and listening music in a third. Grouping is the only way to put before the player the great selectivity of the new machines." He said he expects about a 15 per cent increase in record purchases.

Hubert Hare, co-owner of Music

Birmingham Strike Cuts Into Op Play

BIRMINGHAM — A 30-day-old strike at the Tennessee Company Division of United States Steel Corporation, coupled with a work stoppage at U. S. Pipe and Foundry Company here has cut sharply into juke box play.

With thousands idled by the Tennessee Company dispute and about 1,000 at U. S. Pipe, the total payroll for the community has dipped sharply, and no solution to the disputes, this week, were foreseen.

Nathan Allen, owner of Ten Ball Novelty Company, reports his business has sagged in the neighborhood of 10 per cent since the strike began. Other operators, depending on locations, (whether industrial or white collar) have reported losses of from 5 to 10 per cent. Some feel that if the strike is not settled soon, volume may drop by as much as 25 per cent.

In an attempt to work out a solution, Birmingham business, civic, religious and veteran leaders met during the week at Chamber of Commerce.

Box Company, disagreed. "Our programming won't change," he said. "We've found that it pays to keep the hits at the top, and use a rotation method in replacement, taking the slow numbers off to make way for the new hits. I expect that our purchases will be boosted in the neighborhood of 50 per cent at first."

Ollie Coker, Jefferson Music Company, agreed with Hurvich in the matter of programming. "Proper grouping is the key," Coker

said. "If the customer can't find the piece he wants to hear, he's not going to spend his money." Coker feels that once the initial purchases are made to equip the 200-play machines the volume of buying will return to "just about what it is on the smaller machines of 50, 100 and 120 play."

Distributors and operators agreed the survey of the top records in The Billboard and other trade papers is key to proper placement in programming.



DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

PAY RECORD STATE, CITY TAXES. Music operators pay 38 per cent more in taxes and licenses today than in 1946, a Billboard poll discloses. Tax fees average \$14 per machine in 21 States as compared to \$8.70 in 1946. Listed are comparative State and city taxes. (Page 66, The Billboard, June 2.)

PROPER GAME DEPRECIATION MEAN \$\$. Chicago games operator reveals formula for top profit thru close system of equipment value, annual costs, necessary budget for purchase of new equipment. Details weekly cost for 80-piece route. (Page 75, The Billboard, June 2.)

DIME PLAY AN ECONOMIC NECESSITY. The move from 5 to 10 cents a disk is steadily going forward, but slowly. The Billboard's Music Operator Forum disclosed two vital factors in converting: Relations among operators, and between ops and location. (Page 67, The Billboard, June 2.)

POPULAR NEW ITEM SOUGHT BY GAME INDUSTRY. Everyone is looking for a new, hot game to follow the pool boom, and it is anticipated that manufacturers will introduce some new creations, but what they will be is anybody's guess. (Page 74, The Billboard, June 2.)

SHOTWELL JUKE FINDINGS. With action on the Kilgore bill at a lull, the Copyright Office Study Group is studying the massive files of Shotwell Committee's finding of the copyright statutes in 1938-'39. (Page 14, The Billboard, June 2.)

JUKE BOX — LIBRARY OF MUSIC. Wide selection of musical numbers virtually place the coin-operated phonograph in the library category, but proper programming is needed to realize maximum profit, Baltimore operator finds. (Page 66, The Billboard, June 2.)

IF YOU MISSED READING THE JUNE 2 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF

Leadership in Action

ROCK-OLA

MODEL 1448

Worth More When You Buy It

Worth More When You Trade It

NEWARK, N. J.—The Music Guild of New Jersey held a general meeting and dinner last week at the Terrace Room of the Hotel Essex House. The no formal business was conducted, the operators held an open forum on 10-cent play.

General conclusions were that front money and minimum guarantees should accompany all dime conversion efforts. Many operators felt that those who did not convert in the next 18 months would be operating on too small a margin to survive.

COIN MARKET PLACE

CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

Business Opportunities

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$8 per gross only, plus postage, e.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. je30

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-aull

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1488. je30-ch

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$35 and up. Other vending machines, \$25 up. Established over 29 years. Mack H. Postal, 2952 Milwaukee Ave., Chicago 18, Ill. je30

CIGARETTE—CANDY—COFFEE—CIGAROMAT

—Factory Distributors—

U-Select-It, Candy & Coffee, Lehigh, P.K. Royal "17" Cigarette, Watling Scales, White's Comb Vendor & Combs. Write for complete details, prices, installment terms.

TEXAS ASSOCIATED ENTERPRISES P. O. Box 1068, Amarillo, Texas. Dr. 3-8022

FOR SALE—14 VERY NICE PANORAMS and 40 Arcade Machines, or will accept partner, or will work out percentage deal on suitable Arcade location. 150 films included. H. E. Loebach, 1438 N. Emporia, Wichita, Kan. je9

FOR SALE—GOOD USED BINGOS READY for location: Stars-Leader, Atlantic City Circus, each \$25; Frolics, \$40; Tropics, \$40; Team Bowler, \$50; Diamond Bowler, \$100; 1015 Wurlitzer, \$25. Send 1/3 deposit. Frank Guerrini, 1211 West 4th St. Lewistown, Pa. je9

FOR SALE—NEED SPACE. ARCADE MACHINES for sale. Meyer Wolf, 539 Boardwalk, Atlantic City, N. J. je9

FOR SALE—SIX 6-COLUMN CIGAROMATS, like new, make an offer. Vend-It Cigarette Service, 1572 Jefferson, Paducah, Ky.

FOR SALE—TELEQUIZ WITH FILM, \$30, 3,000 Pin-Up Cars (colored). Two new Evans 3 Marble Tivoli, \$25. Valents, Perth, New York.

REFRIGERATED CANDY VENDER \$8, brand new in original crates, only 1¢ left, at sacrifice price. Tropical Trader, 2800 Biscayne Blvd., Miami, Fla.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders. DAV razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

Authorized factory distributor of ADVANCE VENDING MACHINES NATIONAL SANITARY SALES Dept. B-9, 6440 N. Western Ave., Chicago 48

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. je30

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices, Box 673, The Billboard, Chicago 1, Ill. je30

NATIONAL AND STONER CANDY BAR Vendors. All parts, glass, locks and keys must be intact. Condition, otherwise not material. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. np

VENDING MACHINES WANTED—4 OR 5 Jack's, Northwestern 49's, Silver Kings, Acorns, Toppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-tfn

5¢ CAPSULE AND 1¢ TAB GUM VENDERS, Popcorn Machines. Give full particulars and rock-bottom prices. Box M-173, c/o Billboard, Cincinnati 22, Ohio.

AMI, Wurlitzer

• Continued from page 77

operator viewing. This year, machines will be shipped directly to locations and operators will be invited in to inspect them in action. On hand for the Beer City showings will be both Jacobs Jr. and Sr., Walter Fischbach and Woody Johnson, both United staffers.

Los Angeles operators saw AMI's new 200-selection machine (Model 200-C) both informally and during a two-day show earlier this month at the Badger Sales Company, William R. Happel Jr., president, said.

Three other showings by Badger Sales in the area were also held, the final one last week at San Bernardino with Max Chesler in charge. The other two were at the Hotel Grant in San Diego, under the direction of Don Ames, Badger field representative and T. H. Sams, AMI district manager; and in Fresno at the Hotel Californian, with Marshall Ames, of Badger, in charge.

Sierra Distributors, Los Angeles, held showings in Los Angeles, and San Diego with showings set for June 5 thru 7 in Bakersfield and San Bernardino of Wurlitzer's new 200. Wayne Copeland, co-owner of Sierra, Frank Davis and Matt Nordberg hosted.

Detroit operators also saw Wurlitzer's 200-selection unit informally rather than thru scheduled showings by Angott Distributing Company. Invitations were sent to all operators announcing continuing showings from May 22 on.

In Boston, Redd Distributors held a formal two-day showing Thursday (28) thru Friday (29) of Wurlitzer's new machine which brought out a crowd of nearly 200 operators. On hand as hosts for the occasion were Si Redd, president; Bob Jones, sales manager; Hank Petit, Wurlitzer field engineer, and Bob Destefano, of the sales force, as well as service department staffers. Redd said orders would begin moving out next week.

Tennessee Jukes

• Continued from page 77

of coffee from 5 cents to 10 cents, and it's just as necessary," this operator declared.

"A juke box just cannot make its way nowadays with an income of 5 cents a record play," he continued. "Just like everything else, this price has to rise if a fellow wants to be able to stay in business. In some other Tennessee areas, like Memphis, a vast majority of the machines are on dime play."

He estimates "every machine in Middle Tennessee will be on dime play within two years at the outside," altho there may be small pockets of "resistance" for the time being.

"After all, our major problem hasn't been with the customers at all," he continued. "The folks who paid the dimes along with their meals and drinks did not seem to mind the increase, but we did get some kick-backs from the waitresses. They said they also liked to play the machines, and were contributing to the entertainment with their own money at times."

"In most cases, our machines are set so the customers get six records for a quarter, instead of five, on 10-cent play."

"As our machines accumulate only 20 plays, there are usually two or three records which are selected more than once out of the 20 buttons pushed, and this provides a margin for the operator. This 'over-ride' makes it possible to carry on the six-for-a-quarter deal," he concluded.

Dime play came into practice here about a year ago, and it's spread has been speeding up in recent months. Reports from Chattanooga say dime play is just beginning to take hold there.

COINMEN YOU KNOW

• Continued from page 80

New member of the Associated Amusement Machine Operators of New York is Amplay Amusement Company, a partnership of Joe Kahn, Sam Gold and Alvin Wise. The route was purchased from Guy and McCarthy.

Lou Brestlin is in Roosevelt Hospital. . . . Phil Scharf, Bay Vending, has just returned from the hospital. . . . Michael Keith, sales promotion manager of Philip Morris, Inc., has been elected president of the Merchandising Executives' Club of New York.

Lou Boorstein, chairman of the coin machine division of the United Jewish Appeal, has called a committee meeting Wednesday (6) at the Bermuda Room of the Henry Hudson Hotel.

Joe Young, Young Distributing, reports that the first Wurlitzer 200 was delivered to Al (Senator) Bodkin. . . . Robert S. Larkin, director of sales promotion for Philip Morris, Inc., has been elected secretary of the New York Sales Executives' Club.

Bill Marmer, Cincinnati distributor, was in town last week. . . . Gertrude Browne, Paramount Vending, Beacon, N. Y., was a 10th Avenue visitor. . . . Art Daddis, AMI regional representative, visited Barney Sugerman at Runyon Sales. . . . Morris Rood and Irv Kempner of Runyon, returned from a trip up-State.

Los Angeles

By SAM ABBOTT

OPERATOR BUYS OUT PARTNER, ENTERS VENDING. Walt Hemple has purchased the interest of Homer RaZor in their First National Music in San Fernando, Calif. Hemple has set up a company,



HEMPLE

Mission Products Company, and is adding vending. While Hemple had already operated cigarette machines along with music and games, the expansion includes coffee and beverage venders. . . . Stan Rouso, Western representative for Stoner Manufacturing Company, returned recently from a business trip into the upper San Joaquin Valley. Randolph Leland, veteran operator who is associated with Rouso, is also back from a trip into the Sacramento area. Leland has had to forego his trips into Utah and Idaho, where he has gum machines, to devote time to the recent association.

Al Weymouth, Weymouth Sales, is back from a 10-day combination business and pleasure trip to Mexico. While there he spent some of the time fishing. . . . The many friends of Ben Chemers, local representative of the California Music Merchants' Association, Los Angeles division, will regret to learn of the passing of his brother in Chicago. Chemers flew there for the funeral.

Ed Wisler, who is well known in the phonograph sales business, having been with the Minthorne Music Company for several years, joined Sierra Distributors last week. Wisler will be the sales representative for the company, which distributes Wurlitzers. Don Gilbertson, who was with Paul A. Laymon, Inc., for several years, has also joined Sierra in the mechanical department, Wayne Copeland, head of the firm, announced. . . . Al Cohn is already pacing the floor in anticipation of becoming a father in August. He operates Trico Music. . . . Harvey Kirby and Glenn Wolcott, of Puente and La Crescenta respectively, in town and stopping off at the California Music Merchants' Association.

Glenn (Red) Catlin, Montrose operator, was in the city from Blythe, Calif., where he has been enjoying a long fishing and hunting trip. While Catlin is away, Jess Herman attends to the routes. . . . E. Fred Ross, Pasadena music operator, has returned from Chicago after visiting relatives and friends in the Midwest. . . . Frank Davis, who was with the Minthorne Music Company, Seeburg distributors for nearly four years, joined Sierra Distributors to set up a parts department. Charles Dacy, veteran coinman, still on deck in the supply section at Sierra.

WISLER

Gordor Westwood, music operator of Port Alberni, B. C., was in Vancouver and purchased new Wurlitzers to add to his fast-growing route on the upper part of Vancouver Island. . . . Don McAlpine, operator of Automatic Music Company, Victoria, B. C., was another purchaser of new juke boxes. . . . Bob Murray, Kelowna, B. C., expanding his Okanagan district routes with more jukeboxes. . . . Harry Orness, British Columbia agent for the Coldspa and Hotspa coffee venders, reports business on the upswing in all parts of the province.

Vancouver, B. C.

By A. K. McMARTIN

MUSIC OP EXPANDS BUSINESS. Johnnie Hamilton, owner of Hamilton Distributors, Ltd., besides operating a music route, has a well-patronized Arcade in the theater belt on Granville Street, and has branched out into several lines, buying and selling coin machines and renting machines on a percentage basis. . . . Art Lipton, general manager of Siegel Distributing Company from the head office in Toronto, made a long visit at Hamilton Distributors, as he did at the Vancouver branch with Al Charles. Lipton recently visited the Western Canadian branches with Al Siegel.

Allen Bruce and Peter Reeves, Kwik Kafe, Ltd., recently moved their headquarters to larger offices to keep pace with their expanding coffee vending route. . . . Louis Howe, operator of Louis Howe Vending Machine Company, is also owner of Coin City Arcade here. . . . Peggy Milne, Coin City, reports pinball games still most popular at the Arcade. . . . Ross Evans, operating the Amusement Services, Ltd., juke route, is also handling collections for Vancouver Vending Company, Ltd. . . . Charlie Galloway, who manages Hollywood Sports Club, Arcade here, recently added a new Arcade attendant in the person of pretty Bunny Boyce. . . . Ernie Klyn, owner of Casino Amusements, has appointed Bob Tytgat manager of the Arcade.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.

- Business Opportunities
 Help Wanted
 Parts, Supplies & Services
 Positions Wanted
 Routes For Sale
 Used Coin-Operated Equipment
 Wanted To Buy

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

Regular Display

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "important information" above.

The Billboard
 Coin Market Place
 2160 Patterson St.
 Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$_____ Payment enclosed

Name _____

Address _____

City _____

Zone _____

State _____

Toreador New Gottlieb 5-Ball; 2-Player Game

CHICAGO — Toreador, a new five-ball pin game for one or two players, was shipped to distributors last week by D. Gottlieb & Company.

The game features four large alternating light kicker mechanisms, two flanking each side of the playfield. These kickers shoot balls back and forth across the field, boosting scores.

Top score hole is near the top of the playfield and covered with a plastic "tunnel" type arrangement. This hole awards a score 10 times the bonus. The bonus is built up by hitting contact buttons over the playfield. These buttons also light up a cluster of bumpers circling the bonus hole.

Toreador has single and double number match features which award special scores, adjustable 3 or 5-ball play, a multi-tilt feature that permits play to continue if one player tilts the machine. Flipper buttons are guarded by chrome-plated cabinet pieces.

The game has the Gottlieb "new look" cabinet, two ball flippers that shoot balls back up playfield for added play, plated cigarette holders on side rails and twin dime and three-for-quarter coin chutes.

Waltham May Restore Games

WALTHAM, Mass. — Coin games may be back after nearly a year's banishment from this Greater Boston community. The city seemed unworried over the drop in revenue occasioned by the lack of the \$20 yearly fees from the coin games and location owners, who have tried repeatedly to restore the machines to favor, without success.

Now a new proposal is before the Licensing Commission. This would allow licensed liquor places to include as part of their recreational surroundings automatic coin devices such as miniature bowling and pool games. Even the mayor, who made an issue of the city's pinball machines in the last election, appears to look favorably on the new proposal.

A 90-day trial period has been suggested if the commission decides to go along with the large segment of restaurant owners. Biggest opposition came when it was discovered last year that the machines were spotted in places frequented by teen-agers. All signs now, however, point to the return shortly of games here.

P. & P. Distrib To Move in Aug.

MILWAUKEE—A new location for the P. & P. Distributing Company has been announced by owners Joe Pelligrino and Bob Puccio. They recently purchased a two-story building at 3726 W. Pierce Street, and are in the process of remodeling and redecorating. Move to their new headquarters is expected to be completed by August 1.

Loading and unloading ramps, plenty of parking space and about 4,500 square feet of warehouse and shop space are features of the new building, according to Pelligrino. Their move follows the successful conclusion of a half year of negotiating with Milwaukee County authorities over a satisfactory price for their present place. It is slated to be torn down to make room for an expressway.

THE BILLBOARD INDEX Advertised Used Coin Machine Prices

PINBALL GAMES

	HIGH	LOW	Mean Average
BALLY			
Atlantic City (5/52).....	\$ 75.00	\$ 49.50	\$ 60.00
Beach Club (2/53).....	115.00	50.00	85.00
Beauty (11/52).....	99.50	50.00	75.00
Big Time (1/55).....	325.00	240.00	310.00
Bright Spot (11/51).....	95.00	69.50	95.00
Broadway (12/55).....	525.00	450.00	495.00
Coney Island (9/52).....	65.00	39.00	49.50
Dude Ranch (9/51).....	115.00	65.00	90.00
Frolic (10/52).....	95.00	75.00	80.00
Gayety (3/55).....	365.00	125.00	175.00
Gaytime (6/55).....	325.00	200.00	275.00
Hi-Fi (6/54).....	145.00	65.00	100.00
Ice Frolics (1/54).....	125.00	49.50	100.00
Miami Beach (9/55).....	375.00	250.00	349.00
Palm Beach (7/52).....	95.00	39.50	60.00
Palm Springs (11/52).....	125.00	65.00	89.50
Spot Lite (1/52).....	75.00	39.50	49.50
Surf Club (3/54).....	125.00	65.00	110.00
Variety (9/54).....	210.00	145.00	185.00
Yacht Club (6/53).....	95.00	40.00	70.00
EVANS			
Saddle & Turf Club Model (10/53).....	275.00	195.00	225.00
GENCO			
400 (10/53).....	49.00	35.00	45.00
Golden Nugget (2/53).....	65.00	35.00	59.00
Jumping Jack (11/52).....	50.00	35.00	35.00
GOTTLIEB			
Diamond Lil (12/54).....	175.00	165.00	175.00
Guys & Dolls (5/53).....	110.00	69.50	110.00
Mystic Marvel (3/54).....	175.00	134.50	175.00
Pin Wheel (11/53).....	125.00	95.00	125.00
Poker Face (9/53).....	125.00	89.50	125.00
Quartet (2/52).....	110.00	90.00	110.00
Queen of Hearts (12/52).....	100.00	90.00	100.00
Skill Pool (8/52).....	110.00	50.00	75.00
UNITED			
Havana (2/54).....	125.00	65.00	115.00
Hawai (6/54).....	89.50	75.00	85.00
Manhattan (4/55).....	250.00	160.00	250.00
Mexico (3/54).....	135.00	84.50	135.00
Pixie (9/55).....	395.00	300.00	375.00
Rio (11/53).....	125.00	69.50	100.00
Singapore (10/54).....	145.00	65.00	95.00
Tahiti (8/53).....	125.00	50.00	75.00
Triple Play (8/55).....	375.00	200.00	285.00
Tropics (7/55).....	125.00	59.50	69.50
WILLIAMS			
Thunderbird (5/54).....	135.00	114.50	135.00
Times Square (4/53).....	89.50	75.00	89.50
Twenty Grand (12/52).....	85.00	50.00	59.50

ARCANE EQUIPMENT

	HIGH	LOW	Mean Average
ABT Challenger (5/46).....	\$ 30.00	\$ 20.00	\$ 30.00
Advance Shockers.....	24.35	19.50	24.35
Baseball, 2 Player (G).....	150.00	125.00	125.00
Basketball (G).....	225.00	139.50	195.00
Basketball (CC).....	195.00	145.00	195.00
Basketball Champ (CC).....	195.00	145.00	145.00
Bat-A-Score (Ev) (8/48).....	179.50	115.00	145.00
Big Inning (B) (4/7).....	115.00	85.00	85.00
Big League Baseball (W) (2/54).....	195.00	135.00	175.00
Big Top (G) (6/54).....	325.00	325.00	325.00
Carnival Deluxe (U).....	245.00	225.00	245.00
Carnival Gun (U) (10/54).....	250.00	215.00	235.00
Champion Baseball (G).....	350.00	275.00	350.00
Coon Hunt (S) (2/54).....	195.00	150.00	175.00
Dale Gun (Ex).....	89.50	54.50	50.00
Derby, 4 Player (CC) (3/52).....	175.00	125.00	125.00
Drivemobile (M) (7/54).....	165.00	150.00	165.00
Flying Saucer (M) (6/50).....	99.50	95.00	95.00

ARCANE EQUIPMENT

	HIGH	LOW	Mean Average
Code—AP—Auto Photo, B—Bally, CC—Chicago Coin, Ev—Evans, Ex—Exhibit, G—Genco, Gb—Gottlieb, K—Keeney, M—Int'l Mutoscope, R—Rovers, S—Seeburg, Sc—Scientific, Sh—Shipman, T—Telecoil, U—United, W—Williams, Wa—Watling.			
Space Ship.....	325.00	249.50	295.00
Sportland (Ex) (11/51).....	225.00	175.00	195.00
Sportsman (K) (11/54).....	225.00	195.00	215.00
Standard Metal Taper F. S.	375.00	275.00	375.00
Super Home Run (CC) (3/54).....	249.50	195.00	200.00
Telequiz (1/49) (T).....	100.00	95.00	99.50
Undersa Raider (2/46).....	125.00	125.00	125.00
Voice-O-Graph (M) (4/46).....	350.00	325.00	350.00
Wild West (G) (2/55).....	365.00	325.00	355.00
World Series (W) (4/51).....	99.50	95.00	99.50

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated June 2, 1956)

ARCANE EQUIPMENT	MUSIC MACHINES
1. GENCO—Rifle Gallery	1. SEEBURG—M-100-B
2. SEEBURG—Coon Hunt	2. SEEBURG—M-100-C
3. BALLY—Moon Rides	3. WURLITZER—1500
4. GENCO—Basketball	4. AMI—Model D-80
4. SEEBURG—Shoot the Bear	5. ROCK-OLA—1432
SHUFFLE GAMES	VENDING MACHINES
1. UNITED—Leader Shuffle Alley	1. National 950
2. CHICAGO COIN—Hollywood	1. PX (10 Col.)
3. UNITED—Imperial	2. Acorn 5c & 1c
3. UNITED—Royal	2. Northwestern 49, 1c
4. UNITED—Clipper Deluxe	

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY	GOTTLIEB
1. Surf Club	1. Skill Pool
2. Gayety	2. Pin Wheel
3. Variety	3. Diamond Lil
	3. Guys & Dolls
UNITED	WILLIAMS
1. Tahiti	1. Thunderbird
2. Singapore	1. Times Square
3. Rio	1. Twenty Grand

VENDING MACHINES

	HIGH	LOW	Mean Average
1436 A (53) 120 sel. (45 RPM).....	275.00	195.00	295.00
SEEBURG			
M-100-A (49) 100 sel. (45 RPM).....	295.00	195.00	249.50
M-100-B (53) 100 sel. (45 RPM).....	480.00	389.50	475.00
M-100-C (53) 100 sel. (45 RPM).....	595.00	475.00	575.00
WURLITZER			
1250 (50) 48 sel. (78 RPM).....	175.00	95.00	139.50
1400 (52) 48 sel. (78 RPM).....	295.00	225.00	275.00
1500 (53) 104 sel. (45-78 RPM Mix).....	295.00	175.00	249.50

SHUFFLE GAMES

	HIGH	LOW	Mean Average
Ace Bowler (CC) (9/50).....	\$195.00	\$125.00	\$155.00
Advance Bowler (CC) (5/53).....	135.00	100.00	110.00
American Bank (American Shuffle-board) (5/52).....	225.00	150.00	225.00
Arrow (CC).....	315.00	265.00	315.00
Banner (U) (8/54).....	225.00	155.00	175.00
Bikini (K) (6/54).....	150.00	150.00	150.00
Bonus Bowler (K) (3/54).....	125.00	75.00	125.00
Bonus Score Bowler (CC) (4/55).....	345.00	225.00	295.00
Capitol Deluxe Shuffle Games.....	325.00	295.00	315.00
Capitol (U) (6/55).....	345.00	225.00	295.00
Carnival (K) (5/53).....	85.00	65.00	65.00
Cascade (U) (2/53).....	75.00	50.00	60.00
Champion (B) (5/54).....	175.00	125.00	125.00
Chief (U) (11/53).....	110.00	75.00	110.00
Classic (U) (6/53).....	85.00	50.00	85.00
Clipper (U) (5/55).....	295.00	225.00	285.00
Clipper Deluxe (U) (5/55).....	299.50	225.00	285.00
Clover Shuffle (U) (1/53).....	75.00	55.00	75.00
Comet Targette (U) (11/54).....	225.00	150.00	195.00
Comet Deluxe (U) (11/54).....	195.00	125.00	85.00
Criss-Cross (CC) (1/53).....	165.00	65.00	125.00

MUSIC MACHINES

	HIGH	LOW	Mean Average
AMI			
Model A (46) 40 sel. (78 RPM).....	\$150.00	\$ 69.50	\$ 95.00
Model B (48) 40 sel. (78 RPM).....	175.00	99.00	150.00
Model D-80 (51) 40 sel. (78 RPM).....	375.00	175.00	265.00
ROCK-OLA			
1432 (50-51) 50 sel. (78 RPM).....	175.00	135.00	175.00

Explanation of Coin Machine Price Index

	HIGH	LOW	Mean Average
Criss-Cross Targette Regular (CC) (1/53).....	185.00	75.00	150.00
Crown (CC) (4/53).....	135.00	50.00	85.00
Diamond (K) (5/53).....	175.00	125.00	175.00
Feature (CC) (7/54).....	185.00	150.00	185.00
Fireball (CC) (11/54).....	250.00	175.00	245.00
Flash (CC) (9/54).....	225.00	195.00	195.00
Gold Cup (CC) (7/53).....	115.00	110.00	115.00
Gold Medal (B) (3/55).....	300.00	275.00	300.00
Holiday Match Bowler (CC) (9/53).....	275.00	165.00	195.00
Hollywood (CC) (5/55).....	295.00	250.00	295.00
Imperial (U) (9/53).....	125.00	65.00	75.00
Jet Bowler (B) (8/54).....	195.00	175.00	180.00
King (CC).....	150.00	110.00	120.00
Leader Shuffle Alley (U) (11/53).....	175.00	100.00	125.00
League Bowler (U) (1/54).....	155.00	125.00	155.00
Lightning Deluxe (U) (2/55).....	275.00	255.00	275.00
Magic (B) (12/54).....	275.00	225.00	275.00
Mars (U) (1/55).....	195.00	175.00	195.00
Mars Deluxe (U).....	225.00	225.00	225.00
Mercury Deluxe, 11th Frame (U).....	235.00	175.00	235.00
Name Bowler (CC) (1/54).....	65.00	50.00	65.00
Olympic (U) (8/54).....	75.00	70.00	75.00
Pacemaker (K) (9/53).....	95.00	50.00	95.00
Royal (U) (8/54).....	100.00	75.00	95.00
Shuffle Alley, 10 Player (K).....	70.00	70.00	70.00
Speedy (U) (8/54).....	195.00	150.00	175.00
Starlite (CC) (5/54).....	195.00	150.00	175.00
Super Frame (CC) (5/54).....	165.00	125.00	125.00
Targette Deluxe (U) (8/54).....	175.00	125.00	125.00
Team Bowler (U) (1/54).....	165.00	125.00	155.00
Triple Score Bowler (CC) (6/53).....	85.00	50.00	85.00
Triple Strike Bowler (CC).....	295.00	269.50	275.00
Venus Deluxe (U) (3/55).....	295.00	245.00	250.00
Victory Bowler (B) (5/54).....	175.00	125.00	165.00

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "Lows" are most meaningful when used with mean average listing.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

Columbus Pin Operators Win Restraining Order

COLUMBUS, O. — Pinball operators in this area won the first round in their battle to knock out a new ordinance banning the games Thursday (28) when Franklin County Common Pleas Judge Robert M. Draper granted them a temporary restraining order. The order prevents the city from confiscating and destroying the machines when the new "regula-

of Columbus, brought suit in Common Pleas Court. They asked a temporary restraining order and a permanent injunction.

Hearing date for the permanent injunction has not yet been set. It too will be heard before Judge Draper.

In gaining the temporary action Attorney Owen B. Sherwood argued that "defendants are threatening to arrest and prosecute merchants and seize, confiscate and destroy pinballs."

The old ordinances sought to ban pinballs from the city altogether while the new ordinance pro-

hibits them from business and other public places.

Local operators hailed the initial victory altho some feared that the end result might be the same as in their two-year fight against the old city ordinances.



AMUSEMENT MACHINES

84

THE BILLBOARD

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

JUNE 9, 1956

Next Strong Location Game: Will It Come This Summer?

By KEN KNAUF

CHICAGO—Most coin game manufacturers here say that a brand new type of amusement piece for tavern and restaurant locations is on the way. The big question is: "When will it arrive?"

Manufacturers are divided on the idea of breaking with a new game this summer, or waiting until the fall season. Some feel the pool game will carry the load thru the coming months.

Manufacturers are understandably wary of investing heavily in new game production. The best laid plans of engineering departments often go astray amid the open competition of the coin ma-

chine market. The playing public is the final judge of any new amusement game model.

Electric Pool

Said Chester Biezad, of the J. H. Keeney & Company engineering department: "I can't see anything outstanding in the game line coming up in the immediate future. The pool game will continue as the best grosser, at least thru the summer."

Biezad said he feels that many good games were produced in the electric pool game line, but feels that they hit the market too early, and thus lost out to the original models which were still going strong at the time.

Most new games, he said, don't have the appeal the original pool models had. Pool remained an attraction on the market since last August. "Even an outstanding new game wouldn't stand up to pool on locations," he believes.

Herb Jones, Bally Manufacturing Company vice-president, said his firm is not presently working on

any new departures in the game line, but is "looking for ideas." Inventors drop in from time to time, he reported, with good ideas, and many of these have proved of value to the trade. However, this doesn't happen as often as it did 10 or 15 years ago, he said.

No Radical Departures

Jones said it was anybody's guess whether the pool game will hold its appeal thru the summer. "We're still selling the pool games," said Jones, "and we haven't developed any other item along radical new lines." He stated the tavern location is still the focal point of game production. While Bally rides and other equipment are moving into department stores and other spots, Jones feels the coin games best belong in taverns and restaurants.

"It's all speculation with us," remarked Sam Stern, Williams Manufacturing Company executive vice-president. Stern said he thinks the next big game may be a bit higher-

(Continued on page 85)

United Ships Select Play, Bonus Shuffle

CHICAGO—Select Play, a new shuffle bowling game with bonus features and easy-medium-hard strike selections, was shipped to distributors last week by United Manufacturing Company.

The bonus feature gives players an added 10 to 20 points for making strikes and spares in the first three frames. The bonus is added to scores after the fourth frame, but it continues to build up thru the game, adding again to the scores after the seventh and 10th frames. Player can keep making bonus scores three times in the 10th if he keeps making strikes.

The new selection feature has players pressing any of three buttons on the front cabinet molding to select an "easy, medium or hard" shot in each frame. Scores awarded players are higher if he makes a strike or spare on a "hard" selection, lower if he comes thru on an "easy" selection, etc.

Select Play is available in regular or de luxe (match play) models. From one to three players can compete in the game. Select Play is priced for volume sales, according to Bill DeSelm, sales manager.

Toledo Pinball Ops Challenge Impending Ban

TOLEDO—Thirty-eight Toledo pinball operators have challenged the constitutionality of an ordinance passed by City Council banning the machines effective July 1.

The operators' suit, filed in Common Pleas Court, asks that the devices be declared lawful. The action seeks temporary and permanent injunctions against police enforcement or the legislation. No hearing date has been set.

Toledo had licensed pinballs since 1936 at annual fees ranging upward to \$200. On April 9 of this year the City Council repealed the ordinance on the ground the machines encouraged gambling and were a nuisance. The new legislation makes it unlawful to possess, operate or exhibit any pinballs after July 1.

The operators' petition said that last January an employee of the City Bureau of Licenses called upon operators to apply early for

(Continued on page 85)

OP'S MAGIC TOUCH

Turns Movie House To Kiddie Ride Site

• Continued from page 1

shows, beauty contests, amateur shows and community meetings. Weekly concerts by local high school bands are also in the works.

Minkin, teamed up in the operation with his brother, Ronald, and Frank Pedote, is solidly backed up by State and local welfare service groups. These welfare groups feel that the Kiddieland fills a real neighborhood need. Thru its recreation program it makes family

life in the area more stable, and builds public confidence in the community's shopping district. It also gives parents the opportunity to show their kids a good time without having to make a time-consuming trek to distant amusement parks.

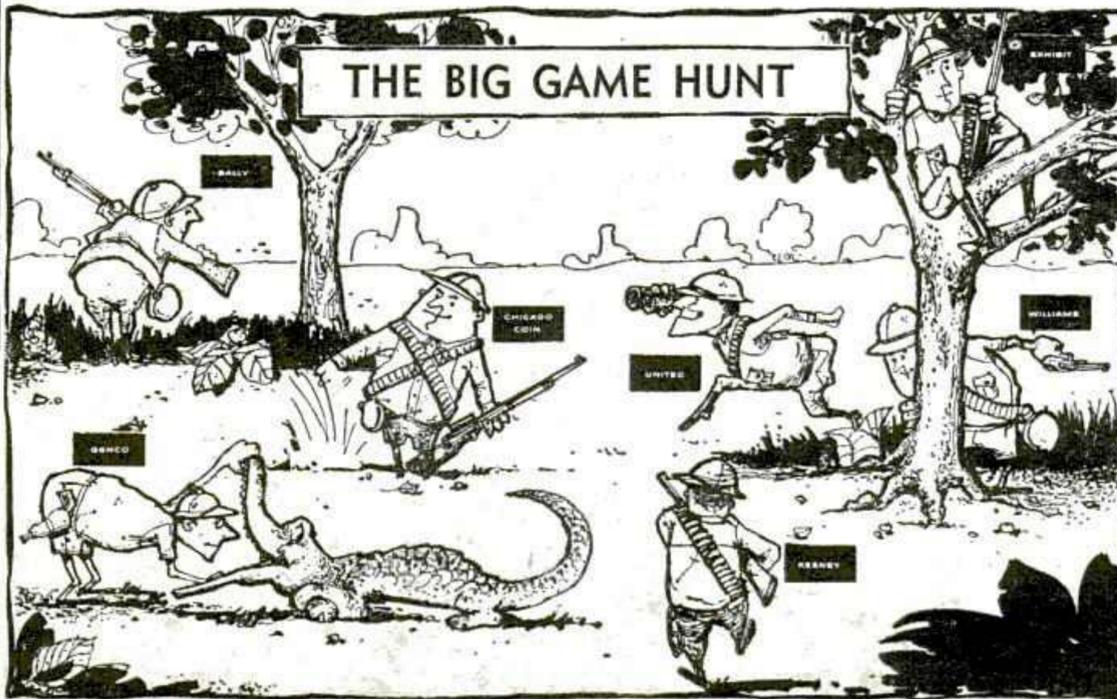
To local business, the Kiddieland presents itself as a permanent stimulant to store traffic. Besides providing amusement to customer's kiddies, the site is available for display advertising purposes. A local bank, for example, has drawn up a scale model of the Englewood area as it will look in the future after a proposed boulevard is constructed. It's on display in front of the theater behind the glass front of the box office.

Encouraged by progress already made, the Kiddieland's management is on the search for empty eaters in other Chicago neighborhoods. "We definitely want to expand to other communities," stated Minkin.

(Continued on page 93)

Williams' Game Line Biggest in History of Firm

CHICAGO—Williams Manufacturing Company here currently is sporting the biggest variety of coin-operated amusement games in the history of the company, according to Sam Stern, executive vice-president.



OFF-BEAT LEGAL PLAN WOULD REGULATE PINS

MINNEAPOLIS—An outlandish "legal plan" which could hardly work to the betterment of the pinball industry, was advanced here Thursday (31)

Proposal came from George E. MacKinnon, U.S. district attorney for Minnesota. He recently headed a drive against the games resulting in federal grand jury indictment of 39 operators and local owners in the Twin Cities.

Public registration of everyone "having anything to do" with the pinball industry was one of six points proposed as a "legal plan" for its regulation.

MacKinnon voiced his plan at a luncheon meeting of Minneapolis Business and Professional Men's Club. The registration proposal would include manufacturers, distributors, owners, lessors and those who finance them, collect the proceeds and repair the machines, he said.

(He didn't indicate whether office clerks, typists, stenographers, bookkeepers, janitors and caretakers working at pinball firms would be included in the mass registration.)

The plan would also require players to play off all free games won, by making it illegal to sell, finance, lease or process any device where used or unused free plays could be tripped off or recorded separately.

What's more, the plan would require full written records of all machine transactions and weekly reports of receipts and distribution money paid into them.

Two Store Chains Offer Pool Game for Home Play

CHICAGO—Two leading store chains today are selling stripped down models of coin-operated pool games as a recreational item for use in homes.

While the games have been displayed on the floor for the past several weeks, Goldblatt's, Inc., operators of nine department stores in the Chicago area, broke their first newspaper display advertisement on the games Thursday (31) in The Chicago Tribune.

Williams Bows New Pool Game With Steel Top

CHICAGO—Williams Manufacturing Company has introduced a new model of its Bank Pool line, equipped with a steel table top.

Made of a material produced by the Dow Chemical Company, the Magic Top is guaranteed against warpage or bending, according to Art Weinand, Williams sales manager. There is no weight increase over the wood top models, according to Weinand.

The steel top provides a strong, fast, flat surface for play.

The Bank Pool model with Magic Top is a three-hole game with center hole plug, for conversion to two holes. It's marked for 3 or 4-side play. Two or four players compete in the game.

United Appoints Franklin Sales For Buffalo Area

BUFFALO—Franklin Sales Corporation here, headed by Murray Sandow, was appointed distributor for United Manufacturing Company for the Buffalo area.

Sandow has been associated with the coin machine business for over 25 years. Franklin Sales offices have been recently remodeled and are modern in every respect.

Dick McCann handles the service and parts department for Franklin. Another well-known coin machine man, John Seuling, recently joined the staff.

Franklin Sales will display all United products in their new showrooms and will carry a stock of United games and parts for the convenience of operators.

The other chain offering the game known as "Recreation Pool" is Mages Sporting Goods Company, with nine stores in the Chicago area.

Sol Samors, Goldblatt's buyer of sporting goods and recreational equipment, and Sam Mages, Mages' merchandising director, both believe the game is a "fall and winter" item.

Both chains sell the game for \$97.50. Samors disclosed that he is planning to advertise the game over the chain's TV programs and in newspapers in Gary and Ham-

(Continued on page 86)

All Is Quiet On Mid-Tenn. Pinball Front

NASHVILLE—All's "very quiet" on the Middle Tennessee pinball front, where action flared May 17, with Internal Revenue agents picking up machines at five locations.

There have been no recent reports of additional action, and no arrests of operators have followed.

Revenue agents claimed they had evidence the machines were being used for gambling, and that they did not bear the \$250 federal gambling stamps. They based seizures upon this double contention.

(Continued on page 86)

STANDARD METAL TYPER

Uses Only 18"x18" Space

Brings in Dimes Instead of Pennies or Nickels

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DISCS

FOR PRICES, WRITE

Standard Metal Typer, Inc.

1318 N. Western Av., Chicago 22, Ill.

BULLETIN

HARVARD CUSTOMERS—We have purchased from Harvard Automatic Machine Co., of Lorain, Ohio, the Harvard Typers, Parts and Discs. These will be manufactured and sold exclusively by us, effective immediately.

Next Strong Location Game?

Continued from page 84

priced than the pool game was, but said no particular price range is being planned. Mechanical and construction costs of any game with extensive electrical features is sure to up the price tag, however, Stern stated.

Point to Fall

Stern expects the pool games to hold their own thru the summer season, and said Williams is pointing to the fall market as the best time to come out with something brand new. "We're shooting at all types of locations," he concluded.

Sam Lewis, Exhibit Supply president, reported his firm has "several things working," but that "nobody can predict what type of game might be a winner."

Asked when the trade can expect to see a solid new location piece on the market, Lewis replied, "It's never too soon for a good game. It's a matter of finding the right one. We will see new items out this summer," he said. "The factories are working on this now."

Lewis added that the pool business is still in good shape, and that the pool games—especially the slate models—will keep going during the

coming months. As for the likely price of new equipment, Lewis commented that manufacturers are selling capital equipment that has to earn money. Electrical pieces up prices of games, he said, but the price is not a big factor if the game will earn money.

Build Up to Price

Bill DeSelm, United Manufacturing Company sales manager, looks for a new game to hit the market before the fall season. DeSelm claims it would be "difficult to produce another good game as low in price as the pool game." However, he said: "Manufacturers try to build up to a price, starting with the basic game and gradually making improvements as the game takes on. It's not too soon for a hot new game, if we can get it."

"If we had a game that could replace the pool game as the top attraction, we'd be happy to come out with it," remarked Ed Levin, Chicago Coin Machine Company director of sales. Levin said he feels such a game is needed this summer, altho the summer season usually is relatively slow from the sales standpoint. "We're still aiming at taverns as the best prospect for new game locations," he said.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, asserted that "something new will be out before the fall season. The market is in need of a good new game right now."

Sheffield stated he feels the next top game will be a little higher priced than the pool models. Taverns and restaurants, he said, are still the biggest location spots from the standpoint of grosses. "We're working now on several new pieces," he concluded.

SHAFFER SPECIALS RECONDITIONED PHONOGRAPHS

SEEBURG		WURLITZER	
M100-C	\$595.00	1500	\$249.50
M100-B	475.00	1250	129.50
M100-A	249.50	5204	29.50
3W1 WALLBOX	59.50	5205	39.50

AMI	
D80	\$299.50

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Toledo Pinball

Continued from page 84

annual licenses to be issued April 1. On the strength of this, the complaint said, operators bought new machines and entered into various leases and contracts.

The operators claim an investment of \$445,500 in 760 machines, and in the petition they listed their number of years in business, the number of machines in use and in storage and their value.

Some operators have taken out licenses for the period from April 1 to July 1 but most have placed their pinballs in storage.

In the meantime, substitute devices have been appearing in increasing numbers in Toledo taverns drugstores, restaurants and other business places. Thus far this year licenses for midget pool, bowling and similar machines total 510, compared with 350 for all of 1955. Last year 916 pinball machines were licensed, while only 327 have been issued for the April-July period.

Cleveland Coin Machine Exchange, Inc.

GAMES, INC. DISTRIBUTORS 2029 Prospect Ave. Cleveland, Ohio To. 1-6715 Write for prices.

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- Coin or Non-Coin Operation
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Games, Inc.

Manufacturers

663 North Wells Street Michigan 2-5101 Chicago 10, Illinois

All Is Quiet

Continued from page 84

There has been no visible change in actual operation of the machines in this area—estimated

variously from 500 to 1,000 in number.

Showdown Approaches

Legal showdown on the situation here should come July 13 when Federal District Judge Elmer Davies considers two issues:

1. A government request for a decree ordering disposition of 35 pinballs seized in October, 1953, here and in Clarksville, on contention they were being used as gaming devices and did not bear \$250 stamps.

2. Attorneys for owners of pinballs request a hearing on new evidence developed to substantiate their contention that the \$250 federal gambling stamp does not apply to pinballs—namely games of skill and amusement.

Judge Davies ruled two years ago the stamp did apply, but attorneys for the owners say Congress has enacted additional legislation which re-defines the nature of the \$250 stamp and makes clear that it applies only to slot machines.

The raids staged May 17 were initiated after Judge Davies reportedly gave an informal opinion that he had already ruled the pinballs were subject to seizure if "illegally" operated as gaming devices. This opinion was expressed, however, when the court ruled on a request for "summary judgment" and not on merit of the case itself, contend attorneys for the machine owners.

Mages revealed that he had no special advertising program in mind, but stated he might promote the game via the company's TV programs.

The game is the standard 52 by 36-inch model, with two holes and three or four-side play features, and weighs 70 pounds. Table top, according to chain officials, is Masonite. Finished in a natural plywood, the legs are tapered.

Balls fall directly thru holes into box receptacles. The game is a regular bumper model.

POOL TABLES

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- Capital 295.00
- Clipper 285.00
- Chief 110.00
- Cascade 59.00
- Clover 65.00
- Classic 85.00
- Deluxe 50.00
- Imperial 75.00
- Leader 125.00
- Olympic 70.00
- Rainbow 125.00
- Royal 95.00
- 10th Frame 60.00
- 4-PI, Original 50.00
- League Bowler 120.00
- C.C. 10th Fr. Dbl. 45.00
- C.C. 10th Fr. Tr. 75.00
- C.C. Hi Speed Triple 95.00
- C.C. Fireball 245.00
- C.C. Hollywood 250.00
- C.C. Super Frame 125.00
- Blue Ribbon 250.00
- Victory 145.00

BINGOS

- Triple Play
- Manhattan
- Tropics
- Stars
- Big Time
- Gayety
- Variety
- Palm Springs
- Atlantic City
- Beach Club
- Yacht Club
- Spot Lites

PLEASE WRITE FOR LOW PRICE

ARCADE EQUIPMENT

- Bally Big Inning .. \$ 85.00
- C.C. 6-PI. Home .. 175.00
- Run .. 175.00
- Pitch'm & Bat'm .. 175.00
- Wms. DeLuxe .. 125.00
- Baseball .. 99.50
- Wms. World Series .. 150.00
- Baseball .. 150.00
- Life-a-League .. 75.00
- Evans Bat-a-Score .. 145.00
- Heavy Hitter .. 35.00
- Star Super Slugger, new .. 395.00
- Coon Hunt .. 150.00
- Sbg. Bear Gun .. 125.00
- Carnival .. 250.00
- Bally Defender .. 125.00
- C.C. Pistol .. 50.00
- Dale Gun .. 50.00
- Ex. Sportlane .. 175.00
- Ex. Gun Patrol .. 95.00
- Ex. Six Shooter .. 95.00
- Genco Sky Gunner .. 95.00
- Silver Bullet .. 125.00
- Ex. Jet Gun .. 125.00
- Genco Rifle Gallery .. 225.00
- Ex. Shooting Star .. 185.00
- Champion Hockey .. 125.00
- C.C. Hockey .. 75.00
- C.C. Goalee .. 95.00
- C.C. Basketball .. 195.00
- K.O. Fifer, new .. 395.00
- K.O. Fifer, F.S. 350.00
- Telequiz .. 100.00
- Vibrators, F.S. 150.00
- Shoe Brush-Up .. 95.00
- Shoe Shine Mach. 150.00
- Midget Movies .. 125.00
- Mut Card Vendors .. 50.00
- Phil Toboggan (10) .. 475.00
- Genco Bingo Rolls .. 50.00
- Sidewalk Engineer .. 195.00
- Muto Photomat .. 350.00
- Auto Photo, newest Write .. 150.00
- Balloonomat, new \$395.00
- Balloonomat, F.S. 345.00
- Keeney Targ. Gun .. 195.00
- Rock-N-Roll .. 145.00
- Stand. Metal Typ. 375.00
- Voiceograph .. 325.00
- 4 Latest Model Mut. Duo Photomatics, 2 years old. Offer wanted.

ZODIAC VENDOR, complete with 1,200 folders—\$395.00.

RIDES

- Lane's Fire Engine \$495.00
- Bally Space Ship .. 295.00
- Ex. Space Patrol .. 175.00
- Sci. T.V. Ride .. 295.00
- Bally Moonride .. 295.00
- Bally Hot Rod .. Write
- Drive Yourself .. 925.00
- Mobile .. 925.00

COUNTER GAMES

- Kicker & Catcher .. \$ 42.50
- Advance Shockers .. 24.35
- Advance Shockers, 10 or more .. 19.50
- ABT Challenger .. 20.00
- Smiley .. 15.00
- Three of a Kind .. 18.00
- Pop Up .. 15.00
- Ship, Wizard .. 19.50
- Whiz (4) .. 18.00
- Whiz Basketball .. 18.00
- Got. 3-Way .. 120.00
- Grippers .. 20.00
- Marc. Grippers .. 20.00

VENDING MACHINES

- Andico Hot Coffee (4) \$495.00
- Andico Hot Coffee, F.S. 375.00
- Coca-Cola Cup .. 150.00
- Drink .. 150.00
- Revco Ice Cream (15) .. 85.00
- Craig Ice Cream .. 85.00
- Kleenix, brand new .. 20.00
- Adv. Sanitary Nap. (25) .. 15.00
- N.W. Jet Capsule, 54 (50) .. 10.00
- Victor's Rocket Capsule (50) .. 10.00
- Victor's Baby Grand, 16 .. 7.00

FIVE BALL PIN GAMES

- Army & Navy .. \$ 65.00
- Rose Bowl .. 65.00
- Skill Pool .. 75.00
- Oklahoma .. 35.00
- Gin Rummy .. 35.00
- Madison Sq. Gar. 50.00
- Peter Pan .. 175.00
- C.O.D. .. 95.00
- Buffalo Bill .. 35.00

WURLITZER DISTRIBUTORS FOR OHIO

Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO All Phones: Tower 1-6715 Terms: 1/3 deposit with all orders, balance C.O.D.



CUE CLOSEOUTS

\$11.90 PER DOZEN!

Quality cues below cost. 48" smoothly finished Northern hardwood cues, with genuine fiber point, chrome leather tip, lacquered butts, rubber bumper. Beautiful balance and taper. Slight imperfections that do not affect their service. 11 and 12 tip sizes. Limit—one dozen per order. Send check and we pay the freight. Quantities limited to stock on hand. Send check, we ship immediately and pay the freight. Satisfaction guaranteed.

STATE CUE CO.

924 State Street Racine, Wisconsin

BANK-A-BALL

THE SMALLEST ADV.

The BIGGEST PROFIT OPPORTUNITY

Orms only mfr. in United States with 9 years' experience making Belgian Pool.



Terms: Low as \$10.00 per week

ORMS MFG. CO. 2814 MAIN DALLAS, TEXAS

HELP WANTED

Juke Box and Pin Ball Mechanic

Good Salary.

Call at

128 North Main Street, Mansfield, Ohio.

RICHLAND MUSIC CO.

WAKE UP

to the BIG EARNINGS You Can Enjoy With

VALLEY'S

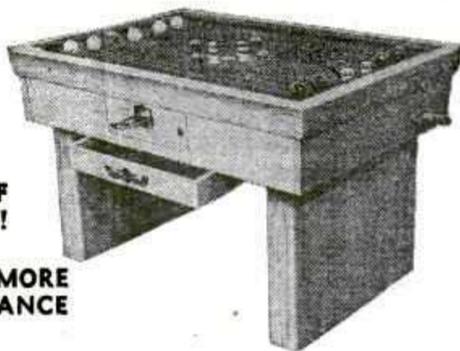
SLATE TOP BUMPER POOL



WORLD'S FINEST PLAYING SURFACE—REGULATION 1 1/16" BILLIARD TABLE THICKNESS!

UNBEATABLE APPEAL OF CONVENTIONAL PLAY!

MORE TROUBLE-FREE, MORE SERVICE-FREE PERFORMANCE THAN EVER BEFORE!



Write, Wire, Phone for Details

VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH. PHONES 8587 or 8588

2 Store Chains

Continued from page 84

mond, Ind., and Joliet, Ill., where the firm has outlets.

Mages revealed that he had no special advertising program in mind, but stated he might promote the game via the company's TV programs.

The game is the standard 52 by 36-inch model, with two holes and three or four-side play features, and weighs 70 pounds. Table top, according to chain officials, is Masonite. Finished in a natural plywood, the legs are tapered.

Balls fall directly thru holes into box receptacles. The game is a regular bumper model.

ARCADES—OPERATORS

New Machines—Closeouts

- Mutoscope Drive Yourself, new .. \$650.00
- Air Hockey Football, new .. 296.00
- Sidewalk Engineer, new .. Write
- Sidewalk Engineer, floor sample, 195.00
- Williams Jet Fighter, new .. 275.00
- Genco Quarterback Football, new .. Write
- Genco Quarterback, floor sample .. 375.00
- Whip, Kiddie Ride, new .. 325.00
- Palomino Horse, new 7' .. 245.00
- Grandmother, Mystic Swami, floor samples .. 595.00
- Lane Goldie Horse, new .. Write
- Lane Fire Engine, new .. Write
- Williams 4 Bagger Baseball, new .. 149.50
- Mutoscope Rock 'N' Roll, new .. 149.50

Games Reconditioned the Munves Way—Look and Work Like New

- Exhibit Silver Bullets .. \$125.00
- Exhibit Jet Gun .. 125.00
- Williams Jet Fighter .. 175.00
- Seeburg Coon Hunt .. 175.00
- Genco Sky Gunner .. 125.00
- Mutoscope Sky Fighter .. 110.00
- Mutoscope Ace Bomber .. 110.00
- Genco Champion Baseball .. 350.00
- Evans Bat-a-Score .. 100.00
- Bally Big Inning .. 100.00
- Scientific Pitch 'Em and Bat 'Em .. 125.00
- Williams World Series .. 95.00
- Williams Deluxe .. 125.00
- Williams Pennant .. 150.00
- Mutoscope Drivemobile .. 150.00
- Mutoscope Voice Recorder .. Write
- Set Shot Basketball .. 250.00
- Chicago Coin Champion Basketball .. 155.00
- Chicago Coin Midget Skee-ball .. 145.00
- Chicago Coin Goalee .. 95.00
- Exhibit Foot Ease .. 95.00

1956 Catalog—325 Illustrations

MIREMUNVES

577 Tenth Ave. (at 42nd St.) New York 36, N.Y. Bryant 9-6677

44 YEARS SERVICE · EST. 1912

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors 2029 Prospect Ave. Cleveland, Ohio To. 1-6715 Write for prices.

New and Used POOL TABLES POOL TABLE SUPPLIES

- BALLY CONEY ISLAND.....\$ 39
- BALLY YACHT CLUB..... 49
- BALLY VARIETY..... 179
- UNITED CLASSIC..... 69
- UNITED LEADER..... 119
- UNITED BANNER..... 199

Write for Complete List. All Types Guaranteed New and Reconditioned.

IRV OVITZ

ACME-INTERNATIONAL DIST. 3643-45 W. Montrose Chicago 18, Ill. CORNELL 7-7272

BEST IN THE MIDDLE WEST

BINGO AND PINBALL COVERS

\$15.95

CUSTOM MADE VINYL LEATHERETTE WATER PROOF IMMEDIATE SHIPMENT

1/2 Down, Balance C.O.D.

COIN SOLUTIONS - HARRY STEWARD Coin Machine Exchange 858 No. High St. Columbus 8, OHIO Tel: AXminster 4-3529

OHIO SPECIALTY Best Buys

- 4 Variety, Each \$150.00
- 1 Singapore 75.00
- 1 Four Horseman 25.00
- 1 Peter Pan 135.00
- 1 Un. Deluxe Carnival Gun .. 195.00
- 1 Wm. Safari Gun 250.00
- 4 Rockola Scales, Each .. 25.00
- 3 Mills Scales, Each 35.00
- 1 Walling Guesser Scale .. 75.00
- 1 Am. Character Scale (used 1 month) 125.00

OHIO SPECIALTY COMPANY, INC.

539 S. 2nd St. Louisville Ky. WAbash 2465

BINGOS

- Un. Starlet \$450.00
- Un. Pixie 425.00
- Un. Triple Play 295.00
- Un. Manhattan 275.00
- Un. Nevada 125.00
- Un. Hawaii 125.00
- Un. Mexico 125.00
- Un. Rodeo 125.00
- Un. Tahiti 95.00
- Un. Cabana 95.00
- Un. Leader 95.00
- Un. Rio 90.00
- Un. Tropics 75.00
- Ba. Miami Beach 325.00
- Ba. Big Time 245.00
- Ba. Gay Time 225.00
- Ba. Palm Springs 195.00
- Ba. Surf Club 150.00
- Ba. Dude Ranch 110.00
- Ba. Hi-Fi 110.00
- Ba. Beach Club 85.00
- Ba. Yacht Club 75.00
- Ba. Coney Island 50.00
- Ba. Palm Beach 50.00
- Ba. Spotlight 35.00

BOWLERS

- Un. Deluxe Super Bonus Bowlers Write
- Un. Deluxe Top Notch Bowlers Write (New) .. \$295.00
- Un. Venus Targette .. \$240.00
- Un. Deluxe 5th Innings .. 240.00
- Un. Deluxe Comet Shuffle .. 195.00
- Un. Targette .. 195.00
- Un. Team Shuffle Alley .. 150.00
- Un. Star Regulation Shuffle Alley .. 125.00
- Ba. Jet Bowler .. 195.00
- Ba. Victory Bowler .. 175.00
- C.C. Star Lite Bowler .. 175.00

ARCADE EQUIPMENT

- K. O. Champ \$150.00
- Un. Deluxe Carnival Gun .. 275.00
- Un. Deluxe Jungle Gun .. 225.00
- Un. Deluxe Derby Roll .. 195.00
- See. Coon Hunt .. 125.00
- See. Bear Gun .. 95.00
- Ex. Space Gun .. 95.00
- Ex. Gun Patrol .. 50.00
- Ex. Dale Gun .. 50.00
- Photo-Matic .. 175.00
- MU. Drivemobile .. 125.00
- MU. Ace Bomber .. 95.00
- St. Batting Practice .. 50.00
- Regal Score Board .. 75.00
- Ba. Heavy Hitter w/stand .. 35.00

FIVE BALL GAMES

- Wms. Jolly Jokers \$150.00
- Wms. Times Square 75.00
- Wms. Hayburner 80.00
- Un. Steeple Chase 95.00
- Gr. Golden Nugget 60.00
- Gr. "400" Machines 80.00

CIGARETTE MACHINES

- Rowe Cig. Machine (8 col.) .. \$140.00
- Feeco Cigarette Machine .. 95.00

MUSIC

- 1438 Rock-Ola Comet Phono. \$550.00
- 1434 Rock-Ola Phonograph (78) .. 195.00

We Are Now Delivering United's New South Seas, Star Slugger and All Current Models of United, Exhibit and Williams Games.

One-Third Deposit With Orders.

DAN STEWART COMPANY

140 East 2nd South Street Phone: DAVIS 2-2473 Salt Lake City, Utah

VIOLINS AND ROSES

Distrib's Home Decked As Juke Box Museum

By ROBERT LATIMER

DENVER — Visitors can live again the lovely past at the home of Gano Senter, coin machine distributor here, who's decked out his home with ancient juke boxes reminiscent of the early history of the industry.

Twenty-one machines that play everything from "Yankee Doodle" to "Beautiful Dreamer," and date back 150 years, make up the unusual and varied collection.

Of top interest is a Regina perforated-steel disc juke box which was in operation at a frontier saloon at Thermopolis, Wyo., three-quarters of a century ago. Senter got it from a wealthy Wyoming woman who found it in a warehouse where it had been stored for 50 years.

It plays a 12-record selection, precisely on pitch, operating on a nickel. Records are 26 inches in diameter with thousands of tiny pins vibrating the teeth of a musical comb. Only drawback is it

has to be wound by hand after each selection.

Another collection gem is an antique Violano Virtuoso, which combines piano, violin, drums, cymbals and other instruments into a single case. This electrically operated item has been Senter's pride and joy for more than two decades. He's wired a start button to the wall of his bedroom on the first floor, so it requires only the touch of the finger to bring the music pouring forth. This, as can be imagined, is often quite a surprise to guests in the house.

One of the oldest pieces on exhibit at the Senter home is a Concrete Roller Organ. About the size of a portable phonograph, this century-old music machine is operated by turning a hand crank which both pumps the bellows to supply air and actuates a series of steel "fingers" which open and close a valve on the reeds. Senter has several hundred wooden rolls into which carbide-steel pins have

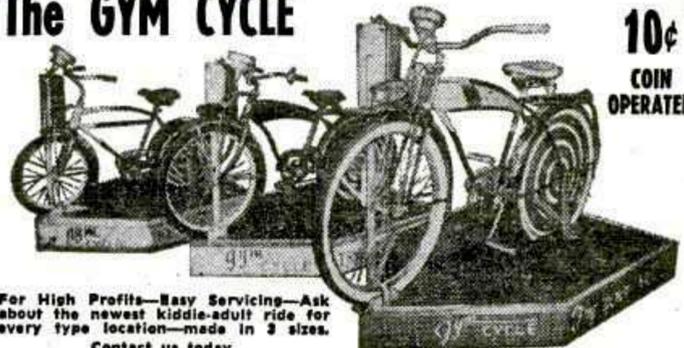
(Continued on page 88)

ARCADE MACHINES

- Chicago Coin Hockey\$ 40.00
- Williams Quarterback 40.00
- Silver Bullets 75.00
- Dale Guns 40.00
- Sea Jockey 50.00
- Quizzers 50.00
- Harvard Metal Typers 100.00
- Periscope 35.00
- Bang Away 65.00
- Challengers 12.00
- Shipman Viewscopes 25.00

All machines in good working order. No charge for crating.
Mayflower Novelty Co.
 410 Baltimore St., Huntington, West Va.

The GYM CYCLE



10¢
COIN OPERATED

For High Profits—Easy Servicing—Ask about the newest kiddie-adult ride for every type location—made in 3 sizes. Contact us today.

Exclusive Distributorships open in certain territories.
GYM CYCLE AMUSE. CO. 106 15th Ave. N., Nashville, Tenn. Phone: Chapel 2-2313

REDD-HOT CLOSEOUTS!

Clean Machines—GUARANTEED

"AS IS" Right Off Location!

- | | |
|------------------------|--------------------------------|
| 7 TROPICANAS\$85 | 7 RIOS\$ 50 |
| 2 SINGAPORES 75 | 6 TAHITIS 50 |
| 2 SHOWBOATS 70 | 4 TROPICS 45 |
| 3 NEVADAS 70 | CHI. COIN HOOLIGAN POOL 145 |
| 2 HAWAIIIS 70 | BALLY BOOSTER POOL Call! |
| 2 MEXICOS 70 | SEEBURG 200 V Call! |
| 3 HAVANAS 65 | BALLY MOON RIDE 150 |

KIDDIE RIDES

- World's Largest Stock
- Beautifully Reconditioned
- 100% Guaranteed

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- EXHIBIT BIG BRONCO
- SPACE SHIPS
- MERRY-GO-ROUNDS



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 ALLSTON 34, MASS.—AL 4-4040

Exclusive distributor for

WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

Slightly Used
JUNIOR SIZE POOL TABLES \$125

Slightly Used
SENIOR SIZE POOL TABLES \$150

READY TO OPERATE! IMMEDIATE DELIVERY!

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ESTABLISHED 1923

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ATLAS . . . More MUSIC for the Money!

WURLITZER 1500	\$275
SEEBURG 100B	475
A.M.I. MODEL D-40	225
A.M.I. MODEL A	95
ROCK-OLA COMET (120)	495
ROCK-OLA FIREBALL (120)	275
ROCK-OLA 1432 (50 Sel.)	175

RECONDITIONED — REFINISHED LIKE NEW!
 Terms: 1/3 Dep., Bal. C.O.D.

ATLAS MUSIC COMPANY

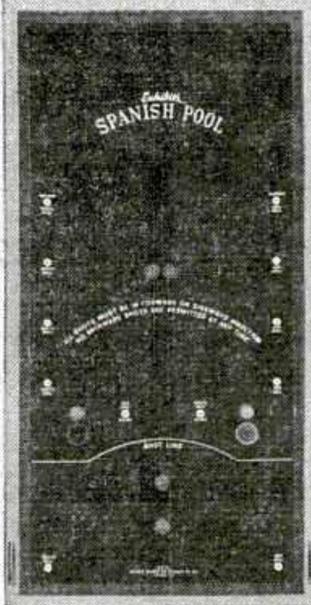
A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

THERE'S ABSOLUTELY NOTHING LIKE IT!

EXHIBIT'S ENTIRELY NEW INNOVATION IN POOL GAME PLAY!

SPANISH POOL



NOT A VARIATION!

NOT AN IMITATION!

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COMPLETELY NEW AND DIFFERENT "FRONT END" PLAY

TAKES UP MUCH LESS SPACE THAN ORIGINAL SKILL POOL

THE EXHIBIT SUPPLY CO.

Established 1901
 4218 W. Lake St. • Chicago 24, Illinois • Phone: VA 6-3100

REMEMBER for EXPORT it's INTERNATIONAL SCOTT CROSSE

It's smart to do business with **THE** firm that does the most for **YOU**

INTERNATIONAL SCOTT CROSSE COMPANY
 SCOTT CROSSE COMPANY
 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
 Rittenhouse 6-7712
 Branch: 819 821 Lockawanna Ave., Scranton, Pa.

Your American Red Cross Is Always There After Disaster Strikes

Home Like a Juke Museum

Continued from page 87

been set, to actuate the organ fingers. Tone is reminiscent of the "hurdy-gurdy" days, and there are more than 150 selections on hand. On somewhat the same principle

Panoram Operators! FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould
288 Market St. Newark 6, N. J.
Market 2-4275

as the Regina machine, is an ancient Swiss music box which plays just one steel record at a time, set on a spring-operated turntable that revolves the "record" over the tines of a musical comb. This dates back 150 years, according to Senter, and like all his machines, is musically on pitch and makes for pleasant listening.

Senter is constantly in search of records which will fit his antiques and spends plenty of time

cleaning corroded and rusted steel surfaces to restore records of such pieces as "After the Ball Is Over," "Sweet Genevieve" and "When You and I Were Young, Maggie."

One of the most unusual musical instruments ever created—and one of the most scarce today—is the Theremin. Senter figures there may be about 13 in existence and is happy to have one to fill out his collection.

Resembling a sewing machine cabinet with an antenna like a steel loop along its side, the Theremin converts ordinary high frequency static and "feedback" into musical tones.

The operator merely waves his hands in front of the machine at various distances and heights to produce as wide an octave spread as any musical instrument devised. Senter set out to learn the art himself, and now can produce almost any request with appropriate gestures of his palms. This instrument is comparatively new—just 25 years old.

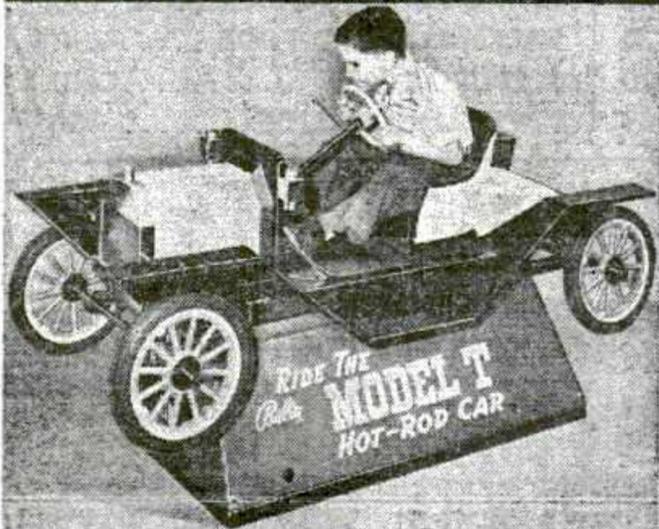
Other machines include later model phonographs which blend with the old models to trace the progress of the industry from single-record units to the 200-selection models of today.

An inveterate world traveler, Senter has a collection of curios and artworks from almost every nation on the globe in his spacious Denver home, but the ancient "juke boxes," forerunners of a billion-dollar entertainment industry, still are Senter's "first love."

During a long career in the coin machine business, in which he operated and distributed all types of pieces, including a stint as a Mills phonograph distributor, Senter amassed the collection which now contains some of the most unusual and rare early music machines in the West.

Bally Kiddie-Rides EARN BIGGEST PROFITS

MODEL T COIN-OPERATED AUTO-RIDE



BALLY MANUFACTURING COMPANY, 2640 BELMONT AVE. CHICAGO 18, ILL.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices or new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

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 Yes Please send me The Billboard for one year at \$12.
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Write
The Billboard
BOX 853
Chicago, Ill.

QUICK SALE BINGO SPECIALS

Broadway .. \$450.00	Ice Fratics .. \$90.00
Miami .. 350.00	Hi-Fi .. 90.00
Beach .. 350.00	Night Club .. Write
Big Time .. 280.00	Wurlitzer Phonos
Gay Time .. 265.00	1100's .. \$79.50
Variety .. 165.00	1250's .. 99.50
Gayety .. 165.00	1400's .. 179.50

ALL EQUIPMENT REAL CLEAN,
 READY FOR LOCATION
 1/3 deposit with order, balance sight
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FRED BURKS, Owner
F. & W. AMUSEMENT CO.
 17 Broad St. Cookeville, Tenn.
 Phone 125

"Come to think of it,
 these prices
 are the low-
 est prices
 in town...."

UNITED
VENUS .. \$140
 UNITED
MARS .. \$125
 plus our low prices
 on big name pool
 games!"

WILLIAMS Star Pool	UNITED Big Hit
WILLIAMS Klik-Pool	UNITED Rolo-Pool

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Largest and Most
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We Specialize in Conversions

TOPS from \$35.00

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Exclusive A.M.I. Dist. Ea. Pa.
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"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

Center Hole Has
 Removable Plug
 for 2 or 3 Hole
 Play!



- 5-Oz. Phenolic Balls
- Pocket set in frame end permit rebound action
- Dimensions:
 DeLuxe Model, 72"x36"x32"
 Regular Model, 52"x36"x32"
- Table Top on Hinges with 2 Locks
- Cash Box inside, also with Lock
- A.B.T. Double 18¢ Chute Bumper Posts
- New Plastic Light-Up

- Anti-Warp Adjusters included
- Repair Kit included

POOL SUPPLIES

- Set of 10 2 1/4" Balls .. \$12.00
 - Set of 10 5-oz. 2 1/4" Balls 16.50
 - A.B.T. 20¢ Coin Chute .. 8.00
 - Overhead Light w/bkft. 15.00
 - 48" Cues .. 1.95
 - Cue Chalk, gross .. 2.50
 - Anti-Warp Adjusters .. 8.95
 - Set of 2 .. 8.95
 - Billiard Rail Brush .. .75
 - Cue Repair Kit .. 4.95
- Write for complete list of parts.

Pool Game Playfields

Novoply—complete, ready for installation.
 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each. \$35.00
 Large size tops. Each .. 45.00
 Tops with lights in bumpers...\$10.00 addl.

MARVEL MFG. CO.
 2845 W. Fullerton
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America's foremost exporters of
 Reconditioned coin-operated
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- Trimount has New England's largest stock of used Phonographs, 5 Balls and Arcade Equipment
- All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned
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WRITE FOR NEW PARTS CATALOG, EXPORTS BROCHURE,
 CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Gecco and International Mutoscope Distributors.



Remember
 IN NEW ENGLAND
 IT'S TRIMOUNT

40 WALTHAM STREET
 BOSTON 18, MASS

★★★ ROYAL ★★★
DISTRIBUTING, INC.

ATLANTIC CITY \$ 40.00	PALM BEACH \$ 40.00
GAYETY 135.00	HOLIDAY MATCH BOWLER 165.00
HI-FI 65.00	MARS 175.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
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EXCLUSIVE FACTORY DISTRIBUTORS
AMI-CHICAGO COIN-GENCO-EXHIBIT

ALL EQUIPMENT IS RECONDITIONED THOROUGHLY
AND READY FOR LOCATION

WRITE FOR BEST PRICES ON ARCADE, BINGOS AND POOL TABLES

MUSIC	C.C. Feature Frame \$150.00
AMI F-120 \$475.00	CC Super Frame 125.00
AMI D-40 139.50	CC Criss Cross Bowler 125.00
AMI C-40 139.50	CC Advance 110.00
AMI A-40 99.50	CC King Bowler 110.00
Seeburg HM100A 275.00	CC Criss Cross Target 150.00
Seeburg M100A 245.00	CC Bowl-a-Ball 95.00
Wurlitzer 1500A, 45 RPM 295.00	Un Royal 95.00
Wurlitzer 1500, 45 RPM 225.00	Un Olympic 75.00
Wurlitzer 1100 110.00	Un. Cascade 60.00

BOWLERS	VENDORS
CC Score a Line \$425.00	Shipman 3-Column Stamp \$ 15.95
CC Bonus Score 345.00	Victory Stamp Machine, 2 Col. 7.95
CC Triple Strike 250.00	Lehigh 12-Column Cig. (New) 225.00
CC Fireball 250.00	Silver King Hot Nut 9.00
CC Flash 195.00	Stoner 7-Column (New) 195.00
	Acorn 1c (New) 14.95
	Keeney Coffee Vendor 425.00

1/3 Deposit With Order, Balance C.O.D. or Sight Draft.

MONROE
COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

'200' AFFECTS STILL QUESTION

CHICAGO — The 200-selection juke box is here but it's still too early to chart all affects it will have on operator disk purchases and programming.

Operators who have or will have the 200-selection pieces on their routes already concur on the following points, however:

1. A bigger selection of old favorites will be programmed profitably, with little change-over of tunes required.
2. Extended play records will be programmed.
3. Altho the 200's are more expensive, income will increase.
4. There will be more operator experimentation with different kinds of music. (See stories in Music Machines section beginning on Page 77.)

YOUR NAME
ADDRESS

CANCER
% YOUR LOCAL
POST OFFICE

Give to the
AMERICAN CANCER SOCIETY

BALLY Exclusive Distributor For **ROCK-OLA**

SHUFFLE ALLEYS	PINBALLS
Bally Gold Metal \$300.00	Beach Beauty \$500.00
Bally Jet Bowler 175.00	Variety 195.00
Bally Magic Bowler 275.00	Tropics 60.00
Keeney Pacemaker 50.00	Atlantic City 60.00
Keeney Bonus 75.00	Bally Night Club Write
Keeney Bikini 150.00	Bally Broadway 525.00
United Imperial Bowler 45.00	Miami Beach 325.00
United 4-Play Star 45.00	Gaytime 325.00
United Deluxe Comet Targette .. 125.00	Palm Springs 195.00

MUSIC	POOL TABLES?
Rock-Ola 1448 HI-FI, 120 Select. . Write	WE HAVE THEM
Rock-Ola 1444 HI-FI, 120 Select. \$495.00	Bally Booster
Rock-Ola 1438 Comet, 120 Select. 499.50	Chicago Coin Advance
Seeburg M-100-C, 100 Select., 45 RPM 550.00	Center Hole Plugs use as a 3-Hole or 3-Hole Game
Seeburg M-100-BL 425.00	Light-Up Bumpers or Regular Bumpers

ARCANE

Bally Bull's-Eye Kiddy Gun Write
Bally Hot Rod Write

WALL BOXES

Seeburg 3W1 Hammerloid \$ 49.50
Seeburg 3W1 Chrome

Calderon Distributing, Inc.
450 Massachusetts Ave.
Indianapolis, Indiana
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LARGE SELECTION RECONDITIONED POOL TABLES



LIKE NEW!

New Playfields—New Mushroom Bumper!

Only **\$125 EACH**

- Gott. SPOT POOL
- Wms. BANK POOL
- Bally PIN POOL
- Gen. TOURNAMENT POOL
- Valley BUMPER POOL

N. Illinois & Iowa Operators!
THIS IS NO BULL!
GOTTLIEB'S NEW TOREADOR
Is a Real Winner!
Immediate Delivery!

RECONDITIONED AMUSEMENT GAMES

DELUXE DUETTE \$245	WISHING WELL 225
SWEET ADD-A-LINE 210	GYPSY QUEEN 190
TWIN BILL 175	DIAMOND LILL 145
STAGE COACH 145	GOLD STAR 150
GREEN PASTURES 130	SHINDIG 125
PINWHEEL 125	HIT 'N' RUN 75
SKILL POOL 75	

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: BUckingham 1-6466 CHICAGO 14

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MIAMI BEACH \$360.00	DUDE RANCH \$85.00
BIG TIME 290.00	PALM SPRINGS 85.00
GAY TIME 275.00	BEACH CLUB 75.00
VARIETY 175.00	FROLICS 75.00
GAYETY 175.00	YACHT CLUB 70.00
ICE FROLICS 100.00	PALM BEACH 60.00
SURF CLUB 100.00	ATLANTIC CITY 60.00
HI-FI 100.00	

All equipment very clean and ready for location
Immediate delivery
1/3 DEPOSIT
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.
7855 Stony Island Ave. Chicago BAyport 1-1616

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DAVIS Rebuilt and Reconditioned Equipment is FULLY GUARANTEED

Operators at home and abroad buy from Davis with complete confidence. Davis 6-point Guarantee insures location-ready equipment. Phonographs available pre-set for 10¢-play if requested. Write, wire or phone us collect about the following equipment . . .

SEEBURG	AMI
148ML \$ 99	B \$150
M100BL 475	D-40 195
M100C 575	E-80 375
	F-120 569

WURLITZER	ROCK-OLA
1600-1650 \$375	1428 \$ 99
1700 575	1432 169
1800 695	1434 45 R.P.M. 225
	1436 Fireball 120, 45 R.P.M. 259

WALL BOXES

- ★ SEEBURG 3W1 Hammerloid \$55.00
- ★ SEEBURG 3W1 Chrome 75.00
- ★ SEEBURG 5c, 20 selection, 3-wire or wireless 4.95
- ★ SEEBURG 5c, 10c, 25c, 20 selection, 3-wire or wireless 14.95
- ★ SEEBURG 5c, 20 selection 4.95
- ★ WURLITZER 5207, 3-wire 104 selection 59.00
- ★ WURLITZER 5205, 3-wire 104 selection 55.00
- ★ WURLITZER 5204A, 3-wire 104 selection 50.00
- ★ WURLITZER 4820, 3-wire 48 selection 15.95
- ★ WURLITZER 3020, 3-wire 24 selection 9.95
- ★ WURLITZER 210 Stepper 9.95
- ★ AMI-120, 120 selection 55.00

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Davis Guarantee

- Mechanisms Shown Cleaned
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- Cabinet Professionally Buffed

NOW IN PRODUCTION and ON DISPLAY AT YOUR Williams DISTRIBUTORI



Williams PICCADILLY 2-Player 5-Ball	Williams CRANE The Greatest Novelty Game Ever Built!	Williams DE LUXE 4-BAGGER BASEBALL GAME
Williams KLIK BILLIARDS Entirely Different Concept of a Pool Table	Williams Imperial Pool Larger Balls Giant Bumpers	Williams STAR POOL Scoring in the End Rails
Williams 2-Way Deluxe BANK POOL	Williams Has The Most COMPLETE LINE in the Coin Machine Business!	Williams 2-Way Special Deluxe BANK POOL

WILLIAMS MANUFACTURING CO.
4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

'Wayward Wind' Voted Top Choice On MOA Program

NEW YORK—Gogi Gran't version of "The Wayward Wind" on Era was selected by the Music Operators of America as the nation's top juke box disk Saturday (2) on "National Juke Box," the ABC radio network program.

Regional favorites were "Marimba Merengue," with Gloria Parker on Goro; "Ivory Tower," with Cathy Carr on Fraternity, and "Happy Whistler," with Don Robertson on Capitol.

Voted most promising were "My Girl and His Girl," with Richard Hayes on Ampa, and "Careless Love," with Lou DeMarco on Ferris.

Participating in the show were George A. Miller, MOA president, and James Tolisano and Victor Ostergren, both MOA directors.

Use The Billboard classified pages for **RESULTS!**

DISTRIBUTORS—ROCK-OLA, BALLY, GENCO

Exhibit Dale Gun	\$ 35.00
Intl. Mutoscope Drop Kick Football	150.00
Chi Coin Home Run, 6 Player	150.00
Exhibit Six Shooter	85.00
United Clover Shuffle	55.00
Bally Gold Medal	300.00
United Imperial	95.00
United Mars Deluxe	225.00

WALBOX DISTRIBUTING CO.

3909 MAIN STREET DALLAS 26 TEXAS Victor 1671

NEW MODEL NICKEL DISPENSERS

READY NOW FOR IMMEDIATE DELIVERY

- ★ Single 5c tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.



Price \$11.95

Exclusive Factory Representative

For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.) Tacoma, Washington.

DUNIS DISTRIBUTING CO.

100 Elliott Ave., W., Seattle 99, Wash., Ph.: Alder 0414 (Inquiries Accepted Now for Local Distributors)

IT'S NEW... IT'S BASEBALL BALLS SOAR 4 FEET THROUGH THE AIR WITHOUT THE USE OF RAMPS!

GENCO'S HI-FLY BASEBALL

It's different

NEW! 4 STAR FEATURES

- KING-SIZE 1 1/2" BALLS Solid — Break-Proof!
- ADJUSTABLE HOLD-OVER PENNANT FEATURE
- COMPACT CABINET PIN-GAME SIZE FORMICA PLAY FIELD.
- 1 or 2 CAN PLAY

See your GENCO Distributor NOW!

GENCO'S New POOL GAMES now feature the genuine (Magnesium) **MARKLITE TOP 100% WARP-PROOF!**

PLAYS LIKE SLATE... LESS THAN HALF THE WEIGHT! IT'S "STRONG AS STEEL"

Hand rubbed walnut cabinet

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

Always the BEST for LESS at **WORLD WIDE**

WANT TO BUY— ALL TYPE BINGO GAMES

Any Quantity Will Pay Cash or Trade for POOL GAMES and SHUFFLES

BINGOS

GAYTIME	3245	STARBUST (New)	Write
GAYETY	140	STARLET	Write
BIG TIME	310	PIXIES	8375
VARIETY	175	TRIPLE PLAY	375
SURF CLUB	118	TROPICANA	125
PALM SPRINGS	98	NEVADA	95

SHUFFLES

Chicoin BLINKER	3348
Chicoin HOLLYWOOD	293
DLX. CAPITOL	295
DLX. CLIPPER	378
DLX. LIGHTNING	355
DLX. MERCURY	178
DLX. 11TH FRAME	168
BANNER	135
ACE	145
LEADER	148
CLASSIC	78

POOL TABLES

All Models SENIOR MODELS JUNIOR MODELS Hole-in-Middle, New Sticks & Balls From \$95 CALL NOW!

ARCADE

New Wms. 4-BAGGER	Write
New Wms. CRANE	Write
SIDEWALK ENGINEER	\$175
DLX. CARNIVAL GUN	235
Wms. POLAR HUNT	348
Genco 2-PL. BASKETBALL	225
Exh. SPACE GUN	75

Cable Address: "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47 2330 N. Western Ave.

Phone: EVerglade 4-2300

GIVE TO DAMON RUNYON CANCER FUND

Thompson New V.-P. of Life Savers

PORT CHESTER, N. Y.—Election of Hundley A. Thompson as vice-president in charge of sales of the Life Savers Corporation was announced by the board of directors. Formerly sales manager, Thompson will succeed William A. Goebel, who will retire later this year. Thompson joined the company in 1948.

Pepsi-Cola Dividend

NEW YORK—The board of directors of Pepsi-Cola Company has declared a regular quarterly dividend of 25 cents a share payable June 30 to stockholders of record as of June 15, 1956.

ATTENTION, OPERATORS!

Regulation Size Valley Mfg. Co.

POOL GAME

Now Available With 1 1-16" SLATE TOPS

NEW and USED WILLIAMS and GOTTLIEB PIN TABLES . . .

Also a Complete Line of GAMES, PINS, ARCADE, BASEBALL, GUNS AND USED MUSIC

Call Today or Visit Our Showrooms

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WILLIAMS
DE-L 4-BAGGER
Greater than King of Swat

WANTED Bright Spots
Bright Lights
Late Bingos
Late 5-Balls
Seeburg-AMI
Phonographs
TERRIFIC TRADE-IN DEALS ON NEW POOL GAMES
OR
S-P-O-T C-A-S-H

USED POOL GAMES
Reconditioned \$125.00 each

UNITED
STAR SLUGGER
Great Baseball Action!

ARCADE

UN. STAR SLUGGER, WMS. DEL. FOUR BAGGER
WMS. CRANE GENCO HI-FLY BASEBALL

Coin Recordio	\$175.00
Mutoscope Photomatic (Pre-war)	295.00
Heavy Hitter	49.50
Big League Baseball	175.00
Bally Moon Ride	275.00
Sidewalk Engineer	195.00
Genco Quarterback	325.00
Grandma Horoscope, New	695.00
2-Player Basketball	195.00
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Merry-Go-Round	375.00
Bronco Horse	375.00
Muto Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50

BINGOS

United SOUTH SEAS	Hi-Fi	\$125.00
Pixies	Surf Club	115.00
Triple Play	Ice Frolics	115.00
Rio	Palm Springs	125.00
Tahiti	Dude Ranch	100.00
Bally NIGHTCLUB	Beach Club	100.00
Gay Time	Yacht Club	85.00
Big Time	Palm Beach	85.00
Gayety	Bright Lights	95.00
Variety	Bright Spot	95.00
	Evans Saddle & Turf Club	195.00
	Miami Beach	345.00

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

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GENCO
HI-FLY BASEBALL
Balls Fly Through the Air!

SHUFFLE GAMES

United REGULATION

Clipper, High Score	\$275.00
Capitol, Match Score	295.00
Venus, High Score	275.00
Come!, High Score	175.00
Banner, Match Score	195.00
Ace, Match Score	195.00
Speedy, High Score	175.00
Leader, Match Score	175.00
Chief, High Score	145.00
Rainbow, High Score	175.00
League, High Score	145.00
Mars, High Score	225.00
Chi Coin Fireball	195.00
Chi Coin Flash Bowler	225.00
Cris Cross	125.00
Team, Match Score	165.00
Royal, High Score	95.00
Olympic, High Score	75.00
Cascade, High Score	75.00
Chi Coin Bowling-Team (new)	325.00
Hollywood	295.00

PORTABLE COIN COUNTERS

KLOPP Model D-2—Extremely Light
STANDARD-RAPID—Made in Germany
Try either one on a 30-day money-back guarantee

EXCLUSIVE DISTRIBUTOR NEW

AUTO PHOTO II

Illinois, Kentucky, Ohio, Indiana, Wisconsin.
Order Now—for Early Delivery.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

GOTTLIEB'S

2 PLAYER TOREADOR

1 OR 2 CAN PLAY AT THE SAME TIME

A Proven Fact:
COMPETITIVE PLAY ATTRACTS GREATER PROFITS!

- ★ Beautiful DeLuxe "New Look" Cabinet
- ★ 2 Super Powered Flippers
- ★ Plated Cigarette Holders on Side Rails
- ★ Twin Chutes—10c—3 for 25c

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
as American as Baseball and Hot Dogs!

- ★ 4 Alternating-Light Cyclonic Kickers
- ★ Single and 10 Times Value Bonus Scores up to 250 Points
- ★ 5 Contacts Advance Bonus
- ★ "On-Off" Clustered Pop Bumpers
- ★ Single and Double Number Match Feature Scores Specials
- ★ Adjustable 3 or 5 Ball Play
- ★ Multi-Tilt Feature Permits Play to Continue if One Player Tilts
- ★ Chrome Plated Cabinet Guards Around Flipper Buttons

AVAILABLE AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS



**WILL TRADE
LITE-UP 3-HOLE
POOL TABLES**

for

ALLIED COIN MACHINE CO.

Music, Guns, Arcade Equip-
ment, Kiddie Rides and
Late Bowlers.

786 Milwaukee Ave.
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Chicago 22, Ill.

**Will Take in Trade Anything You Have
on ZODIAC VENDOR**

Exclusive Distributors in Illinois and No. Indiana

UNLIMITED LOCATION POTENTIAL! TOP PROFIT OPPORTUNITY!

Mechanical trouble-free operation. 10¢ play. Vends 2-page printed Horoscopes in 3 versions for each of the 12 signs of the Zodiac, covering all birth dates. Beautiful, compact cabinet: only 25" wide, 14" deep, 70" high overall. Colorful, eye-catching promotional flash! 1-ft. lighted top unit—"Is This Your Lucky Day?," plus motor-driven, constantly spinning lighted Zodiac disc! Complete with 1,200 fills (\$120 resale value) **\$395** F.O.B. Chicago

WRITE, WIRE, PHONE TODAY!

CHARLEY PIERI

Monarch Coin Machine, Inc.

Get Our List, New-Used
Games, All Types
Lincoln 9-3996-7
2257 N. Lincoln, Chicago 14, Ill.

LAB COURSE

**Students Get
Coin Quiz
In College**

MILWAUKEE—Electrical engineering students at the Marquette University have had coin machine engineering added to their studies.

Mitchell Novelty Company recently donated 25 juke boxes and amusement games to the school. The school uses them in its engineering labs for studying wiring layouts and circuits. University officials state the machines are proving valuable class materials.

According to Erv Black, office manager of Mitchell Novelty, the donation accomplished a two-fold purpose: First, it enabled the company to move surplus equipment out of a crowded warehouse, and second, it was a step in the direction of better public relations.

In addition to the presentation to Marquette, Mitchell Novelty also makes it a steady practice to donate equipment to a number of local churches and CYO groups who are in need of juke boxes for recre-

ational halls. Used records which come off the Mitchell Novelty routes are also supplied free of cost.

Mitchell Novelty also puts its sales representative, Erv Hoeth, to work making "good will" calls daily. Handling trouble calls and soliciting new accounts are his ma-

for chores, but Hoeth finds time to stop in to check whether locations are satisfied with his firm's service. These unexpected visits from Mitchell Novelty's representative adds a personal touch that pays off in building loyal clientele and stopping troubled situations before they can become serious.

PURVEYOR'S SPECIALS

POOL GAMES

- Keeney Fascination \$120.00
- Chi Coin Crown Pool (Hinged Top) 135.00
- Valley Bumper Pool 135.00
- Keeney Fascination (Hinged Top) 135.00
- Exhibit Skill Pool 120.00

SHUFFLE GAMES

- Keeney Speedlane \$275
- Keeney American 225
- Keeney Century 195
- Keeney Diamond 160
- Keeney Carnival 85
- Keeney 10 Player 70
- Un. Targette 175
- Un. Comet 195
- Un. Mars 195
- Un. Team 125
- Un. Leader 115
- Un. Imperial 100
- Un. Chief 110
- Un. Royal 90
- Un. Olympic 70
- Genco Match Pool 95
- Genco Shuffle Pool 75



POOL TABLES \$90 and up

- C. C. Criss Cross Target 150
- C. C. Advance 100
- C. C. Gold Cup 110
- C. C. Triple Score 75

SUPPLIES

- Cue Sticks, Ea. \$ 2.50
- Chalk, Gr. 3.50
- 10-Minute Cement .20
- Tube .25
- Cue Clamps, Ea. .25

- Plastic Cups, red or white, Ea. .50
- Coin Chutes, Ea. 10.80
- Playfield Cloth 9.50
- Set of 10 2 1/4" Pool Balls 12.00
- Set of 8 Pucks 12.00
- Shuffle Game Wax 3.50

BINGOS

- Night Club .. Write
- Broadway .. \$445.00
- Beach Beauty 395.00
- Miami Beach 295.00
- Big Time ... 260.00
- Gay Time ... 240.00
- Variety ... 160.00
- Pixies ... 295.00

PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

It's the New
"MAGIC TOP"
Williams Deluxe
Bank Pool

**PrACTICALLY
BOMB PROOF!**

**NO BEND -
NO WARP -
NO BOUNCE -**

**Smartly
Tapered
Legs!**

*Handsome
Light Wood
Fine Grain
Cabinets*

20¢ PER GAME!

2 or 4 can play!
3 or 4 sided play!

HINGED TOP for easy servicing

STANDARD SIZE: 52" L x 36" W x 32" H.

THE Last Word in ENTERTAINMENT!

You must see and actually play on the "MAGIC TOP" to learn why your customers want to play it over and over again.

CONVERTIBLE TO 2 OR 3 HOLE PLAY WITH CENTER HOLE PLUG!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

SEE YOUR Williams DISTRIBUTOR TODAY

Williams' Line

Continued from page 84

The roster of coin games include five-ball pins, baseball novelty, pool, and The Crane, kiddie construction piece.

Newly introduced last week is a coin pool model with a steel table top, Bank Pool with Magic Top.

Other Williams pool game models are Klik Billiards, novelty model; Imperial Pool, with large-size balls and bumpers; Star Pool, regular-play game with automatic scores; and the de luxe models of the standard Bank Pool game.

The baseball game, 4 Bagger, has panels on the backglass that award replays to players who top the best previous high score, better a pre-set batting average, or match a number flashing at the end of the game with the last digit of their score.

The Crane, successor to Sidewalk Engineer, kiddie bulldozer unit shipped last year, features four-button operation of a model construction crane inside a glass cabinet.

Piccadilly, the latest Williams five-ball pin, combines roll-overs, ball bumpers, trip lanes and button-operated flippers to run up scores.

SHUFFLE GAMES

- FIRST-Conditioned CHICAGO COIN**
- *ARROW\$315
 - *THUNDERBOLT ... 295
 - *TRIPLE STRIKE ... 275
 - *PLAYTIME 225
 - *FLASH 195
 - *FEATURE 185
 - *STARLIGHT 175
 - *SUPER FRAME ... 165
 - *CRISS CROSS TARGET 145
 - *ADVANCE 135
 - *KING 120
 - *GOLD CUP 115
 - *TRIPLE SCORE ... 85
 - *CROWN 85
 - *DOUBLE 75
 - *NAME 65

- UNITED**
- *DeL. CAPITOL ... \$315
 - *DeL. CLIPPER ... 285
 - *DeL. VENUS ... 250
 - *DeL. MARS ... 225
 - *BANNER ... 195
 - *TARGETTE ... 165
 - *TEAM ... 155
 - *LEAGUE ... 155
 - *CLASSIC ... 75
 - *CLOVER ... 75

- KEENEY**
- *DIAMOND\$175
 - *BIKINI 150
 - *BONUS 125
 - *PACEMAKER 95
 - *DOMINO 75
 - *CARNIVAL 65
 - *10 PLAYER 55

- BALLY**
- *JET BOWLER ... \$195
- GENCO**
- *MATCH POOL ... \$ 75
- *Indicates Match Play

POOL GAMES



WORLD'S BIGGEST SELECTION!

ALL MAKES—REGULAR AND KING SIZE—

FINEST GAMES—LOWEST PRICES!

\$99.50 and up

NEW AND 'First-Conditioned'

IMMEDIATE DELIVERY!



EXCLUSIVE DISTRIBUTORS

CHICAGO COIN

- STEAM SHOVEL TWIN HOCKEY
- ROTATION POOL
- ADVANCE POOL CLOVER POOL
- SENIOR POOL JUMBO POOL
- CHAMPION POOL

EXHIBIT

- SLATE POOL SPANISH POOL
- SUPER STAR "800" SKILL
- POOL POOL
- SKILL SCORE "750" KING SIZE

INTERNAT'L MUTOSCOPE

- ROCK 'N' ROLL\$149.50
- TUNGO K. O. CHAMP
- DROP KICK ZELDA
- LORD'S PRAYER 3-D ART PARADE
- MYSTIC SWAMI MUTOS. MOVIES

These games are available for IMMEDIATE DELIVERY—right from our tremendous stocks! Phone, write or wire for the best deal . . . ANYWHERE!



1750 W NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

Wally 'n Joe Say:

Need It Quick!
Don't Get Nervous;
Call Us "First"

For "First"-Class Service!



BINGO 5-BALLS

FIRST-Conditioned BALLY

- MIAMI BEACH\$345
- CAYTIME 275
- GAYETY 160
- VARIETY 185
- SURF CLUB 125
- ICE FROLICS 110
- PALM SPRINGS 90
- DUDE RANCH 90
- BEAUTY 80
- PALM BEACH 75
- BEACH CLUB 85
- YACHT CLUB 75
- SPOTLIGHT 75
- CONY ISLAND 65

UNITED

- MEXICO\$135
- HAVANA 115
- RIO 105
- TAHITI 95

ARCADE

FIRST-Conditioned

- Bally MOONRIDE ... \$250
- Genco 2 Pl. BASKETBALL ... 195
- Wms. BIG LEAG. B.B. 175
- Chi. Coin HOME RUN 175
- Mut. DRIVEMOBILE. 145
- Chi. Coin BASKET BALL CHAMP ... 145
- Mut. SUPER BOMBER 145
- Cap. MIDGET MOVIES 135
- C.C. 4 PL. DERBY ... 125
- Evans BAT-A-SCORE 115
- Bally BIG INNING ... 115
- Mut. COIN GOALEE ... 95
- TELEQUIZ (w/Film). 95
- Evans TEN STRIKE. 85
- Scien. BATTING PRACTICE ... 75
- Amuse. BOOMERANG 65
- ZINGO 65

TARGET GUNS

- Un. BONUS\$275
- Un. DL CARNIVAL ... 245
- Ex. SPORTLAND ... 195
- Seeburg COON HUNT 145
- Seeb. SHOOT BEAR. 145
- Mut. SKY FIGHTER. 135
- UNDERSEA RAIDER 125
- SKY GUNNER 115
- Exh. SIX SHOOTER ... 95
- C.C. PISTOL PETE ... 75
- Ex. SHOOT THE BULL 70

chicago coin's
Twin HOCKEY

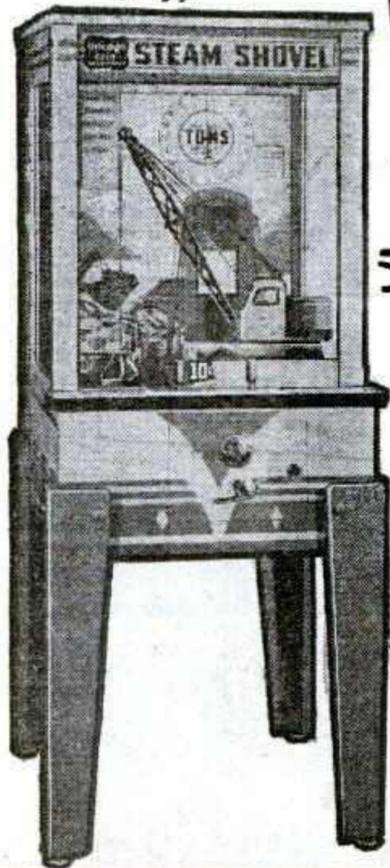
- Scoring value of balls advance as game progresses! (From 10 to 50)
- Two Sided Play! Players face each other at opposite goals!
- Ball Type operating lever for complete operating comfort!
- Exceptionally well lit up with fluorescent lights!
- Formica Playfield and Control Panels!
- 1 or 2 can play!
- 5c or 10c per player! Optional 6 for 25c



REGULAR OR MATCH MODELS WITH FREE PLAY

chicago coin's
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

1725 West Diversey Blvd., Chicago 14, Ill.



A Bally GAME FOR EVERY LOCATION

NIGHT-CLUB

All the big money-making play-appeal of BROADWAY plus sensational new

BEFORE and **AFTER** feature



press buttons **BEFORE** shooting 4th ball

press buttons **BEFORE** shooting 5th ball

press buttons **AFTER** shooting 5th ball

Magic Squares SPOTTED 2 OR 18 Advancing Scores CORNER SCORES Extra Balls BALLYHOLE

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.



Deluxe ABC OFFICIAL SCORING bowler

NEW IMPROVED MECHANISM

Now you can get delivery again on the greatest money-maker in bowler class. Order

Deluxe ABC BOWLER from your Bally Distributor today.

Magic Pool

Fastest money-maker in FRONT PLAY pool-table class



Choice of 2 DIMES or 1 QUARTER operation

Booster-Pool Pin-Pool

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

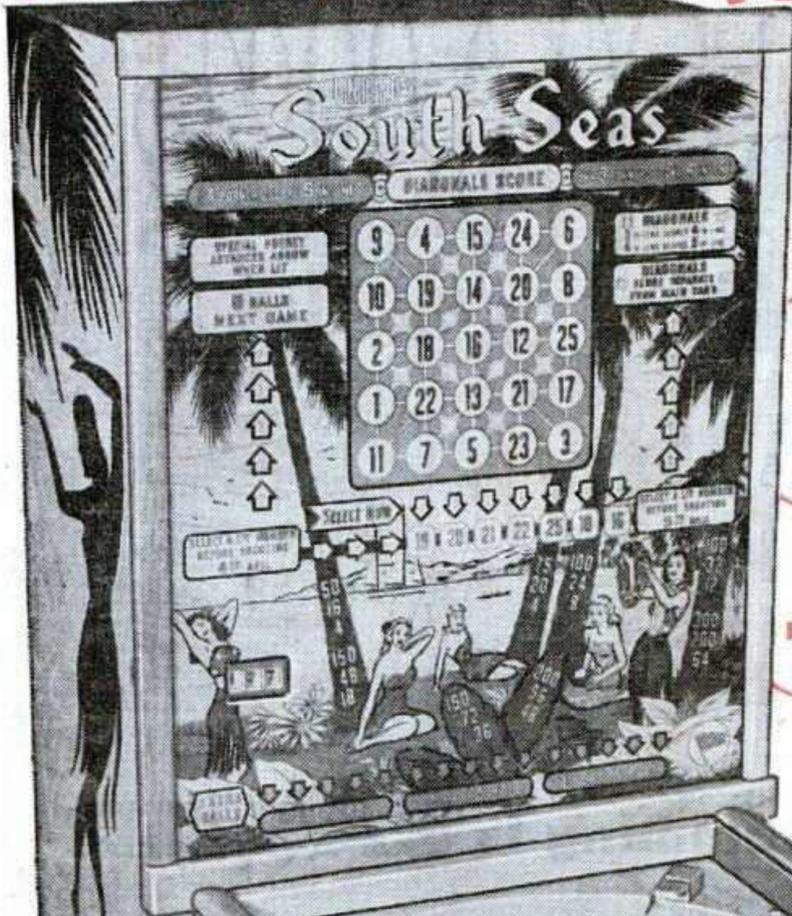
for best deals on biggest money-makers \$ \$ \$ \$ \$
\$ \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR

UNITED'S

SOUTH SEAS SCRAMBLE

features

DIAGONAL LINES



FIRST COIN LITES LARGE CARD

SECOND COIN LITES DIAGONALS

ANY 3-IN-LINE SCORES 4-IN-LINE
 ANY 4-IN-LINE SCORES 5-IN-LINE
 Large Card and Diagonals Score Separately

OTHER PROFIT FEATURES

- ANY 3 CORNERS SCORE 4-IN-LINE
- 4 CORNERS SCORE 5-IN-LINE
- MORE WAYS TO SCORE 3-IN-LINE AND 4-IN-LINE
- BUILD UP 8 BALLS NEXT GAME
- ADVANCING SCORES
- NUMBER SELECTION
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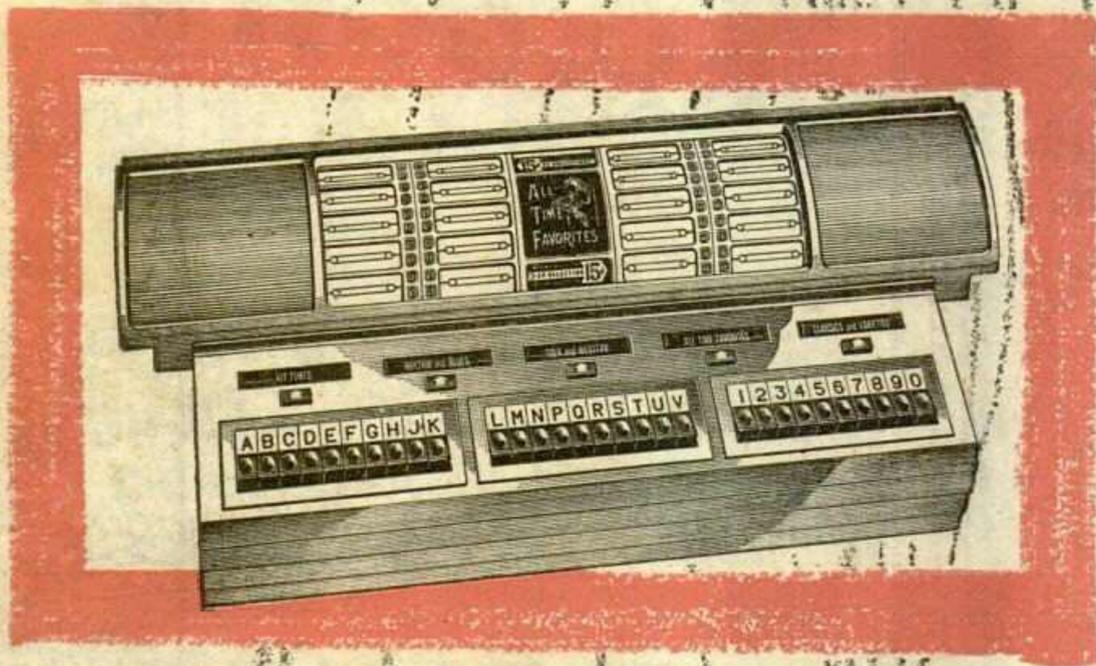
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