

Final

# The Billboard

SPRING QUARTERLY  
Spotlight on  
TELEVISION COMMERCIALS

APRIL 14, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Juke Boxes in '56 To Bid Nickel Adieu

### Distributors to Add Weight to Operators' Big Push for Conversion to Dime-a-Disk

By AARON STERNFIELD

CHICAGO—Dime-a-disk play on the nation's juke boxes will get its biggest push during 1956.

Music operators, in their efforts to switch to a dime in those areas where the nickel still holds sway, are expected to be helped even more by another businessman in the juke box industry who's got a big stake in the operators' success—the distributor—the man who buys from the manufacturer and sells to, and provides service for, the operator.

Altho the juke box distributor has always been very sympathetic with the operators' cause, there are indications that distributors are taking more active roles in helping operators sell the public, and specifically the location owner—the man who owns the place of business where the phonograph is located—of the need for dime play.

Distributors are taking the lead in helping get the facts of juke box operating across to the U.S. public to pave the way for the dime.

The success of dime play and the understanding the public has of the need for it go hand in hand. Where people don't understand the economic reasons behind it, the dime doesn't stand much of a chance.

A good example of what's happening is to be found in New York State.

Davis Distributing Corporation, J. P. Seeburg Corporation outlet for all of New York State except the New York City metropolitan area, this week launched an intensive campaign for dime play in the Albany-Schenectady-Troy area.

Since the public must be sold, they must be reached thru all available media—newspapers, radio and TV.

## MOA Invites All Music Men

OAKLAND, Calif.—Music Operators of America sent over 500 letters to songwriters, music publishers and disk jockeys last week inviting them to participate in discussions and operator forums during MOA's convention in Chicago, May 6-8.

George A. Miller, president, said that the three groups were being invited so that common problems could be discussed and better cooperation between all branches of the music business could be achieved.

MOA also mailed last week the first in a series of letters to operators urging their attendance at the convention.

## BIG ONE: FROM TROUBLED SEAS A GREAT SHOW

By JIM McHUGH

NEW YORK — Ringling Bros. & Barnum and Bailey Circus got off to a spectacular and successful start in Madison Square Garden Wednesday (4) despite ominous rumors relative to the stability of the organization and the best show-stopping efforts of two unions, the Brotherhood of Teamsters and the American Guild of Variety Artists.

A capacity audience of around 15,000 witnessed the 1956 John Ringling North production of the Greatest Show on Earth. In format the show remains a facsimile of North innovations, with dozens of smooth circus turns woven into displays separated by four arena filling "spectacular" displays.

The performance included only a few new imported acts, none of which could be cataloged as big or spectacular. The unique, solid, thrilling substance of the big show was built around acts previously identified with the circus—the Alzanas, with the incomparable Harold on the high wire, and the Nocks, daredevil artists on the towering swaying poles.

New Music Weak

Apart from an apparent tightening of the production budget, the principal change in this year's presentation had to do with the music. The brassy, peculiarly circus-type accompaniment that has al-

(Continued on page 64)

## Proposed TV Code Would Curb Crime, Sex on Film Shows

### Designed as Guidepost to Obviate Outside Pressures; Comment Asked

By BOB SPIELMAN

HOLLYWOOD—The first draft of a proposed new television film production code was completed and distributed by a committee of six, working under Chairman Martin Leeds last week. The draft will be revised following comments and suggestions from all facets of the industry.

The principle purpose of the code, according to Leeds, executive v.-p. of Desilu Productions, is to act as a guidepost to producers. At the same time, he believes, it would obviate the possibility of outside pressure groups interfering in or trying to censor TV production.

The code would establish a committee which would keep an eye on the TV film industry and at the same time serve in an advisory capacity to producers in doubt about borderline stories.

First criticism in the trade has been that the TV code follows too closely the lines of the motion picture code, with its built-in rigidity and unrealistic qualities. Leeds, however, points out that the TV code establishes a permanent committee which can amend and change the document, and that thus it can keep pace with the times.

At the same time the code committee would have no regulatory or censorship powers.

A brief summary of the more important points follows:

1. . . . Divorce shall not be treated . . . as a solution for marital problems.
2. Attacks on religions . . . will not be made. . . . Programs dealing with religion will . . . exclude the presentation of controversial or partisan views.
3. No race or nationality will be shown in such a manner as . . . to debase.
4. All mental infirmities will be treated with knowledge and understanding and will never be ridiculed. . . . Hypnotism will not be presented in a way which could inspire irresponsible and incompetent experiments.
5. Sex relations outside the bonds of marriage will not be presented as proper. . . . Illicit sex relations should never be presented in an attractive manner.
6. Scenes of sexual passion between unmarried people will be avoided.
7. Crime . . . will not be presented . . . in such a way as to condone the crime or to inspire others with a desire for imitation. . . . Methods of Crime will not be explicitly presented. . . . Suicide as a solution of problems will be discouraged. . . . There will be no scenes . . . showing law-enforcement officers being injured or killed by criminals unless such scenes are absolutely necessary. . . . Individuals (in government) may be presented as personally unprincipled, but the group or the institution represented will not be ridiculed. . . . Kidnaping (is) acceptable only when the person kidnaped is not a child . . . and where the kidnapers are punished (so) as to render the

(Continued on page 3)

## NEWS OF THE WEEK

### \$25,000,000 in Billings Up For Grabs as Biow Quits . . .

An estimated \$25,000,000 in advertising billings is up for grabs along Madison Avenue, as the result of a decision by Milton Biow to close his agency. Biow, who's 63, has decided to retire after 38 years in business with his own shop, which recently has been beset by numerous difficulties. . . . Page 2

### Merger of RKO, Warner Bros. Libraries Still Cooking . . .

A merger of the RKO and Warner Bros. libraries is still being negotiated. The major obstacle to a deal seems to be Matty Fox's commitments to International Latex. Eliot Hyman, apparently wants the RKO product without any strings attached. . . . Page 6

### 78 r.p.m. Disk Quickly Becoming Obsolete; 45 r.p.m. Booming . . .

Columbia Records will no longer issue 78 r.p.m. disks on most pop releases. Move is seen as hastening the obsolescence of the old standard speed in favor of the 45 in the

singles market. All manufacturers, including rhythm and blues producers, report heavy gains in 45 r.p.m. sales. . . . Page 30

### Juke Box Ops Discuss Civic Activity as Trade Booster . . .

How many juke box operators take part in civic and community activities? Do they feel that this is necessary to maintain a steady business? Operators around the nation answer these and other questions dealing with one of the most important phases of the industry today. . . . Page 94

### DEPARTMENTS AND FEATURES

Amusement Games . . . . .	96	Music Charts . . . . .	42
Carnival . . . . .	73	Music Machines . . . . .	90
Circus . . . . .	77	Parks & Pools . . . . .	70
Coming Events . . . . .	76	Pines . . . . .	80
Classified Ads . . . . .	87	Radio . . . . .	30
Coin Machine . . . . .	85	Rinks . . . . .	71
Coin Machine Market . . . . .	98	Routes . . . . .	68
Fairs & Expositions . . . . .	69	Spotlight on TV . . . . .	14
Final Curtain . . . . .	68	Commercials . . . . .	14
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Honor Roll of Hits . . . . .	42	TV Film . . . . .	6
Letter List . . . . .	84	TV Reviews . . . . .	28
Merchandise . . . . .	80	Vending Machines . . . . .	85
Music . . . . .	30		

## Code Touches Commercials

HOLLYWOOD—The proposed new TV production code under proposal here also has a section on commercials that strikes at a number of abuses that have already been under fire.

The draft copy proposes banning impression by irritation, references to products which are unsuitable for TV advertising, plugs for productions not sold or manufactured by the sponsor, program props showing the sponsor's name, cowcatcher or hitchhike announcements, scare copy and bait advertising.

## Hunting Season on Madison Ave. Opens as Biow Closes

### \$25,000,000 in Accounts Up For Grabs; Agency Out June 30

NEW YORK—The open hunting season is on along Madison Avenue. Targets are the \$25,000,000 in accounts available with the closing of the Biow Agency on June 30, after 38 years in business. Up for grabs, among others, are:

A heavy chunk of Procter & Gamble billings, with Benton & Bowles said to have the inside track; Hudson Paper and Pulp, which will make its decision as to its new advertising affiliation at the end of this week.

Benrus Watch and Julius Wile & Sons, which are connected to the fortunes of Jack Tarcher, Biow VP, who brought them to the agency. Lanolin Plus. Armstrong Rubber.

Bond Stores. California's Langendorf Bakeries. Seaman Brothers. The National Shawmut Bank of Boston.

The decision of Milton Biow to close up shop and to retire came as a distinct shock to the trade which had heard his fighting statement recently that he would spend \$1,000,000 to put his agency back in the big time after losing several key accounts.

These were Pepsi-Cola, Whitehall Pharrnacal and Ruppert Beer, which combined represented an estimated \$19,000,000 of the agency's \$45,000,000 1955 billings, of which \$26,000,000 was spent in TV.

#### Motivations

Upon close study, however, Biow, who is about 63, is understood to have decided he could not attempt a costly comeback at his age without endangering his health and without taking a sizable risk that would endanger his fortune and the welfare of his family. Also responsible for his decision, according to the trade, were fruitless attempts to capture the kind of top-flight personnel that might have given the agency the depth that would have attracted new heavy spending accounts.

The death of the Milton Biow Agency could well mark the end of an era, that of the great personal

salesman in advertising. Biow exemplified all that such men have contributed to American industry and advertising. Today's competitive American industry demands a depth of services and specialization that advertising rarely produced before the age of TV.

Biow was aware of this, and in recent years he built a team which first developed cracks when Terry Clyne left for McCann-Erickson with the Bulova account, a move directly related to the elevation of Ken Beim to the presidency of the agency, then renamed Biow, Beim-Toigo.

#### Beim Moves

The Beim also moved out before Pepsi-Cola took its business to Kenyon & Eckhardt. Beim's reason presumably was that he was not given the power he was promised to run the agency. The final and vital body blow came in differences between Biow and John Toigo about accepting the Schlitz business, which meanwhile resulted in the loss of the Ruppert billings and are said to have influenced Whitehall to take its \$8,000,000 in billings to Ted Bates. Biow finally prevailed and the agency did not take the \$9,000,000 Schlitz account, where-  
*(Continued on page 5)*

## AT&T Gets Time For 'Telephone'

HOLLYWOOD — AT&T is clearing the largest network of stations in the history of any regularly programmed television series for its new John Nesbitt "Telephone Time" which debuts Sunday (8).

It's expected that the program will go on considerably better than 200 stations cross-country, with 180-plus already cleared. Both agency and producer personnel have been instrumental in plugging to get the times.

Presently "\$64,000 Question," with 182 channels, and "Ford Theater," with 181, have the largest hook-ups.

## NBC Eyes Fri. 8:30 for Spec

NEW YORK—TV's next spectacular will most likely go into the 8:30-10 time period on Friday evening on the network. The web is now trying to shift "Life of Riley," which has just been renewed, to the 8-8:30 slot and put "Truth or Consequences" into "Riley's" 8:30-9 period on Friday.

Gulf Oil, the sponsor of "Riley," wants to be on every week next fall, instead of three weeks out of four as would be the procedure to make room for the once-monthly spectacular. The Friday night spectacular will probably program a variety show, which will be sold the same way as NBC's Sunday night spectacular, that is, in participations.

## G. Foods' Post Disney Nix Due

NEW YORK — General Foods is reportedly canceling its half ownership of the choice ABC Wednesday night 8:30-9 p.m. time slot following "Disneyland" next season. It could not be learned at press time whether American Tobacco, which has been sharing the time period with General Foods, will pick up the open half of the time period or whether ABC will bring in another co-sponsor come fall.

The time slot, during the summer, will be taken over by General Electric for the Dunninger show, which spent last summer on NBC on Saturday night.

Apparently, American Tobacco decided to let General Electric borrow the time period for the summer in preference to putting in a summer replacement of its own. "M-G-M Parade," which has occupied the period this season, will go off the air at the beginning of the summer. No show has yet been selected for next season.

## T. McFadden Succeeds Shea

NEW YORK — Vice-President Tom B. McFadden has been promoted by NBC, to head WRCA-TV and WRCA, here, to succeed Hamilton Shea, who is moving out to become 50 per cent owner of WWSA-TV and WWSA, Harrisonburg, Va. He is buying these outlets jointly with the Transcontinent Television Corporation.

McFadden's position as head of NBC Spot Sales will be occupied by John Reber, now director of the TV Sales in the NBC Spot Sales division.

Shea and Transcontinent bought the WWSA properties from Fred Allman. They will be managed by Shea, who will also act as a consultant to Transcontinent. The purchases, of course, are subject to approval by the Federal Communications Commission as are Transcontinent's recent buy of WHAM-TV and AM, Rochester, N. Y., from Stromberg-Carlson.

## CBS-TV Adds 'Lion Hearted'

NEW YORK — CBS-TV has added another series to its roster for next season. Its newest property is "Richard, the Lion Hearted," which was turned over to it by CBS-TV Film Sales. The outfit was handling the sale of the property in the U. S. The show will be produced in England by Harry Alan Towers.

One of the time slots being considered is Saturday, 7-7:30 p.m., currently occupied by Gene Autry.

The web has a number of other kid shows available for sale, including "Whirlybirds," which is a possible Wednesday 7:30-8 p.m. entry, and a UPA cartoon series.

## WELLES, ARNAZ JOIN TO FILM 'THEATER' SERIES

HOLLYWOOD — Orson Welles last week agreed to produce "Theater on Film" series in conjunction with Desi Arnaz, a TV and Desilu production. The program is to be an hour drama, presenting top plays of the stage, with a live audience in attendance.

As such, it will be a new departure in dramatic productions, altho Desilu now uses the live audience technique for its comedy series. Arnaz and Welles believe that having people sitting in front of the stage will give the actors an entirely different "feel," and that this will transmit itself to the TV viewers.

The first play, probably "Volpone," is scheduled to roll on or before May 15. Altho

this will be too late for the present selling season, Arnaz hopes to be able to sell the shows on a once-monthly "special program" basis. Cost per hour will be approximately \$100,000, with Desilu financing the project on its own.

Welles will be an actor-producer, appearing in about one out of four of the programs. Arnaz and Lucille Ball will most likely also star in some of the vehicles.

Desilu will in addition film the new Don Fedderson pilot, "The Dreams of Mrs. Angel," starring Betty White, next week. Physical production on "Hart of Honolulu" will be handled for CBS-TV (see story elsewhere this issue).

## CBS Near on Fall; Ronson in '90' Buy

### Many Big Question Marks in Nighttime Programming Still Need to Be Resolved

NEW YORK—Changes in the CBS-TV programming and sponsorship line-up for next season began being wrapped up last week with the web making a number of new sales and bankrollers similarly closing deals on new properties.

CBS' biggest coup was pulling in Ronson as bankroller of an hour alternate weeks of "Playhouse 90." The Ronson sale now leaves the web with only an hour every other week available for sale. Bristol-Myers and Singer had previously pact to share the first half hour of the Thursday, 9:30-11 p.m. show.

Two programming decisions made by CBS bankrollers last week consisted of the purchase by General Foods of Ziv-TV's "West Point" series as a replacement for "Mama" in the Friday 8-8:30 p.m. period and the purchase by Gale Storm for the Saturday 9-9:30 p.m. time slot.

#### "Two for Money"

Another CBS sponsorship change last week saw Lorillard give up half of its "Two for the Money" show to Bulova. Sam Levenson will replace Herb Shriner on the summer version of the show, which airs Saturdays out of the show to prepare for his new hour-long variety show on CBS next season tentatively for the Tuesday 8:30-9:30 p.m. time period.

In the Tuesday night 7:30-8 p.m. time period, it now appears almost definite that "Name That Tune" will be back next season. The show's ratings have now risen to the point where CBS is no longer pressing Whitehall to replace the show with a stronger property.

#### Big Questions

The big question marks on CBS' nighttime line-up for next fall are: what show will American Tobacco select to alternate with Jack Benny Sunday nights 7:30-8? What goes into Tuesday 8:30-9:30 p.m.? What will Frigidaire buy to replace "Do You Trust Your Wife?" Who will buy and what show will air Wednesday 7:30-8? Will General Electric renew the "20th Century-Fox Hour" Wednesday nights or buy an hour live dramatic show instead?

The network also wants to know what will R. J. Reynolds program in the Friday 8-8:30 p.m. period?

Who will buy the last alternate hour of "Playhouse 90"? What show will General Foods put into the Friday 8:30-9 p.m. slot and what show will be aired in the 9-9:30 p.m. time period that night? Will Sylvania replace "Beat"  
*(Continued on page 5)*

## The Billboard

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**DAYTIME BID**

**'Today,' 'Home' To Originate From Coast**

NEW YORK—NBC-TV in an effort to bolster its daytime programming on the West Coast, and, in effect, bid for Western advertising, will begin originating parts of both "Today" and "Home" in Hollywood beginning April 30.

"Today" will be seen in the West from 6-7 a.m., but for the time being will be carried only by the NBC Los Angeles outlet, KRCA. NBC is looking for an emcee to work in Hollywood as Dave Garroway's Western counterpart.

"Home" will go on in the West from 8 to 9 a.m., with "Today" coming back again from 11 to 12 a.m. All of these programs will have major Western originations.

In one of the first moves, NBC hired George Wolfe from CBS's competing "Panorama Pacific" to conduct news and interviews. Wolfe will travel up and down the Coast, with cut-ins from such cities as Seattle, San Francisco and San Diego.

Also, as a Western attraction, Garroway will have newscaster Chet Huntley, a well-known California personality, on the show from New York.

There is speculation, too, that Steve Allen will move out with "Tonight" to the Coast again during the summer and may, from then on, switch originating points regularly. NBC made a determined bid for Western advertising on the basis of Allen's move to Hollywood last summer; but many advertisers apparently hesitated to invest because of the temporary nature of the switch.

**'Ozzie' Pitched For Sun. Slot**

NEW YORK — ABC has changed its mind about shifting "Ozzie and Harriet" into a Saturday, 7:30-8 p.m. time slot next season and is now pitching it for a Sunday, 6-6:30 p.m. time slot instead.

The program currently airs Friday, 8-8:30 p.m.

**500G WSBT Studio to Open**

SOUTH BEND, Ind.—WSBT-TV here is preparing to open its new \$500,000 Broadcast Center April 14.

A week-long series of events, attended by Indiana-born notables, including Herb Shriner, Galen Drake, Hoagy Carmichael and Charles Collingwood, is scheduled to take place the week prior to the opening.

**Mayers Heads Up Dept. for Visual**

NEW YORK—Morris Mayers, who resigned recently as head of closed circuit television for Du Mont, has joined the Visual Electronics Corporation to head up a new closed circuit department for that firm.

Mayers' job will be to set up closed circuit shows for commercial firms and other users of the closed circuit TV communications medium.

**REPEAT TALKED FOR 'TITANIC'**

NEW YORK—Kraft Foods has already opened negotiations to do a repeat telecast of "A Night to Remember" on its TV Playhouse. The show, about the sinking of the Titanic, was one of the client's most successful dramas this season.

Rights must be secured from Walter Lord who wrote the book from which it was adapted.

**Proposed Code For Pix Issued**

• Continued from page 1

act of kidnaping evil, futile and unprofitable. . . . The use of horror for its own sake should be eliminated.

8. Sex crimes . . . should be avoided.

11. Emphasis will not be placed on the excessive consumption of liquor. . . . Narcotics will not show a pleasant or apparently desirable effect . . . (nor) will be shown the illegal act of administration thereof.

12. Gambling scenes . . . should not . . . show the pleasures, thrills or excitement of gambling.

14. When miscarriages of justice is portrayed . . . the transgressor will not be credited with a superior intelligence.

15. References to women will not be made with slang expressions such as bag, chippie, tart, bat, floozie. . . . Law enforcement officials shall not be designated in a derogatory manner such as "cop-per."

16. Indecent exposure will not be presented. . . . Undressing or suggestive undress . . . will not be portrayed.

17. Indecent movements (in dances) suggestive of sex or passion . . . are forbidden. . . . Patting on buttocks will not be shown.

**Stern Elected Kagan Veep**

NEW YORK — Alfred Stern, assistant to the president of NBC, has been elected a vice-president of the Kagan Corporation, the web's wholly owned subsidiary.

He will be in charge of Kagan's newly formed NBC Theatrical division, which will direct the operations of both the NBC Opera company and the NBC Television opera.

**NEW CAR PITCH**

**Auto Sponsor Programming Plans to Accent Per-1,000**

NEW YORK—A change in emphasis from prestige entertainment programming to cost-per-thousand seems indicated for next season among automotive sponsors on the TV networks. The key to the new thinking among car manufacturing clients is their dissatisfaction with the results achieved by their sponsorship of the spectaculars this season.

Oldsmobile is expected to sponsor only half of the Saturday night spectacular on NBC-TV next fall. And indications are that Ford will not renew its sponsorship of the Saturday night special on CBS-TV and its half sponsorship of Monday's "Producers' Showcase" on NBC. Ford is also said to be actively looking for several half hours at various webs. Pontiac, of course, has already dropped its big budgeted "Playwright's 56" on NBC Tuesday nights.

This does not mean that the automotive clients will not go for expensive prestige stanzas. Oldsmobile has also bought half of the national elections on NBC. (RCA Victor and Sunbeam will sponsor the other half.) And Chevrolet has increased its sponsorship of the NBC Tuesday night 8-9 hour to alternate weeks, with Dinah Shore to star along with Bob Hope if a deal can be negotiated with the comedian.

**New Accent**

It does, however, presage more emphasis on cost-per-thousand and regular weekly programming to reach the all-family audiences. The auto clients, the trade believes,

have come to the conclusion that the spectaculars, except for a few blockbusters, do not really pay off, rating-wise, in accordance with their cost. And talk is also that they may feel that they can saturate audiences with their messages by using many shows better than by trying to do the same thing with one show. And their budgets are large enough to buy several shows.

The auto sponsors traditionally have been rather wasteful in their buying of video time and programming, according to some advertising executives. One of the reasons is that they have been unfamiliar with the use of the medium. Tho they were continuously in radio,

they never used it as much as they have used TV.

The networks will naturally have to find new clients for their spectaculars to replace those which do not renew. This may result in some big corporations coming into TV which have never previously used it, but which have sufficient funds not to worry about direct sales and cost-per-thousands.

It may also mean that more of the spectaculars will be available on a participation basis, as for example, NBC's Sunday night spectacular. In any event, with the number of advertisers crying for network time, the webs should have no trouble in disposing of their spectaculars.

**NBC Dickers for Swayze Renewal**

NEW YORK — NBC-TV is dickering with John Cameron Swayze for a new contract.

The network last week received a cancellation of the Wednesday and Friday 7:45-8 p.m. quarter hours of the Swayze news show, but already has considerable sponsorship interest in the time periods.

**WSB Officially Opens New Studios in Atlanta**

ATLANTA — WSB-TV, here, officially opened its new studios, White Columns, on Sunday (8) with ceremonies attended by officials of the Federal Communications Commission and NBC-TV.

**WESTINGHOUSE CUT**

**McCann Searches for 'Studio 1' Co-Sponsor**

NEW YORK — McCann-Erickson is busily engaged in trying to find another client within its agency to share "Studio One" with Westinghouse, which wished to cut back its sponsorship of the Monday night 10-11 dramatic show on CBS-TV. Westinghouse will probably take the Westinghouse money and apply it elsewhere in network TV, a possibility being college football at NBC-TV this fall or professional football at CBS-TV.

Reports are current that Procter & Gamble wished to pick up half of "Studio One," but that West-

inghouse refused the bid. The reason presumably was that P.&G. uses too much of a hard sell and that the Westinghouse pitch might suffer by comparison with such a potent merchandiser.

Another alleged reason was that since P.&G. sells a detergent used in a washing machine, the two companies might conceivably be tied in together in the public's mind, something Westinghouse does not want.

Since the hour is one of the choicest in TV, the agency or the network does not expect to have any trouble disposing of it.

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**WGAL-TV**

LANCASTER, PENNA.

NBC and CBS

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**COME CHAT...**

. . . about your TV programming achievements—or problems. Maybe we're not experts on the subject, but we're surely specialists, with better than 92% of the editorial content of our TV Department covering TV programming from every angle.

**COME ANYWAY...**

. . . even if you don't have anything special to talk about. We'll provide the refreshments, and a souvenir snapshot of your convention trip (posed with doll to be furnished by Billboard).

Come to the **BILLBOARD EXHIBIT** at the **NARTB CONVENTION** Conrad Hilton Hotel April 15-20 ROOM 509

## ABC Has Discount For 15-Min. Buys

NEW YORK — Putting meat into its campaign to entice new daytime advertisers for next season, ABC-TV is offering a hefty 35 per cent discount to advertisers buying a quarter hour across the board or any other combination of time where the billings would equal 200 per cent or more of the hour rate per week. The time bought, however, must be before 5 p.m. Purchases of participating shows, such as "Afternoon Film Festival," do not count.

This 35 per cent discount, which is applicable on time purchased on any of the seven days of the week, would be in lieu of discounts and rebates an advertiser would normally be entitled to. It is, however, greater than what he could previously earn.

ABC's new discount plan brings the cost of a pre-5 p.m. daytime time quarter hour, if purchased on an across-the-board basis, to approximately \$6,500 for a network spread with a 75 per cent coverage factor. With NBC's maximum 25 per cent discount, a daytime quarter hour on that web would cost approximately \$10,522; similarly, CBS' price per quarter hour, after the maximum 25 per cent discount, is approximately \$10,100. For these prices, each of these two

## Chevy Due to Cut La Shore

NEW YORK—Chevrolet is expected to cut back its sponsorship of Dinah Shore from twice weekly 7:30-7:45 p.m. on NBC-TV to once weekly. It is not known whether the singer will work on Tuesdays or Thursdays next season, with the latter day probable.

The web is expected to blueprint another musical stanza for the open quarter hour.

## Chrysler Out Of 'Great Life'

NEW YORK — Chrysler has canceled its sponsorship of "It's a Great Life," NBC-TV, Sunday evenings 7-7:30. The advertiser is looking for another show and another time period on NBC.

The web has promised the client that it will deliver.

## Tiger Fafara Cast For 'Tobor' Lead

NEW YORK—Guild Films this week cast Tiger Fafara to play the lead role of Tommy in its new vid-film series, "Here Comes Tobor," which has gone into production in Hollywood. The 11-year-old youngster is already a veteran motion picture actor, his latest film being "Carousel."

Two other important roles were filled in the series with the casting of Arthur Space and Bruce Cowling.

## In London 16% Of Homes Get TV

LONDON—In the first three months of 1956, homes in the London area capable of receiving programs have increased by 125,000 to a total of 640,000. Statistics show there are 3,953,000 homes in Greater London, which means that 16 per cent are now being reached by commercial television, or 1,665,000 homes.

webs delivers a coverage factor of approximately 85 per cent.

The ABC daytime coverage factor is about 12 per cent lower than those of NBC's and CBS'. ABC's price per quarter hour, however, is approximately 38 per cent lower than that of the other two webs, a fact which ABC is banking on to help bring in the advertisers it requires if its current campaign to expand its daytime programming line-up is to succeed.

## CBS Preps Hour Crosby Show

HOLLYWOOD—CBS-TV has begun prepping a nighttime hour variety stanza for Bob Crosby next season. The web had previously kinescoped two pilot half hours, but the shorter format was not deemed suitable for the TV band-leader.

Hal Kantor, producer of the George Gobel Show on NBC, is scripting the hour program for CBS. (His contract permits it.) No time period has been decided on for the nighttimer if it clicks, and Crosby will continue his across-the-board daytime program under any circumstances.

## Ciba Signs Return To ABC With Buy On Sun. at 4:30

NEW YORK — Ciba Pharmaceutical, after a period of shopping at other networks, has decided to return to ABC-TV's bosom for next season. The drug firm, which recently dropped "Medical Horizons" on ABC Monday nights, has purchased the Sunday 4:30-5 p.m. period from ABC.

It's not known whether Ciba will return to the air with "Medical Horizons." Word has it the firm is looking for a different show but one which would be of a public service nature.

## British Unilever Spends \$1-Mil

LONDON — Television Audience Measurement places Unilever the top spender in the first five months of commercial TV here with an expenditure of \$1,117,000. Second, the catering firm of Lyons, with \$417,000; third, Beechams, the pill firm, with \$384,000, followed by Shell Oil, Cadbury's chocolate, Hedley (the soap firm), Gillette Razor Blades and Guinness and Whitbread Beers. Ninety-one advertisers in all spent a total of \$6,740,000 during this opening period up to February 22.

Television's finest achievement...

# The American Story



originally titled "Cavalcade of America"

DRAMA • ADVENTURE •

## ABC Reduces Politico Rates

NEW YORK—In a move to make its time even more attractive to political candidates in the forthcoming election, ABC-TV has reduced the rates for five-minute segments of regularly scheduled programs.

Normally, a five-minute segment would cost a bankroller 26½ per cent of the hourly rate. ABC, however, has decided to charge political buyers of five-minute segments only one-twelfth of the hourly rate. The price for five-minute buys would vary, of course, from show to show, depending on the station line-up.

## 'Howdy' May Get Saturday or Sunday A.M. Come Fall

NEW YORK—"Howdy Doody" will probably be programmed Saturday or Sunday morning next season. The web has all but determined to drop the show from its 5:30-6 p.m. strip, which only has three quarter hours sold out of 10 and has lost out in the ratings battle to "Mickey Mouse."

No replacement has been blueprinted for the time period by the network. Its former plans to replace "Howdy" with programming aimed at teen-age viewers have not jelled.

## Goldwyn Suit Against CBS

HOLLYWOOD — CSB-TV is planning to go ahead with its April 19 telecast of the life of Lou Gehrig on "Climax," despite the fact that Samuel Goldwyn last week petitioned Superior Court here for an injunction against the show.

West Coast program director Jack Rayel said today (7) that Goldwyn's suit has not altered the plans of the web. Goldwyn alleges that he has all rights to the Gehrig story, and that the contract signed between Mrs. Lou Gehrig and CBS violates the previous agreement with him.

## OVER 11,500,000

## NC&K Sees 30% Hike In '56 Gross Billings

NEW YORK—Norman, Craig & Kummel anticipates its gross billings as being better than \$11,500,000 for 1956, an increase of about 30 per cent over its gross for 1955. The agency got itself another piece of important TV business this week when Ronson packed for alternate weeks of the last hour of "Playhouse 90" in the Thursday night, 9-10:30 time period next fall.

Among its clients interested in more network time is Speidel, which wants an additional half hour. And the Democratic national committee has decided to spend \$3,000,000 instead of \$2,000,000 for broadcast media, much of it for TV.

Norman, Craig & Kummel is also close to acquiring a new and important cosmetic advertiser, said to be bigger than Revlon. Meanwhile, Revlon has just about settled its bill at the agency, and all thought of litigation is ended.

## Sy Weintraub, Others to Buy KEYD, Minn.

MINNEAPOLIS — KEYD-TV, here, is being sold to a group consisting of Sy Weintraub, partner in Flamingo Films, and several Pittsburgh figures including Tom Johnson, an attorney and part owner of the Pirates, and Larry Israel, manager of WENS.

They have formed United TV, Inc., with Johnson as chairman and Weintraub as president. Israel will be general manager of both stations, and a resident manager will be hired here.

Weintraub said KEYD-TV will henceforth concentrate on film and sports programming. It is an indie airing on Channel 9.

## NBC-TV May Extend 'Queen'

NEW YORK—NBC-TV is pondering the extension of "Queen for a Day" into a 45-minute show from its present half-hour format. The program would be slotted 4:15-5 p.m. across the board if Borden can be persuaded to cancel "Date With Life," 4:15-4:30, and move into "Queen."

This, however, may take a great deal of persuasion, since Borden likes to sponsor its own property. "Queen" is now in the 4:30-5 strip.

## Hunting Season

• Continued from page 2

upon Toigo went to Schlitz and the account went to J. Walter Thompson.

Biow was a pioneer and innovator in the use of the broadcasting media for his clients. This, combined with his sharp merchandising tactics and his accent on research, guided the agency to its front-running position among advertising agencies before trouble began. He is said to have given his account executives the right to make their own deals for their accounts.

## CBS Wrap-Up

• Continued from page 2

the Clock" Saturday 7:30-8? What will the CBS Saturday night programming and sponsorship picture be from 9 p.m. onwards — will "Gunsmoke" move out of the 10-10:30 period to make room for "Perry Mason" at 10-11 p.m. or will something else be done?

Perhaps the biggest Saturday night question is who will replace Ford as sponsor of the Saturday night monthly spectacles if Ford pulls out?

*produced expressly for one of the Nation's largest prestige advertisers*

## 39 Half-hour TV Programs

*Proudly offered to a select group of advertisers*

## PRESTIGE — STATURE — PRIDE

*Impact advertising for products and services*

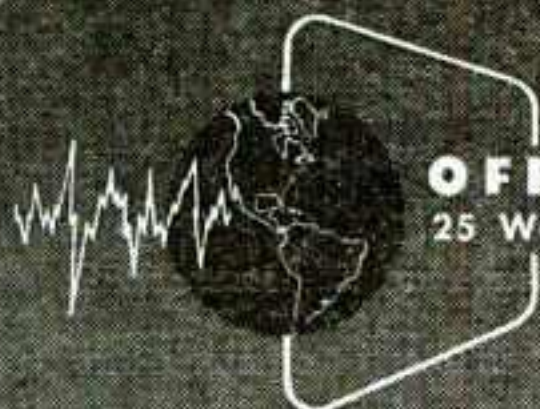
Established audience attraction with an 18 year radio success on two major networks

*produced by the ranking craftsmen of Hollywood and TV*

vivid, entertaining stories . . . behind-the-scenes drama with the men and women who made America's History

Phone • Wire • Write

*The Man From Official Today!*



**OFFICIAL FILMS, INC.**  
25 West 45th St., New York 36, N. Y.  
Plaza 7-0100

**HUMAN INTEREST • ACTION**

# Hyman, Fox Work on Merge Of RKO, Warner Libraries

## C&C Television, AAP to Keep Own Entities; Sale of Rights Involved Here

NEW YORK—Despite serious obstacles, both Matty Fox and Eliot Hyman are reported to be determined to reach a deal that would merge the RKO and Warner Bros. feature film libraries. It would not, however, be a merger of Fox's C&C Television and Hyman's Associated Artists Productions. As far as could be learned last week, what they are discussing is a sale of all of C&C's rights in the RKO product, which consists

of TV rights in perpetuity in all but six markets and overseas theatrical rights.

Fox said last week, "They have made several propositions, none of which has interested us." Nevertheless, Fox has actively engaged in the negotiations for the past month. The major obstacle appears to be Fox's commitment to International Latex for an accumulation of spot time that was to be obtained by the sale of the RKO pictures to stations. Hyman obviously is not interested in any such barter business.

### Toronto Deal

The purchase would probably be financed by the same Toronto group that backed Hyman in the Warner Bros. deal. This group consists of George Gardiner, investment dealer; Maxwell Goldhar, accountant, and Louis Chesler, financier. The PRM, Inc., a shell corporation, was the purchaser of the Warner library.

Recently the group bought Campbell, Wyant & Cannon Foundry Company of Michigan. They have made a deal to sell the operation to Textron American, which, if approved by the stockholders at a scheduled April 19 meeting, would make Campbell, Wyant also a shell corporation with cash assets of \$15,500,000, sufficient to finance the RKO deal. They would also sell the Campbell, Wyant name to Textron and would therefore have to choose a new handle. Miles, Inc., is said to be the tentative choice.

It is expected that Associated Artists Productions will stay in the TV film business under that name, tho its corporate set-up will likely be changed to smooth its relation-

ship with PRM. It may become a subsidiary of the latter.

Meanwhile, Hyman has begun to expand and re-align AAP to handle its vastly enlarged catalog. Bob Rich, general sales director, will have two departments under him, national sales and station sales. Don Klauber has been named station sales director. He will have four regional managers under him.

Art Kalman will head Midwest sales. Bob Kronenberg, who has been representing AAP on the West Coast, has joined the staff to head Western sales. Buck Long, formerly of MCA-TV, will head up the Southwest out of a Dallas office. An Eastern manager will probably be hired. Rich expects to have a total field force of 10 to 20 men.

A national sales director has yet to be named, but Rich has hired two account execs on the national level, Kirk Torney, formerly of MCA-TV, and Gordon Carroll, formerly of Foote, Cone & Belding.

Paul Kwartin, former national sales director, who brought a number of national spot sponsors to stations buying AAP's features, has been named director of promotion and research. Carol Levine will be press information director, and Bob Morin has been hired as promotion manager, both reporting to Kwartin.

AAP officials still plan to have a package of Warner features ready for sale to stations at the National Association of Radio & TV Broadcasters' convention next week. There is apparently no clearance problem preventing this, but they haven't even begun to pick out the titles for this initial package.

## 'Digby' New for TPA Fall Sale

NEW YORK — Television Programs of America is coming up with still another new show for fall sales, resulting in an investment of \$313,000 in five pilots. The new show is "Mr. Digby" based on the Saturday Evening Post stories by Douglass Welch. For the title role, that of a news photographer, TPA has a tentative deal with William Demarest. The pilot will be shot in four weeks.

TPA's other four pilots are "Tugboat Annie" (also from the Saturday Evening Post, this pilot alone cost \$128,000), "Hawkeye," "Captain Kidd" and "New York Confidential." In addition, TPA has three other properties for which no shooting schedules have been set: "Hotel Grand," "One False Step" and an untitled sea adventure.

## Hwd. TV Sets 2 For Syndication

HOLLYWOOD — Hollywood Television Service will place two new programs in Syndication June 1. They are "Frontier Doctor," a Western starring Rex Allen, and "Stryker of Scotland Yard," mystery drama with Clifford Evans in the lead.

"Frontier Doctor," produced by Studio City TV, will have 39 half-hours available. "Stryker," which Republic Pictures made in England, has 13 segments in the can. It's understood that some regional deals may be in the works for either or both shows.

In addition, Hollywood TV placed "Fu Manchu" (13 half-hours) on the market last month, and will offer the "Commando Cody" reruns in about six weeks.

## ABC Film Syndication Calls Nat'l Sales Meet

NEW YORK—ABC Film Syndication will hold a national sales meeting here April 24-27. The firm will bring its salesmen from its offices throught the country to New York to attend the sessions.

**NEW ... for DAYTIME TV**

**IT'S FUN TO REDUCE**

- Five quarter-hours per week.
- Backed by a merchandising "hooker" that makes it a sales-winning natural!

**GUILD FILMS**

460 PARK AVE NEW YORK MU 8-5365

## NBC'S BIG MOVE

### Joan Davis Net Rerun May Launch Trend

NEW YORK—Reruns are being given their most important network break. The slotting of reruns of the Joan Davis show in the 5-5:30 p.m. slot across the board on the NBC-TV network may prove the beginning of a trend on the networks.

There are 96 half-hour Joan Davis episodes available, enough for about five months' supply. During that time NBC will be able to evaluate their pulling power, both in terms of attracting clients and getting audiences. If the situation comedy clicks, the network will be in the market for more reruns of

filmed situation comedy. And since "Howdy Doody" is also in trouble on NBC, it is not beyond the realm of probability that filmed situation comedy might go into the 5:30-6 strip, too, if Joan Davis does well.

NBC was prompted to try the rerun programming formula by the success of these shows on local stations. It is all now in the nature of an experiment, but the rewards will be heavy if they come thru for the web.

## UA MAY START TV DISTRIBUTING

NEW YORK — United Artists is rumored to be considering TV distribution again, only this time with feature films. This thinking is said to have been brought about by some pressure from UA producers interested in picking up TV revenue on pictures that UA still has under distribution contracts.

UA was a pioneer in TV film distribution with half-hour and quarter-hour series. But the TV department never became a major factor in syndication, and it was shut down three years ago. Ted Long was its last topper.

## Not Just Nat'l For 'Blondie'

NEW YORK—The Vitapix stations will not necessarily hold the "Blondie" show for national sponsorship. "Blondie," the first property to be handed Vitapix by Hal Roach Jr. under their agreement of February 17, will also be pitched to regional sponsors of the \$700,000 class, it was learned last week. Altho Vitapix is striving to increase its membership to 100 stations or more, it apparently has no desire to compete with the networks for national business.

It is understood that the Vitapix stations will clear Class A time for "Blondie," which will star Pamela Britton and Arthur Lake. The show is already in production at Roach's studios on the West Coast.

## Top Show Pluggers

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

### WREX-TV, Rockford, Ill.: "Steve Donovan"

By a wide margin WREX won first place among the two-channel entries in The Billboard's 18th Annual Promotion Competition for "a very smooth, well integrated job," said one judge. With "Steve Donovan, Western Marshal" about to debut on the station, the outlet obtained Douglas Kennedy, who is the Western marshal, to put in his appearance on its behalf.

With a campaign tied to the Parent Teachers' Association, the appeal was a natural one for the kids. Kennedy made his appearances not only in Rockford, but in Beloit and Janesville, Wis., as well. The PTA tie-in came with the showing of the organization's movie selections in the theaters. As an example of the interest whipped up, Kennedy drew 1,600 at the Coronado Theater in Rockford.

An extensive on-the-air campaign lent weight to the advance notice. And newspaper ads skipped the more obvious promotion angles and stressed the distinctive features of the program.

Kennedy made news wherever he went in the area, and much was made of the "Donovan shift." This is an example of the distinctive angle given the promotion. Apparently the shift, which is a trademark of the star, is a type of shooting. Lengthy copy explained to the kids what it all meant.

Besides local appearances throught the area, Kennedy also guested on the station and at functions with leaders in the town. NBC Television Film executives were also on hand for the launching.

The campaign was in the hands of Chuck Olson, promotion manager, and J. M. Baisch, general manager.

(Next week: National Telefilm Associates)

## 'Science Fiction' for Double-Booked List

### To Join Many Others Now Programmed On More Than One Outlet in Big M'kts

NEW YORK—"Science Fiction Theater" will join the list of double-booked shows in this big competitive market. In starting its second year of sponsorship this week, Emerson Drug (Bromo Seltzer) is putting the show on WPIX, Wednesday, 10:30-11 p.m. This is in addition to its established slotting on WRCA-TV, Friday, 7-7:30 p.m.

Five other sponsors double-book their shows in New York in order to boost the number of homes reached and better amortize their program cost. Emerson and its agency, Lennen & Newell, appear to have been induced to make the move by the example of Ballentine Beer, which, since starting with Ziv-TV's "Highway Patrol" last fall, has been slotting it on both WRCA early morning and WPIX late evening.

"Highway" in March got a 14.4 on WRCA and a 6.3 on WPIX. It is considered unlikely that there is much audience duplication, so that Ballentine in effect increases its audience by 50 per cent with the WPIX booking. Altho the terms of Ballentine's deal with Ziv are not known, the increase in cost is undoubtedly far less than 50 per cent.

"Science Fiction" got a 9.7 Telepulse here in March. Emerson co-sponsors "Science" over a 20-market spread. Its co-sponsor on WPIX reportedly will be Auto Lite. Emerson is preparing to move into one more market, Boston, for which it is looking for a co-sponsor.

Other sponsors that double-book in this market on the same thesis are Mennen with "Passport to Dan-

ger" on WABD, Monday and Sunday night; Crossley Distributor with "I Spy" on WABD, Sunday and Friday night; Kellogg's with "Wild Bill Hickok" on CBS-TV, Sunday, 12:30-1 p.m. and WRCA-TV, Wednesday, 6-6:30 p.m., and Nabisco with "Rin Tin Tin" on ABC-TV, Friday, 7:30-8 p.m., and WABD-TV, Saturday, 5:30-6 p.m.

Stations also often double-book the syndicated shows they control in order to better amortize the cost.

Double-booking is also fairly common in Los Angeles and is occasionally done in Chicago.

## UM&M to Sell RKO Shorts

NEW YORK—UM&M TV will put the library of RKO shorts on the TV market next week. It will open its sales drive at the National Association of Radio & TV Broadcasters convention in Chicago.

There are over 950 subjects in the RKO library, including comedies and informational films, but no cartoons. UM&M acquired distribution of these shorts from C&C Television, which acquired the TV rights from RKO Teleradio at the same time it bought the feature films.

The acquisition of the RKO library on top of the Paramount library gives UM&M close to 2,500 short subjects of all types.

## Du Mont Stations Equipped for Color

NEW YORK—The Du Mont Broadcasting Corporation is spending \$500,000 to equip its stations, WABD here, and WTTG, Washington, with color film equipment and with stronger transmitters to increase the power of its signal.

Both stations will be among the first independents to be able to telecast color. They have plans in the works for kids' puppet shows in color.

## CBC Adds 6 O&O's For 'Crunch & Des'

NEW YORK—"Crunch and Des" has been purchased from the NBC Film Division by the Canadian Broadcasting Corporation for its six owned and operated stations. They are in Toronto, Ottawa, Montreal, Halifax, Winnipeg and Vancouver. This brings to about 115 the number of markets in which the vid-film series has been sold.

# DON'T LEAVE CHICAGO

WITHOUT COMPLETE  
INFORMATION ON  
THESE 104 FINE  
FIRST RUN  
FEATURE FILMS!



**Get Your Personal Copy!**

NOW...for the very first time, titles, story lines, stars, credits and playing time...all in this one compact volume.

**SOLD** . . . in New York City, Los Angeles, Dallas, Denver, Minneapolis . . . and a total of 21 leading cities! ACT NOW!

**SCREEN GEMS** TELEVISION SUBSIDIARY OF **COLUMBIA PICTURES**  
CONRAD HILTON HOTEL - SUITE 919A-520A

## CHAMPION PACKAGE

Atlantic Releases  
10 New Features

NEW YORK—Atlantic Television this week is releasing a new package of 10 feature films including "Champion" and "Home of the Brave." These two pictures have been expected from Atlantic for some time but have been held out of TV until now because of commitments in theatrical reissue. Even with their availability for TV sale now, they cannot be aired

until October. In fact, two other pictures in the group also have to be protected until October and another three until September.

One of the pictures is a 60-minute animated cartoon, "Johnny the Giant Killer." It is in Technicolor and will be sold to TV only in the color version.

Atlantic is calling this group its "Champion" package. With the

release of this package, Atlantic is putting the 13-title "55-56" package that it released a year ago into its over-all "Million Dollar" package, which thus has a total of 45 pictures.

The complete list of pictures in the "Champion" package follows: "Champion," produced by Stanley Kramer with Kirk Douglas and Marilyn Maxwell, United Artists, 1949; "Home of the Brave," produced by Kramer with Frank Lovejoy and Lloyd Bridges, UA, 1949; "Too Late for Tears," produced by Hunt Stromberg with Lizbeth Scott, Don DeFore and Arthur Kennedy, UA, 1949; "Johnny Holiday" with William Bendix, UA, 1949, and "Sleeping Tiger" with Alexis Smith and Alexander Knox, released by Astor Pictures in 1954.

Also, "Master Plan" with Wayne Morris, Astor, 1954; "Storm Warning" with John Elfstrom, Warner Bros., 1950; "Night Is My Kingdom," Jean Gabin, 1953; "Marilyn," and "Johnny the Giant Killer."

## Commercial Cues

## PUSHIN' OUT THE WALLS

After producing 207 filmed commercials in eight months, 37½ per cent of which were in 35mm. color, Guild Films decided an expansion of the commercials division was necessary. Wally Gould will head the expanded department which will add rear screen projection facilities, an art department for complete story board service, an extensive music library, enlarged cutting rooms, etc. Bill Berke, Dick Gordon, John Fitzstevens, Hank Aldrich and Howard Schneider were other executives named in the expansion.

## UNITED WE GROW

The Alexander Film Company, of Colorado Springs, Colo., has combined its sales promotion and public relations sections as the sales promotion department. Bill Hillhouse is assistant to the president for sales promotion, and Bob Geddy Jr. has been named sales promotion manager. The move was designed not only to increase efficiency and scope, but to eliminate overlapping duties. Plans now are under way to expand sales promotion activities in directed campaigns at specific market areas and selected prospect groups.

## SORRY, I DON'T BELIEVE YOU

An appealing personality delivering a commercial is important, of course, but liking the person doesn't necessarily make for credibility. A recent survey on a cigarette ad compared a young lady just starting to smoke with a man in a barber's chair. Some 75 per cent liked the young lady but only 28 per cent believed she knew what she was talking about. The tonsorial tipster gave advice on the smoke, and whereas only 54 per cent liked him, 54 per cent believed he knew whereof he spoke.

## ID'S

Stepping up operations in the Midwest, John Sutherland Productions, Inc., has opened new offices in Detroit under the direction of Ross M. Sutherland, executive vice-president of the company. . . . Employees at Byron, Inc., film laboratory and studio in Washington, voted to be represented by the International Alliance of Theatrical Stage Employees as their collective bargaining agent. . . . Robert Bergmann, recently of Norman, Craig & Kummel, Inc., has joined Transfilm Inc., as productions supervisor. . . . When Arthur Godfrey takes his shows to Miami Beach on April 16, Steve Meyer, of Leo Burnett, Inc., will accompany the troupe to handle the Kellogg and Pillsbury commercials from there. . . . William A. Mowry has joined Kenyon & Eckhardt, Inc., Chicago, as a commercial producer. . . . The Crew Cuts, singing quartet, will begin a series of blurbs for Anheuser-Busch in Hollywood on May 7. The D'Arcy agency, handling the account, has budgeted \$35,000 for the series. . . . A camera unit from George Blake Enterprises, maker of TV commercial and industrial films, will film the annual General Electric shareholders' meeting on April 16-17—a first.

(Read Commercial Cues on these pages every week.)

Interstate Pulls  
Synd. of Davis

NEW YORK—Interstate Television has pulled its Joan Davis series reruns off the syndication market as the result of its sale of the package to NBC, which will use them as a replacement for Pinky Lee 5-5:30 p.m. period across-the-board, competitive to "Mickey Mouse Club."

Syndication deals on the series had been made in some 30 markets prior to the sale to NBC. Interstate has succeeded in canceling many of these station deals. However, in many cases, stations have refused or been unable to turn back the package to Interstate. NBC, it's understood, will keep the show out of those markets where this is the case and will turn the time slot over to its affiliates for local programming.

TPA Renewal  
On 'Showcase'

NEW YORK — Television Programs of America is reported to have negotiated a new contract with Stuart Reynolds for the continued distribution of "Your Star Showcase." TPA began syndicating this dramatic series—mainly reruns of "General Electric Theater" and "Jewelers' Showcase"—exactly two years ago. The distribution contract was about to expire, and Reynolds had begun discussing the show with a couple of other distributors.

It was not revealed whether or not Edward Arnold would continue to be host of the series. His contract was about to expire also.

## New TV Spot Campaigns

Future National Spot Drives—  
Contracts Being Signed Now

Deals Set During Two Weeks Ending March 31

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

(Campaigns placed in more than one region)

**Product and Advertiser**  
Arrid Deodorant, Carter Products  
B. F. Goodrich Rubber & Canvas Footwear, B. F. Goodrich  
Brisk Toothpaste, Colgate-Palmolive  
Carter's Little Liver Pills, Carter Products  
Chase & Sanborn Coffee, Standard Brands  
Colgate Dental Cream, Colgate-Palmolive  
Country Club Malt Liquor, Goetz Brewery  
Domino Sugar, American Sugar Refining  
Hamm's Beer, Hamm Brewery  
Hood Rubber & Canvas Footwear, Hood Rubber  
Jello-O Desserts, General Foods  
Joy, Procter & Gamble

**Product and Advertiser**  
Lustre Creme Shampoo, Colgate-Palmolive  
Kellogg Special "K," Kellogg  
Mobilgas, General Petroleum Corp.  
Oldsmobile Cars, General Motors  
Ovaltine, Wander Co.  
Rislone Oil Alloy, Shaler Co.  
Post Toasties Cereal, General Foods  
Raid Insecticide, S. C. Johnson  
Reducing Salon, Sienderella  
Rise Shave Cream, Carter Products  
Rath Meats, Rath Packing  
Royal Crown Cola, Nehi Corp.  
Royal Custard Style Dessert, Standard Brands  
S S S Tonic for Blood, SSS Co.  
Speed Queen Washers, Speed Queen  
Spic & Span, Procter & Gamble  
Studebaker Cars, Studebaker Div.  
Whitman Chocolates, Whitman  
Yellow Pages, R. H. Donnelley Corp.

## REGIONAL SUMMARIES

## Eastern

A. & P. Food Products, Atlantic & Pacific  
Blue Bonnet Margarine, Standard Brands  
Brisk Toothpaste, Colgate-Palmolive  
Brylcreem Medical, Harold F. Ritchie  
Candy, New England Candy  
Carpets, Olson Rug  
Chase & Sanborn Coffee, Standard Brands  
Clove Gum, American Chicle  
Coca-Cola, Coca-Cola  
Corn Flakes, Kellogg  
Cott Beverages, Cott Beverage  
Dash, Procter & Gamble  
Domino Sugar, American Sugar Refining  
Dr. Lyon's Tooth Powder, Sterling Drug  
DuPont Car Wax, duPont  
Fanny Farmer Candy, Fanny Farmer Shops  
Florida Valencia Oranges, Florida Citrus Commission  
"Forbidden Planet," (Movie) M-G-M  
Hood's Milk Products & Ice Cream, H. P. Hood  
Hood Rubber & Canvas Footwear, Hood Rubber  
Hutchinson Wax, H & S Sales  
Jell-O Desserts, General Foods  
Joy, Procter & Gamble  
Kellogg Special "K," Kellogg

L & M Cigarettes, Liggett & Myers  
Ladies Home Journal, Curtis Publishing  
Marlboro Cigarettes, Philip Morris  
Minute Maid Orange Juice, Minute Maid  
Morton Frozen Pies, Morton Packing  
Neuralbalm Medical, SSS Co.  
O'Keefe's Aie, O'Keefe's, Inc.  
Oldsmobile Cars, General Motors  
Pet Foods, Standard Foods  
Philip Morris Cigarettes, Philip Morris  
Phillips Milk of Magnesia, Chas. H. Phillips  
Razors, American Safety Razor  
Reducing Salon, Sienderella  
Rice Krispies, Kellogg  
Rolliton, Rolliton Products  
Roto-Broil, Roto-Broil Corp.  
Royal Custard-Style Dessert, Standard Brands  
Rust-Oleum-Rust Preventive, Rust-Oleum  
Sakrete Dry Mix Cement, Harry T. Campbell  
Shredded Wheat, National Biscuit  
Simoniz Floor Polish, Simoniz  
Speed Queen Washers, Speed Queen  
Spic & Span, Procter & Gamble  
Studebaker Cars, Studebaker Division  
Veto Deodorant, Colgate-Palmolive  
Wheat Honies, National Biscuit  
Whitman Chocolates, Whitman  
Wise Potato Chips, Wise Potato Chip

## Southern

Amm-i-dent Tooth Powder & Paste, Block Drug  
Bama Preserves, Bama Foods  
Dixie Paints, Dixie Paint  
Duz, Procter & Gamble  
"H. A." Hair Arranger, Boyer International  
Hood Rubber & Canvas Footwear, Hood Rubber  
Ice Cream, Swift  
Lustre Creme Shampoo, Colgate-Palmolive  
Luzianne Coffee, Wm. B. Reilly  
Maxwell House Coffee, General Foods  
Mobilgas, General Petroleum Corp.

Poll Parrot Shoes, Roberts, Johnson & Rand Branch  
Polident, Block Drug  
Post Toasties Cereal, General Foods  
Prom Home Permanent, Toni  
Quip Pressurized Dairy Cream, Avonet  
Raid Insecticide, S. C. Johnson  
Red Goose Shoes, Friedman-Shelby Branch  
Riceland Rice, Arkansas Rice Growers  
Rise Shave Cream, Carter Products  
Royal Crown Cola, Nehi Corp.  
S S S Tonic for Blood, SSS Co.  
Snow Crop Frozen Foods, Snow Crop  
Southern Bread & Cake, Columbia Baking  
Studebaker Cars, Studebaker Division  
Upper Ten Beverage, Nehi

## Midwestern

Alka Seltzer, Miles Labs  
Arrid Deodorant, Carter Products  
Atlas Prager Beer, Brewery's  
B. F. Goodrich Rubber & Canvas Footwear, B. F. Goodrich  
Bosco, Corn Products  
Burdal Paint, Burdial  
Candies, Sperry Candy  
Cars, American Motors  
Carter's Little Liver Pills, Carter Products  
Chase & Sanborn Coffee, Standard Brands  
Colgate Dental Cream, Colgate-Palmolive  
Coral Stores, Coral Stores  
D-X Sunray Gasoline & Oil, D-X Sunray  
Domino Sugar, American Sugar Refining  
Edelweiss Beer, Atlas  
Evinrude Motors, Evinrude Motor  
Fertilizer, Federal Fertilizer  
Gambrinus Beer, August Wagner Brewery  
Gem Razors & Blades, American Safety Razor

Hacksaw, Arthur Meyerhoff  
Hamm's Beer, Hamm Brewery  
Imperial Margarine, Lever Brothers  
Jell-O Desserts, General Foods  
Joy, Procter & Gamble  
Kellogg Cereals, Kellogg  
Kellogg Special "K," Kellogg  
Kendall Dog Food, Standard Brands  
Miller High Life Beer, Miller Brewery  
Miniature Marshmallows, Kraft Foods  
Mobilgas, General Petroleum  
Ovaltine, Wander Co.  
Peter Pan Bread, Peter Pan Bakers  
Pfeiffer's Famous Beer, Pfeiffer Brewing  
Profile Bread, Continental Baking  
Rath Meat, Rath Packing  
Royal Custard-Style Dessert, Standard Brands  
Speed Queen Washers, Speed Queen  
Spic & Span, Procter & Gamble  
Sponges, Burgess Cellulose  
Sunflower Seeds, Fisher Nut  
TV Sets, CBS-Columbia  
Bread Products, Continental Baking  
Wisk, Lever Bros.  
Yellow Pages, R. H. Donnelley Corp.

(Continued on page 39)

## ZIV HAS THE HOT SHOWS!

"SCIENCE  
FICTION  
THEATRE"

26.0

IN 3-STATION  
INDIANAPOLIS

beating Dragnet,  
Groucho Marx,  
Disneyland,  
What's My Line  
and many others.

ARB—Jan. '56

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

Circle Labs Issues  
Directory for N. Y.

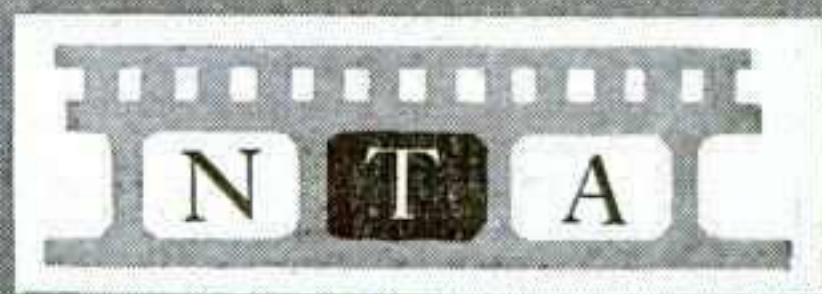
NEW YORK — Circle Film Laboratories last week issued a handy 10-page directory of film services in New York. The listing, giving phone numbers and ad-

resses, includes screening rooms, optical houses, animation houses, unions, sound studios, stock shot libraries, producers and distributors, practically everything except labs.

It was prepared by Hal Persons and Emmett Salzberg and is being handed out gratis.



*In a Tradition of Quality...*

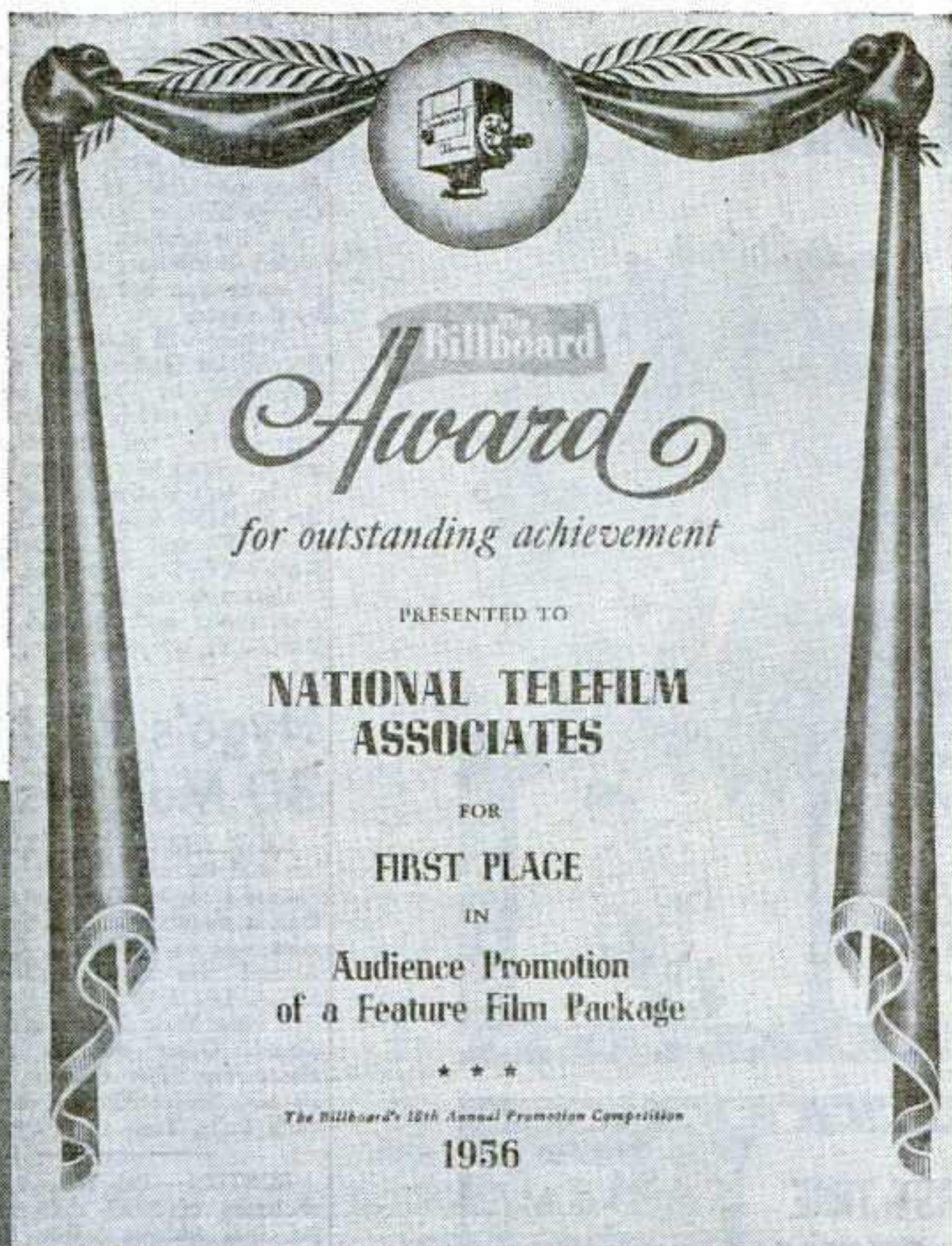


**Tops in  
FEATURE FILM PROGRAMMING  
for TELEVISION**

*"SELZNICK presents"*

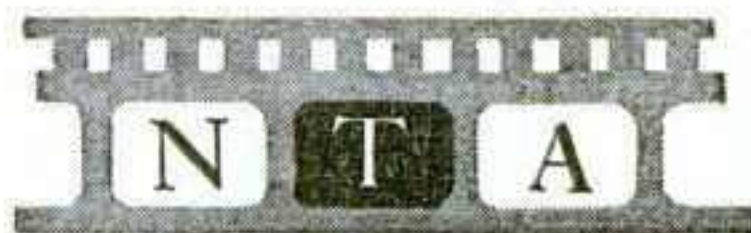
*"THE TNT PACKAGE"*

*"THE FABULOUS 40"*



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IN FEATURE FILMS  
SUPPORTED BY  
THE BEST  
AUDIENCE  
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THE ENTIRE  
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NOW AVAILABLE FIRST-RUN... ALL NEW FILM SERIES, "THEATRE" WITH LILLI PALMER, "SHERIFF OF COCHISE," "SECRET MISSION"... ALL SUPPORTED BY NTA'S PRIZE-WINNING PROMOTION DEPARTMENT!



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**MONTREAL, CANADA**  
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Phone: University 6-9496

**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

**GEMS' FIRST TRY**

# 1st-Run Syndication Of 'Jim' Pays Off

NEW YORK — Screen Gems' first try at syndicating a first-run show is paying off. Its "Jungle Jim" series, a relatively low budget program compared to most half-hour network shows, has now been sold in close to 60 markets, is reporting a bang-up job of delivering audiences.

According to a Screen Gems report on February American Research Bureau ratings in 10 representative markets across the country, covering 14.4 per cent of all U. S. television homes, "Jungle Jim" is pulling a 23.4 weighted average rating.

The show, in all 10 markets covered, airs in the early evening time periods between 5:30 and 7:30 p.m. It outrated its competition in all 10 markets, despite the

fact it's up against network competition in a number of them.

In Salt Lake City, for instance, "Jungle Jim" drew a 23.4 rating as compared to a 21.6 for the competing "Dragnet" and 17.7 for "Climax!" In Youngstown, O., it pulled 26.4 against "Break the Bank's" 8.2. In Detroit, it garnered 23.4 against "You Are There's" 9.5 and "Liberace's" 11.3.

Other ratings in the markets reported on by Screer Gems are: Atlanta, 25.6; Portland, Ore., 29.3; Sacramento, 27.3; Baton Rouge, La., 24.1; Boston, 18.2; Shreveport, La., 23.4, and Tulsa, Okla., 29.2.

The show, which went into syndication toward the end of 1955, didn't start airing until the beginning of this year in most of the

## McBOING-BOING MAY TURN MC

NEW YORK — Gerald McBoing-Boing is the leading candidate to emcee the all-cartoon shows UPA Pictures is producing for CBS-TV. If UPA can clear the character for TV, the show will likely be titled "The McBoing-Boing Show." UPA will deliver the pilot film to CBS in six weeks. It is understood to have aroused considerable interest already. It will have 13 half hours completed by September and 26 by January. UPA gets \$63,000 per film. Each episode will consist of five sections, a total of 120 for the series of 26. The producer has had 78 original songs composed for the series and has created several new characters for it.

markets in which it's been sold. The February ARB ratings, in many cases, are among the first the show has obtained.

## Nielsen Study Points to Increased ABC Punch

NEW YORK—The increasing power that ABC is beginning to pack in its programming punches is pointed up by a study of the latest Nielsen returns for the week ending February 18, which shows ABC on Tuesday night between 7:30-9:30 p.m. beating both NBC and CBS in every quarter-hour segment but one.

ABC's "Warner Bros. Presents" topped the first quarter hour of CBS' Phil Silvers show. The second half of Silvers, which is up against Warner Bros.' behind-the-scenes segments, gained ascendancy for CBS. But "Wyatt Earp" promptly recaptured the lead for ABC.

A rundown of the Nielsen ratings, which are Average Audience figures for each of the webs is as follows:

	ABC	CBS	NBC
7:30-7:45	22.0	19.6	5.8
7:45-8:00	23.9	22.2	5.9
8:00-8:15	26.0	24.6	10.3
8:15-8:30	23.6	26.1	13.1
8:30-8:45	26.2	18.8	18.5
8:45-9:00	25.7	19.0	18.4
9:00-9:15	21.5	16.6	20.9
9:15-9:30	20.6	17.9	20.2

## P&G Buys 1/2 Of 'Bowling'

NEW YORK — Procter & Gamble this week purchased the other half of "Championship Bowling" on NBC-TV, Sunday evening 10:30-11. Its co-sponsor will be General Cigar.

The program will be used to advertise Joy and possibly Lava soap. The buy will run until June.

### FILM PANEL

## Shupert and Sinn Picked For Talks

NEW YORK—The two distributor spokesmen at the TV film panel of the National Association of Radio & TV Broadcasters convention next week will be John Sinn, president of Ziv-TV, and George Shupert, president of ABC Film Syndication. The NARTB polled distributors for their choice of spokesman but was not bound by the vote.

Shupert will also speak for the distribution business at the breakfast thrown by TV, Inc., on Tuesday (17), at which the film-buying organization will recruit more small stations into its membership.

The two station spokesmen at the NARTB's film forum Wednesday (18) will be Harold See, KRON-TV, San Francisco, who is chairman of the NARTB TV film committee, and Harold Essex, WSJS-TV, Winston-Salem, N. C.

## Hygo's 22 in 30 Markets

NEW YORK—Hygo TV Films has sold its newest package of 22 feature films in 30 markets in less than a month. One of the latest sales was to WGN-TV, Chicago. A deal was made earlier with KTLA, Los Angeles.

A New York deal is said to be closed. Other markets recently closed are New Orleans, Grand Rapids, Mich.; Denver, and Wichita Falls, Tex.

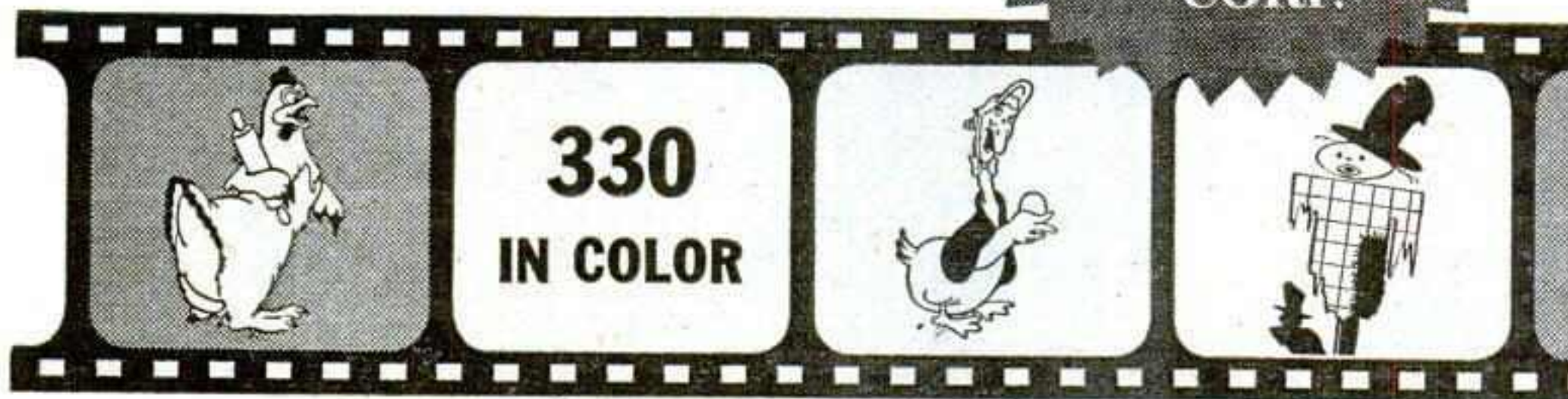
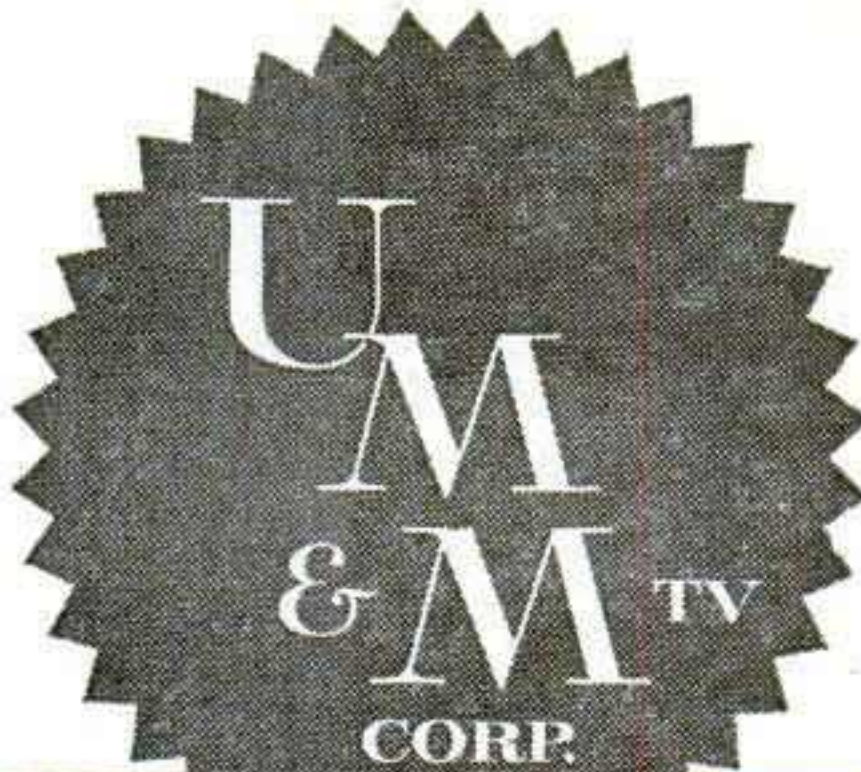
BOSTON—Pat Weaver, board chairman of NBC, delivered the principal address before the annual dinner of the Boston Press Club held in the Sheraton Plaza Hotel April 9.

WBZ's radio and television publicity department set up a press conference for the network prexy prior to the dinner. Dorothy Collins, star of NBC-TV "Hit Parade," highlighted the entertainment.

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Of paramount importance to your TV film programming

Now — the world's largest and most varied film library can be yours . . . in part or complete — with plenty to interest everybody. Cartoon, comedy and variety subjects offered to TV for the first time. With Betty Boop, Pal's Puppets, Little Lulu, Grantland Rice and A Galaxy of Stars.



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*The Billboard March 17, 1956*

**KMBC-TV  
FIRST**

IN ALL OF MISSOURI FOR  
PROMOTION

OF  
**NETWORK SHOWS**

AND 2ND IN ALL 3-STATION  
MARKETS ACROSS THE NATION

**KMBC-TV  
FIRST**

IN ALL OF MISSOURI FOR  
PROMOTION

OF  
**FILM SHOWS**

AND 3RD IN ALL 3-STATION  
MARKETS ACROSS THE NATION

Top advertising and advertising agency executives, representing multi-million-dollar television expenditures, voted KMBC-TV these outstanding honors in The Billboard's 18th Annual Promotion Competition.

This is another example of the extra salespower that advertisers get for their sales messages in the important Kansas City market area.

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DON DAVIS, *First Vice-Pres. and Commercial Mgr.*

JOHN SCHILLING, *Vice-Pres. and Gen. Mgr.*

GEORGE HIGGINS, *Vice-Pres. and Sales Mgr.*

MORI GREINER, *Director of Television*

DICK SMITH, *Director of Radio*

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

# TV Program and Time-Buying Guide

## The Billboard Scoreboard

## NETWORK TV PROGRAMS

### ARB Audience Composition Studies

#### • Network Variety Shows

FEBRUARY RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Ed Sullivan Lincoln-Mercury (CBS)	54.9
2.	Perry Como Dormeyer, Int'l Celucotton, Armour, Gold Seal (NBC)	44.2
3.	Godfrey's Talent Scouts Lipton, Toni (CBS)	38.1
4.	Godfrey & His Friends CBS Columbia, Kellogg, Pillsbury, Toni (CBS)	33.0
5.	Stage Show Nestle (CBS)	16.0
6.	Grand Ole Opry Partic. (ABC)	14.3
7.	Comedy Hour Avco, Jergens, Brown & Williamson (NBC)	14.2
8.	Amateur Hour Pharmaceuticals, Serutan (ABC)	12.7
9.	Ozark Jubilee Sust. (ABC)	11.3
10.	Midwestern Hayride Whitehall (NBC)	7.4

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Amateur Hour Pharmaceuticals, Serutan (ABC)	1.36
2.	Perry Como Dormeyer, Int'l Celucotton, Armour, Gold Seal (NBC)	1.30
3.	Grand Ole Opry Partic. (ABC)	1.29
4.	Ed Sullivan Lincoln-Mercury (CBS)	1.27
5.	Godfrey & His Friends CBS Columbia, Kellogg, Pillsbury, Toni (CBS)	1.22
6.	Stage Show Nestle (CBS)	1.20
7.	Comedy Hour Avco, Jergens, Brown & Williamson (NBC)	1.18
8.	Ozark Jubilee, Sust. (ABC)	1.14
9.	Midwestern Hayride Whitehall (NBC)	1.12
10.	Godfrey's Talent Scouts Lipton, Toni (CBS)	1.09

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Grand Ole Opry Partic. (ABC)	1.12
2.	Comedy Hour Avco, Jergens, Brown & Williamson (NBC)	1.09
3.	Ed Sullivan Lincoln-Mercury (CBS)	1.08
4.	Ozark Jubilee Sust. (ABC)	1.06
4.	Amateur Hour Pharmaceuticals, Serutan (ABC)	1.06
6.	Perry Como Dormeyer, Int'l Celucotton, Armour, Gold Seal (NBC)	1.03
7.	Stage Show Nestle (CBS)	.96
8.	Midwestern Hayride Whitehall (NBC)	.82
9.	Godfrey & His Friends CBS Columbia, Kellogg, Pillsbury, Toni (CBS)	.81
10.	Godfrey's Talent Scouts Lipton, Toni (CBS)	.78

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Grand Ole Opry Partic. (ABC)	1.08
2.	Ozark Jubilee Sust. (ABC)	.99
3.	Comedy Hour Avco, Jergens, Brown & Williamson (NBC)	.90
4.	Stage Show Nestle (CBS)	.85
5.	Perry Como Dormeyer, Int'l Celucotton, Armour, Gold Seal (NBC)	.71
6.	Ed Sullivan Lincoln-Mercury (CBS)	.58
7.	Godfrey & His Friends CBS Columbia, Kellogg, Pillsbury, Toni (CBS)	.50
8.	Godfrey's Talent Scouts Lipton, Toni (CBS)	.46
9.	Amateur Hour Pharmaceuticals, Serutan (ABC)	.44
10.	Midwestern Hayride Whitehall (NBC)	.18

#### Web Winners

**ED SULLIVAN—CBS-TV**  
Many rating honors have been heaped upon Ed Sullivan during his years on CBS-TV. The latest, based on the American Research Bureau report for February, gives him the honor of attracting more viewers, 51,860,000 of them, than any other network show, including "The \$64,000 Question's" 44,830,000. ARB's audience composition study for February also shows Sullivan appearing in the top 10 network variety shows in the number per set he pulled in among the three categories of viewers. Sullivan pulled 1.08 men viewers per set, 1.27 women and .58 kids.

#### Films to Watch

**DR. HUDSON'S SECRET JOURNAL—MCA-TV**  
The Videodex compilation of average weighted ratings for February found "Dr. Hudson" the top syndicated show in the country with a 19.3 average. "Hudson" was the No. 1 syndicated show in Atlanta with 19.5, in Chicago with 20.2, in Milwaukee with 35.0, in Minneapolis-St. Paul with 20.2 and in St. Louis with 35.0. In Chicago, the American Research Bureau ranked "Hudson" the top syndicated show for the fourth month with a 32.0, placing it among the top 20 of all shows in Chicago.

#### • ARB Top Shows by Viewers

How Network Shows Rated—  
Viewers for February

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of viewers attracted. 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.

Rank	Show, Sponsor & Web	Viewers Feb. 1-7 (000)
1.	Ed Sullivan, Lincoln-Mercury (CBS)	51,860
2.	\$64,000 Question, Revlon (CBS)	44,830
3.	Perry Como, Dormeyer, Int'l Celucotton, Armour, Gold Seal (NBC)	41,770
4.	*I Love Lucy, P&G, Gen'l Foods (CBS)	41,060
5.	*Disneyland, Amer. Motors, Amer. Dairy, Derby (ABC)	40,045
6.	*You Bet Your Life, De Soto-Plymouth (NBC)	38,840
7.	Big Surprise, Speidel, Purex (NBC)	32,640
8.	*George Gobel, Pet Milk, Armour (NBC)	32,040
9.	*December Bride, Gen'l Foods (CBS)	31,540
10.	*Dragnet, L&M (NBC)	31,390
11.	I've Got a Secret, R. J. Reynolds (CBS)	29,930
12.	Your Hit Parade, Hutdnut, Amer. Tobacco (NBC)	28,510
13.	*Honeymooners, Buick (CBS)	28,370
14.	*Robin Hood, J&J, Wildroot (CBS)	28,210
15.	Climax, Chrysler (CBS)	27,300
16.	*Ford Theater, Ford (NBC)	26,900
17.	*The Millionaire, Colgate (CBS)	26,240
18.	Chevy Show, Chevrolet (NBC)	26,030
19.	Godfrey & His Friends, Pillsbury, Toni, CBS Columbia, Kellogg (CBS)	25,910
20.	*People Are Funny, Toni, Paper Mate (NBC)	25,830
21.	Red Skelton, S. C. Johnson, Pet Milk (CBS)	25,770
22.	Godfrey's Talent Scouts, Lipton, Toni (CBS)	25,700
23.	G.E. Theater, Gen'l Electric (CBS)	25,570
24.	*Burns & Allen, Gen'l Mills, Carnation Milk, B. F. Goodrich (CBS)	25,310
25.	*Phil Silvers, Amana, R. J. Reynolds (CBS)	24,780

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### • Syndicated Film Western Shows

JANUARY RATINGS		
Rank	Show & Distrib.	Avg. Jan. Rtg.
1.	Annie Oakley (CBS)	15.0
2.	Cisco Kid (Ziv)	13.9
2.	Wild Bill Hickok (Flamingo)	13.9
4.	Steve Donovan (NBC)	11.6
4.	Stories of the Century (Hollywood)	11.6
6.	Buffalo Bill Jr. (CBS)	10.7
7.	Death Valley Days (Pacific Borax)	10.1
8.	Judge Roy Bean (Screencraft)	9.5
9.	Hopalong Cassidy (NBC)	9.3
9.	Range Rider (CBS)	9.3

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Death Valley Days (Pacific Borax)	.83
2.	Stories of the Century (Hollywood)	.73
3.	Hopalong Cassidy (NBC)	.68
4.	Gene Autry (CBS)	.62
5.	Judge Roy Bean (Screencraft)	.54
6.	Range Rider (CBS)	.52
7.	Cisco Kid (Ziv)	.49
8.	Wild Bill Hickok (Flamingo)	.48
9.	Cowboy G-Men (Flamingo)	.48
10.	Steve Donovan (NBC)	.41

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Wild Bill Hickok (Flamingo)	.27
2.	Cisco Kid (Ziv)	.26
2.	Cowboy G-Men (Flamingo)	.26
2.	Gene Autry (CBS)	.26
2.	Steve Donovan (NBC)	.26
6.	Annie Oakley (CBS)	.25
6.	Hopalong Cassidy (NBC)	.25
8.	Range Rider (CBS)	.24
9.	Death Valley Days (Pacific Borax)	.22
9.	Judge Roy Bean (Screencraft)	.22

VIEWERS/100 HOMES		
Rank	Show & Distrib.	Viewers per 100 Homes Tuned In
1.	Hopalong Cassidy (NBC)	239
2.	Judge Roy Bean (Screencraft)	233
3.	Gene Autry (CBS)	228
4.	Death Valley Days (Pacific Borax)	226
5.	Annie Oakley (CBS)	219
6.	Range Rider (CBS)	215
7.	Cisco Kid (Ziv)	204
8.	Wild Bill Hickok (Flamingo)	198
9.	Cowboy G-Men (Flamingo)	195
10.	Stories of the Century (Hollywood)	194

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Judge Roy Bean (Screencraft)	.83
2.	Stories of the Century (Hollywood)	.75
3.	Death Valley Days (Pacific Borax)	.74
4.	Annie Oakley (CBS)	.58
5.	Hopalong Cassidy (NBC)	.57
6.	Gene Autry (CBS)	.55
7.	Range Rider (CBS)	.43
8.	Cowboy G-Men (Flamingo)	.40
9.	Cisco Kid (Ziv)	.37
10.	Wild Bill Hickok (Flamingo)	.34

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Annie Oakley (CBS)	.98
2.	Buffalo Bill Jr. (CBS)	.97
3.	Range Rider (CBS)	.96
4.	Cisco Kid (Ziv)	.92
5.	Hopalong Cassidy (NBC)	.89
5.	Steve Donovan (NBC)	.89
5.	Wild Bill Hickok (Flamingo)	.89
8.	Cowboy G-Men (Flamingo)	.87
9.	Gene Autry (CBS)	.85
10.	Judge Roy Bean (Screencraft)	.74

#### • Pulse Top Pix Among Teens

How Non-Net Films Rated  
Among Teens in January

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, teen-agers 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 and Distributor of Series	Teens Per 100 Homes	Avg. Jan. Rating
1.	Science Fiction Theater (Ziv)	.32	13.3
2.	Superman (Flamingo)	.28	16.0
3.	Little Rascals (Interstate)	.27	15.4
3.	Wild Bill Hickok (Flamingo)	.27	13.9
5.	Badge 714 (NBC)	.26	14.5
5.	Cisco Kid (Ziv)	.26	13.9
5.	Cowboy G-Men (Flamingo)	.26	7.9
5.	Gene Autry (CBS)	.26	6.8
5.	Steve Donovan (NBC)	.26	11.6
10.	Annie Oakley (CBS)	.25	15.0
10.	Captain Zero (Atlas)	.25	11.5
10.	Meet Corliss Archer (Ziv)	.25	13.3
10.	Doug, Fairbanks Presents (ABC)	.25	13.3
10.	Foreign Intrigue (Official)	.25	6.2
10.	Hopalong Cassidy (NBC)	.25	9.3
10.	Inspector Mark Saber (Koch)	.25	3.7
10.	Search for Adventure (Bagnall)	.25	7.7
18.	City Detective (MCA)	.24	10.2
18.	Count of Monte Cristo (TPA)	.24	13.2
18.	Great Gildersleeve (NBC)	.24	9.7
18.	Life of Riley (NBC)	.24	18.4
18.	Long John Silver (CBS)	.24	8.5
18.	Range Rider (CBS)	.24	9.3
18.	Sherlock Holmes (UM&M)	.24	8.1
25.	Inner Sanctum (NBC)	.23	4.7
25.	Man Behind the Badge (MCA)	.23	13.7
25.	Soldiers of Fortune (MCA)	.23	10.9

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The Billboard Scoreboard

PULSE LOCAL RATINGS—FEBRUARY

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

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 "A" 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.

FORT WORTH (4 Stations) 138,100 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\*Indicates Non-Network)

- 1. 564,000 Question, WREC, T. 40.3
2. Disneyland, WBAP, W. 30.5
3. Lux Video Theater, WBAP, Th. 28.9
4. George Gobel, WBAP, S. 28.0
5. Dragnet, WBAP, Th. 27.0
6. Your Hit Parade, WBAP, S. 25.8
7. Groucho Marx, WBAP, Th. 25.3
7. Loretta Young, WBAP, Su. 25.3

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

- 1. Mickey Mouse Club, WBAP, M-F. 17.6
2. \*Looney-Rascals, KFJZ, M-F. 15.6
3. \*News (10 p.m.), WBAP, M-F. 15.4
4. \*Million Dollar Movie, KFJZ, M-F. 14.4
4. Queen for a Day, WBAP, M-F. 14.4
6. \*Range Rider, KFJZ, M-F. 13.7

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. I Led Three Lives (Ziv), KRLD, T-8:30 22.8
2. Cisco Kid (Ziv), WBAP, Th-6:00 21.3
3. Superman (Flamingo), WBAP, T-6:30 19.8
4. Annie Oakley (CBS), WBAP, T-6:00 19.0
5. Wild Bill Hickok (Flamingo), WBAP, M-6:00 18.0
6. Stories of the Century (Hollywood), WBAP, S-6:00 16.8
7. Top Plays of '56 (Screen Gems), KFJZ, F-9:30 15.8
8. Looney Tunes-Little Rascals (Guild-Interstate), KFJZ, M-F-7:00 15.6
9. Ramar of the Jungle (TPA), KFJZ, Su-5:30 15.5
9. Amos 'n' Andy (CBS), KFJZ, Su-8:30 15.5
11. Douglas Fairbanks Presents (ABC), WBAP, F-9:30 14.8
12. Man Behind the Badge (MCA), KFJZ, F-9:00 14.5
13. Range Rider (CBS), KFJZ, Su-5:00 14.3

LOUISVILLE (2 Stations) 180,700 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\*Indicates Non-Network)

- 1. I Love Lucy, WHAS, M. 52.3
2. 564,000 Question, WHAS, T. 50.3
3. Ed Sullivan, WHAS, Su. 47.1
4. December Bride, WHAS, M. 41.5
5. Red Skelton, WHAS, T. 41.0
6. Perry Como, WAVE, S. 40.0
7. Ford Theater, WAVE, Th. 39.3
8. Disneyland, WHAS, Su. 39.0
9. Groucho Marx, WAVE, Th. 38.8
10. Godfrey and His Friends, WHAS, W. 37.5
10. Millionaire, WHAS, W. 37.5
12. Highway Patrol, WHAS, F. 37.3
13. Lux Video Theater, WAVE, Th. 36.8
14. Texaco Theater, WAVE, S. 36.5
15. \*Studio 57, WHAS, T. 36.3

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

- 1. \*Small Talk, WHAS, M-F. 19.7
2. \*Today's News (6:15 p.m.), WHAS, M-F. 19.6
3. Mickey Mouse Club, WAVE, M-F. 19.5
4. \*Aury-Rogers, Misc., WHAS, M-F. 17.9
5. Howdy Doody, WAVE, M-F. 17.7
6. Pinky Lee, WAVE, M-F. 17.2
7. \*News, Misc. (10:30 p.m.), WHAS, M-F. 16.9
8. CBS News, WHAS, M-F. 16.8
9. \*Sportraits (10:45 p.m.), WHAS, M-F. 15.8
10. \*Weather, News (6 p.m.), WAVE, M-F. 15.3

THE TOP 25 LOCALLY ORIGINATED FILM SERIES

- 1. Highway Patrol (Ziv), WHAS, F-8:30 37.3
2. Studio 57 (MCA), WHAS, T-8:00 36.3
3. Stars of the Grand Ole Opry (Flamingo), WHAS, S-10:00 34.5
4. Superman (Flamingo), WHAS, Su-6:00 33.5
5. Science Fiction Theater (Ziv), WHAS, M-7:30 32.5
6. Mr. District Attorney (Ziv), WHAS, F-10:00 31.8
7. Stories of the Century (Hollywood), WAVE, Th-8:30 29.3
8. Victory at Sea (NBC), WHAS, T-9:30 28.5
9. City Detective (MCA), WAVE, T-9:30 26.8
10. Annie Oakley (CBS), WHAS, T-6:30 26.8
11. Buffalo Bill Jr. (CBS), WAVE, Su-5:30 24.5
12. The Whistler (CBS), WAVE, S-9:30 23.8
13. †Death Valley Days (Pacific Borax), WAVE, W-9:30 22.5
14. †Andy's Gang (Brown), WHAS, S-10:30 a.m. 22.3
15. Soldiers of Fortune (MCA), WHAS, S-5:30 21.8
16. †Sky King (Nabisco), WAVE, Su-5:00 20.5
17. Championship Bowling (W. Schwimmer), WAVE, S-4:00 20.0
18. Star and the Story (Official), WAVE, Su-9:30 18.5
18. Dr. Hudson's Secret Journal (MCA), WHAS, Th-8:30 18.5
20. Favorite Story (Ziv), WAVE, F-10:00 18.0
21. Man Called X (Ziv), WHAS, M-10:00 16.5
21. Long John Silver (CBS), WAVE, S-5:30 16.5
23. Adventures of Judge Roy Bean (Screen Craft), WHAS, Su-5:30 16.3
24. Passport to Danger (ABC), WHAS, Th-9:30 15.3
25. †Patti Page (Oldsmobile), WAVE, M-10:30 14.3

SYRACUSE (2 Stations) 102,900 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\*Indicates Non-Network)

- 1. Ed Sullivan, WHEN, Su. 47.8
2. 564,000 Question, WHEN, T. 47.0
3. Groucho Marx, WSYR, Th. 45.8
4. Lassie, WHEN, Su. 40.3
5. I Love Lucy, WHEN, M. 39.3
6. George Gobel, WSYR, S. 37.8
7. Jackie Gleason, WHEN, S. 37.5
8. Red Skelton, WHEN, T. 37.3
9. This Is Your Life, WSYR, W. 37.0
10. Loretta Young, WSYR, Su. 36.8
11. G. E. Theater, WHEN, Su. 36.5
12. I've Got a Secret, WHEN, W. 36.3
12. Phil Silvers, WHEN, T. 36.3
14. Disneyland, WSYR, Su. 36.0
15. Climax, WHEN, Th. 35.8

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

- 1. Mickey Mouse Club, WHEN, M-F. 25.5
2. \*News, Sports, Weather (11 p.m.) WHEN, M-F. 22.3
3. CBS News, WHEN, M-F. 19.8
4. \*News, Sports, Weather (6:30 p.m.), WHEN, M-F. 19.0
5. Dinah Shore, WSYR, T, Th. 17.8
6. News Caravan, WSYR, M-F. 17.1
7. Eddie Fisher, WSYR, W, F. 16.8
8. \*Canyon Jack, WSYR, M-F. 14.3
9. Arthur Godfrey, WHEN, M-Th. 13.5
10. \*Camera Headlines, Sports (6:45 p.m.), WSYR, M-F. 13.4

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- 1. Highway Patrol (Ziv), WSYR, W-10:30 27.0
2. Little Rascals (Interstate), WHEN, Th-7:00 26.0
3. Great Gildersleeve (NBC), WSYR, F-9:30 24.3
4. Dr. Hudson's Secret Journal (MCA), WSYR, Su-10:30 23.5
5. Amos 'n' Andy (CBS), WHEN, M-7:00 23.0
6. Badge 714 (NBC), WSYR, T-7:00 20.5
7. Buffalo Bill Jr. (CBS), WHEN, S-5:30 20.3
8. Superman (Flamingo), WHEN, Th-6:00 19.5
8. Annie Oakley (CBS), WHEN, W-6:00 19.5
10. Mr. District Attorney (Ziv), WSYR, M-10:30 18.3
11. Wild Bill Hickok (Flamingo), WHEN, T-6:00 17.8
12. Liberace (Guild), WSYR, W-7:00 17.3
13. Waterfront (MCA), WSYR, Th-11:00 17.0
13. Col. March of Scotland Yard (Official), WSYR, I-10:30 17.0
15. Range Rider (CBS), WHEN, M-6:00 15.3
16. †Sky King (Nabisco), WSYR, Su-2:30 14.0
17. Count of Monte Cristo (TPA), WSYR, Th-7:00 13.3
18. Science Fiction Theater (Ziv), WSYR, M-7:00 11.8
19. Championship Bowling (W. Schwimmer), WSYR, S-1:45 10.8
20. Mayor of the Town (MCA), WSYR, Su-7:00 10.0
21. †Andy's Gang (Brown), WHEN, S-11:30 a.m. 8.5

MEMPHIS (3 Stations) 133,100 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\*Indicates Non-Network)

- 1. 564,000 Question, WREC, M. 39.0
2. I Love Lucy, WREC, M. 35.4
3. Two for the Money, WREC, S. 31.7
4. Ed Sullivan, WREC, Su. 31.6
5. Lux Video Theater, WMCT, Th. 30.9
6. Playhouse of Stars, WREC, F. 29.9
7. Disneyland, WHBQ, W. 29.3
8. Groucho Marx, WMCT, Th. 28.9
9. George Gobel, WMCT, S. 28.7
9. G. E. Theater, WREC, Su. 28.7
11. Dragnet, WMCT, Th. 28.3
12. Alfred Hitchcock, WREC, Su. 27.3
13. Fireside Theater, WMCT, Th. 27.0
14. Ford Theater, WMCT, Th. 26.9
15. I've Got a Secret, WREC, W. 26.7

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

- 1. \*Little Rascals, Misc., WHBQ, M-F. 24.5
2. Mickey Mouse Club, WHBQ, M-F. 17.0
3. \*Your Esso Reporter (10 p.m.), WMCT, M-F. 16.2
4. \*News, Weather, Misc. (10 p.m.), WHBQ, M-F. 15.0
5. \*Aury-Rogers, WHBQ, M-F. 14.4
6. \*Patti Page, Misc., WHBQ, T, Th. 13.7
7. \*News, Weather (10:30 p.m.), WREC, M-F. 12.4
8. Dinah Shore, WMCT, T, Th. 12.0
9. News Caravan, WMCT, M-F. 11.6
10. \*Mystery Theater, Misc., WMCT, M-F. 11.5

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- Rank Title (Distributor) Station, Day-Time Rating
1. Little Rascals (Interstate), WHBQ, M-F-6:00 24.5
2. Kit Carson (MCA), WHBQ, Su-6:00 23.2
2. Stars of the Grand Ole Opry (Flamingo), WMCT, T-9:30 23.2
4. Annie Oakley (CBS), WHBQ, F-6:30 22.7
5. Uncommon Valor (Gen'l Teleradio), WMCT, Th-8:00 22.0
6. Mr. District Attorney (Ziv), WMCT, W-9:30 20.7
7. Science Fiction Theater (Ziv), WMCT, M-9:30 20.2
8. Celebrity Playhouse (Screen Gems), WHBQ, T-8:00 18.7
9. City Detective (MCA), WMCT, S-10:00 18.4
10. Amos 'n' Andy (CBS), WREC, T-10:00 17.7
10. Man Behind the Badge (MCA), WREC, W-10:00 17.7
12. Dr. Hudson's Secret Journal (MCA), WHBQ, T-8:30 17.4
13. Douglas Fairbanks Presents (ABC), WMCT, Su-9:00 17.0
14. Highway Patrol (Ziv), WMCT, Su-9:30 16.9
15. Lone Wolf (MCA), WREC, Th-10:00 16.5
16. Long John Silver (CBS), WMCT, Su-5:00 16.2
16. Cisco Kid (Ziv), WMCT, W-7:00 16.2
18. Badge 714 (NBC), WMCT, F-10:15 15.4
19. Dangerous Assignment (NBC), WMCT, Th-10:15 15.0
20. Eddie Cantor (Ziv), WMCT, W-7:30 14.7
20. Range Rider (CBS), WREC, Su-12:00 noon 14.7
22. Judge Roy Bean (Screen Craft), WHBQ, Su-5:00 14.2
22. Jungle Jim (Screen Gems), WMCT, Th-6:00 14.2
24. Secret File, U.S.A. (Official), WREC, F-10:00 13.7
25. The Pendulum (Koch), WHBQ, F-8:30 13.5
26. Superman (Flamingo), WMCT, W-6:00 12.7
26. †The Hunter (Tafon), WHBQ, S-10:30 12.7
26. †Andy's Gang (Brown), WHBQ, S-11:00 a.m. 12.7
29. Wild Bill Hickok (Flamingo), WMCT, F-6:00 12.5
30. Confidential File (Guild), WHBQ, F-9:00 12.0
30. Star and the Story (Official), WREC, M-10:00 12.0

MIAMI (5 Stations) 312,100 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\*Indicates Non-Network)

- 1. 564,000 Question, WTVJ, T. 58.0
2. I Love Lucy, WTVJ, M. 57.0
3. Godfrey's Talent Scouts, WTVJ, M. 55.0
4. Burns and Allen, WTVJ, M. 53.5
5. Ed Sullivan, WTVJ, Su. 53.0
6. Red Skelton, WTVJ, T. 52.2
7. Climax, WTVJ, Th. 51.6
8. Navy Log, WTVJ, T. 51.2
8. Phil Silvers, WTVJ, T. 51.2
10. I've Got a Secret, WTVJ, W. 50.9
11. Four Star Playhouse, WTVJ, M. 50.7
12. Mama, WTVJ, Th. 50.2
13. Millionaire, WTVJ, W. 50.0
13. Playhouse of Stars, WTVJ, F. 50.0
15. Godfrey and His Friends, WTVJ, 49.8

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

- 1. CBS News, WTVJ, M-F. 31.5
2. \*News-Renick (6:30 p.m.), WTVJ, M-F. 29.4
3. \*Patti Page, WTVJ, T, Th. 26.4
4. \*Jack of All Sports (6:15 p.m.), WTVJ, M-F. 24.5
5. \*News, Weather (11 p.m.), WTVJ, M-F. 22.0
6. \*Cartoon Carnival, WTVJ, M-F. 18.7
7. Arthur Godfrey, WTVJ, M-Th. 17.5
8. Love of Life, WTVJ, M-F. 15.8
8. Strike It Rich, WTVJ, M-F. 15.8
10. Search for Tomorrow, WTVJ, M-F. 15.5

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- 1. Douglas Fairbanks Presents (ABC), WTVJ, M-9:30 49.4
2. Dr. Hudson's Secret Journal (MCA), WTVJ, F-9:00 47.4
3. Highway Patrol (Ziv), WTVJ, Th-10:00 45.4
4. Studio 57 (MCA), WTVJ, Su-7:00 41.2
5. I Led Three Lives (Ziv), WTVJ, S-8:30 40.7
6. Mr. District Attorney (Ziv), WTVJ, W-7:30 39.8
7. Liberace (Guild), WTVJ, Th-7:00 35.2
8. Star and the Story (Official), WTVJ, W-7:00 34.4
9. Capt. Gallant (TPA), WTVJ, S-5:30 30.7
10. †Patti Page (Oldsmobile), WTVJ, T, Th-6:00 26.4
11. †Andy's Gang (Brown), WTVJ, S-9:00 a.m. 25.0
12. †Sky King (Nabisco), WTVJ, S-11:00 a.m. 22.7
13. Buffalo Bill Jr. (CBS), WTVJ, S-10:00 a.m. 22.0
14. Annie Oakley (CBS), WTVJ, M-5:30 21.5
15. Superman (Flamingo), WTVJ, F-5:30 21.5
16. Meet Corliss Archer (Ziv), WTVJ, S-4:30 21.4
17. Long John Silver (CBS), WTVJ, W-5:30 20.8
18. Wild Bill Hickok (Flamingo), WTVJ, T-5:30 19.8
19. Confidential File (Guild), WTVJ, S-11:30 15.0
20. Bowling Time (Sterling), WTVJ, S-3:00 12.8
21. Steve Donovan (NBC), WGBS, T-7:00 9.7
22. Little Rascals (Interstate), WGBS, M-F-6:30 8.4
23. Kit Carson (MCA), WGBS, Th-7:00 7.5
24. The Whistler (CBS), WGBS, Th-9:30 6.2
24. Play of the Week (NTA), WEAT, S-7:00 6.2
24. The Falcon (NBC), WGBS, W-9:30 6.2
27. Man Behind the Badge (MCA), WGBS, W-9:00 5.7
27. The Ruggles (Corradine), WGBS, W-8:00 5.7
29. Candid Camera (Assoc. Artists), WGBS, W-10:00 5.2
29. China Smith (NTA), WGBS, T-10:30 5.2
29. I Am the Law (MCA), WGBS, M-7:00 5.2

SAN DIEGO, Calif. (3 Stations) 227,200 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\*Indicates Non-Network)

- 1. 564,000 Question, KFMB, T. 45.9
2. Ed Sullivan, KFMB, Su. 45.7
3. What's My Line? KFMB, Su. 37.7
4. Lassie, KFMB, Su. 37.5
5. Private Secretary, KFMB, Su. 36.0
6. Disneyland, KFMB, Su. 33.5
7. Boxing, KFMB, W. 32.9
8. I Love Lucy, KFMB, M. 32.2
9. Groucho Marx, KFMB, Th. 31.0
10. Burns and Allen, KFMB, M. 30.7
10. Lucy Show, KFMB, Su. 30.7
12. Dragnet, KFSD, Th. 30.0
13. Truth or Consequences, KFSD, F. 29.4
14. Phil Silvers, KFMB, T. 29.2
15. George Gobel, KFSD, S. 28.7

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

- 1. Mickey Mouse Club, KFMB, M-F. 19.9
2. \*People in the News (7:30 p.m.), KFSD, M, T, Th, F. 19.8
3. \*News, Weather, Newsreel (7:45 p.m.), KFSD, M, T, Th, F. 19.1
4. \*Johnny Jet, XETV, M-F. 17.3
5. \*Our Gang Comedies, XETV, M-F. 16.5
6. News Caravan, Misc., KFSD, M-F. 12.5
7. Roy Rogers, KFSD, M, W, F. 11.6
8. Art Linkletter, KFMB, M-F. 11.3
9. \*Gene Autry, KFSD, T, Th. 10.8
10. Big Payoff, KFMB, M-F. 10.6

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

- 1. Superman (Flamingo), KFMB, M-7:00 21.4
2. I Search for Adventure (Bagnall), XETV, Th-7:00 20.4
3. Great Gildersleeve (NBC), KFSD, F-8:30 20.2
3. Cisco Kid (Ziv), XETV, M-7:30 20.2
5. Steve Donovan (NBC), XETV, Th-7:30 19.9
6. Amos 'n' Andy (CBS), KFMB, F-6:30 19.2
7. The Whistler (CBS), XETV, F-9:30 18.0
8. Douglas Fairbanks Presents (ABC), KFMB, M-10:00 17.7
9. Highway Patrol (Ziv), XETV, F-9:00 17.2
10. Wild Bill Hickok (Flamingo), KFMB, T-6:00 16.4
10. My Little Margie (Official), KFMB, Su-3:30 16.4
12. †Patti Page (Oldsmobile), KFMB, T-6:45 16.3
13. Star and the Story (Official), KFMB, F-8:00 15.5
14. Victory at Sea (NBC), KFSD, Su-10:30 15.4
15. I Led Three Lives (Ziv), XETV, F-8:30 14.9
16. Life of Riley (NBC), XETV, T-8:30 14.4
17. Sheena, Queen of the Jungle (ABC), KFMB, Th-6:00 13.8
18. Crosscurrent (Official), KFMB, F-10:30 13.7

(Continued on page 29)



When a commercial draws the viewer into the picture to such an extent that he sees himself enjoying the benefits of the product... *you can be sure that commercial is drawing a lot of sales, too.*

**Young & Rubicam, Inc.**

*Advertising* • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • Mexico City • London

EDITORIAL

# The Better to Serve

Following our December 17 issue last year, when The Billboard focused its first "Spotlight on TV Commercials," the reaction was immediate and enthusiastic, particularly from advertisers and agencies who buy and use commercials. To all who commended our efforts our sincere thanks.

In response to the many who requested fuller and more treatment of the subject, we have taken two steps. Our weekly column, "Commercial Cues," was added to complement the trade's pioneer feature which charts current "Commercials in Production." And our "Spotlight" issues have been expanded to a quarterly basis, of which this is the spring edition. Future quarterlies are scheduled for the issues dated June 23, September 15 and December 15.

We intend to expand and improve our coverage of the field as we go along. We hope the results meet with your approval, and we welcome your suggestions and criticisms.

## WINNERS OF 4TH ANNUAL COMMERCIALS AWARDS

### Winning Commercials

• WHICH ADVERTISER'S TV FILM COMMERCIALS DO YOU REGARD AS THE BEST AND MOST EFFECTIVE OF 1955?

Place	Commercial	Points
1	Ford Cars ("It's a F-O-R-D")	288
2	Hamm's Beer ("Land of Sky Blue Water")	103
3	Heinz (Worcestershire Sauce)	87
4	Bank of America ("Strapped for Funds")	70
5	Piel's Beer (Bert and Harry)	52
6	Speedway 79 (Animated)	39
7	Standard Oil of Indiana (Animated)	34
8	Helleman Brewing (Troubadour)	26
9	Jello ("Busy Day")	25
10	Alka Seltzer ("Speedy")	22
	Buick (Father and Son)	22

• WHICH ADVERTISER'S TV FILM COMMERCIALS DO YOU REGARD AS THE MOST ORIGINAL AND IMAGINATIVE OF 1955?

Place	Commercial	Points
1	Ford Cars	232
2	Hamm's Beer	91
3	Bank of America	70
4	Piel's Brothers	48
5	Heinz	44
6	E-Z Pop Popcorn (Be-Pop)	42
7	Peter Pan Peanut Butter (Disneyland)	41
8	Jello ("Busy Day")	41
9	Snowdrift Shortening (Circus)	26
10	Gillette Blades (Animated)	26
	Hallmann's Brewing (Singing Professor)	26

### Winning Commercial Producers

• WHICH PRODUCER OF TV FILM COMMERCIALS EXCELLED IN QUALITY OF PERFORMANCE REGARDLESS OF TYPE OF COMMERCIALS?

Place	Company	Points
1	Sarra	106
2	UPA Pictures	74
3	Transfilm	46
4	Five Star Productions	37
5	Storyboard	31
6	Kling Studios	31
7	Ray Patin Productions	31
8	Swift Chaplin	26
9	Academy Pictures	22
10	Peter Elgar	22

• WHICH PRODUCER OF TV FILM COMMERCIALS EXCELLED IN SPEED OF PERFORMANCE REGARDLESS OF TYPE OF COMMERCIALS?

Place	Company	Points
1	Filmack Studios	48
2	Kling Film Productions	42
3	Alexander Film	39
4	Transfilm	39
5	Roland Reed TV	30
6	Film Associates (Dayton, O.)	29
7	Peter Elgar Productions	27
8	Five Star Productions	24
9	Hal Roach Studios	18
10	George Blake Enterprises	18
	United World Films	18

• WHICH PRODUCER OF TV COMMERCIALS EXCELLED IN ECONOMY OF PERFORMANCE REGARDLESS OF TYPE OF COMMERCIALS?

Place	Company	Points
1	Alexander Film	61
2	Filmack Studios	42
3	George Blake Enterprises	36
4	Filmways	32
5	Mel Gold Productions	32
6	Five Star Productions	30
7	Film Associates (Dayton, O.)	30
8	Holland-Wagman Productions (Buffalo)	24
9	Hal Roach Studios	19

A Special Section on the Latest Commercial Trends and Techniques

THE BILLBOARD'S

# Spring Spotlight on Television Commercials

featuring

4TH ANNUAL TV FILM COMMERCIAL AWARDS

## CARTOON COMMERCIALS TOPS IN TRADE SURVEY

### Sweep BB's Fourth Awards, Most Imaginative Also Most Effective

In the trade, cartoon commercials make the greatest impression. Year after year in The Billboard's industry-wide poll animated commercials invariably come out on top. The past year was no exception.

In the voting for the most original and imaginative TV film commercials of 1955, all of the top 10 vote-getters were animated. Again the electorate indicated that the most imaginative commercials are also the most effective. For the top five in the former voting category also came out the top five in the latter category, tho in a slightly different order. Of the 10 series of commercials voted the most effective, nine were animated.

Ford's "It's a F-O-R-D" commercials scored a resounding victory. Last year, when they were still fairly new, they were edged out in this poll by Jello's "busy day" spots. The year before the winning commercial series was Bardahl Oil's "Dragnet" take-offs.

These three series of commercials have quite a lot in common. They are all animated. They are all entertaining. They are all humorous in one way or another.

It is interesting that three of the top five commercials in 1955 are for regional advertisers. Their winning commercials are obviously price-is-no-object projects. All three of these advertisers are understood to be well-heeled companies. Two of them (Hamm's beer and Bank of America) are known to have had notable sales success correlated to their winning commercials. The third, Piel's beer, has had its winning blurbs on only four months. Their effect on the sales curve has not yet been revealed. But the Piel Brothers—Bert and Harry, that is—are right now the talk of the town.

The placement of the Bert and Harry commercials fourth and fifth in this poll is all the more remarkable in that they have been on the air so short a time.

The balloting for The Billboard Fourth Annual TV Film Commercial Awards was done in conjunction with the balloting for the Fourth Annual TV Film Service Awards, the results of which were published last month. At the time the industry actually did its voting, the new Piel's commercials had been on barely two months.

The awards for the top commercials represent a signal honor for Storyboard, Inc., the animation firm set up a year and a half ago by John Hubley. Five of the 10 most imaginative commercials are Storyboard productions. Four of the 10 most effective commercials are Storyboard jobs. Of the total of 13 commercials in the winners' list, six are out of Storyboard.

Tho its work is attracting so much attention, the firm itself is apparently still not that well known in the trade. In the voting for the producer who excelled in quality, Storyboard scored only fifth, which seems rather out of proportion with the grand showing of its work in this poll. Still, the firm has come up out of nowhere. In last year's poll, Storyboard was not to be found at all among the top 10 in any of the three producer categories.

The producers of the five winning commercials did not do too badly, after all, in the voting for the producers who excelled in quality. UPA Pictures, which makes the Piel's commercials, scored a nice second. Swift-Chaplin, which

(Continued on page 26)

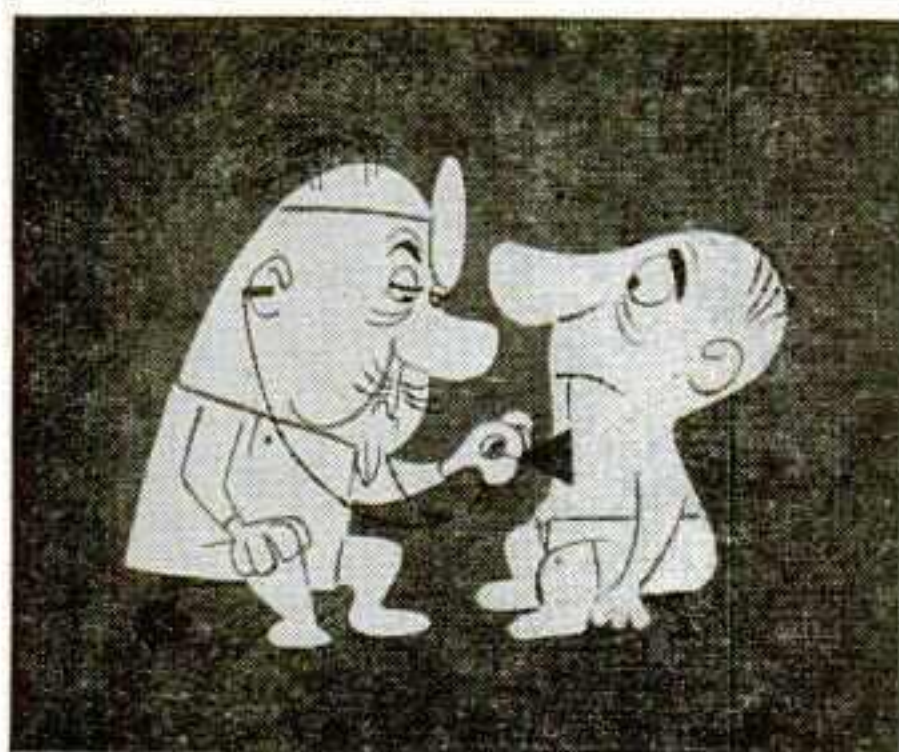
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A Guide to Successful TV Commercial Techniques and Services for the '56-'57 Season coming in the

NEXT BILLBOARD TELEVISION COMMERCIALS QUARTERLY . . . dated JUNE 23, 1956

## WINNING COMMERCIALS



### FORD CARS

"It's a Fooorrrrd!" and it's also the greatest film commercial for 1955. In the "best and most effective" and "most original and imaginative" categories of The Billboard's Fourth Annual TV Film Commercial Awards, the winner by a wide margin was this Ford campaign. It has moved up from second place in both categories of last year's poll, which took place after it had been on the air only a few months.

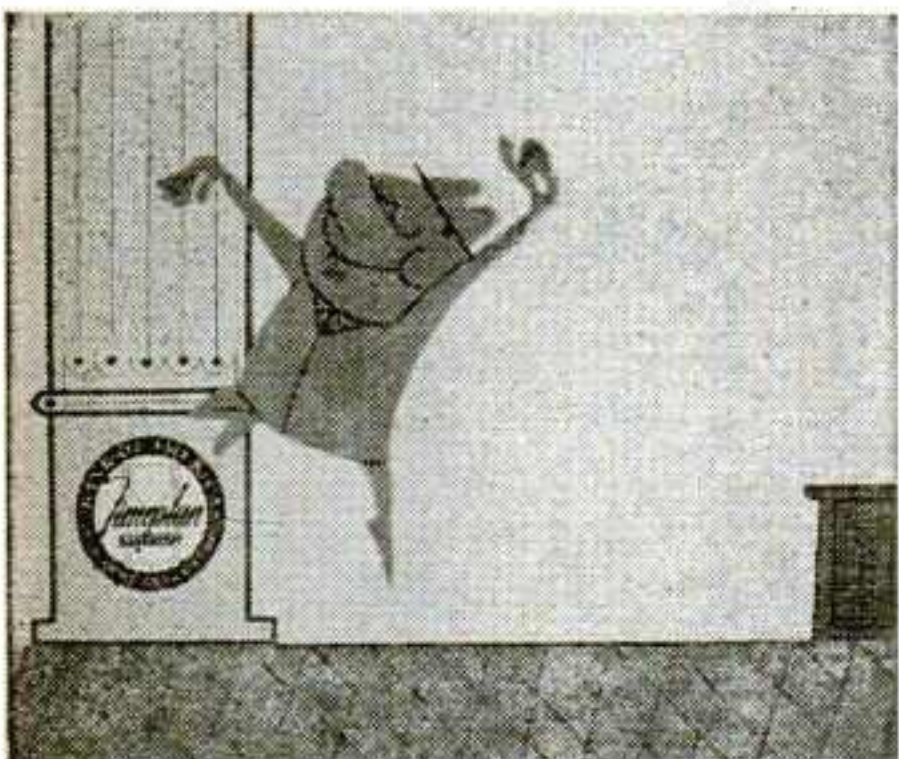
To Storyboard, Inc., producer of the spots, and J. Walter Thompson, Hollywood, the agency placing the business, goes the credit for the effectiveness of the series. To date there have been five different "F-O-R-D" films made. Nationally Ford has used them on its spectacles,



### HAMM'S BEER

Hamm's Beer's "Land of the Sky Blue Waters" campaign has made effective use of the animal kingdom. So effective, in fact, that The Billboard's industry-wide poll named it the second best series of commercials for effectiveness, originality and imagination. This, in spite of the fact that Hamm's is not distributed nationally.

Swift-Chaplin Productions, Hollywood, has made 90 per cent of the 220 different animal blurbs ordered since 1952 by the Campbell-Minthus agency of Minneapolis. The commercials are used as spots and on syndicated film shows and local sports shows. Hamm's animated animals are also seen regionally on "Person to Person."



### BANK OF AMERICA

"Just ask for it by name, money, m-o-n-e-y," says the Bank of America. And the TV industry, in The Billboard's fourth annual survey, says the bank's film commercials, utilizing a poor little guy who's strapped for cash, ranks third for "originality and imagination" and fourth in the "best and most effective" category.

Little Mr. "Strapped for Money" is the brainchild of Henry L. Buccello, of the bank; Charles P. Johnson and Fred Parke, of the Charles R. Stuart agency, and Storyboard, Inc. In use thruout California, he's been helping on all sorts of campaigns.

The copy stresses the "easy to get" angle of the banks' Timeplan loans, and the B. of A. reports booming business.



### HEINZ WORCESTERSHIRE

A nervous little cartoon man appeared on the TV screens with a bottle of Worcestershire sauce in his hand. And the TV industry adjusted this film commercial third for effectiveness and fifth for originality and imagination in The Billboard's Fourth Annual TV Film Commercial Awards.

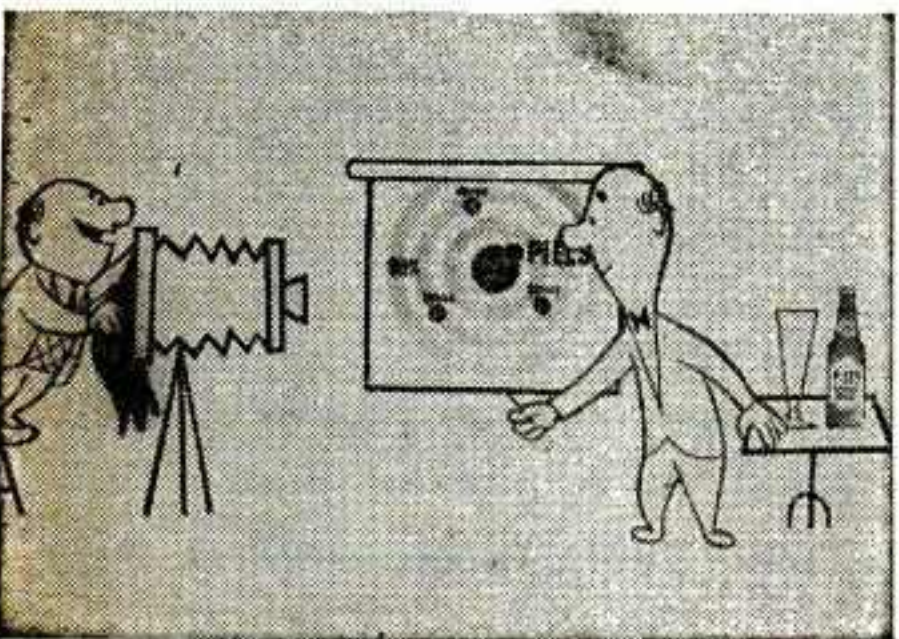
Storyboard, Inc., made this commercial for the H. J. Heinz Company thru the Maxon agency.

The little, tongue-tied gentleman is unknown to any other show except Heinz's "Studio 57." The show and the blurb are in their second season. "Studio 57" is showing on a spot basis in about 40 markets.

### PIEL'S BEER

Circumspective Harry and energetic Bert, those Piel brothers, have been around only for about four months, but the industry says their commercials are fifth best for effectiveness and fourth for originality and imagination, two categories in The Billboard's fourth annual commercial poll.

UPA Pictures produces the little cartoon brothers for Piel's Beer thru Young & Rubicam. As created by the agency, Bert abounds with enthusiasm for Piel's beer, and Harry has difficulty in presenting the message with sincere, straightforward delivery. Voices are those of Bob Elliott and Ray Goulding.



## Profiles of Winners

### Sarra, Inc.



Val Sarra, President

Sarra, Inc., winner of first for quality in the current commercials awards voting, began specializing in TV in 1947. This, after 26 years in the photographic illustration business and 16 years in the motion picture business. Sarra's permanent staffs, a group of visual advertising and motion picture specialists, base their blurbs on advertising principles and "know how" resulting from years of co-operation with the nation's leading advertising agencies.

Quality has been the premise of operation for Sarra since he began in business. And this watchword has proved its value. It has enabled Sarra to build into one of the largest photographic firms in the country, with studios in New York and Chicago and affiliations in Hollywood. It now services some of the largest national accounts in the business.

### Filmack Studios



Irving Mack, President

Filmack Studios, which won first place for speedy production, is able to turn out work in such a hurry because it has all the necessary facilities, including a lab and two animation stands under its own roof. A single command gets the operation in line from start to finish. Only last week Filmack turned out a one-minute commercial for Dodge's Sellathon within three days.

Filmack Studios was founded in Chicago 37 years ago. It was originally a producer of theatrical trailers, a business in which it is still engaged. It made its first TV film commercial in 1947. (Coincidentally, it was a program opening for Dodge.) Don Mack, son of founder-president Irving Mack, opened the firm's New York studios a year ago. The firm now does about \$300,000 worth of TV commercial business annually. It has made commercials for Robert Hall Clothes, Bab-O, Kellogg's, Speidel and Coca-Cola.

### Alexander Films



Don M. Alexander, President

This 18-acre studio in Colorado Springs, Colo., winner of first place for economy and third for speed, is in an economically advantageous location as to labor and real estate. Further, Alexander has produced many open-end commercial packages designed for budget savings. To date the firm has produced 6,679 TV films, of which 848 have been in syndicated packages.

The speed of operation stems from a single plant furnished with all the latest equipment. Its art department alone hires 75 men for production in both color and black and white.

Founded in 1919, Alexander moved into TV in 1948 to give the greatest dollar value quickly and efficiently. The fulfillment of its aim has been noted in previous Billboard awards: First for economy in 1953 and second for speed and third for economy in 1954.

### Storyboard, Inc.



John Hubley, President

Storyboard, Inc., was organized only a year and a half ago. In its brief existence its humorous, jazzy TV commercials have caused extraordinary excitement in the industry. Its work has garnered over 20 awards. But there is no more striking evidence of its flair than the fact that it is the producer of three of the five top commercials in The Billboard's Fourth Annual Awards.

John Hubley set up the firm on the West Coast after years of animation work for Disney, UPA and as a free-lancer. Last fall, Storyboard opened its New York office to serve as creative headquarters for TV commercials. Aside from its eye-stopping animation, Storyboard has done some unusual things with comics and jazz musicians on audio.

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





# ON-TARGET TELEVISION



## KUDNER AGENCY, INC.

NEW YORK

DAYTON

DETROIT

WASHINGTON

SAN FRANCISCO

## WALTER GUILD SAYS

# TV Offers Greatest Sales Opportunity

By WALTER GUILD,  
President, Guild, Bascom &  
Eonfigli, Inc., San Francisco

(The following remarks, in which Walter Guild makes the provocative point that TV "offers an opportunity for stopping sales cold dead," were part of a speech made before the San Francisco Advertising Club on March 7. The GB&E agency places about 80 per cent of its billings on TV. Among the agency's clients are Ralston Purina, Rosefield Packing, Golden State Dairy and Regal Amber Brewing.)

Way back in the days of Albert Lasker, somebody came up with the idea of salesmanship in print. The extension, in advertising, of the salesman. That idea of salesmanship in print produced many

of the great industrial successes that we have today.

When radio came in, it gave the salesman a voice—a voice in the living room. Television added the presence of the salesman. It is now possible actually to see the salesman in operation. So, it is our opinion that the greatest opportunity that television offers is that of utilizing the values of the salesman.

This seems to us a pretty obvious conclusion, but we find that this conclusion, or opinion, or whatever you want to call it, is not by any means accorded the majority vote. Maybe we're prejudiced, but we think we see television being used for any number of things which have little to do with selling or salesmanship.

We think that demonstration is one of the great opportunities offered by television. We further feel that demonstration by a skilled salesman is a great deal stronger than demonstration in which the element of salesmanship is lacking. We, therefore, in our television commercials, try our best to utilize the personality, the logic, the emotional pressure and all the

other assets that a good salesman can provide. Wherever possible we like to demonstrate the sales points of the product.

### Increasing Sales

TV offers an opportunity for increasing sales. It also offers an opportunity for stopping sales cold dead. I believe that time will show that some of the television commercials now being used are actually destroying sales, rather than building them. In the days of radio, it was possible for an advertiser to run a pretty obnoxious commercial without anything unfavorable happening. People developed a technique for turning off their ears as a familiar and unwelcome commercial began. This is not so easy to do with television.

It takes physical effort to move your eyes away from the television screen, and at the same time turn off our ears. You have two senses to bother with. The opportunity for making an unfavorable impression on television is very great, and in our opinion many manufacturers have seized upon it.

We think the approach to television commercials calls for new thinking. In radio, a commercial could be bad and the worst thing that would happen would be that it would be ignored. It is more difficult to ignore a television commercial, and so it is easier for a television commercial to tire the consumer . . . to annoy the consumer.

It is for this reason that we be-

(Continued on page 26)

## Profiles

### UPA Pictures, Inc.



Stephen Bosustow, President

UPA, which produced the award-winning Bert and Harry commercials for Piel's beer, is widely identified with the new look in animation that has come forward in recent years. Steve Bosustow organized UPA in 1945 with the idea of giving creative people the freedom to explore the latest styles in art and music for animated film. "Gerald McBoing-Boing" and "Mister Magoo" made "the UPA style"—connoting a limited rather than full animation technique applied to human rather than animal characters—become a catch phrase. UPA opened its New York office in October, 1951, doing TV commercials thru Screen Gems. In December, 1953, it began making commercials independently. UPA now employs 100 persons. In 1955 it did \$1,000,000 business. In December it changed its name from United Productions of America to UPA Pictures.

### Swift-Chaplin Productions

Swift-Chaplin, producer of the award-winning commercials for Hamm's beer, was formed in August, 1952, by Charles F. Chaplin and Howard Swift, veterans of the commercial film business, previously associated with Five Star Productions. The company has grown continuously since then, reaching an annual gross of close to \$750,000 last year.

S-C has both live action and animation departments, employing approximately 30 persons. In addition to Hamm's, its clients include Miles Laboratories, Dodge, Alka-Seltzer and Helene Curtis. Harry Hinkle is secretary-treasurer, and Miles Pike second vice-president.

**HAL ROOM**

**E EVERYTHING IS UNDER**  
For Filming Your Commercial

- CREATIVE CONSULTATION with STUDIO DEPT. MANAGERS**
- COMPLETE PRODUCTION PLANNING —**  
Consultation • Budgets • Schedules
- CREATIVE STORYBOARD PLANNING**  
Casting • Scenic Construction  
Props • Make-up • Wardrobe
- STAGING DIRECTION — (SEVEN SOUND STAGES)**  
Location Shooting • Transportation
- ART DIRECTION**  
Complete Animation Dept. • Titles • Design

## BROWN RUNS COURSE FOR MODELS IN COMMERCIALS

Henry C. Brown, one of the leading suppliers of talent for TV commercials, has launched a five-week series of seminar sessions to indoctrinate John Robert Powers models on how the TV commercial field operates. In addition to handling its own stable of talent, the Brown agency also functions as the TV arm of the Powers agency.

The first seminar session, held Wednesday (4), covered the subject of casting practices in the com-

mercial field. Guest speakers included Steve Taplan, of Batten, Barton, Durstine & Osborn; Chuck Kebbe, of Ted Bates; Ann Howard, of Benton & Bowles, and Nancy Littlefield, of Screen Gems.

Other sessions, which will be held every Wednesday evening, will cover such subjects as contracts and studio behavior, make-up and grooming, breaking into the TV dramatic field and other information of importance to TV talent.

## What Can Advertiser Do to Reduce The Cost of His TV Commercials?

### Many Factors Involved in High Budgets; Education on Facts Can Go a Long Way

By BOB SPIELMAN

What can an advertiser do to reduce the production costs of his TV commercials?

There are, it is estimated, 41 elements roughly divided into 10 different categories that affect the price of film commercials. One of the difficulties in determining the areas in which a sponsor can save money is that he often pays some

of the excess for the flexibility of the medium.

For instance, whereas he may have to prepare an ad for a national magazine two or three months in advance, he can order a TV spot and, in a pinch, have it on the air 10 days later. Such a rush job costs him more than if he had planned the commercial two months in advance, but the

time element may, to him, make it worth those extra dollars.

Generally, however, ad agency men agree that most advertisers could save money by knowing more about how the final product is conceived, developed and born. For some time producers had the same complaint about agencies, but most of these are now themselves staffed with production experts, drawn to a considerable extent from film ranks. In addition, such education programs as Consolidated Film Industry's "Agency Clinic" have helped bridge the gap between producer and agency.

#### Many Factors

These, then, are the factors which affect commercial costs:

Filming of TV commercials basically involves every element to be found in the shooting of theatrical and TV entertainment footage. In many instances, especially at the big studios, the same crews are used, and it is not uncommon to find an Academy Award winning cameraman lensing a spot for shampoo or toothpaste.

The two most important factors in production are the stage and crew. Stage costs can vary greatly, depending on the size and time of use. Many spots can be shot in small facilities, but others need areas as big as for regular show productions. Time is vital. Minimum stage rental is for a day, so there is no particular point in bringing the commercial in quicker. However, if even one hour has to be shot on the following day, the advertiser's cost for rental, in effect, doubles.

Crew wages, of course, are union scale, but often it pays to go above scale to get the best. This is especially true if a crew has worked together for some time. Tho the hourly rate may be higher, the increased efficiency, quality and possible saving in overtime pay more than make up for this.

#### Sets Usage

The number and complexity of sets can vary greatly. Not only do they affect the size of the stage needed, but their construction costs can make a budget curve up astronomically.

Similarly designing costs vary proportionately to the number and complexity of sets. Prop costs, likewise, are dependent to a great extent on them.

Lighting is one of the basic costs of production, and probably one of the least understood outside the production industry. Lighting a set to perfection is not only difficult but time-consuming, and it is therefore a factor which, in turn, affects many other elements. It can be of great importance to a sponsor, as a result, if he has a set and product which can be lighted as simply as possible.

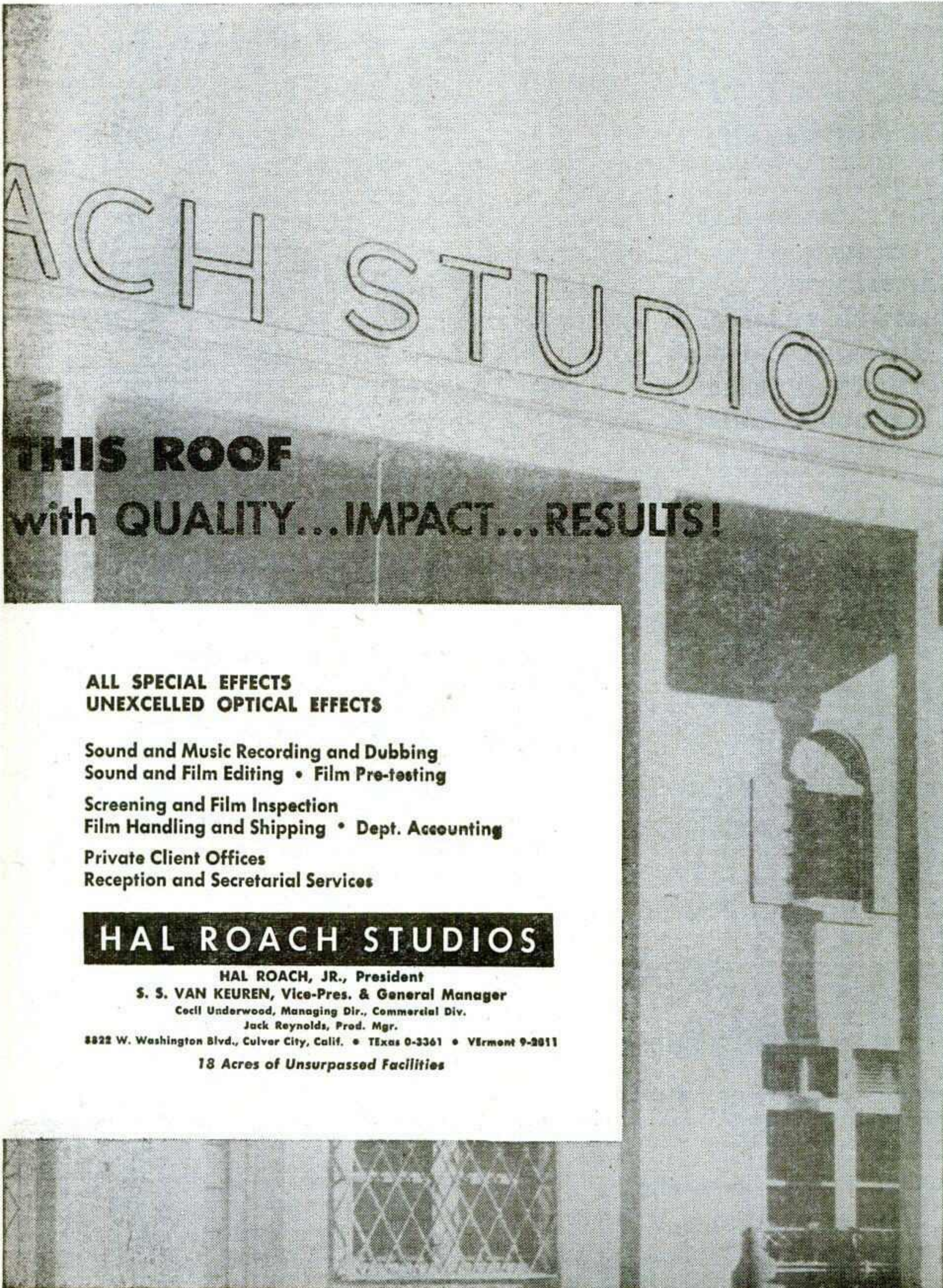
Costumes, particularly, if they have to be specially made, are a price factor; as is choreography, if there are to be any dance numbers.

Location shooting can run up costs. Altho such factors as stage, and possibly lighting, are thus eliminated, actors and equipment must be trucked to the desired place. In case of overcast or bad weather production may have to be held up. Sound often is a special problem. Portable lights may have to be set up in case natural illumination is inadequate.

#### Lip Sync or Voice Over

The cost of sound depends to a good extent on just one factor.

(Continued on page 27)



**THIS ROOF with QUALITY...IMPACT...RESULTS!**

**ALL SPECIAL EFFECTS  
UNEXCELLED OPTICAL EFFECTS**

**Sound and Music Recording and Dubbing  
Sound and Film Editing • Film Pre-testing**

**Screening and Film Inspection  
Film Handling and Shipping • Dept. Accounting**

**Private Client Offices  
Reception and Secretarial Services**

## HAL ROACH STUDIOS

HAL ROACH, JR., President

S. S. VAN KEUREN, Vice-Pres. & General Manager

Cecil Underwood, Managing Dir., Commercial Div.

Jack Reynolds, Prod. Mgr.

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18 Acres of Unsurpassed Facilities

# **KLING QUALITY IS NOT A SLOGAN**

**IT'S OUR WAY OF  
DOING BUSINESS!**

IN PRODUCING  
**TELEVISION COMMERCIALS**  
**JINGLES**  
**ANIMATION**  
**INDUSTRIAL FILMS**  
**PUBLIC RELATIONS FILMS**  
**SALES TRAINING FILMS**  
**SYNDICATED COMMERCIALS**  
**SLIDEFILMS**

## **KLING FILM PRODUCTIONS**



**Chicago Studios**  
1058 W. Washington Blvd.  
SEeley 8-4181



**Hollywood Studios**  
1416 N. La Brea  
Hollywood 3-2141

## **Few Commercials Heed Europe Lure**

While overseas production of TV film programs has been increasing—sparked by the trend to swash-bucklers — few advertisers have shown interest in having their commercials produced abroad. However, there is one attraction in Europe for advertisers seeking some unique charm in their TV sell. This is the few craftsmen in the Netherlands and Germany whose mastery of stop-motion puppetry is rarely surpassed in the U. S.

Commercials in this format have been produced in Europe for Goebel Beer, Valley Forge Beer, International Salt and Bulova Watch, among others.

There are two major sources for this type of film. One is Joop Geesink's Dollywood Company in Amsterdam, which is represented here by Transfilm. The other is Global Telefilm, which has its own plant in Munich.

### **Sterling Drug**

These two outfits account for virtually all of the commercial production done in Europe. The only other situation of major proportions was a deal set by Sterling Drug about a year ago by which it had a series of live-action commercials made in England. This was set up by Peter Elgar Productions here with studio sources in Britain.

Aside from this, the only European filming done for commercials is usually background footage of famous landmarks. And there's not much of that.

Obviously a foreign flavor, which is often of value in an adventure show, has little meaning for a commercial. Of course, an advertiser might be tempted to go abroad to save money. But these

days an advertiser going into TV is not inclined to scrounge on the quality of his commercials. Besides, going overseas is almost sure to arouse a protest from the talent unions. It is recalled that Sterling did have a little trouble along this line on its English commercials. Sterling was already riding an English-made show, "The Vise," on ABC-TV.

### **No Saving**

The puppet commercials made by Geesink and Global are by no means a money-saving technique. A spokesman for Transfilm said these commercials generally cost as much as full Disney-type animation.

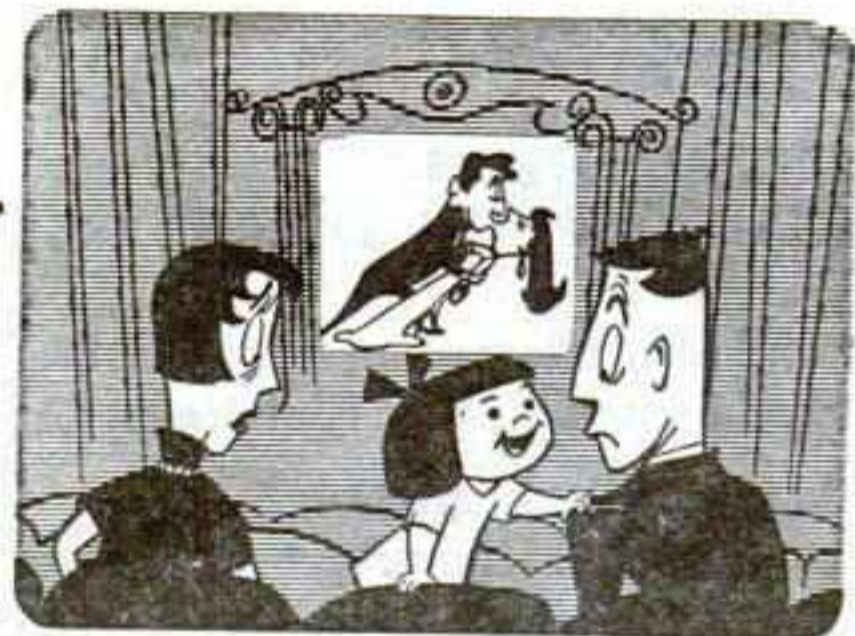
Transfilm gets the Geesink jobs on co-production deals. It maintains constant liaison with Dollywood.

Geesink made commercials for Goebel Beer for three years, a deal that ended only a few months ago. He has also done work for General Mills, Ecko Products, Snowcrop, Colgate and International Salt.

Global Telefilms was set up about three years ago by Ralph Weill and Arnold Hartley, of radio station WOV, New York. Global has made blurbs for National Shoe, Ronzoni spaghetti, Py - Co - Pay toothbrushes, Sofskin hand cream, Bulova's dealer co-op campaign and Valley Forge Beer.

**PROGRAMMING—**  
the key to successful TV advertising  
**THE BILLBOARD—**  
the key to successful programming

## **WHAT'S YOUR PROBLEM?**



- **GOT A TOUGH DEADLINE TO MEET?**
- **NEED HELP ON SCRIPTS OR STORYBOARDS?**
- **WORRIED ABOUT LIAISON WITH A WEST COAST PRODUCER?**

We'll solve your problems *on schedule*  
with film commercials *that sell!*

CALL  
**FIVE STAR PRODUCTIONS INC.**  
\*\*\*\*\* HOLLYWOOD \*\*\*\*\*

\*Frame from new Mountain Bar 60 second spot produced for Brown & Haley — Honig Cooper Co. Advertising.

# T.V. spot editor

*A column sponsored by one of the leading film producers in television*

## SARRA

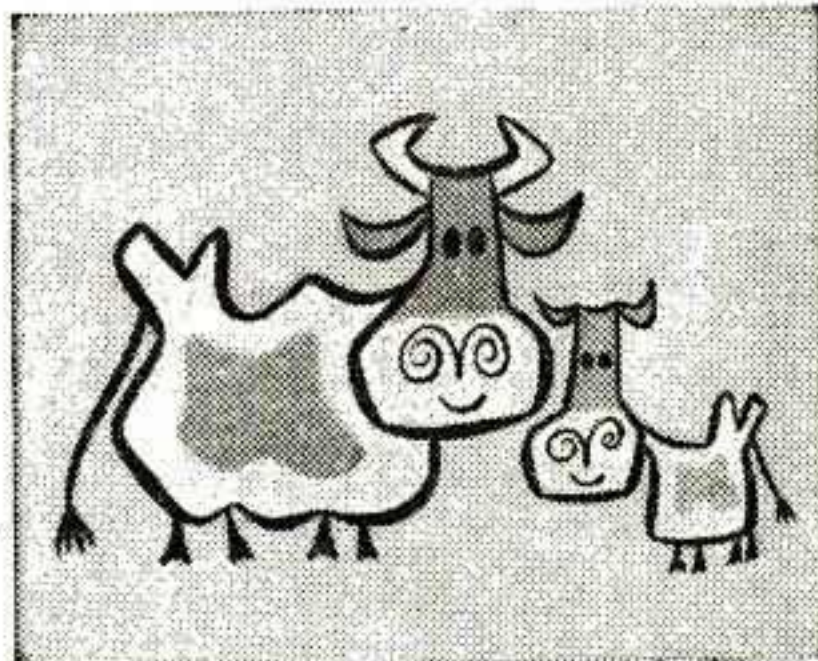
New York: 200 East 56th Street Chicago: 16 East Ontario Street



The old saw, "Why does a chicken cross the road?" gets a clever new twist in this bright, amusing commercial, one in the many faceted series by SARRA for C. A. SWANSON & SONS' frozen main course dinners and individual dishes. Imaginative animation takes full advantage of a flexible medium to metamorphose barnyard chicks into the letters of the Swanson name. Selling points . . . quality, taste, variety, convenience, brand identity . . . are quickly, smoothly and effectively presented. Produced by SARRA through TATHAM-LAIRD, INC., for SWANSON, a trade-mark owned by THE CAMPBELL SOUP COMPANY.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



P.O.C. Beer keeps right in step with today's accelerated pace in still another series of TV commercials by SARRA. In these 20-second spots a highly stylized, modern design type of animation—set to catchy square dance music—provides just the right setting for P.O.C.'s recurring slogan, "Enjoy yourself . . . enjoy that flavor!" Short, live action sequences make the most of P.O.C.'s outstanding label and further emphasize the product's refreshing taste appeal. Produced by SARRA for PILSENER BREWING COMPANY through CLIFFORD A. KROENING, INC.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



This unique commercial is one of a series by SARRA for Dodge. The "sell" is entirely visual except for an audio message at the very end. A specially composed musical theme contributes a dramatic overall effect and emphasizes the important points in the presentation. Through association with the Jet Age, the power and Jet Fin styling of the new models are pictorially underscored. Produced by SARRA with GRANT ADVERTISING, INC., for DODGE DIVISION, CHRYSLER CORP.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



A Disneyland opening sets a festive party mood for Aunt Jemima Party Pancakes in this series of 60-second spots with a 30-second adaptation by SARRA. Voice-over audio and live action photography of the product in use, appetizingly present the taste pleasure to be enjoyed by making pancakes with Strawberry, Chocolate, Egg Nog or other favorite flavors. Strong package identification supports rather than dominates the basic taste appeal. Produced by SARRA for THE QUAKER OATS COMPANY through J. WALTER THOMPSON COMPANY.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



SARRA television commercials are designed to build viewer acceptance and promote sales. The more than 3,000 TV commercials already produced by SARRA's advertising specialists with more than 25 years' experience give conclusive evidence that SARRA commercials get results and inspire the confidence of advertisers.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

ALL EYES ARE ON UPA'S NEW  
IPANA TV SPOTS



**UPA PICTURES INC.**  
BURBANK • 4440 lakeside drive  
thornwall 2-7171  
NEW YORK • 670 fifth ave.  
plaza 3-1672

## COSTLY AND WEARING

# Rushed Job on TV Film Blurbs May Be Fine, But Is It Worth It?

By GENE PLOTNIK

In the production of TV film commercials, the midnight oil is as essential as the developer and hypo. Every week some producer gets a call from an ad agency asking for a rush job. Delivery is asked in one week on a commercial that would normally take six to 10 weeks to complete.

The last-minute job is a chronic disease. Everybody hates it. Due to the overtime it requires, it can raise the cost of a commercial as much as 100 per cent. It usually compromises quality. This irks the producer because six months later somebody on the agency or client level may hold the blurb's shortcomings against him, long after they have forgotten the conditions under which it was made.

The last-minute job may also require short cuts that can make any subsequent changes so much more difficult or even impossible. An example of this is the animated opening on "Wide, Wide World," a job which ordinarily would have taken about eight weeks. Storyboard, Inc., got a rush order on it. One of its top animators was locked in a hotel room for two weeks with cigarettes and coffee while he turned out the drawings.

### Insertion Trouble

A week after the show went on the air, General Motors found it had to make an insertion in the opening. Normally this would have been a simple re-editing job. But because of the streamlined procedure in which it was produced, it was discovered that they would have had to re-film the whole

thing in order to make the insertion.

An infuriating thing about the hurry-up disease is that nobody is to blame. Hardly any producer will point an accusing finger at the agencies. They're being not only polite but understanding.

True, the difficulty is largely psychological. Agency personnel could possibly avoid a large portion of the hurry-up jobs if in their pre-planning work they disciplined themselves to avoid quibbling, irresolution, star gazing and long lunches.

The difficulty is also one of simple mechanics. The agencyman responsible for getting the order and the script to the producer may have 10 other jobs on his desk at the same time, and meanwhile the phone keeps ringing. There is just so much a man can do per work day.

This is the human element in the creation of a commercial. And it is usually tough to fight human nature and the facts of business life.

### Council to Try

But there are some in the trade who want to try to do something about it. They belong to the National Television Film Council.

Bert Hecht (Bill Sturm Studios), production vice-president of the trade organization, and Howard Olds (McCann-Erickson), agency vice-president, hope to start holding a series of meetings with producers and agencies soon. On the basis of these conferences, they hope to compile what they are calling "standard patterns of opera-

tions" in the production of TV film commercials.

If these "patterns" become popularly accepted in the trade, they believe, many of the delays that cause hurry-up jobs will be eradicated.

But they hardly hope to make the industry totally immune to the disease. That would be impossible.

Aside from the human element, there is sometimes a hard, unavoidable marketing, advertising or production situation that causes a rush order. A competitor changes his ad theme. Spring weather sets in unusually early. A piece of valuable time unexpectedly opens up. There are any number of practical situations that can demand instantaneous action.

### Excitement

The producers hate the rush jobs, but their contempt is not unmixed. There is something dramatic and exciting about the last-minute job. It is a feather in the producer's cap if he can meet the unreasonably short deadline. And, as in all creative work, it is often amazing how good a job can be done under pressure.

One Friday evening not long ago Bob Klaeger, of Transfilm, received a call from Mark Lawrence, of McManus, John & Adams, asking for delivery of a 60-second commercial the next Friday. The commercial, plugging three productions of Minnesota Mining, involved a traveling matte, a special effect that ordinarily takes five days to complete on an animation stand. Furthermore, it would be necessary to have three different takes of that scene for the client's choice.

Transfilm hired the talent and built the sets over the weekend. On Monday it started shooting. On each take of the complicated scene it shot extra footage. The film magazine was immediately taken out of the camera and one foot of it hand developed in Transfilm's own darkroom. The developed pieces of film were shot right over to the animation department, so that they were able to start work on matching the registration of the matte even before shooting was completed.

Monday night the exposed film was sent to the lab. Tuesday fine grain prints were returned, and the client selected the take he wanted. Tuesday night the opticals were shot. Wednesday the cut negative and sound track were mixed. On Thursday the final print (destined for airing on "The Mickey Mouse Club") was delivered to the agency.

The job cost the client about

(Continued on page 26)

## TELEVISION

Every step of the way—

Production

Special effects

Prints

16 millimeter

35 millimeter

Color

or Black and White

Negatives

Positives

**EASTMAN**

naturally

★

W. J. GERMAN, INC.

Fort Lee

Chicago

Hollywood

The only complete  
TV FILM SERVICE  
including...



No.10 in a series

**BONDED**  
TV Film Service

630 Ninth Ave. • JU. 6-1030  
New York Chicago Los Angeles



# QUALITY PROGRAMS WIN AUDIENCES...

# QUALITY COMMERCIALS HOLD AND SELL THEM

TV FILM PROGRAMS PRODUCED  
BY ROLAND REED PRODUCTIONS:

**MY LITTLE MARGIE**  
starring Charles Farrell & Gale Storm

**WATERFRONT**  
starring Preston Foster

**TROUBLE WITH FATHER**  
starring Stu and Jane Erwin

**ROCKY JONES, SPACE  
RANGER**  
starring Richard Crane

**BEULAH SHOW**

**MYSTERY THEATRE**  
starring Tom Conway

**ALARM**  
starring Fred Waring

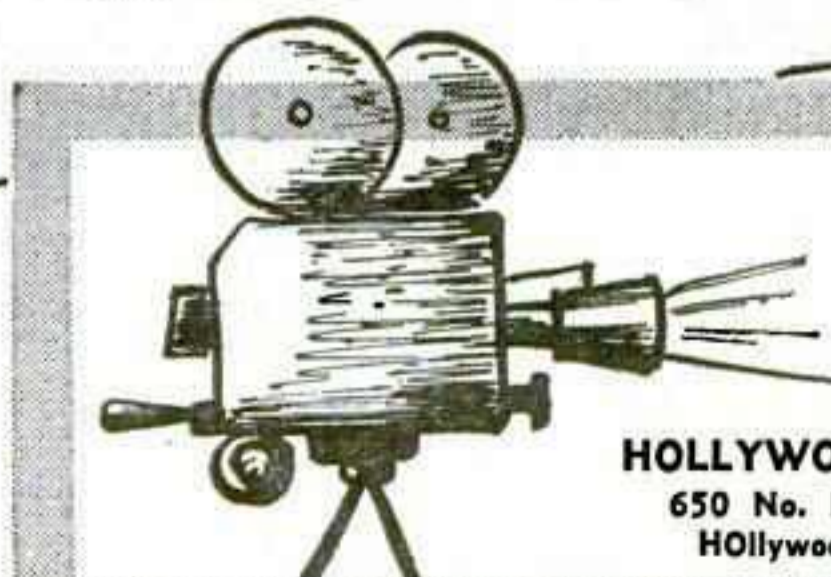
**ADVENTURES OF THE  
SEA HAWK**  
starring George O'Brien

**TREASURE HUNT**  
starring Britt Lomond and Nancy Hale

TELEVISION  
COMMERCIALS  
PRODUCED BY  
ROLAND REED TV, INC.  
ARE HOLDING AUDIENCES—AND SELLING  
THEM—FOR OUTSTANDING TELEVISION  
ADVERTISERS LIKE THESE:

**CHRYSLER CORP.**  
Chrysler and Dodge  
**GENERAL MOTORS**  
Pontiac Div. and Frigidaire  
**AMERICAN MOTORS**  
Nash and Rambler  
**FORD MOTOR CO.**  
Ford Cars  
**LEVER BROS.**  
Spry Shortening  
**WESTINGHOUSE ELECTRIC  
CORP.**  
Home Appliances  
**NATIONAL BISCUIT CO.**  
Ritz Cracker, Honey Grahams,  
Pretzels, Saltines, Shredded  
Wheat

**HEINZ FOODS**  
Various Soups and Foods  
**CAMPBELL SOUP CO.**  
Various Soups  
**INTERNATIONAL  
HARVESTER CO.**  
Home Appliances  
**YOUNGSTOWN KITCHENS**  
Kitchen Sinks, Cabinets,  
Waste Dispensers  
**GRUEN WATCH CO.**  
Watches  
**STEWART-WARNER**  
Alemite Division  
**CARNATION CO.**  
Carnation Milk, Albers Oats,  
Flapjack Mix, Friskies Dog  
Food



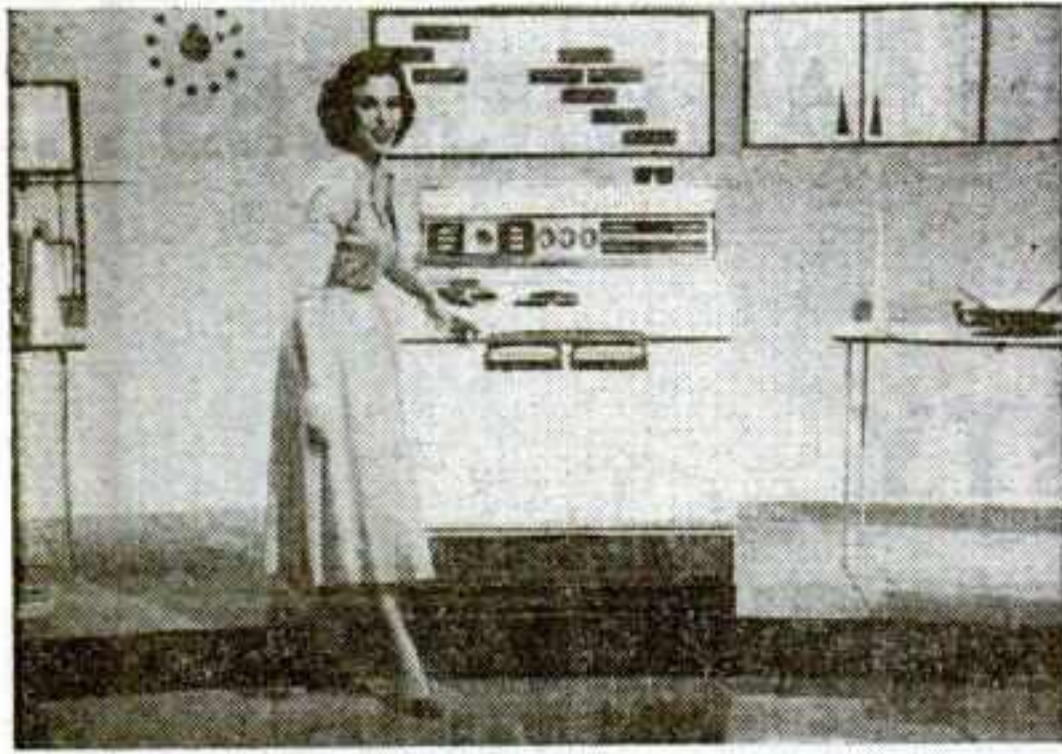
## ROLAND REED PROD. ROLAND REED TV, INC.

HOLLYWOOD, CALIF.  
650 No. Bronson Ave.  
HOLLYWOOD 9-8321

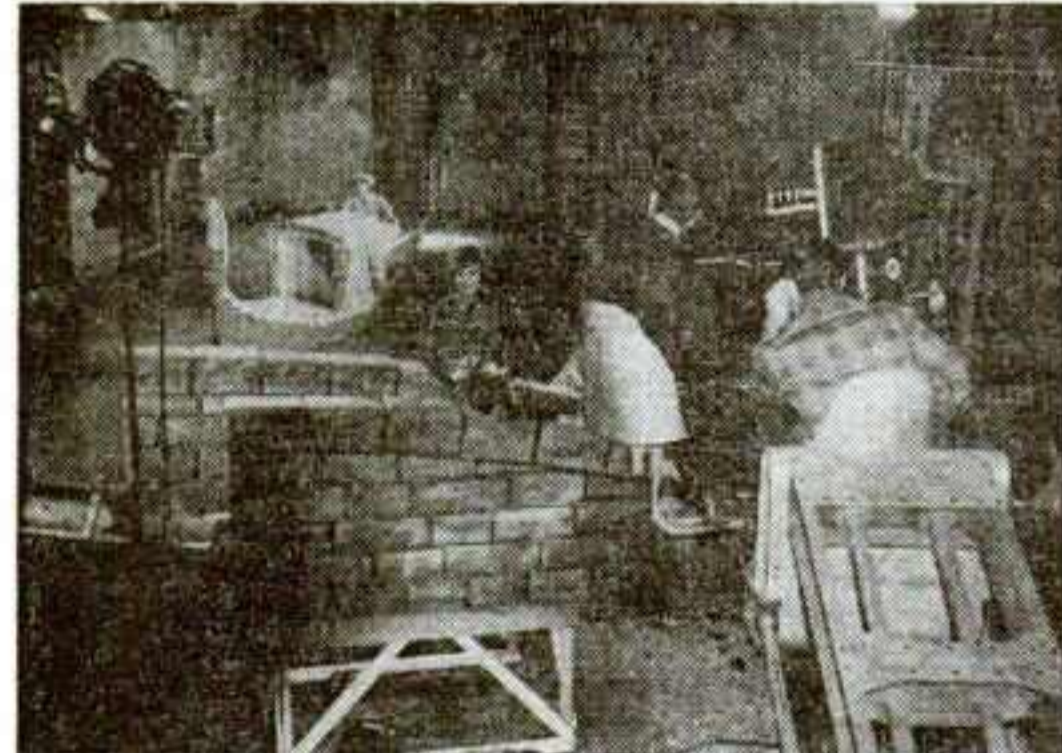
NEW YORK, N. Y.  
521 Fifth Ave.  
Murray Hill 7-1065

CHICAGO, ILL.  
716 No. Rush St.  
DElaware 7-0903

# "HOLLYWOOD" IN THE "EAST"... Film Does Another Big Job, That of Opening a Program



Agency: KUDNER AGENCY, INC. For: FRIGIDAIRE



Agency: DANCER-FITZGERALD-SAMPLE For: U. S. WAC



Agency: WILLIAM ESTY CO., INC. For: RAPID SHAVE



Agency: BENTON & BOWLES, INC. For: TIDE

REQUEST FOLDER OF OUR TWO SPACIOUS AIR-CONDITIONED STUDIOS

EXETER 2-4949  
**ATV FILM PRODUCTIONS, INC.**  
 37-15 35th STREET, L. I. C. T. N. Y. C.

By JACK SINGER  
 Many of the live network shows long ago recognized the advantages that film can offer and have turned to film to do a highly important job—that of opening the show.

The least publicized and most taken-for-granted portion of a TV show, the opening, can often be the factor that keeps a non-committed viewer interested enough to stay with the station rather than switch to another channel. It can subtly suggest the tone of the program that's forthcoming. It can also give the advertiser a dramatic identification with the program and impress vividly upon the viewer's mind the caliber of the firm that's sponsoring the show. An example of an opening that does this is that of "U. S. Steel Hour."

While the screen shows the interior of a steel plant, the audio carries the sound of a factory warning horn and the ominous voice of the announcer identifying the program. The molten steel is poured, and, just as the big splash lights up the screen, the orchestra touches off the theme.

**BBD&O Creation**

The "Steel" opening was created by Batten, Barton, Durstine & Osborn, and produced by Caravel Films. The original music is by Bernard Greene.

Because of the importance of program billboards, it is no wonder that many advertisers spend as much time and money on them as they would on an important TV commercial. In fact, most of the openings are created by the same staffs and are produced by the same firms that turn out commercials.

Among the live network shows that use filmed openings are "U. S. Steel Hour," "Lux Video Theater," "Robert Montgomery Presents," "Goodyear-Alcoa Hour," "\$64,000 Question," "Studio One," the Ed Sullivan show, "Climax," "The Big Surprise," the Perry Como show, the Arthur Godfrey shows, "Beat the Clock," "What's My Line?" "Justice," the NBC spectaculars,

"Gillette Cavalcade of Sports," "Voice of Firestone," "Break the Bank," "Appointment With Adventure," "Person to Person," "Your Hit Parade," "Stage Show," the Lawrence Welk show, the Wednesday night fights, the Martha Raye show, "Down You Go" and a host of others.

Kraft Foods, which has stayed with its hour-long, live "Kraft Television Theater" since TV's infancy, is now reportedly toying with the idea of putting its opening on film.

**Why Film?**

Why do so many advertisers and producers of live shows elect to film the opening of their shows? Undoubtedly the most important reason is that film—with its special effects, location shots and animation possibilities—permits the production of openings that are more dramatic, attractive, catchy and elaborate than could be done with the live camera.

Another reason is that a filmed opening not only lifts a troublesome production burden from the shoulders of the director and production crew, but, inasmuch as the running time of a filmed opening is known, it also enables the director to control the timing of his show better. Also, it makes certain that the opening of the show will be the same every week, a factor that makes it something of a trademark for the show and the sponsors.

**Flexible Factors**

Among the disadvantages of a filmed opening are its cost and the fact that flexibility is lost. This loss of flexibility, however, can be overcome to some extent by doing something similar to what Lux has done with the billboard of the "Lux Video Theater." Here, a live announcer and live orchestra contribute the audio portion. The announcer's copy, of course, can be changed every week as desired. Lux, by the way, began using a new filmed opening produced by Hal Roach Studios about four weeks ago. Its former opening, which was shot by Sarra, had

been used since the show went on the air.

The cost of producing filmed openings, which usually run from 15 to 35 seconds, range from as low as \$3,000 to as high as \$14,000, according to informed sources. One of the more costly ones is Richard Hudnut's opening for "Your Hit Parade," which was produced by Screen Gems 14 months ago for close to \$11,000. The opening for "Medical Horizons," which uses original music by Edgar Varese, was produced by Sarra for approximately \$6,000.

**'Studio One'**

One of the longest lived and best known openings is that of "Studio One," which was produced by Lalley & Love. Like the "Lux Video Theater's" opening, that of "Studio One" makes use of a live announcer over the film in order to permit changes of copy. Bill Sturm Studios, which is now working on a new film opening for Eddie Fisher's live TV show next season, also shot the opening for "Producers' Showcase" some two years ago.

Many filmed openings of both live and film shows use animation. UPA pictures did the animation and production for the openings of "Our Miss Brooks," "Halls of Ivy," last year's "Omnibus" and "It's Always Jan." The animated opening for "Beat the Clock" was produced by Film Creations about three years ago. Roland Reed handled the animation and production chores for the opening of "It's a Great Life." Among the other shows that use animation in their filmed openings are "Life of Riley," the Lawrence Welk show, "You Bet Your Life," "People Are Funny" and "Wide, Wide World."

## EVERYONE

LOVES

\*animation



and since we can't possibly do all of it, we try to make the best of it!

\*animation inc. 8564 melrose avenue hollywood



# HANG YOUR HOMBERG IN NEW ORLEANS

where you add your personal touch to **TV** and **Theatre Film Commercials**



## YOU

*sit, in air-conditioned comfort,  
right in the middle of the  
act, assisted by an expert  
staff using the finest  
professional equipment.*

**IT'S A PLEASANT EXPERIENCE...**  
to be able to express your individuality, to work happily with a genial, experienced production staff in air-conditioned comfort, using the finest Mitchell cameras and RCA sound. All this at a lower basic production cost.

Our unified studio and laboratory assure a complete job delivered on schedule. Your OK or no charge.

And fabulous New Orleans adds inspiration to your creative genius.

*Let's get acquainted.*

**NEW ORLEANS**



**MPA-TV FILM PRODUCTIONS**  
1032 Carondelet St. New Orleans

FOR A  
**SQUARE DEAL**  
call  
**CIRCLE**  
FILM LABORATORIES  
COLUMBUS 3-2180  
A Complete Motion Picture Lab  
Serving the Industry  
OVER A DECADE  
33 WEST 86th ST. NEW YORK 23 N. Y.

## WALTER GUILD SAYS

## TV Offers Greatest Sales Opportunity

• Continued from page 18

lieve a television commercial should be rewarded in terms of some sort of emotional satisfaction for viewing the commercial.

If there is a reasonable amount of entertainment or instruction or other value to the consumer, it is possible that the customer will even welcome a television commercial—be glad to see it. On the other hand, if the commercial is entirely devoid of consumer entertainment, offers nothing of enlightenment, the consumer is not only apt to be bored by the commercial, but by the product the commercial offers. If the commercial offers the message in the form of light entertainment, it develops a personality for the product—a pleasing, acceptable and interesting personality—and that we consider highly desirable.

## Fans for Blurbs

It is a fact that on our television shows our commercials receive, in some cases, more fan mail than do the shows. Of course, you may say that the shows are so lousy they don't get any fan mail. We have one show that will average 1,500 to 3,000 letters a week, and from 10 to 50 per cent of those letters will favorably mention the commercials. We think this is a plus.

We do believe that television offers an unparalleled opportunity for selling and salesmanship and also an unparalleled opportunity for being a crashing bore in public. We believe the most productive commercials are those which offer the consumer some premium values in the line of entertainment or instruction.

FILM COSTS  
SLASHED!

Guaranteed RAPIDWELD process restores used, worn film, removes scratches — RAPIDTREAT protects new film. Add hundreds of showings to any film! Cut costs drastically!

See how Rapid's unusual low cost saves thousands of film dollars for top-name clients — and precious hundreds for smaller accounts. Send for VALUABLE informative booklet ON FILM CARE.

"The Film Doctors"  
**Rapid FILM TECHNIQUE, INC.**  
37-02V 27th St., Long Island City 1, N. Y.  
Phone: ST 4-4661

## Roach Talks With RKO Pathe, Du Mont for NY Studio Space

Midst the tug of war between East and West Coast-based producers, Hal Roach Jr. will soon have studio operations in both New York and Hollywood. Roach, who has seven sound stages in Culver City, Calif., where he produced over \$2,000,000 worth of commercials last year, last week was in the final stages of negotiations for a lease on the RKO Pathe studios in New York. He was also reported to be dickering for space in the Du Mont TeleCenter.

He is looking for 50,000 square feet of space and expects to have it working within two weeks.

Roach will probably hire a top agency man to supervise his commercial production here. And he plans to keep a board of advisors on retainers. This will consist of experts on various fields such as dancing, hair styling and other skills that may be necessary in the production of a TV blurb.

His studio here will by no means be isolated from his West Coast operations. Roach believes the Hollywood technicians surpass those in New York, and he expects a steady traffic of his West Coast experts to the New York operation.

## Cartoon Commercials Tops

• Continued from page 15

makes the Hamm's commercials, was eighth.

## Sarra's Quality

The reputation that Sarra, Inc., has built for quality in this business is almost legendary. Once again it has won first place in that category of this poll. Its margin of victory is more comfortable than ever.

The Alexander Film Company, the venerable giant of Colorado Springs, Colo., has always done well in this poll. Last year it was only a runner-up. In the present poll, Alexander is again a front runner for the economy of its work.

A startling newcomer to the winners' circle is Filmack Studios, first for speed, second for economy. Filmack is a 37-year-old producer which began making TV commercials nine years ago. Its sudden rise to the top of the list this year is probably explained by the fact that the Chicago firm opened up a big New York operation within the past year.

New York is still the center of

the greatest portion of TV film commercial production, but New York has never had the top ranks of these winners' lists all to itself and it doesn't t.i.l. time.

Of the top 10 producers for quality, six have New York studios, only two are New York exclusively. Of the top five for speed, two have New York studios, two have Chicago studios, one is Hollywood only, and Alexander-functions in Colorado Springs.

In the economy category, four of the top five have New York operations. Those four are in this list for the first time. Last year none of the top five in economy were New York firms.

The Billboard's Fourth Annual TV Film Commercial Awards is a truly industry-wide poll. One ballot was sent to each of 2,273 different companies engaged in TV, and 463 ballots were returned. That is a 20.3 per cent return. TV stations and networks accounted for 168 returns, ad agencies cast 121 ballots, sponsors 77, producers and labs 50, and distributors 47.

## Rush Job on TV Film Blurbs

• Continued from page 22

25 per cent more than it would have on a normal schedule.

Another dramatic example of rush work are the Ford commercials on recent installments of the "Ford Star Jubilee." Ford uses about a minute and a half of film integrated with a live announcer. The film shows a Ford speeding over a test truck. Normally it would take eight weeks to produce that film.

For the airing of "Blithe Spirit" on January 14, Roland Reed TV received the initial order for the film on Tuesday, January 3, and the script on Friday, January 6. Reed shot the film on Monday and Tuesday and delivered the completed print to CBS for rehearsal on Thursday, January 12.

Ford was apparently delighted with this speedy performance. For

"The Day Lincoln Was Shot" of February 11 it placed its film order with Reed on Monday, January 30. This time the film was in color.

It usually takes a larger producer to turn out such rush orders. If the producer has his own studio space and many or all of the necessary facilities under his own roof, he stands so much less chance of being stalled by any sub-contractor who has his own troubles. Also, it generally takes a highly experienced producer to deliver on a hurry-up order, for there is usually no time to make errors.

The rush jobs cost money, they burn up the midnight oil, they wear down the nerves. Everybody hates them, but sometimes they can be magnificent.



## WORLD'S MOST ECONOMICAL NETWORK CALIBER TV FILM SPOTS

Bandelier's low-budget (tailor-made from your storyboard) films of quality in animation or live action with sound, are custom-designed to meet your requirements at lowest prices in TV history. FIVE sound-on-film commercials for what you'd normally pay for ONE!

SEND storyboards today for a quick quote!  
Fully Commissionable!

**Bandelier Films**  
Television Commercials since 1950  
Phone 7-1516 1839 Lomas Blvd. N.E.  
Albuquerque, N. M.

## 16 and 35mm

- tv Commercials
- Slides
- 16mm Film Processing and Printing
- Kinescope Recording and Air Checks
- Langlois Filmusic
- Sound Recording

## CALDWELL

OF

## CANADA

447 JARVIS ST. TORONTO 5

WA 2-2103

ONE OF AMERICA'S LEADING  
TELEVISION COMMERCIAL PRODUCERS

Owen  
Murphy  
Productions, Inc.

Recent Clients:  
Firestone Tire & Rubber Co.  
American Bakeries Co.  
American Tobacco Co.  
Whitehall  
Pharmaceutical Co.  
Hills Bros.' Coffee

723 SEVENTH AVENUE • NEW YORK 19, N. Y. • PLAZA 7-8144

# TV Commercials in Production

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

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercials Producer
<b>CANNED GOODS</b>				
H. J. Heinz, Foods, MacLaren, Ltd. (I Love Lucy, Guy Lombardo-Canada)	3	(60)	LA	Redd-Krasne
Campbell Soups, Soup, Leo Burnett	—	—	NA	United World
Armour Packing, Trex, Tatham-Laird (Perry Como)	3	(60)	LA	Sarra
Stokely-Van Camp, Canned Foods, Calkins & Holden	3	(60)	FA	Storyboard
<b>CLOTHING AND ACCESSORIES</b>				
Smith Bros., Buckaroo Jeans	1	(50)	SM	Filmack
Learbury, Men's Suits	14	(10)	FA	Filmack
<b>COFFEE, TEA, COCOA</b>				
Wander Co., Ovaltine, Tatham Laird (Capt. Midnight)	14	(60, 90)	LA	Swift-Chaplin
<b>CONFECTIONS (Sirups, Ice Cream, etc.)</b>				
Curtiss Candy, Baby Ruth	2	(60)	FA, J	Fred Niles
Oh Henry, Candy Bars, Aubrey, Finlay, Marley & Hodgson	(10, 20)	—	S	Filmack
<b>DAIRY AND MARGARINE</b>				
Challenge Creamery, Milk, Hixson Jorgenson	2	(20)	LA	All Scope
Danish Creamery Milk, Hixson Jorgenson	4	(20)	LA, SE	All Scope
Lever Bros., Imperial Margarine, FC&B	1 (20), 2 (60)	—	LA, SA, J	Transfilm
American Dairy, Campbell-Mithun	1	(30)	LA	Fred Niles
Producers Dairy, Dairy Products, Mace Advg.	2	(22)	SM	Filmack
<b>DENTIFRICES, SHAVING CREAMS (Mouthwashes, Tooth Brushes)</b>				
Rive, Shaving Cream, SSC&B	1	(60)	LA	Video
Shulton, Old Spice, Direct	1	(60)	LA	Video
North American Phillips Co., Norelco Elec. Shavers, C. J. LaRoche	1 (90), 1 (120), 1 (135)	—	LA, FA	Lalley & Love
American Safety Razor, Gem Razor & Blades, McCann-Erickson	3	(60)	SA, SE, LA	Lalley & Love
<b>DEPARTMENT STORES AND SUPERMARKETS</b>				
Shillito's Dept. Stores, Promotional, Dinerman	1	(8)	FA	Filmack
<b>DRUGS AND DRUGSTORES</b>				
Pharmaco, Medium, DCS&S	2	(60), 1 (20)	LA, SA	American Film
SSS Co., Neurabalm, Day, Harris, Hargrett & Weinstein	1 (20), 1 (10)	—	LA, FA	Lalley & Love
Willards, Pain Relief, Schwimmer & Scott	1	(55)	SM (C)	Filmack
<b>FINANCIAL, INSURANCE AND BANKS</b>				
Thorp Finance, Klau-Van Pietersen-Dunlap	8	(90)	LA	Reed-Krasne
American Stock Exchange, Direct	—	—	NA	United World
Mutual of Omaha, Insurance, Bozell & Jacobs	5	(60)	LA	Video
First Federal Savings of Nashville	3	(20, 08)	SM	Filmack

## C-S 60G Suit Against Ziv-TV

HOLLYWOOD—Suit for \$60,000 was filed by Conne-Stephens against Ziv-TV in Superior Court here last week.

The suit alleges that Ziv owes this amount for services performed by Conne-Stephens as managers of American-National Studios prior to the time that the lot was sold to Ziv about a year ago. C-S also owned one-third interest in the studio, but the actual property sale is not in dispute.

## THIS WEEK'S FILM BUYS

**ABC FILM SYNDICATION**  
**RACKET SQUAD**  
 KOB, Albuquerque, N. Mex.: Time, Inc.  
**CBS TV FILM SALES**  
**LONG JOHN SILVER**  
 KGNC, Amarillo, Tex.; WWJ, Detroit: Adv. TBA  
**FABIAN OF SCOTLAND YARD**  
 WJAC, Johnstown, Pa.: G. Schmidt  
 WWJ, Detroit: Adv. TBA  
**FILES OF JEFFREY JONES**  
 WWJ, Detroit: Adv. TBA  
**THE WHISTLER**  
 WWJ, Detroit; WNOK, Columbia, S. C.: Adv. TBA  
**TERRYTOONS**  
 KTMT, Tacoma, Wash.; KLAS, Las Vegas, Nev.: Adv. TBA  
**BUFFALO BILL JR.**  
 WBRZ, Baton Rouge, La.: Wolf Bakeries  
**SAN FRANCISCO BEAT**  
 WKZO, Kalamazoo, Mich.: Adv. TBA  
**AMOS 'n' ANDY**  
 WWJ, Detroit: Food Fair  
**GUILD FILMS**  
**IT'S FUN TO REDUCE**  
 WMVT, Burlington, Vt.: Adv. TBA  
**MCA-TV**  
**WATERFRONT**  
 KJEO, Fresno, Calif.: Carnation-Friskies  
 KHOL, Kearney, Neb.: Skelly Oil  
**NBC-TV**  
**CRUNCH & DES**  
 KOB, Albuquerque, N. M.: Lucky Lager Beer-1-2 and Converse Motors-1-2  
 KJEO, Fresno, Calif.: Lucky Lager Beer  
 WSYR, Syracuse: Utica Club Beer  
 WTVJ, Jackson, Miss.: Mississippi Furniture  
 WVEC, Hampton, Va.: Coca-Cola Bottlers of Norfolk  
 KLZ, Denver: Star Bakery  
 WIBW, Topeka, Kan.: Fleming Co.  
 WNEM, Bay City, Mich.: Stroh's Beer  
 WBRB, Wilkes-Barre, Pa.: Adv. TBA  
 KFJZ, Fort Worth-Dallas: Falstaff Beer  
 WTNJ, Milwaukee: Milwaukee Ford Dealers  
**STEVE DONOVAN**  
 WHP, Harrisburg, Pa.: WCAX, Burlington, Vt.; WFBC, Greenville, S. C.: Adv. TBA  
**HIS HONOR, HOMER BELL**  
 WFAA, Dallas: Adv. TBA  
**THE GREAT GILDERSLEEVE**  
 WCAX, Burlington, Vt.: Adv. TBA  
 WKJG, Fort Wayne, Ind.; WTAR, Norfolk; WTNR, Richmond, Va.; WFMJ, Greensboro, N. C.; WTVJ, Raleigh, N. C.; WFBC, Greenville, S. C.; WNCT, Greenville, N. C.; WIS, Columbia, S. C.; WSB, Atlanta; WMAZ, Macon, Ga.; WRDW, Augusta, Ga.; WALB, Albany, Ga.: Kroger Co.  
**HOPALONG CASSIDY-ONE HOUR**  
 WPRO, Providence: Adv. TBA  
**HOPALONG CASSIDY-HALF HOUR-B**  
 WFBC, Greenville, S. C.: Adv. TBA  
**BADGE 714-B**  
 KOMU, Columbia, Mo.: Manhattan Coffee  
**BADGE 714-C**  
 KVAL, Eugene, Ore.: 1st National Bank of Portland  
 WPBN, Traverse City, Mich.: Plymouth Dealers  
 WTTG, Washington: Adv. TBA  
**INNER SANCTUM**  
 WHP, Harrisburg, Pa.: Adv. TBA  
**THE FALCON**  
 WHP, Harrisburg, Pa.: Adv. TBA

## New TV Spot Campaigns

Continued from page 8

**Southwestern**  
 A-1 Pilsner Beer, Arizona Brewery  
 Adams Extract, Adams Extract  
 Arrid Deodorant, Carter Products  
 Betty Crocker Cake Mixes, General Mills  
 Brisk Toothpaste, Colgate-Palmolive  
 Brookpark Dinnerware, Brookpark  
 Bug Killer, Sterling Chemical  
 Bulova Watches, Bulova  
 Carter's Little Liver Pills, Carter Products  
 Country Club Malt Liquor, Goetz Brewing  
 Doughnuts, Doughnut Corp. of America  
 Gas, Lone Star  
 Hamm's Beer, Hamm Brewery  
 Insurance, Safeco General Insurance  
 Jax Beer, Jackson Brewing  
 Joy, Procter & Gamble  
 Kleenex, International Cellucotton  
 Lustre Creams Shampoo, Colgate-Palmolive  
 Magnolia Oil & Gas, Magnolia Petroleum  
 Mobilgas, General Petroleum  
 Nehi, Nehi Bottling  
 Pabst Blue Ribbon Beer, Pabst Brewery  
 Payday Candy Bar, Hollywood Candy  
 Pearl Beer, Pearl Brewery  
 Post Toasties Cereals, General Foods  
 Raid Insecticide, S. C. Johnson  
 Rise Shave Cream, Carter Products  
 Rislone Oil Alloy, Shaler  
 Rath Meat, Rath Packing  
 Southern Bell & Telephone, Southern Bell  
 Stokely Van Camp Canned Foods, Stokely Van Camp  
 Texanne Peanut Butter, Lone Star Cose  
 Transportation, Continental Trailways  
 Yellow Pages, R. H. Donnelley Corp.

**Rocky Mountain & West Coast**  
 Ad Detergent, Colgate-Palmolive  
 Alemite Lubricating Systems, Stewart Warner  
 B. F. Goodrich Rubber & Canvas Footwear, B. F. Goodrich  
 Black Bear Clothing, Black Mfg.  
 Carter's Little Liver Pills, Carter Products  
 Chevrolet, Seattle Chevrolet Dealers  
 Colgate Dental Cream, Colgate-Palmolive  
 Country Club Malt Liquor, Goetz Brewing  
 DuPont Paint, DuPont  
 Fords, Northwest Ford Div.  
 Friskies, Carnation  
 Frozen Foods, Swift  
 Fuller Paint, Fuller  
 Greyhound Lines, Greyhound Lines  
 Hadacol Liquid & Capsules Medical, Hadacol  
 Heidelberg Beer, Heidelberg Brewery  
 "I'll Cry Tomorrow," (Movie) M-G-M  
 Lustre Creme Shampoo, Colgate-Palmolive  
 Make-Up, Charles Antell  
 Manitowoc Freezer, Gaffer & Stettler  
 Oldsmobile Cars, General Motor  
 Ovaltine, Wander Co.  
 Perfume, Fragrance Foundation  
 Powdered Milk, Foremost Dairies  
 Quick Permanent, Richard Hudnut  
 Redco Cosmetics, Redco  
 Reducing Salon, Slenderella  
 Regal Pale Beer, Regal Pale Brewery  
 Rislone Oil Alloy, Shaler  
 Royal Crown Cola, Nehi  
 Simmons Mattress, Simmons  
 Sonny Boy Fruit Flavors, Sonny Boy Beverages  
 Spic & Span, Procter & Gamble  
 Vaseline Hair Tonic, Chesebrough  
 Waxtex, Marathon  
 Whitman Chocolates, Whitman  
 DANGEROUS ASSIGNMENT  
 WHP, Harrisburg, Pa.; WCAX, Burlington, Vt.: Adv. TBA  
**CAPTURED**  
 WWJ, Detroit; WTTG, Washington: Adv. TBA  
**LIFE OF RILEY-D**  
 KFBC, Cheyenne, Wyo.: Adv. TBA  
 WIBW, Topeka, Kan.: Ed Marling Stores  
**VICTORY AT SEA**  
 WFBC, Greenville, S. C.: Adv. TBA  
**OFFICIAL FILMS**  
**MY LITTLE MARGIE**  
 KSSS, Roswell, N. Mex.: Adv. TBA  
**CROSS CURRENT**  
 KSSS, Roswell, N. Mex.: Nelson's Supermarket  
**OVERSEAS ADVENTURE**  
 KSSS, Roswell, N. Mex.: Tweedy-Samrock Villa  
**BERNARD SCHUBERT, INC.**  
 MR. AND MRS. NORTH  
 KVVQ, Tulare, Calif.: Adv. TBA  
**SCREENCRAFT PICTURES**  
**ADVENTURES OF JUDGE ROY BEAN**  
 WJV, Elkhart, Ind.; WTHI, Milwaukee: Adv. TBA  
**SCREEN GEMS, INC.**  
**YOUR ALL STAR THEATER**  
 KJEO, Fresno, Calif.: Foremost Powdered Milk  
 KFVS, Cape Girardeau, Miss.: Schiff Shoe Store and Krey Packing  
 WKRC, Cincinnati; WTVY, Dothan, Ala.; KLAS, Las Vegas, Nev.; WDXI, Jackson, Tenn.; KLZ, Denver: Adv. TBA  
**THE BIG PLAYBACK**  
 WEWS, Cleveland: GHP Cigar Co.  
 WRCV, Philadelphia; KDKA, Pittsburgh, KJH, Hollywood: Adv. TBA  
**CELEBRITY PLAYHOUSE**  
 KFDM, Beaumont, Tex.: Texas Coffee Co.  
 WBAL, Baltimore: Gunther Brewing  
 WTOP, Washington: Gunther Brewing  
 KHSL, Chico, Calif.: DPM Meats  
 WGBS, Miami: Coral Gables Federal Bank  
 WTVY, Dothan, Ala.: Adv. TBA  
 WDXI, Jackson, Tenn.: Adv. TBA  
**HOLLYWOOD MOVIE PARADE**  
 WARM, Scranton, Pa.; KTTV, Los Angeles; WDXI, Jackson, Tenn.; KOA, Denver; WBSN, Columbus, Ga.; KPRC, Houston: Adv. TBA  
**JUNGLE JIM**  
 WEAR, Pensacola, Fla.; WDXI, Jackson, Tenn.: Adv. TBA  
 KWK, St. Louis: Boil Packing and Seven-Up Bottling  
**TALES OF THE TEXAS RANGERS**  
 KBOL, Boise, Idaho; WEAR, Pensacola, Fla.; WDXI, Jackson, Tenn.: Adv. TBA

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Rank	Title (Distributor) Station, Day-Time	Rating	Rank	Title (Distributor) Station, Day-Time	Rating
19	Dr. Hudson's Secret Journal (MCA), KFMB, Th.-7:00	13.5	25	Soldiers of Fortune (MCA), KFMB, F.-6:00	12.2
19	Annie Oakley (CBS), KFMB, M.-6:00	13.5	27	Uncommon Valor (Gen'l Teleradio), KFSD, S.-6:30	11.9
21	Wild Bill Hickok (Flamingo), KFMB, W.-6:30	13.4	27	Cowboy G-Men (Flamingo), XETV, M.-7:00	11.9
21	Waterfront (MCA), XETV, T.-9:00	13.4	29	Jungle Jim (Screen Gems), KFSD, S.-6:00	11.2
23	Confidential File (Guild), KFSD, W.-10:30	13.2	30	Science Fiction Theater (Ziv), XETV, T.-8:00	11.0
24	Lone Wolf (MCA), XETV, M.-8:00	12.5			
25	Sherlock Holmes (UM&M), XETV, F.-10:00	12.2			

### COLUMBUS, O. (3 Stations) 153,600 TV Homes

**THE TOP 15 ONCE-WEEKLY SHOWS (\*Indicates Non-Network)**

1. Ed Sullivan, WBNS, Su.	47.5	9. Jackie Gleason, WBNS, S.	33.2
2. I Love Lucy, WBNS, M.	45.4	10. Private Secretary, WBNS, Su.	33.0
3. \$64,000 Question, WEWS, T.	42.5	11. Climax, WBNS, Th.	32.3
4. Godfrey's Talent Scouts, WBNS, M.	39.5	12. Our Miss Brooks, WBNS, F.	31.5
5. December Bride, WBNS, M.	35.9	13. G. E. Theater, WBNS, Su.	30.7
6. Lassie, WBNS, Su.	35.9	14. Godfrey and His Friends, WBNS, W.	29.9
7. Burns and Allen, WBNS, M.	33.7	15. Groucho Marx, WLW-C, Th.	29.2
8. George Gobel, WLW-C, S.	33.4		

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

1. *News (7 p.m.), WBNS, M.-F.	25.1	6. Arthur Godfrey, WBNS, M.-Th.	14.9
2. CBS News, WBNS, M.-F.	24.9	7. *Western Roundup, WBNS, M.-F.	13.9
3. *Little Rascals, Misc., WBNS, M.-F.	21.7	8. *Three City Final, WLW-C, M.-F.	12.9
4. *Aunt Fran, Misc., WBNS, M.-F.	18.4	9. *News, Weather (11 p.m.), WBNS, M.-F.	12.6
5. Mickey Mouse Club, WTVN, M.-F.	17.6	10. Art Linkletter, WBNS, M.-F.	12.3

**THE TOP 30 LOCALLY ORIGINATED FILM SERIES**

1. †Death Valley Days (Pacific Borax), WBNS, Su.-9:30	28.0	11. Douglas Fairbanks Presents (ABC), WBNS, F.-7:30	17.0
2. Highway Patrol (Ziv), WBNS, T.-10:30	25.7	12. †Andy's Gang (Brown), WBNS, S.-10:30 a.m.	16.0
3. Man Called X (Ziv), WBNS, F.-9:30	23.4	13. Favorite Story (Ziv), WBNS, Su.-10:00	15.5
4. Wild Bill Hickok (Flamingo), WBNS, T.-6:00	22.9	14. Laurel and Hardy (Governor), WBNS, F.-6:00	13.9
5. I Led Three Lives (Ziv), WLW-C, F.-9:30	22.2	15. Soldiers of Fortune (MCA), WBNS, M.-6:00	13.7
6. Little Rascals (Interstate), WBNS, M.-F.-4:30	21.7	15. Stories of the Century (Hollywood), WBNS, F.-6:30	13.7
7. Buffalo Bill Jr. (CBS), WBNS, S.-11:00 a.m.	20.5	17. Superman (Flamingo), WBNS, W.-6:00	13.5
8. Annie Oakley (CBS), WBNS, Th.-6:00	18.5	18. Ramar of the Jungle (TPA), WLW-C, S.-8:30 a.m.	13.4
9. Adventures of Judge Roy Bean (Screencraft), WTVN, Su.-6:00	18.2	19. Mr. District Attorney (Ziv), WTVN, Th.-9:30	13.2
10. Life With Father (CBS), WBNS, Th.-6:30	17.9	19. Hopalong Cassidy (NBC), WTVN, S.-6:00	13.2

Rank	Title (Distributor) Station, Day-Time	Rating	Rank	Title (Distributor) Station, Day-Time	Rating
21	Liberace (Guild), WTVN, Su.-4:30	12.2	27	Dr. Hudson's Secret Journal (MCA), WBNS, Th.-10:30	11.2
22	†Sky King (Nabisco), WTVN, Su.-6:30	11.9	28	Amos 'n' Andy (CBS), WTVN, Su.-10:30	10.4
22	Cisco Kid (Ziv), WLW-C, F.-6:00	11.9	29	Dangerous Assignment (NBC), WTVN, T.-10:00	10.2
24	City Detective (MCA), WLW-C, T.-10:30	11.7	30	Drew Pearson (UM&M), WLW-C, S.-11:15	9.7
25	Guy Lombardo (MCA), WBNS, Su.-6:30	11.5			
26	Studio 57 (MCA), WLW-C, M.-10:30	11.4			

### TULSA, Okla. (3 Stations) 83,300 TV Homes

**THE TOP 15 ONCE-WEEKLY SHOWS (\*Indicates Non-Network)**

1. \$64,000 Question, KOTV, T.	53.7	9. December Bride, KOTV, M.	39.7
2. I Love Lucy, KOTV, M.	48.2	10. Lassie, KOIV, Su.	39.5
3. Ed Sullivan, KOTV, Su.	44.8	11. What's My Line? KOTV, Su.	38.7
4. Studio One, KOTV, M.	43.2	12. Private Secretary, KOTV, Su.	35.5
5. Red Skelton, KOTV, T.	42.5	13. Appointment With Adventure, KOTV, Su.	34.5
6. Alfred Hitchcock, KOTV, Su.	41.2	14. Do You Trust Your Wife? KOTV, T.	33.5
7. G. E. Theater, KOTV, Su.	40.7	14. Godfrey's Talent Scouts, KOTV, M.	33.5
8. I've Got a Secret, KOTV, W.	40.4		

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

1. CBS News, KOTV, M.-F.	21.6	5. Arthur Godfrey, KOTV, M.-F.	15.1
2. News, Weather, Sports (6 p.m.), KOTV, M.-F.	21.5	5. Art Linkletter, KOTV, M.-F.	15.1
3. *Nitecap News, Weather (10:30 p.m.), KOTV, M.-F.	17.5	7. Howdy Doody, KVOO, M.-F.	15.0
4. Big Payoff, KOTV, M., W., F.	16.2	8. Garry Moore, KOTV, M.-F.	14.9
		9. Pinky Lee, KVOO, M.-F.	14.8
		10. Mickey Mouse Club, KTVX, M.-F.	14.6

**THE TOP 30 LOCALLY ORIGINATED FILM SERIES**

1. I Led Three Lives (Ziv), KOTV, W.-8:00	33.9	16. Dr. Hudson's Secret Journal (MCA), KOTV, T.-10:00	15.4
2. Favorite Story (Ziv), KOTV, T.-8:00	28.7	17. Wild Bill Hickok (Flamingo), KOTV, M.-5:30	14.3
3. Science Fiction Theater (Ziv), KOTV, M.-7:00	27.7	18. Soldiers of Fortune (MCA), KVOO, Su.-5:00	13.4
4. Jungle Jim (Screen Gems), KOTV, Su.-5:30	26.2	19. Superman (Flamingo), KOTV, W.-5:30	13.0
5. Highway Patrol (Ziv), KOTV, Th.-9:30	21.9	20. Ellery Queen (TPA), KTVX, F.-9:30	12.5
6. Buffalo Bill Jr. (CBS), KOTV, S.-11:30 a.m.	21.7	21. Championship Bowling (W. Schwimmer), KOTV, Su.-2:00	12.9
6. Passport to Danger (ABC), KOTV, F.-10:00	21.7	22. Stars of the Grand Ole Opry (Flamingo), KVOO, S.-10:30	11.9
8. Man Behind the Badge (MCA), KOTV, W.-10:00	20.5	23. Eddie Cantor (Ziv), KVOO, S.-10:00	11.4
9. Annie Oakley (CBS), KOTV, S.-6:00	19.9	24. Foreign Intrigue (Official), KOTV, S.-10:30	11.2
10. I Spy (Guild), KOTV, M.-10:00	16.7	25. Guy Lombardo (MCA), KTVX, S.-6:00	10.8
11. Kit Carson (MCA), KOTV, S.-10:00 a.m.	16.4	26. †Patil Page (Oldsmobile), KVOO, M., F.-10:00	10.4
12. Man Called X (Ziv), KVOO, M.-9:30	16.2	27. Badge 714 (NBC), KVOO, Su.-10:30	8.9
13. †Andy's Gang (Brown), KOTV, S.-9:30 a.m.	16.0	28. Looney Tunes (Guild), KVOO, M.-F.-12:30	7.6
14. Great Gildersleeve (NBC), KVOO, F.-7:30	15.9	29. Looney Tunes (Guild), KVOO, S.-11:00 a.m.	7.9
14. Celebrity Playhouse (Screen Gems), KOTV, Th.-7:00	15.9	30. Lone Wolf (MCA), KTVX, M.-6:30	7.8

# Donut Platters Set to Put 78's Into Early Total Eclipse

## Col's Move to Discontinue Disks Signposts Coming 78 R.P.M. Demise

By IS HOROWITZ

NEW YORK — The obsolescence of the 78 r.p.m. record has progressed to the point where its early total demise now appears predictable. This, at least, is the considered view of an important segment of the industry.

The situation is dramatically underlined this week in a decision by Columbia Records to begin a gradual withdrawal of 78's from its catalog. Henceforth, in most cases the diskery will issue new pop releases on 45 r.p.m. exclusively. In cases where top artists' diskings and consumer demand indicate otherwise, 78's will also be released.

Thinking at Columbia places the elimination of the 78 as a factor in the pop single market little more than a year away.

While other major manufacturers and top independents are more cautious in their predictions, all report a sharp acceleration in the rate of gain of 45 as against 78.

This is true not only in the pop field. It has shown itself in country and western music, and with most startling clarity in rhythm and blues.

Somewhat Ironic

To observers with long memories Columbia's present move is seen to

hold ironic overtones. Once deeply embroiled with RCA Victor in a struggle to establish 33 $\frac{1}{3}$  as the new speed for singles as well as albums, Columbia is now pointing the host of 45 supporters for blanket use of the donut platter in the singles market.

It also appears likely that Columbia's aggressive stand on the speed situation will soon be taken up by the other majors. This can only further hasten the passing of the 78.

Jim Conkling, president of Columbia, said his company's decision was taken after an extensive dealer-consumer study. This indicated that relatively few record buyers would be inconvenienced by the unavailability of 78's over the broad spread of singles repertoire.

"Analysis of our 1955 sales,"

said Conkling, "shows that the dealer, the distributor and we ourselves would have turned over our investments more frequently, made more profit and ended up with much less obsolete inventory, if we had never released on 78 about three-quarters of our year's singles releases. Consumer polls, similarly, show an overwhelming preference for 45 singles over the old fashioned 78's."

"We therefore expect that no more than 25 per cent of our new single releases will be issued automatically on 78. We hope to diminish this proportion further during 1956. Columbia does not intend to eliminate 78 service where it can be desirable and profitable. But by gradually diverting consumer demand and dealer supply exclusively to 45's,"

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# Teeners, Pros Lift Level of Wax Thefts

## Losses Cover All Types of Records, Speeds; Store Defense Measures Vary

By REN GREVATT

NEW YORK—Pilferage of records of all types and speeds is on the upswing, according to reports from numerous dealers in heavy traffic areas.

Thefts range from those of single disks, largely masterminded by teen gangs for a lark or because they want the disks to add to their own collections — to those engineered by hardened shoplifters, who then peddle the records to "no questions asked" buyers.

One Manhattan retailer, who also operates branches in several suburbs, provided a profile of the stolen record picture today. Aaron Wall, proprietor of the Radio City Music Stores, said that in his Long Island suburban branch, one teenager who was trapped in the store was found to have lifted over \$400 worth of single records from the

same store. The youngster's father was in a high income bracket.

On the other hand, according to Wall, he is frequently bothered in his New York store with thefts of packaged merchandise. He said that pairs of hijackers worked together and that the smoothest of these were adults who needed money rather than records. Wall

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# False Whiskers Off Camden Disk Artists

NEW YORK — Camden, RCA Victor's low-price subsidiary label, is no longer a "pseudonym" operation. With hardly an exception, all artists and orchestras in the catalog will henceforth be billed with their proper names. These include such as Bruno Walter, Arturo Toscanini, Serge Koussevitsky and the Boston Symphony, the Boston Pops and many others.

On July 1 the company will issue its new 17-page catalog with with those names, plus those of Tommy Dorsey, Sammy Kaye, Freddy Martin, Leonard Bernstein, Tony Pastor, the Goldman Band, Henri Rene, Frank Parker, Guy Lombardo and many others featured on the cover. In September the label will release some reconditioned Victor archive items by pianists Paderewski and Harold Bauer. In October a Ralph Flan-

# RANDLE DISKS JAZZ SHORT

NEW YORK—Deejay Bill Randle, of WERE, Cleveland, and WCBS here, will take a flying visit to Hollywood this weekend to record a special narration on jazz for a musical short at Universal-International Studios. The short, produced by Will Cowen, features Buddy De Franco and the Hi-Los.

Meanwhile, jockey Alan Freed, of WINS here, is scheduled to return to Hollywood for a second picture at Columbia, where he made "Rock Around the Clock." Freed, who will play a lead this time, cracked, "I will play a disk jockey by another name — maybe Bill Randle."

# Death Blocks Haydn Deal

NEW YORK — Sudden death Easter Sunday morning (1) of George Seaman, owner-president of the Record Hunter, has completely scotched the long-pending deal for the purchase by the firm of the firm of the Haydn Society diskery. Seaman succumbed to a heart attack two days before final papers were to be signed on the transfer of ownership.

A Record Hunter spokesman said that before his death, Seaman had advised his colleagues against carrying out the Haydn Society deal, because he felt that he alone had the background in the business to make a success of it. Possible alternate plans for the disposition of the Haydn Society could not be learned.

The Record Hunter chain will continue the same operating policy as before, with the late owner's widow, Mrs. Kate Seaman, taking over active direction of the company.

agan package, continuing one-time Victor cut-outs, will be issued.

Along with its new catalog, Camden will launch a point-of-sale pitch with the theme "Now It Can Be Told," on window and counter cards and streamers. It also will emphasize "Name Artists at Half the Name Artists' Price."

The company also is preparing a large display for dealers plugging the six six-record, deluxe LP pack-

(Continued on page 57)

# Nets Backing Up DOLA With New Band Segs

NEW YORK — In a move to help the Dance Orchestra Leaders of America in its drive to make the country more terp-conscious this year, the networks are putting more and more emphasis on musical programming.

The ABC radio network this week launched two new live music shows across the board, thus giving the web a solid block of live musical programming from 8 to 10 nightly. Next week (April 15) the Dorsey Brothers—Tommy and Jimmy — start a series of Sunday afternoon programs from 12:05 to 12:30.

# RCA, Columbia Set Plans for Sales Confabs

HOLLYWOOD—Columbia and RCA Victor Records completed plans for their respective national sales conventions last week at which fall programs for both companies are expected to be unveiled.

Columbia will hold its meet at Estes Park, Colo., July 21-23, with distributors and their sales personnel scheduled to attend. Convention will be helmed by Columbia President Jim Conkling, Executive Vice-President Goddard Lieberman and National Sales Manager Hal Cook. Firm held its annual sales meet at two locations last year, Apple Valley, Calif., and Miami Beach, Fla.

The RCA Victor convention will be an all-inclusive one, with distributors of all RCA products to be represented at the meetings to take place in Miami during the first week in June. Four hotels have been taken over for the convention, at which separate meetings for RCA divisions have been set.

# Paramount Inks Elvis Presley

HOLLYWOOD—Elvis Presley, in the music business about a year, was signed to a motion picture contract with Paramount Pictures here last week (6). Col. Tom Parker, Presley's personal manager, and representatives of the William Morris Agency handled the negotiations with Paramount.

Presley played to a total of 11,500 admissions in a two-day stand at the San Diego Arena April 4-5, grossing \$17,250 for the dates. He left here Friday (6) to conclude 12 additional one-nighters in the Mid-West for promoter A. V. Bamford.

# Decca Wins Cap, Sinatra Suit

HOLLYWOOD — Decca Records will continue to manufacture and distribute its sound track album from "The Man With the Golden Arm," as a result of a decision by Superior Court Judge John J. Ford here last week (3) in which the jurist refused to grant an injunction asked by Capitol

(Continued on page 57)

# London Sells Coast Outlets To Hartstone

HOLLYWOOD—London Records bowed out of the distribution business on the Coast last week in selling its San Francisco and Los Angeles branches to the Hartstone Family, owners of Mutual Distributing Corporation in Boston.

Branch personnel at both offices will remain the same, with Bud Velate heading the Los Angeles office and Bob Kantner the San Francisco firm. Branch names have been changed to Hart Distributing Company here, and Stone Distributing Company in the Bay City. Both will be operated as independent distributors, with immediate plans for the companies to add lines in addition to London.

London now only operates one company-owned branch in New York.

# RCA Names Letts and Marek

NEW YORK—Radio Corporation of America continued its realignment of executives this week by naming two new vice-presidents in its Victor Records Division. These followed the advancement last week of Manie Sacks out of the Record Division and the elevation of Larry Kanaga to Sacks' former post as vice-president and general manager of the record wing.

Howard L. Letts will serve as vice-president and operation manager of the division. Previously he was manager of the operations department. George R. Marek, manager of the Record Albums department, also was named vice-president with responsibilities in that particular branch.

# Col. Reorgs School Rep

NEW YORK—Columbia Records last week completed adaptation of its disk catalog for more efficient educational use. The six-month project isolated items in the available repertoire and organized them to fit school curricula.

Disks falling into the educational category are being stockpiled in the label's custom service depot in Terre Haute, Ind., from which they may be shipped quickly to dealers servicing the special market. These shipments would supplement those from regional distributors.

Special categories in the catalog group records useful in literature, drama, group activity, music appreciation and science courses, among others. Special promotional material will be made available to dealers selling the market. The diskery's educational program is supervised by Floretta Zuelke.

# H&R Renews Carson Pact

NEW YORK — Hill & Range this week renewed its writer pact with Jenny Lou Carson. Cleffer is signed to a three-year term.

Miss Carson wrote "Let Me Go Lover," "Jealous Heart" and other big pop and standard copyrights in the country field.

## SPA and CLGA Reps Postpone NLRB Hearings

HOLLYWOOD — Representatives for the Songwriters' Protective Association and the Composers and Lyricists' Guild of America jointly agreed to postpone further hearings before the National Labor Relations Board until June 6, to enable both groups to meet here and in New York for a full discussion of their common problems.

Agreement was made following sessions here before the NLRB attended by SPA General Counsel John Shulman; Abel Baer, president of SPA; West Coast chairman Ben Oakland and Robert Gilbert, legal aid here. Representing the Composers' Guild were Leith Stevens, CGA president; Abe Marcus, counsel, and Mack David and David Raksin, officers of CGA.

NLRB hearings were scheduled to designate a bargaining agent to represent writers in negotiations with the four major networks.

## M-G-M Swells Longhair Roll

NEW YORK—M-G-M Records has expanded its roster of classical artists with three signings, soon to bear fruit in several important LP series.

Pianist Beveridge Webster, a Schubert specialist, has been inked to an exclusive pact and is already engaged on a project of cutting all the Schubert sonatas for the label. These will begin to hit the market by late summer.

Diskery has also signed the Beaux-Arts Trio, composed of Menahem Pressler, Daniel Guilet and Bernard Greenhouse, who individually are also under exclusive contract to M-G-M. Due to record heavily, the group will be featured in diskings of the complete Beethoven string trios.

Final signing brought violist Emanuel Vardi into the M-G-M fold. Vardi, also noted as conductor and arranger, will concentrate on contemporary works written for the viola.

## McKim Sets New Canada Diskery

TORONTO—Don McKim, formerly general manager of Quality Records, Ltd., has incorporated a new manufacturing and distributing company. New organization, Phonodisc, Ltd., will manufacture its own disks at a plant here and will also have a branch in Montreal. Phonodisc will manufacture and distribute thruout Canada for

*(Continued on page 34)*

### ACTORS GET DISK BREAK

## Caedmon Inks Drama Stars For Big New Sales Pitch

NEW YORK—Caedmon Records, whose catalog consists exclusively of spoken word disks, has lined up a flock of top dramatic stars to spearhead an extensive expansion program. This program includes accelerated releases, broader distribution, point-of-sale and national promotion, and a move to larger office and warehouse space.

Within its four-year operation,

## AFM PRESSURE VS. U. S. PROBE

HOLLYWOOD — Charging the "investigation proposal is producing consternation in some quarters," Congressman Joe Holt (R., Calif.) last week flatly declared that Petrillo forces were exerting political pressure to call a halt to the upcoming hearings of his committee into the current AFM dispute.

The hearings, originally scheduled for April 7 have been postponed until the end of this month or early in May. Holt opined that the hearings will be held. Asked to appear before the sub-committee in Los Angeles, Petrillo last week suggested Washington in its place, because of ill health.

## C.&W. Abounds In Denver Area

DENVER—The Rocky Mountain area, plush territory for country and western acts the last three years, is feeling the effects of overbooking, with the result reflected at the box office in recent weeks.

There are at least a dozen major one-night stops in the Rocky Mountain sector, and up to a year ago even the smallest of them could average better than 5,000 paid admissions with a single c.&w. name. During the last 12 months, however, the territory has been overrun with promoters and performers trying to cop a slice of the pie. Denver, in recent months, has been averaging a country and western show about every five days, with the result that the box office has suffered considerably.

Last week this city had two shows, one booked by A. V. Bamford, and the other promoted by Joe Lehr, local ballroom operator. Latter's show at Auditorium Arena Sunday night (8) had Ferlin Husky, Red Sovine, the Carlises, Van Howard and Cowboy Copas in

*(Continued on page 36)*

### BREAKS OWN HOUSE RECORD

## Freed's R&R Rumpus Stops Traffic at Brooklyn Par.

BROOKLYN—The natives were restless here last week, and understandably so in view of the frantic rock 'n' roll rumpus kicked up during deejay Alan Freed's "Easter Jubilee of Stars" stagelash at the Brooklyn Paramount Theater.

It was literally a record-breaking, traffic-stopping affair, with Freed breaking his own house record (management estimates a \$240,000 net for the 10-day run) and local police forced to suspend traffic operations around the theater at times because of the block-long ticket lines. Tickets were upped from \$1.25 to \$2 early in

the run, and shows went on at the rate of six and seven a day.

All of this could spell chaos, of course, but fortunately the management took some necessarily stern measures to keep the mobs of kids under control. More than a 100 extra cops and plain-clothes men were on duty both in and outside the theater — spotting potential trouble makers with flashlights, confiscating noise makers, etc.

The steady police patrol up and down the aisles provided an intriguing Alcatraz-like atmosphere and an interesting contrast to the happy, extroverted activities on stage. At the show caught, Freed limited himself to brief intros for the acts which, in turn, were limited to short time periods — thus giving the show a fast pace and an exciting up-tempo thrust.

The show was heavy on vocal groups—the Teen-Agers, the Platters, the Rover Boys, the Willows, the Valentines, the Flamingos, the Cleftones, and the Royaltones—plus the Jodimers, Ruthi McFadden, Cindy and Lindy, Dori Anne Gray, and the Alan Freed orchestra featuring Sam (The Man) Taylor and Al Sears.

The Teen-Agers and the Platters scored highest with renditions of their current top-selling disks.

*(Continued on page 34)*

# Recriminations Flying in East-West AFM Battle

## 802's Manuti Brands Coast Charges False

NEW YORK — Following the stormy Local 802 meeting held at Palm Gardens here last week, a group of dissident musicians engaged legal talent with a view toward enlisting support for Cecil Read, head of the West Coast anti-Petrillo movement. Meanwhile, Al Manuti, president of Local 802, strongly rebutted allegations made by Read (see separate story).

Manuti charged Read with invoking the Taft-Hartley law against his own union. He charged Read with asking for an election before the National Labor Relations Board and attempting to set up a company union. "Read," he said, "would disenfranchise 14,000

*(Continued on page 34)*

## AFM A MUST FOR 802, SAY EXECS

NEW YORK—Local 802 execs, discussing a remark by Cecil Read's aides that the New York and Hollywood locals could form their own Federation, pointed to the utter impracticality of such a move. Local 802 has a membership of some 30,000. These members have virtually no film dates, and only about 300 of the members participate in recording sessions. The bulk of the active membership makes most of its income from club dates — weddings, parties, summer resort work. All the segments of the 802 membership, including the symphony, traveling band and theater musicians, need the American Federation of Musicians, the execs added.

# Blasts Punctuate ASCAP Conclave

NEW YORK — Some of the hardest-hitting, impassioned syllables in recent memory were spewed back and forth at the semi-annual business meeting of the American Society of Composers, Authors and Publishers here Tuesday (3). In separate blasts, L. Wolfe Gilbert, chairman of the Society's West Coast committee, and publisher Barney Young struck hard at alleged "behind the scenes" maneuvering on the part of the ASCAP board.

Gilbert, long an avowed candidate to succeed outgoing President Stanley Adams in the Society's top spot, decried the dictation of a choice for the president's job by

what he called the "Powerhouse," a small group of top-rung publishers who, by virtue of their enormous catalogs, have a heavily weighted and controlling vote in ASCAP affairs.

Gilbert said that months ago, when his campaign was scarcely under way, friends indicated the head man post was already "fixed" for someone else. Indicating that the "somebody" in question was Paul Cunningham, Gilbert praised him for his "valiant work in Wash."

*(Continued on page 36)*

## Wash. Ops Set Strategy Meet

WASHINGTON—MOA proxy George Miller will sit in on a strategy meeting by Washington music operators to be held here Friday (27) under auspices of the Washington Music Guild. Evan Griffith, WMG president announced only that the meeting would concern operators' "problems." However, it is fairly evident that the meeting will go over pros and cons of the jukebox excise exemption battle shaping up on Capitol Hill (Billboard, March 24).

Letters have gone out from the WMG to all operators in the area, says Roger Squitro, treasurer of WMG and general manager of Hirsh Coin, regardless of whether they are members of WMG. The meeting will be held at the Ambassador Hotel.

None of the legal representatives who spoke for the juke box interests at the informal Senate Copyright Subcommittee confab, called by Senator O'Mahoney (D., Wyo.) in February, are expected to be present. The subcommittee is reportedly still studying the four-page brief, submitted by both operator and performance rights legalists shortly after the informal hearing. No target date has been set for completion of the study, but it would have to be fairly soon, if hearings are to be held in the remaining four months of this crowded session.

Marcus A. Hollabaugh has been announced successor to Julian

*(Continued on page 90)*

## Read Accuses N. Y. Boss of Railroading

HOLLYWOOD — Cecil Read, vice-president of Local 47 and leader of the anti-Petrillo movement here, stated that Al Manuti, president of Local 802, violated every rule of parliamentary procedure at the union meeting last Monday at Palm Gardens, at time a resolution was passed favoring live music and praising the Music Performance Trust Fund (see separate story). Read declared Manuti did not observe requests from members who desired to be heard, and the resolution passed at the meeting was pre-arranged and railroaded thru the membership.

Read declared: "Manuti tried to make a deal with us and did not want a resolution commanding Local 47 to come before the meeting." Such a resolution, according to Read, was previously introduced, then was tabled. Read continued: "Manuti told us that he was politically ambitious and expects to get a position on the board at the next convention, and that he

*(Continued on page 34)*

### LOVE SONG

## Mercury to Tape Kelly Wedding LP

NEW YORK—"Members of the wedding" at Monaco this month will include Mercury toppers, Irving Green and Art Talmadge. The execs leave for the Riviera Friday (13) where they will make an exclusive tape for a forthcoming Mercury album, tentatively tagged "The Love Song of Grace Kelly."

The tape will spotlight music from the special ballet (based on compositions by Stan Kenton, re-orchestrated by Johnny Richards) slated for a royal performance during the festivities. Mercury is readying the album cover now, so that the LP can be rushed out the week following the wedding.

Color shots of Miss Kelly taken by Howell Conant (who took the exclusive photos of the actress and Prince Ranier which appeared in a recent issue of Collier's magazine) will be featured on the album cover, while a special liner will carry candid shots taken at the wedding. If the tapes don't turn out as expected, Talmadge said the album will be released as a mood music package, spotlighting dreamy ditties descriptive of Miss Kelly and her romance.

Meanwhile RCA Victor proudly announced that Stan Rubin and his Tigertown Five would be among the performers entertaining the royal pair.

## Shulman Wants Copyr't Change

HOLLYWOOD — A complete overhaul of the 1909 copyright law was advocated by John Shulman, general counsel of the Songwriters' Protective Association, at the monthly dinner meeting of the California Copyright Conference here last week (2).

"It's generally recognized that we're working with a horse and buggy law in an airplane age,"

*(Continued on page 34)*

## NEWS REVIEW

## New Eckstine Style Clicks At Crescendo

HOLLYWOOD — In his last Stateside appearance before embarking on a lengthy tour of Europe, Billy Eckstine launched a new act at the Crescendo here. All indications are that this is a new Eckstine audiences will see, with the change heartily endorsed by this quarter.

Eckstine has apparently decided to drop his efforts to bend notes, and via the introduction of a soft-shoe turn and a series of vocal impressions of other pop singers he manages to gild the lily. His choice of repertoire is skillfully balanced and includes a sprinkling of standards, and his latest RCA Victor waxing, "Bitter With the Sweet." Record fans can expect to look for potential hit Eckstine recordings in the future if his performance here is an indication. Joel Friedman.

## 'Picnic' Cues Decca Tie-in

NEW YORK — How LP's and singles can work hand in hand to push each other up the ladder was illustrated this week with several Decca Records entries.

Top case in point are disks released on themes from the pic smash, "Picnic." Morris Stoloff, who has the sound-track main theme on a single, is a name from nowhere in the current disk market, having been in other years the man who backed Al Jolson records. Yet, this single is Decca's top seller of the week. The "Picnic" LP is now being released by the diskery with a tremendous advance order.

In the case of "Man With the Golden Arm," the LP version came first and has been on The Billboard best selling charts for many weeks. Elmer Bernstein, another non-name artist, then came up with the single on the "Main Title" theme, considerably later than the other single versions. This disk is now on the best selling pop singles charts.

Decca execs are hoping to repeat the same winning parlay with single and LP sound-track themes from "The Eddy Duchin Story," featuring Carmen Cavallaro at the piano.

## Feld Pkgs. 'Biggest R&R Show of '56'

NEW YORK — Another of the big packages, titled "The Biggest Rock and Roll Show of '56," has been fully cast and is set to take off in Hershey, Pa., on April 20. The troupe, produced by Irving Feld's Super Attractions out of Washington, has been booked solid for 44 days, selling at a guarantee of \$6,000 per booking against 60 per cent of the gate.

The cast includes Bill Haley and His Comets, the Platters, Clyde McPhatter (who will be released from the Army the day the tour opens), Lavern Baker, Joe Turner, the Drifters, Frankie Lyman and the Teen-Agers, the Teen Queens, Bo Diddley, the Colts, the Flamingos and Red Prysock's big band.

The itinerary takes in Toronto and Montreal, the South, East and Midwest. It will range as far West as Denver and Omaha, Neb., and down thru Texas.

## DONEGAN GETS CORNELL'S U. S. DISK BLESSING

NEW YORK — Mammie Greenfield has signed to manage British recording artist Lonnie Donegan in this country, and is currently negotiating to bring the London Records warbler over here for an appearance on Ed Sullivan's CBS-TV show, and following a schedule of nitery dates.

The deal makes Don Cornell one of the most magnanimous guys in the business, since Greenfield is also his manager, and both Cornell and Donegan are currently competing in the disk market with their respective versions of "Rock Island Line." However, Cornell—a big record favorite in England—recommended that Greenfield handle Donegan, so all's well.

The 24-year-old British singer, whose London waxing of the tune sparked the recent revival of the old Leadbelly ditty, plays guitar and has been singing with small combos in London. He is represented in England by Lyn-Dutton.

## Decca Adds 6 Jazz LP's To Catalog

NEW YORK — Six new LP albums have just been added to the growing Decca Records jazz catalog. The release is headed by "Introduction to Jazz," which features the Rev. Alvin L. Kershaw, of "\$64,000 Question" TV fame, in an analysis of selected items by great jazz stylists.

Other new entries include "Jazz Studio 5," with the Ralph Burns ork; "Nat (King) Cole in the Beginning," featuring the Cole original trio; "Stan Kenton," the formative years; "Man With a Horn," featuring solos by famous stylists, and "Windy City Jazz," with the Yank Lawson, Bobby Haggart crew. This latest release brings to 75 the number of Decca LP's so far this year, of which 55 fall in the pop category.

## Distrib Fete Art Pallan

PITTSBURGH — Record distributors of Allegheny County held a gala testimonial dinner here Monday (9) night for veteran deejay Art Pallan, who recently switched from WWSW to the Westinghouse station KDKA.

The dinner, held at the Copa Club, was attended by more than 100 distributors, deejays, dealers and record artists. Principal speaker was Bill Kaland, Westinghouse's assistant national program director, who discussed the pros and cons of the music and news format for radio stations. Kaland stressed the need for the format to be tastefully applied and for stations to put more emphasis on effective community service programming.

## Electrone Bows On West Coast

HOLLYWOOD — The development of an electronic piano, and its application to the record business were revealed here last week with the formation of a new independent label, Electrone Records.

Headed by Les Phillips, president; Cliff Nolder, secretary-treasurer, and Warren Fletcher, vice-president, the company uses an electronic device on a piano to

## NEWS REVIEW

## Tony Bennett Tops in New Copa Show

NEW YORK — Tony Bennett is just what the doctor ordered to head up Jules Podell's new Easter show at the Copacabana. There are few singers today who can so completely dominate a nitery floor. This was particularly evident at a late show this week, which had him in brisk competition with an octet of table-squatting barley-corners. But no parcel of tone-deaf tipplers can overcome that super-engaging projection, and Bennett won hands down with a brilliant performance.

The Bennett rep, as usual, cuts deep in the ballad groove. Currently, it includes five of his recorded faves, "Rags to Riches," "My Baby Just Cares for Me," "Boulevard of Broken Dreams," "Because of You" and, of course, "Sing, You Sinners" which is a natural for a wind-up. Other numbers run primarily to solid, pop standards, but there is splendid change of pace and beautiful arrangement in such items as "Lost in the Stars" and an Anglicized excerpt from "Traviata." Incidentally, he receives an excellent assist from guitarist Chuck Wayne.

Likewise contributing to the Copa agenda are the Four Coins and Larry Storch. The quartet offers some of its hot beat recordings for a good reception. Storch's comicalities seem solid as ever with the customers.

Production numbers are handsome in the approved Podell style. But this show is 90 per cent Bennett. Bob Francis.

## Thall Back on Cincy's WLW 'Hayriders'

CINCINNATI — Bill Thall, who relinquished emcee duties with WLW's "Midwestern Hayride" nearly a year ago, due to what was termed "doctor's orders," rejoined the "Hayriders" last week as director and producer.

In his new post, Thall will be in charge of all WLW country and western personnel, and will emcee the NBC-TV "Midwestern Hayride," which originates each Wednesday night from WLW-T, Cincinnati. The Saturday night, 90-minute "Hayride," broadcast over a regional network via WLW-T, will be emceed by Ernie Lee, who rejoined the WLW c.&w. staff some six weeks ago. The shake-up came about abruptly Monday of last week (2) at a meeting of WLW minds, at which time Hugh Cherry, who had emceed both "Hayride" segs since Thall's departure, tendered his resignation.

Bert Somson, head of WLW Promotion, Inc., will continue to handle the "Hayride" on fair bookings and personals, assisted by Bill Querner. Clay Eager continues as emcee of "Boone County Jamboree" on WLW radio.

Thall, with WLW since 1944, is a feature on the Ruth Lyons "50-50 Club," heard Monday thru Friday, 12 noon to 1:30 p.m., over WLW-T, Cincinnati; WLW-D, Dayton, O., and WLW-C, Columbus, O.

achieve an unusual sound. Pianist Barclay Allen has been signed to a term recording contract and has already etched his first album for the firm. Distribution is currently being set by Phillips.

## WHAT WOULD VICTORIA SAY?

LONDON — Rock and roll will invade sedate Albert Hall here, when deejay Alan Freed (WINS, New York) presents an r.&r. stage show there in the fall. Tentatively set for October, the Freed concert will mark the first full-scale invasion of England by rock and roll.

By that time, of course, Freed hopes that his new Radio Luxembourg r.&r. tape series (see separate story on this page) will have created a ready-made audience for the show. If the London performance is a success, the jockey will do a series of rock and roll concerts on the Continent.

## SINATRA SUBS

## Crooner Hot Pinch Hitter At the Sands

LAS VEGAS, Nev. — One of the Sands Hotel's bossmen (Frank Sinatra) comes to the aid of his partners for the current show in the Copa Room, spelling off Martin and Lewis for the final week of their scheduled engagement so M & L could fulfill picture commitments. At such times, head showman Jack Entratter finds his percentage arrangement with Sinatra comes in handy.

In a program billed as "Songs for Swingin' Lovers," Sinatra devotes a solid 40 minutes to his popular style of crooning delivery, and hardly any horseplay at that, as distinguished from past appearances.

The audience delights at the change, devouring such familiar Sinatra recording favorites as "Love and Marriage" and "Tender Trap," along with a variety of his personal favorites.

Second spot in the show is taken by tapper Bunny Briggs, who is better than most in an overcrowded field.

The Copa Girls of the chorus line are pleasing as usual with numbers by Bob Gilbert and Renee Stewart. Music is by Antonio Morelli and ork.

## Venus Label Plans Held Up By Oberstein

NEW YORK — Eli Oberstein has temporarily shelved his plans for a pop singles label in order to preserve his competitive position in the low-priced classical field.

The veteran disk magnate's proposed Venus label, announced several weeks ago, will wait while Oberstein spends three weeks in Norway producing disk sessions with the Oslo Philharmonic for his Allegro-Royals diskery.

For this particular longhair series, he is taking along British engineers from the BBC, in order to capture "the British sound." Admittedly, Camden's recent pitch to dealers based on use of the artists' and orchestra's real names, is presenting a problem to other low-price disk outfits, despite the fact that some of these waxings date from the late 1930's. It's Oberstein's idea to combat these with modern high-fidelity sound at the same bargain price.

Before leaving, Oberstein acquired the old HRS jazz disk catalog from Jack Caiden of Empire Records. This label, which includes disks by Sidney Bechet, Muggsy Spanier, Sarah Vaughan, Jack Teagarden, Pee Wee Russell, Earl Hines, etc., had been leased to Atlantic Records for several years until Oberstein's purchase.

## SCRAPE OR SING

## Scales Pay Off Rasas Every Way

NEW YORK — The five Rasa brothers are doing very nicely these weeks. During the day they operate a fish company down at the Fulton Fish Market and spend most of their time scaling fish. On weekends they go out and play Italian weddings and such for Local 802 scale.

Recently the boys backed up brother Joe, a warbler whose style resembles that of the late Buddy Clark, on a record date for Marine Records. Last week another of their disk efforts was bought by ABC-Paramount, who plans to issue it immediately. Brother Joe also signed a contract with the diskery.

But the lads are keeping level heads thru it all, and instead of looking for pie from the sky, they're still scalin' and wailin' from the same old stands.

## Savoy Expands British Deal

NEW YORK — Savoy Records made several new deals on the international front last week and also prepared to launch a new popular priced "variety" line of LP's in the near future.

The diskery's former limited deal with British Decca for release of selected repertoire abroad on London label was extended by Savoy's Herman Lubinsky to a complete catalog arrangement. This now includes albums as well as singles and gives Savoy outlets in 10 countries, mostly in Europe.

In Canada Lubinsky terminated his deal with Quality (M-G-M) and handed the line to London there as well.

While Savoy LP's will be held at their current \$3.98 and \$4.98 high, Lubinsky will activate a Regent LP line to sell at "popular" prices, probably \$2.98 and \$3.98 for 10-inch and 12-inch respectively.

According to Lubinsky, this line will have all new distributors. None of the present Savoy distributors will have it. Material will be a "pop" or "variety" nature, plus some jazz by new, lesser known talents. Polkas, harmonica disks, Irish tunes and Scotch bagpipes will also figure in the repertoire, 'tis said.

## Northern Music Hypos Output

HOLLYWOOD — Northern Music Corporation, subsidiary publishing arm of Decca Records, has substantially increased its activity as a result of the upcoming publication of new songs and scores to five Universal-International pictures.

Larry Shayne, Coast representative for the firm, disclosed the use of title songs in "Away All Boats," "Written On the Wind" latter featuring the Four Aces, and "The Mole People." Julie London has been inked by U-I to air "The Meaning of the Blues" in "The Great Man," with Nat (King) Cole set to do three songs, "I Waited So Long," "When I Fall in Love" and "I Was a Little Too Lonely" for the film, "Istanbul." Northern recently purchased "When I Fall in Love."

Shayne is currently working on "Warm Sun, Cold Moon," introduced last week on a "Lux Video Theater" telecast, and "As I Love You."

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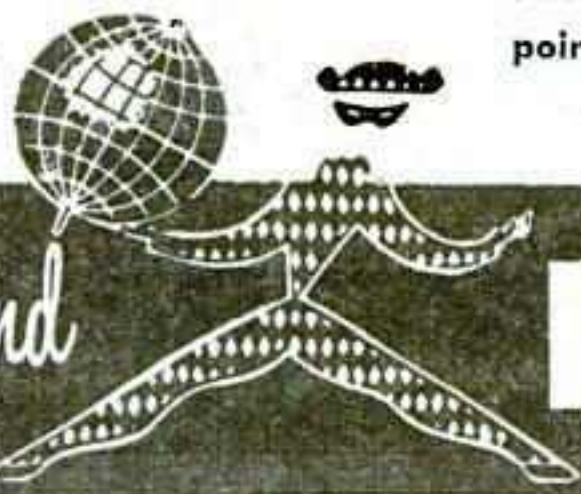
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## Manuti Brands Charges False

• Continued from page 31

members of Local 47 because the only musicians he is interested in are those at the studios and the networks."

Manuti added: "My job is to protect Local 802 and its members. I have not given up hope on my unemployed. Read has given up hope on his. He wants to disenfranchise them."

### Charges "Rule or Ruin"

The 802 chief stated that Read's forces had embraced a "rule or ruin" policy. "They told me that between Local 47 and 802 we could have our own Federation, and they offered the presidency of the Federation on a silver platter," Manuti said. The 802 chief said he declined to consider such overtures.

"These fellows admit they have goofed and that they have little experience. Meanwhile, they are destroying their local . . . Read has done a great job in hurting the AFM," Manuti declared. He added that it is unprecedented in the labor movement for an executive of one local to travel to others in order to incite trouble.

Manuti stated that he advised Read to exhaust all remedies provided in the bylaws of the AFM, but that Read instead is looking to the anti-labor laws to win his point. Manuti reiterated that Read is ill-advised and misinformed in his belief that should the Trust Fund be declared illegal, the monies would go to the musicians who make the product. "I pointed out to the members on April 2 that \$2,800,000 would go back to the manufacturers as profits," Manuti added.

Manuti said that originally he had offered his services to mediate the dispute over the Trust Fund, and that he had wished to attempt this at the AFM executive board level. But at this point, Manuti said, the Read forces claimed the Trust Fund was no longer the chief issue but was only a device used to dramatize the fight against Petrillo.

### Denies Accusation

As for Read's charges that Manuti had violated parliamentary procedure, the 802 president stated his only violation was in allowing Read to speak—insofar as Read is not an 802 member. The purpose of the meeting, Manuti declared, was to give the membership a report on the situation at the Coast. "The adoption of the resolution supporting the Trust Fund was the will of the member-

## Read Accuses

• Continued from page 1

would be president of the AFM when Petrillo retires."

According to Read, Manuti further declared that if he was seated on the board he would then support Local 47. Manuti's logic, said Read, was "why win a battle and lose the war."

The deciding to accede to Manuti's wishes at first, Read later declared he could not go along with him, and told him so prior to the Local 802 meeting, "because we believed that Local 47 members were entitled to know how the New York musicians felt."

The purpose of the New York meeting, according to Read, was to inform the Local 802 members of the anti-Petrillo fight being waged by Local 47, and for Manuti to report on his observations of the meeting in Hollywood at which recording Secretary Maury Paul was ousted. At the meeting, Manuti charged Read with a double-cross, referring to their agreement not to seek a resolution of commendation for support of the Coast local. Read, meanwhile, frankly declared that he expected to be expelled from the union, following his trial before referee Arthur J. Goldberg on April 9.

ship, and I resent the accusation of railroading," Manuti declared.

"I am sincerely concerned for the rank and file of that local, and I don't understand Read's purpose in misguiding the membership," Manuti concluded.

### Dissidents to Meet

Meanwhile, Elias Lieberman, of the law firm of Lieberman, Katz & Aronson, was loath to divulge much information about the dissident group within 802. This faction is scheduled to have a meeting Monday (9) at the Nola Studios. Lieberman said the group would not seek to undermine the AFM. They seek, he said, local autonomy and expression of opinion. He further stated that the AFM constitution gives the president too much power, and that this should be corrected. Many of the opposition men, he said, were afraid of intimidation. Their plans would more fully crystallize following the Monday meeting, he indicated.

## McKim Diskery

• Continued from page 31

United States and European indie labels.

Phonodisc, with McKim as president, has already started operations and is lining up indie distribution.

McKim regards Canada, record-wise, as an extension of the American market and intends to coordinate closely his firm's merchandising with its American associates.

Sales activities will be directed by McKim, assisted by Jack Boswell. Frank Weaver, who managed production at Quality over the past few years, will be in charge of Phonodisc's new plant.

McKim, prior to joining Quality six years ago, was in charge of advertising and promotion for All-Canada Radio Facilities, Ltd.

## Caedmon Inks Drama Stars

• Contin. from page 31

after more top names and is readying a spring release that includes readings by James Mason (The Poetry of Browning), Herbert Marshall (The Sermons of John Donne), Brandon de Wilde and Walter Brenna (Stories of Mark Twain), Sir Cedric Hardwicke and the late Robert Newton (Seventeenth Century Poetry), and the poets William Carlos Williams and Walter de la Mare reading their own works. A forthcoming special is the two-disk "Under Milkwood," a play written by the late Dylan Thomas, who has been Caedmon's top-selling author. The play was recorded three years ago with the late author and dramatic cast at an actual performance, and only recently has been cleared by his estate for release.

### Bible Series Prepped

For fall, the diskery is readying a Bible series, which eventually will be expanded to include most of the Good Book. Performing artists include Paul Muni, Claire Bloom, Judith Anderson, Joseph Schildkraut, Hardwicke and others. The Book of Job will occupy one full disk, as will the Song of Songs.

A spoken version of the Nat Shapiro-Nat Hentoff jazz tome, "Hear Me Talkin' to Ya," featuring narration by jazz artists as quoted in the book, is also in production.

Caedmon currently is lining up additional distributors and territorial salesmen, and has arranged to have supplementary pressing and shipping facilities on the West Coast to cut shipping charges to Western dealers. Display racks for counters and windows, which hold 15 albums and catalogs, are being shipped to customers gratis. Also, the outfit has initiated a 100 per

## Shulman Wants

• Continued from page 31

said Shulman, who declared that SPA is "concerned about the tendency to obviate the printing of music." Shulman rendered the opinion that songs without sheet music will die, despite the growing theory in some quarters that the sheet music business is gone and that the modern way is via phonograph records.

In commenting upon various aspects of the copyright law, Shulman suggested a number of changes he believed would better the industry. Among these, the grant of an exclusive or limited license to a recording company to record a composition instead of allowing mechanical reproduction by all firms, and the suggestion that all works of a composer go into the public domain at the same time, were the most dramatic.

Bob Marks, newly elected president of the copyright group, chaired the meeting at which Past President Stephan Pasternacki and George Schneider, head of music clearance at M-G-M, were elected to the board of directors.

## Freed R&B Rumpus

• Continued from page 31

while the Jodimers (the boys that broke away from Bill Haley) pulled almost as sock an audience reaction even tho they've yet to come thru with a hit on wax. The most eye-catching costumes (white suits, red hearts on their coats and crazy shoes) were worn by the Valentines.

All of the acts worked hard, but it didn't matter too much what they did as long as the driving rock and roll beat was there. Freed is booked back into the Brooklyn Paramount Labor Day week.

cent return privilege to dealers.

The advertising agency of George Knoerr and Associates has been signed to handle promotion specifically on the Herbert Marshall and "Under Milkwood" packages.

Caedmon's big winners have been the earlier issues featuring narration and the prose and poetry of Dylan Thomas. Volume 1, issued in 1952, has sold 35,000 disks to date at \$5.95 retail. Volume 2, issued in 1953, has gone 20,000. Volume 3, released on November, 1955, has already sold 6,000 copies. All of these currently are selling at a faster clip than ever before. Where the poet's estate received about \$10,000 in Caedmon royalties for 1955, it appears certain to realize double that amount in 1956, especially with the release of the two-disk play.

Marshall's "A Man Called Peter" is another top entry, having racked 10,000 sales so far. A "sleeper" entry has been the T. S. Elliot package, released late in December, which has done a fast 4,000 already.

Caedmon's market at present is broken down as follows: 50 per cent sold thru regular record stores; 30 per cent thru book stores, including university book shops; 20 per cent sold directly by Caedmon to schools and libraries.

The company also is in the process of setting up foreign distribution, and has made a tie with Record Distributing Company of South Africa for pressing there and export therefrom, to England and the other sterling block countries. An export deal has been set directly with Irish Record Factors Ireland.

Caedmon is operated by Barbara Cohen and Marianne Roney.



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"ROCK AROUND THE CLOCK"  
 "ROCK-A-BEATIN' BOOGIE"  
 "MAMBO ROCK"  
 "A.B.C. BOOGIE"  
 "HAPPY BABY"  
 "GIDDY-UP A DING DONG"  
 "TEACH YOU TO ROCK"

Published by MYERS MUSIC, Inc.  
 122 N. 12th Street, Phila. 7, Pa.

**Schicke Heads Epic Classics**

NEW YORK—Charles Schicke has been named director of classical artists and repertoire for Epic Records, in a step marking the growing importance of classical vinyl to the CBS subsidiary.

The move also severs the last remaining operational executive tie to Columbia Records. During Epic's formative stages, David Oppenheim, Columbia chief of classical a.&r., also performed that function for the subsid.

The label, with some 175 classical LP's in its available catalog, is currently expanding the library by an average of five releases a month. Greater activity abroad by Philips Records, the source for most of Epic's classical material, will step up this flow, and the label is also becoming more active with Stateside recordings. The Cleveland Orchestra, with its permanent conductor George Szell, are already being featured in Epic releases, and other American talent is due to be signed soon.

Schicke, who still retains responsibility for classical sales, will go to Europe later this month for conferences with Philips execs.

**Dixon Death Delays Trial**

NEW YORK—Pre-trial conference of attorneys in the long-pending suit of the Billy Rose interests against Bourne Music, originally slated for March 26, has been put over until May. Postponement stemmed from the death on March 23 of songwriter Mort Dixon, who, along with Rose and Ray Henderson, was a principal in the action.

The suit involves alleged renewal infringement by Bourne Music on the tune, "That Old Gang of Mine," penned by the trio in 1923. It's expected that by the May term of the U. S. District Court here, an executor will have been named for the Dickson estate, at which time the pre-trial conference can be held.

In view of the postponement, however, actual arrival of the case in court appeared to be in for a substantial delay.

**Meadowbrook Sale Denied**

NEW YORK—Rumors of impending sale of the Meadowbrook Club, New Jersey landmark that became a legend in the band business under the hand of the late Frank Dailey, were denied this week.

Cliff Dailey, who is now managing the club for his brother's widow, the principal stockholder, said he doubted the property would be sold at anytime in the foreseeable future, altho he did not deny the management would be interested in future rental deals. Merrill Higgins, attorney for the Dailey interests, said that no offers of any kind have been received.

**Denver Winner**

• Continued from page 31

for a single engagement. Business was light, the Easter holiday failing to contribute anything to the box office.

As promoters continue to buck each other with c.&w. names in the face of dwindling grosses, observers here feel that someone may get hurt in the knock-'em-down, drag-'em-out fight for business.

**MUSIC AS WRITTEN**

**Granz Sets Plans for 'Jazz a la Carte' Concert . . .**

Jazz promoter Irving Granz last week completed arrangements for another in his series of "Jazz a la Carte" concerts, setting Sarah Vaughan, the Dave Brubeck Quartet, the Hi-Lo's, the J. J. Johnson-Kai Winding Quintet, Earl Bostic orchestra and the Les Brown band in a date at the Shrine Auditorium, Los Angeles, April 27.

**New York**

Richard Ellsasser, M-G-M Records organ and piano pectee has been signed for a half-hour Monday thru Friday TV-er on KRCA, Hollywood. . . Mickey Addy, formerly of Famous Music, has joined the New York office of Dot Records as exploitation man. . . The Dave Pell Octet, formerly with Atlantic Records, signed with RCA Victor last week. . . Bethlehem Records signed jazzman Frank Rosolino and deejay-narrator Al (Jazzbo) Collins. Also the former Ellington thrush Betty Roche. . . For the second year in a row, flack Buddy Basch will stage the show at the Music Operators of American meet, which will be held in Chicago May 8. Basch has asked artists in the New York area who would like to appear to contact him.

Irving Siders of the Gale Agency has signed warblers Mel Torme and Jimmy Gavin. The latter, who is managed by the one-time Musi-craft exec Mike Elliott, also has been signed as a clefter by Hal Webman. . . Harry Carlson, of Fraternity Records, has given London Records the distribution of Cathy Carr's "Ivory Tower" disk in England and Europe. . . Thrush Dede Fleming has been booked into the Eldorado 5 Club for an indefinite stay. . . Neil Cooper was promoted from the band and acts department at Music Corporation of America and now heads the agency's East Coast Film Casting division.

Art Lund, the one-time Benny Goodman vocalist and M-G-M disk artist, has replaced Morely Meredith in Frank Loesser's musical "The Most Happy Fella," which moves to Philadelphia next week. Monte Kay and Pete Kameron have signed vocalist Donnie Heller and the Mitchell-Ruff Duo to management pacts. Both acts record for Epic. Dwight Mitchell, piano, and Willie Ruff, bass and French horn, closed at the Bohemia last Thursday (5), but were booked for a four-week return engagement starting Friday (13). . . Jazz trumpeter Kenny Dorham and the Jazz Prophets, instrumental combo, signed with ABC-Paramount and cut their first sides last Wednesday (4). Dorham formerly was a member of the Jazz Messengers. The Prophets are managed by Lee Kraft.

ASCAP Conclave

• Continued from page 31

ington on behalf of the Juke Box Bill," and said he had long urged payment to Cunningham for his efforts. Because the current Society bylaws prohibit "paid salaries or emoluments" to directors, Gilbert charged that the pay-off for Cunningham was the presidency. (Earlier, a caucus of the writer board members returned Cunningham the choice for the job by an eight to four vote.)

Young Statement

Later, Barney Young delivered a prepared statement blasting "the ruling that cut the guts out of sustaining network uses." Alleging that commercial network uses are monopolized by the big publishers, "the same ones who monopolize and contro! ASCAP," Young charged that, "ASCAP has now become a wheel of chance for the small fellows." Young described as "unconscionable treachery" the board's decision to reduce network sustaining credits.

Herman Finkelstein, ASCAP counsel, replied by calling the attention of the membership to Young's alliance with the juke box industry, via his National Juke Box Music, which licenses recorded music to operators on a tax-free basis and via Young's Ferris Records firm, in which principal shareholders will be operators.

During the meeting, ASCAP treasurer Saul Bornstein indicated that operating overhead had been cut from 18 to 16 per cent of gross revenue in 1955. Bornstein also said that 26,399 ASCAP general licenses are now in effect.

More than 1,100 attended the annual banquet, in the Grand Ballroom of the Waldorf-Astoria, following the business conclave. Entertainment fare included tenor Bobby White, through Kay Armen, Latin Quarter current headliner Arthur Lee Simpkins and terp team Angie and Mario. As emcee, Jack E. Leonard kept up a merciless barrage of gags at the expense of numerous ASCAP wheels. Herb Steiner directed the big ork in playing a brace of ASCAP all-time hit songs.

**writing a new nitery act for Mae West, with her partner Phil Moody.**

. . . George Shearing quintet booked for a four-week stand at the Embers, New York, starting May 25. . . Nesuhi Ertegun, Atlantic Records jazz repertoire chief, returned to New York after recording a series of albums here. . . Lew Chudd, Imperial Records, leaves here April 19 for a 10-day trip to London and Paris to enlarge his album line. . . Russ Morgan ork has been held over at the Coconut Grove for Jane Froman's two-week stand there beginning April 18.

**TV Plugs for 'Pirate' Album**

NEW YORK—M-G-M Records will soon have a go at reviving sales of an old sound track album via the TV plug route. The 1948 M-G-M film, "The Pirate," with Judy Garland and Gene Kelly, will be aired in three installments on ABC-TV's "M-G-M Parade" show starting April 18. With each airing, announcements will plug the old sound track package.

Diskery execs feel they'll be reaching a brand new market for the album than that which viewed the pic during its original release. If a successful sales pattern emerges, a spokesman for the diskery said, "a complete new pattern of sound track catalog sales may develop."

**ASCAP Conclave**

• Continued from page 31

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**Disk Talent Feature of 'Stars' Show**

NEW YORK—The "Shower of Stars," CBS-TV aier this Thursday night (12), which will be loaded with record names, reportedly is a preview of a show the web is building around disk talent for next fall. However, no date or time period has yet been set for the projected program.

Talent lined up for the Chrysler-sponsored "Shower of Stars" this week include the Teen-Agers, Nelson Riddle, Les Baxter, Frankie Laine, Perez Prado, Tex Williams, "The Four Girls" (Jane Russell, Rhonda Fleming, Beryl Davis and Connie Haines), and Joe E. Brown.

The "Girls," heretofore a sacred group, will demonstrate their new pop-song style. Capitol artists Riddle and Baxter will receive gold records on the show, Baxter for his million-seller "Poor People of Paris," and Riddle for million-sales-platter "Lisbon Antigua."

**CARL PERKIN'S SMASH!**

**BLUE SUEDE SHOES**

\* Recorded by:

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

\*Records listed alphabetically by companies.

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 EDDIE BARCLAY on Mercury  
 RICHARD MALTRY on Vik  
 ROBERT CLARY on Epic  
 and more on the way.

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written by JACK HEINZ and EDWARD THOMAS

sung by **LONNIE SATTIN**



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**THE FABULOUS  
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**THEME  
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Review Spotlight on . . .

ALBUMS

Popular

REFLECTIONS OF AN INDIAN BOY (1-12") - Paul Weston Ork. Columbia CL 788

Here is one of Columbia's top LP promotional items this month. The label is readying a big jockey push, which should pay off in considerable on-the-air plugging and follow-up counter sales.

Classical

TCHAIKOVSKY: SYMPHONY NO. 4 (1-12") - Boston Symphony; Charles Munch, Cond. RCA Victor LM 1953

The Victor catalog has long needed a stronger entry to meet competition on this warhorse. The dated sound of the old Koussevitsky reading is no longer compensated by other merits it unquestionably has.

Jazz

IN THE LAND OF HI-FI (1-12") - Sarah Vaughan, Mercury MC 36058

Sarah Vaughan's new album is one of Mercury's big promotional-plug items this month, and it should benefit from the push sales-wise both in the jazz and pop markets.

MEL TORME AND THE MARTY PAICH DEK-TETTE (1-12") - Bethlehem BCP 52

This is classed as jazz because Torme's backing is by a smart, swinging little jazz group, and he is a swinging little singer who always has been appreciated more by the jazz fans than any other group.

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. BELAFONTE-Harry Belafonte. . . . . RCA Victor LPM 1150
2. THE MAN WITH THE GOLDEN ARM-Sound Track. . . . . Decca DL 8257
3. ELVIS PRESLEY. . . . . RCA Victor LPM 1254
4. SONGS FOR SWINGIN' LOVERS-Frank Sinatra. . . . . Capitol W 653
5. CAROUSEL-Sound Track. . . . . Capitol W 694
6. OKLAHOMA!-Sound Track. . . . . Capitol SAO 595
7. JULIE IS HER NAME-Julie London. . . . . Liberty 3006
8. FOUR FRESHMEN AND FIVE TROMBONES. . . . . Capitol T 683
9. THE BENNY GOODMAN STORY, VOLS. 1 AND 2-. . . . . Decca DL 8252, 8253
10. SPARKLING STRINGS-Lawrence Welk. . . . . Coral 57011

Reviews and Ratings of New Classical Releases

PUCCINI: TOSCA (OPERA FOR ORCHESTRA) (1-12") - Andre Kostelanetz Ork. Columbia CL 767 . . . . . 81

Here's another in Kostelanetz's series for music lovers who like their opera music straight, with nary a vocal chaser in the score.

especially those who know the "Three Penny Opera," which is based on this, will be good sales prospects.

VIVALDI: THE FOUR SEASONS (1-12") - Philharmonia Orchestra; Carlo Maria Giulini, Cond. Angel 35216 . . . . . 75

Despite several good competitive issues, this set may be recommended as a special pre-classical gem.

Reviews and Ratings of New Popular Albums

AV. HIBBLER SINGS LOVE SONGS (1-12") - Verve MG V 4000

Al Hibbler, brought to disk stardom via Decca and the film "Unchained," will have a good sale with this Verve package.

different tunes include Count Basie, Johnny Hodges, and Leroy Lovett, with the latter on by far the most sides.

APRIL IN PARIS (1-12") - Victor Young Strings (1-12") Decca DL 8243

An album titled "April in Paris" should have more than usual appeal to American record buyers in the spring, particularly when the romantic music is played by Victor Young's sweetly nostalgic "Singing Strings."

"Vaya!" "Rhumba Rhapsody," and a North American import, "I Can't Give You Anything But Love." Loco is strong in the Latin-American field and this LP should move briskly.

SLEEPY SERENADE (1-12") - Eddy Howard and his Ork (1-12") Mercury MG 20111

Howard plays a relaxed, pleasantly "sleepy" brand of music on this LP, which shapes up as fine mood music for late night jocks.

MUSIC MADE IN FRANCE (1-12") - Ray Ventura and his Ork (1-12") Kapp KL 1013

Jockeys in search of original mood music programming will find they will be able to make good use of this LP, which spotlights original compositions by some of France's top contemporary composers.

HARRY ZIMMERMAN'S



BIG 24 Piece Orchestra

Long Play Album

R-602

another HIFIRECORD from HIGH FIDELITY RECORDING CO. 6067 SUNSET BLVD. HOLLYWOOD 28, CAL.

YOU (1-12") - Frank Chacksfield Ork (1-12") London LL 1355

Delightful nostalgia from Hollywood's early talking picture days circa 1927-1930. Chacksfield offers richly melodic tasteful instrumental arrangements of 12 memorable movie tunes from that era.

SERENADE FOR LOVE (1-12") - Richard Hayman and his Ork (1-12") Mercury MG 20115

Here's another package of lush, listenable mood music by Richard Hayman, highlighted by the orchestra leader's virtuoso harmonica work.

A TRIBUTE TO EDDY DUCHIN (1-10") - Columbia CL 2576

Columbia's film bio on Eddy Duchin (with Tyrone Power playing the late band leader) is slated for release shortly, and the labels are trotting out all their old Duchin wax in hopes of cashing in on the picture.

FROM THE LAND OF THE SKY-BLUE WATER (1-12") - Dorian (1-12") Kapp KL 1020

Here's a classy contribution to the mood music genre—a series of melodies inspired by the life and history of the American Indian.

LET'S TALK ABOUT LOVE (1-12") - Bob Stewart, Bob Mathew's Quintet (1-12") Dawn DLP 1103

Mood music is generally descriptive of instrumentals, but in this case it is descriptive of Bob Stewart's vocals. He has done a batch of great stand-

DVORAK: SLAVONIC DANCES VOL. 2 (1-12") - Carlyle Symphony Orchestra, Camden CAL 284 . . . . . 74

These are the long-time unsurpassed slicings of these colorful, rhythmic pieces by Talich and the Czech Philharmonic, dating from 1936.

THE ART OF EMANUEL FEUER-MANN (1-12") - RCA Camden CAL 292 . . . . . 73

Cello enthusiasts will hail this release. It is one of those prizes Camden occasionally pulls out of the RCA vaults, making available again the waxings of a well-remembered master instrumentalist.

BACH: FIFTEEN TWO-PART INVENTIONS; CONCERTO IN D MINOR (1-12") - Wanda Landowska, Harpsichord, RCA Victor LM 1974 . . . . . 73

Glowing performances of the inventions, played with all the skill and tonal beauty that are hallmarks of Miss Landowska's art.

BARTOK: STRING QUARTETS NOS. 1 AND 2 (1-12") - Vegh Quartet, Angel 135240 . . . . . 73

The Vegh Quartet's project of recording all six Bartok quartets has gotten off to an auspicious start. If the next two volumes live up to the quality of this first LP in the series, this will be a major attraction in the current chamber music discography.

BORODIN: STRING QUARTET NO. 2; SHOSTAKOVITCH: STRING QUARTET NO. 1 (1-12") - Armenian State String Quartet, Angel 35239 . . . . . 73

The Russian instrumentalists form a

(Continued on page 60)

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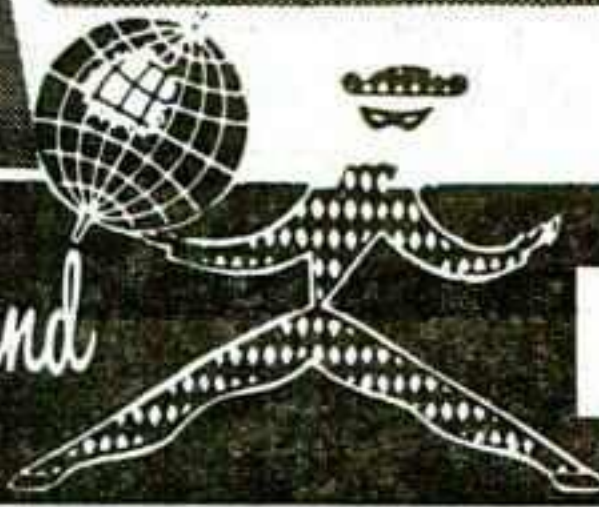
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**JONES**

b/w  
**MOLLY - O**  
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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending April 4

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Poor People of Paris (Jean's Song)</b>		<b>1</b>	<b>6. Why Do Fools Fall in Love?</b>		<b>5</b>
By La Gaulante de Pauvre-Jean-Marguerite Mannot—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. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; L. Welk, Coral 61592.		<b>9</b>	By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORDS: Teen-Agers, Gee 1002; G. Storm, Dot 15448. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Dec 29832.		<b>8</b>
<b>2. Lisbon Antigua</b>		<b>2</b>	<b>7. Blue Suede Shoes</b>		<b>8</b>
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Star, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595.		<b>16</b>	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. Hull, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; S. Taylor, M-G-M 12197.		<b>6</b>
<b>3. Rock and Roll Waltz</b>		<b>3</b>	<b>8. Heartbreak Hotel</b>		<b>11</b>
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359. RECORDS AVAILABLE: A. O'Day, Verve 2000; L. Welk, Coral 81128.		<b>15</b>	By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.		<b>6</b>
<b>4. Hot Diggity</b>		<b>7</b>	<b>9. I'll Be Home</b>		<b>6</b>
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.		<b>5</b>	By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. RECORD AVAILABLE: Flamingos, Checker 830.		<b>10</b>
<b>4. No, Not Much</b>		<b>4</b>	<b>10. Eddie My Love</b>		<b>12</b>
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.		<b>12</b>	By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15450; Teen Queens, RPM 453; Chordettes, Cadence 1284. RECORD AVAILABLE: L. Briggs, Epic 9151.		<b>6</b>

### Second Ten

<b>11. Theme From the Three Penny Opera (Moritat)</b>		<b>9</b>	<b>15. Juke Box Baby</b>		<b>13</b>
By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORD: D. Hyman, M-G-M 12149. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; R. Hayman-J. August, Mercury 70781; T. Murphy, Col 40586; L. Paul, Cap 3329; T. Puente, Vic 20-6417; R. Raeburn, Col 40657; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.		<b>11</b>	By Noel Sherman & Joe Sherman—Published by Winneton (BMI) BEST SELLING RECORD: P. Como, Vic 20-6427.		<b>5</b>
<b>12. Mr. Wonderful</b>		<b>13</b>	<b>17. Main Title Molly-O (Man With the Golden Arm)</b>		<b>20</b>
By Buck Holofcener-Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: P. Lee, Dec 29834. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King, Vic 20-6392; S. Vaughan, Mercury 70777; Mello-Larks, Epic 9146; B. A. Steele, ABC-Paramount 9669.		<b>7</b>	By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) BEST SELLING RECORDS: R. Maltby, Vik 0196; E. Bernstein, Dec 29869. RECORDS AVAILABLE: L. Elgart, Col 40664; D. Kaye, Dec 29904; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61806; B. Morrow, Wing 90063.		<b>3</b>
<b>13. A Tear Fell</b>		<b>15</b>	<b>17. Eleventh Hour Melody</b>		<b>17</b>
By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORD AVAILABLE: I. J. Hunter, Atlantic 1086.		<b>6</b>	By King Palmer-Carl Segman—Published by Paxton (ASCAP) BEST SELLING RECORD: A. Hibbler, Dec 29789. RECORDS AVAILABLE: L. Busch, Cap 3349; T. Mottola, M-G-M 11885; B. Snyder, Dec 29827.		<b>8</b>
<b>14. Great Pretender</b>		<b>10</b>	<b>19. Magic Touch</b>		<b>24</b>
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020.		<b>18</b>	By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819.		<b>2</b>
<b>15. He</b>		<b>21</b>	<b>20. Rock Island Line</b>		<b>28</b>
By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORD: A. Hibbler, Dec 29660. RECORDS AVAILABLE: K. Armen, M-G-M 17078; McGuire Sisters, Coral 61501; G. B. Shea, Vic 20-6292.		<b>30</b>	By Lonnie Donegan—Published by Hollis Music (BMI) BEST SELLING RECORD: L. Donegan, London 1650. RECORDS AVAILABLE: D. Cornell, Coral 61613; B. Darin, Dec 29883; L. Dreslar, Mercury 29883; J. Gavin, Epic 9161; M. Moore, Cap 3397.		<b>2</b>

### Third Ten

<b>21. See You Later, Alligator</b>		<b>16</b>	<b>26. Band of Gold</b>		<b>19</b>
By Robert Guldry—Published by Arc Music (BMI) RECORDS AVAILABLE: O. Bash, Vic 6426; B. Charles, Chess 1609; B. Haley, Dec 29791; R. Hall, Dec 29786.		<b>13</b>	By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) RECORDS AVAILABLE: K. Carson, Cap 3283; D. Cherry, Col 40597; Hi-Fi Four, King 48856.		<b>20</b>
<b>22. Bo Weevil</b>		<b>22</b>	<b>27. I Was the One</b>		<b>26</b>
By Antoine Domino & Dave Bartholomew—Published by Reeves (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61590; F. Domino, Imperial 5375; B. Lou, King 4900.		<b>5</b>	By Schroeder, De Metruis, Blair and Peppers—Published by Ross Jungnickel (ASCAP) RECORD AVAILABLE: E. Presley, Vic 20-6420.		<b>4</b>
<b>22. Ivory Tower</b>		<b>24</b>	<b>27. Long Tall Sally</b>		<b>-</b>
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) RECORDS AVAILABLE: C. Carr, Fraternitiy 734; Four Hues, Coral 61617; O. Williams, De Luxe 6093.		<b>2</b>	By E. Johnson—Published by Denice (BMI) RECORDS AVAILABLE: P. Boone, Dot 15457; Little Richard, Specialty 572; M. Robbins, Col 40679.		<b>1</b>
<b>24. Innamorata</b>		<b>23</b>	<b>29. Moonglow and Theme From Picnic</b>		<b>-</b>
By Jack Brooks & Harry Warren—Published by Famous (ASCAP) RECORDS AVAILABLE: D. Martin, Cap 3352; J. Vale, Col 40634; F. Verna, Dec 29767.		<b>4</b>	By Hudson, Delange & Mills (Dunning)—Published by Mills (ASCAP) RECORDS AVAILABLE: G. Cates, Coral 61618; R. Marterle, Mercury 70836; M. Stoloff, Dec 29888.		<b>1</b>
<b>25. Memories Are Made of This</b>		<b>17</b>	<b>30. Tutti Frutti</b>		<b>26</b>
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) RECORDS AVAILABLE: M. Carson, Col 40573; D. Martin 3295; G. Storm, Dot 15436.		<b>19</b>	By La Bastrie Tenniman—Published by Venice (BMI) RECORDS AVAILABLE: P. Boone, Dot 15443; Jackson-Harris Herd, Clef 89052; Little Richard, Specialty 561; A. Mooney, M-G-M 12165; M. Torme, Coral 61263.		<b>12</b>

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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

**UP THE LADDER TO BIG SALES**

**LES BAXTER**  
THE POOR PEOPLE OF PARIS  
3336

**NELSON RIDDLE**  
LISBON ANTIGUA  
3287  
PORT AU PRINCE  
3374

**NAT "KING" COLE**  
TOO YOUNG TO GO STEADY  
3390

**DEAN MARTIN**  
INNAMORATA  
3352

**LES PAUL MARY FORD**  
SAY THE WORDS I LOVE TO HEAR  
3389

**STAN FREBERG**  
THE GREAT PRETENDER  
3396

**BILLY MAY**  
MAIN TITLE  
3372

**RENATO CAROSONE**  
INFATUATION  
71001

**ELLA MAE MORSE**  
ROCK AND ROLL WEDDING  
3387

NEW NEW NEW NEW NEW NEW NEW NEW NEW

**DON ROBERTSON**

## The Happy Whistler

*Breaking fast for a smash!*

b/w YOU'RE FREE TO GO  
Record No. 3391



**ANDY GRIFFITH**

## OPERA CARMEN

Record No. 3402



**RAY MARTIN**

## TICKLED PINK

IF HEARTS COULD TALK  
Record No. 3393



**JANE RUSSELL**

## IF YOU WANNA SEE MAMIE TONIGHT KEEP YOUR EYES ON THE HANDS

(Both Songs From The 20th Century-Fox Cinemascope Picture "The Revolt Of Mamie Stover")

Record No. 3399



**NEW COUNTRY AND WESTERN**

**"TEXAS" BILL STRENGTH**

IT AIN'T MUCH BUT IT'S HOME  
WHEN THE BRIGHT LIGHTS GROW DIM

Record No. 3394



**JEAN SHEPARD**

YOU'RE CALLING ME SWEETHEART AGAIN  
HE LOVED ME ONCE AND HE'LL LOVE ME AGAIN

Record No. 3401



# ROCKIN'!

## BETTY JOHNSON

and overnight SMASH...

### "HONKY TONK ROCK"

b/w

### "SAY IT AIN'T SO, JOE"

Bally 1005 (7-1005)



# Bally®

## RECORDS

# ROLLIN!

**BOB  
DAVIE**



**MOON PEARLS  
CORN POEM**

*bally 1004 (7-1004)*

**GAYDEN  
SISTERS**



**HOW CAN YOU NOT BELIEVE  
HONESTLY, HONESTLY**

*bally 1003 (7-1003)*

**LEW  
DOUGLAS**



**10,000 YEARS  
FIDDLE DEE DEE**

*bally 1002 (7-1002)*

**LOU  
BREESE**



**WAITIN' FOR THE ROB'T E. LEE  
MEXICALI ROSE**

*bally 1001 (7-1001)*

**BETTY  
JOHNSON**



**I'LL WAIT  
PLEASE TELL ME WHY**

*bally 1000 (7-1000)*

**THE HOME OF LIVING PERFORMANCE**

203 N. WABASH AVE. • CHICAGO 1, ILLINOIS • ANdover 3-4677

### • Best Sellers in Stores

For survey week ending April 4

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

This Week	Last Week	Weeks on Chart	Title
1.			<b>POOR PEOPLE OF PARIS (ASCAP)—</b> L. Baxter ..... 1 9 Theme From "Helen of Troy (ASCAP)— Cap 3336
2.			<b>HEARTBREAK HOTEL (BMI)—</b> E. Presley ..... 5 6 <b>I WAS THE ONE (BMI)—Vic 20-6420</b>
3.			<b>HOT DIGGITY (ASCAP)—P. Como... 4 6</b> <b>JUKE BOX BABY (ASCAP)—</b> Vic 20-6427
4.			<b>BLUE SUEDE SHOES (BMI)—</b> C. Perkins ..... 3 6 Honey, Don't (BMI)—Sun 234
5.			<b>LISBON ANTIGUA (ASCAP)—</b> N. Riddle ..... 2 16 Robin Hood (ASCAP)—Cap 3287
6.			<b>WHY DO FOOLS FALL IN LOVE?</b> (BMI)—Teen-Agers ..... 9 9 Please Be Mine (BMI)—Gee 1062
7.			<b>I'LL BE HOME (BMI)—P. Boone.... 7 10</b> <b>TUTTI FRUTTI (BMI)—Dot 15443</b>
8.			<b>ROCK AND ROLL WALTZ (BMI)—</b> K. Starr ..... 6 15 I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
9.			<b>NO, NOT MUCH (ASCAP)—</b> Four Lads ..... 8 12 I'll Never Know (BMI)—Col 40629
10.			<b>A TEAR FELL (BMI)—T. Brewer.... 11 7</b> <b>BO WEEVIL (BMI)—Coral 61590</b>
11.			<b>ROCK ISLAND LINE (BMI)—</b> L. Donegan ..... 12 3 John Henry (BMI)—London 1650
12.			<b>MAGIC TOUCH (BMI)—Platters.... 19 3</b> Winner Take All (ASCAP)—Mercury 70819
13.			<b>LONG, TALL, SALLY (BMI)—</b> Little Richard ..... 23 2 Slippin' and Slidin' (BMI)—Specialty 572
14.			<b>THEME FROM "THE THREE PENNY</b> <b>OPERA" (MORITAT) (ASCAP)—</b> D. Hyman ..... 13 12 Baubles, Bangles and Beads (ASCAP)— M-G-M 12149
15.			<b>GREAT PRETENDER (ASCAP)—</b> Platters ..... 10 17 I'm Just a Dancing Partner (ASCAP)— Mercury 70753
16.			<b>EDDIE, MY LOVE (BMI)—</b> Fontane Sisters ..... 15 3 Yum, Yum (BMI)—Dot 15450
17.			<b>MAIN TITLE (MAN WITH THE</b> <b>GOLDEN ARM) (ASCAP)—</b> R. Maltby ..... 25 3 Heart of Paris (ASCAP)—Vic 0196
18.			<b>SEE YOU LATER, ALLIGATOR</b> (BMI)—B. Haley ..... 14 14 Paper Boy (ASCAP)—Dec 29791
19.			<b>WHY DO FOOLS FALL IN LOVE?</b> (BMI)—Diamonds ..... 18 5 You, Baby, You (BMI)—Mercury 70790
20.			<b>MAIN TITLE (MAN WITH THE</b> <b>GOLDEN ARM) (ASCAP)—</b> E. Bernstein ..... 17 2 Clark Street (ASCAP)—Dec 29869
21.			<b>IVORY TOWER (ASCAP)—O. Williams. — 1</b> In Paradise (BMI)—De Luxe 6093
22.			<b>WHY DO FOOLS FALL IN LOVE?</b> (BMI)—G. Storm ..... 20 4 I Walk Alone (BMI)—Dot 15448
23.			<b>EDDIE, MY LOVE (BMI)—</b> Teen Queens ..... 16 6 Just Goofed (BMI)—RPM 453
23.			<b>SAINTS ROCK AND ROLL</b> (ASCAP)—B. Haley ..... 21 2 R-O-C-K (ASCAP)—Dec 29870
25.			<b>EDDIE, MY LOVE (BMI)—</b> Chordettes ..... 22 8 Whistlin' Willie (BMI)—Cadence 1284

### • Most Played in Juke Boxes

For survey week ending April 4

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

This Week	Last Week	Weeks on Chart	Title
1.			<b>POOR PEOPLE OF PARIS (ASCAP)—</b> L. Baxter ..... 2 8 Theme From "Helen of Troy" (ASCAP)— Cap 3336
2.			<b>ROCK AND ROLL WALTZ (BMI)—</b> K. Starr ..... 1 14 I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
3.			<b>LISBON ANTIGUA (ASCAP)—</b> N. Riddle ..... 3 11 Robin Hood (ASCAP)—Cap 3287
4.			<b>I'LL BE HOME (BMI)—P. Boone.... 6 9</b> <b>TUTTI FRUTTI (BMI)—Dot 15443</b>
5.			<b>HOT DIGGITY (BMI)—P. Como.... 7 4</b> <b>JUKE BOX BABY (BMI)—Vic 20-6427</b>
6.			<b>NO NOT MUCH (ASCAP)—Four Lads. 4 9</b> I'll Never Know (BMI)—Col 40629
7.			<b>A TEAR FELL (BMI)—T. Brewer.... 9 5</b> <b>BO WEEVIL (BMI)—Coral 61590</b>
8.			<b>GREAT PRETENDER (ASCAP)</b> Platters ..... 5 15 I'm Just a Dancing Partner (ASCAP)— Mercury 70753
8.			<b>BLUE SUEDE SHOES (BMI)—</b> C. Perkins ..... 11 4 Honey, Don't (BMI)—Sun 234
10.			<b>HEARTBREAK HOTEL (BMI)—</b> E. Presley ..... 13 3 <b>I WAS THE ONE (BMI)—Vic 20-6420</b>
10.			<b>WHY DO FOOLS FALL IN LOVE?</b> (BMI)—Teen-Agers ..... 10 7 Please Be Mine (BMI)—Gee 1002
12.			<b>EDDIE, MY LOVE (BMI)—</b> Fontane Sisters ..... 12 3 Yum, Yum (BMI)—Dot 15450
13.			<b>SEE YOU LATER, ALLIGATOR</b> (BMI)—B. Haley ..... 8 10 Paper Boy (ASCAP)—Dec 29791
14.			<b>WHY DO FOOLS FALL IN LOVE?</b> (BMI)—G. Storm ..... 17 6 I Walk Alone (BMI)—Dot 15448
15.			<b>MAGIC TOUCH (ASCAP)—Platters... — 1</b> <b>WINNER TAKE ALL (ASCAP)—</b> Mercury 70819
16.			<b>BAND OF GOLD (BMI)—D. Cherry.. 14 13</b> Rumble Boogie (BMI)—Col 40597
17.			<b>MEMORIES ARE MADE OF THIS</b> (BMI)—D. Martin ..... 15 17 Change of Heart (BMI)—Cap 3295
17.			<b>THEME FROM "THE THREE PENNY</b> <b>OPERA" (MORITAT)—R. Hyman-J.</b> August ..... 18 6 I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 70781
19.			<b>THEME FROM "THE THREE PENNY</b> <b>OPERA" (MORITAT) (ASCAP)—</b> D. Hyman ..... 16 8 Baubles, Bangles and Beads (ASCAP)— M-G-M 12149
20.			<b>EDDIE, MY LOVE (BMI)—</b> Teen Queens ..... — 1 Just Goofed (BMI)—RPM 453

### • Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1.			Rock and Roll Waltz (Sheldon)..... 1 13
2.			Poor People of Paris (Connelly)..... 2 8
3.			Lisbon Antigua (Southern)..... 2 13
4.			He (Avas)..... 8 29
5.			Hot Diggity (Roncom)..... 8 8
6.			No, Not Much (Beaver)..... 9 9
7.			Eleventh Hour Melody (Paxton)..... 7 9
8.			Theme From "The Three Penny Opera" (Moritat) (Harms) ..... 6 8
9.			Mr. Wonderful (Laurel)..... 9 2
10.			I'll Be Home (Arc)..... 10 5
11.			Why Do Fools Fall in Love? (Patricia)..... 12 3
12.			Blue Suede Shoes (Hi-Lo)..... — 1
13.			Eddie, My Love (Modern-Roosevelt)..... 13 2
14.			Memories Are Made of This (Montclair)..... 11 17
15.			To You, My Love (Leeds)..... — 1

### • Most Played by Jockeys

For survey week ending April 4

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

This Week	Last Week	Weeks on Chart	Title
1.			<b>LISBON ANTIGUA (ASCAP)—</b> N. Riddle ..... 3 15 Robin Hood (ASCAP)—Cap 3287
2.			<b>POOR PEOPLE OF PARIS (ASCAP)—</b> L. Baxter ..... 1 9 Theme From "Helen of Troy" (ASCAP)— Cap 3336
3.			<b>NO, NOT MUCH (ASCAP)—</b> Four Lads ..... 2 11 I'll Never Know (BMI)—Col 40629
4.			<b>HOT DIGGITY (ASCAP)—P. Como... 6 5</b> <b>JUKE BOX BABY (BMI)—Vic 20-6427</b>
5.			<b>HEARTBREAK HOTEL (BMI)—</b> E. Presley ..... 7 6 <b>I WAS THE ONE (BMI)—Vic 20-6420</b>
6.			<b>ROCK AND ROLL WALTZ (BMI)—</b> K. Starr ..... 5 15 I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
7.			<b>I'LL BE HOME (BMI)—P. Boone.... 4 10</b> <b>TUTTI FRUTTI (BMI)—Dot 15443</b>
8.			<b>BLUE SUEDE SHOES (BMI)—</b> C. Perkins ..... 8 4 Honey, Don't (BMI)—Sun 234
9.			<b>WHY DO FOOLS FALL IN LOVE?</b> (BMI)—Teen-Agers ..... 9 6 Please Be Mine (BMI)—Gee 1002
10.			<b>WHY DO FOOLS FALL IN LOVE?</b> (BMI)—G. Storm ..... 10 4 I Walk Alone (BMI)—Dot 15448
11.			<b>JUKE BOX BABY (BMI)—P. Como.... 12 5</b> <b>Hot Diggity (BMI)—Vic 20-6427</b>
12.			<b>A TEAR FELL (BMI)—T. Brewer.... 13 4</b> <b>Bo Weevil (BMI)—Coral 61590</b>
13.			<b>EDDIE, MY LOVE (BMI)—</b> Fontane Sisters ..... 14 4 Yum, Yum (BMI)—Dot 15450
14.			<b>MR. WONDERFUL (ASCAP)—P. Lee. 17 4</b> Crazy in the Heart (BMI)—Dec 29834
15.			<b>EDDIE, MY LOVE (BMI)—</b> Chordettes ..... 18 4 Whistling Willie (ASCAP)—Cadence 1084
16.			<b>GREAT PRETENDER—Platters..... 11 16</b> I'm Just a Dancing Partner (ASCAP)— Mercury 70753
17.			<b>MAGIC TOUCH—Platters ..... — 1</b> Winner Take All (ASCAP)—Mercury 70819
18.			<b>THEME FROM "THE THREE PENNY</b> <b>OPERA" (MORITAT) (ASCAP)—</b> D. Hyman ..... 16 10 Baubles, Bangles and Beads (ASCAP)— M-G-M 12149
19.			<b>ROCK ISLAND LINE—L. Donegan .. — 1</b> John Henry (BMI)—London 1650
20.			<b>PORT-AU-PRINCE (BMI)—N. Riddle... — 1</b> Midnight Blues (BMI)—Cap 3374
21.			<b>MR. WONDERFUL (ASCAP)—</b> S. Vaughan ..... 22 6 You Ought to Have a Wife (ASCAP)— Mercury 70777
22.			<b>WHY DO FOOLS FALL IN LOVE?</b> Diamonds ..... 15 4 You, Baby, You (BMI)—Mercury 70790
23.			<b>I WAS THE ONE (BMI)—</b> E. Presley ..... 19 3 Heartbreak Hotel (BMI)—Vic 20-6420
24.			<b>BO WEEVIL (BMI)—T. Brewer ..... 20 2</b> <b>A Tear Fell (BMI)—Coral 61590</b>
25.			<b>SEE YOU LATER, ALLIGATOR</b> (BMI)—B. Haley ..... 21 11 Paper Boy (ASCAP)—Dec 29791

# TWO POWERFUL NEW HITS!

HER FIRST AMERICAN RELEASE!

## MIYOSHI UMEKI

(NANCY)



### "Why Talk"

AND

"HOW DEEP IS THE OCEAN"

MERCURY 70838

ROCKIN' BOOGIE!

## CHUCK MILLER



### 'Bright Red Convertible'

AND

"BALTIMORE JONES"

MERCURY 70842

### INSTRUMENTALS FOR SOLID SALES



THE THEME FROM

## picnic

## RALPH MARGERIE

AND HIS ORCHESTRA

MERCURY 70836

### "Flamenco Love"

## RICHARD HAYMAN

MERCURY 70837



### "Poinciana"

## DICK CONTINO

MERCURY 70830



### "The Cat's Meow"

## HARMONICATS

MERCURY 70841



### "Beautiful Girls Of Vienna"

## DAVID CARROLL

MERCURY 70822



CHICAGO 1, ILLINOIS

the big movie hits are on



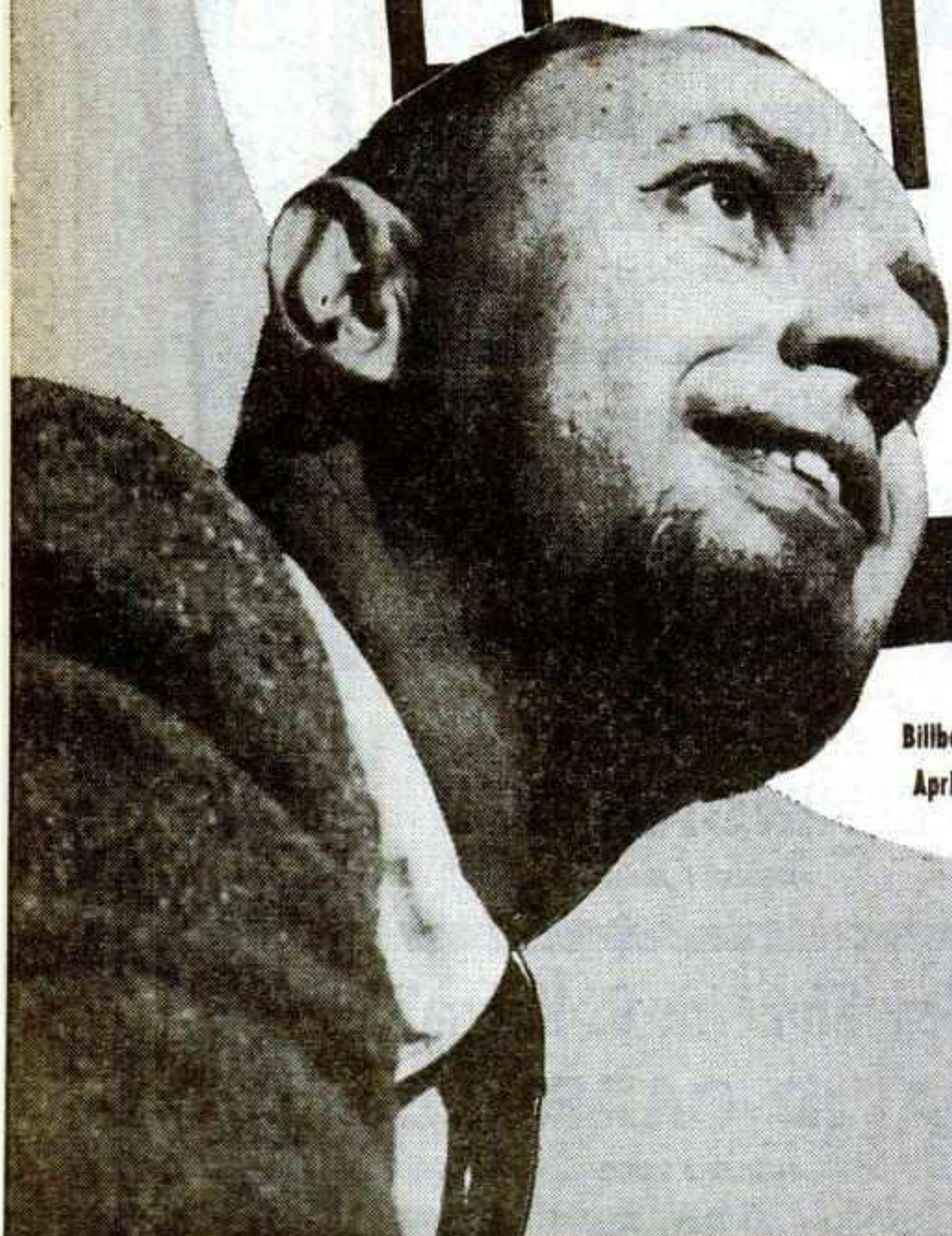
# GEORGE CATES

THE GORGEOUS  
INSTRUMENTAL  
SMASH!

## MOONGLOW

and

## THEME FROM PICNIC



Billboard,  
April 7

• **BILLBOARD  
BEST BUY**

CORAL  
61618  
9-61618

**CORAL RECORDS**  
America's Fastest Growing Record Company

the big movie hits are on 

# DICK JACOBS

MOVING UP ON THE BEST-SELLING CHARTS

## MAIN TITLE

and

## MOLLY-O

From . . .  
THE MAN WITH THE GOLDEN ARM



CORAL  
61606  
9-61606

Billboard, March 31

• **BILLBOARD BEST BUY**

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)

# M-G-M's APRIL SHOWER OF HITS!



**JONI JAMES**  
I WOKE UP CRYING  
THE MAVERICK QUEEN  
(From Republic film)  
MGM 12213 • K12213

**DAN DAILEY**  
FRANKIE and JOHNNY  
(From MGM Film "Meet Me in Las Vegas")  
MGM 12212 • K12212

**BETTY MADIGAN**  
SURPRISE I MISS THE BOY  
MGM 12214 • K12214

**CHARLIE APPLEWHITE**  
I COULD HAVE DANCED ALL NIGHT  
SHANGRI-LA  
(From musical "My Fair Lady")  
(From musical "Shangri-La")  
MGM 12220 • K12220

**Robert Maxwell**  
His Harp and His Orchestra  
THE NEARNESS OF YOU  
MIDNIGHT BREEZE  
MGM 12215  
K12215

**SHEB WOOLEY**  
THE BIRTH OF THE ROCK 'N' ROLL  
A KING OR A CLOWN  
MGM 12202 • K12202

**ART MOONEY**  
AND HIS ORCHESTRA  
TALLY HO  
(THE LITTLE RED FOX)  
and  
YOU ARE THE ONE  
MGM 12219 • K 12219

**DICK HYMAN TRIO**  
HI-LILI, HI-LO  
and  
JUNGLERO  
(From MGM Film "Lili")  
MGM 12207 • K12207

**RAY CHARLES SINGERS**  
SPRING IS HERE  
and  
SPRING! SPRING! SPRING!  
MGM 12217 • K12217

**ALAN DEAN**  
TAKE A BOW  
and  
WITHOUT YOU  
MGM 12189 • K12189

## • Territorial Best Sellers

For survey week ending April 4

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

- Atlanta**
1. Heartbreak Hotel, E. Presley, Vic
  2. Great Pretender, Platters, Mer.
  3. Rock Island Line, L. Donegan, Lon.
  4. Wild Cherry, D. Cherry, Col.
  5. Ivory Tower, C. Carr, Fty.

- Baltimore**
1. Moonglow and Theme From "Picnic" G. Cates, Cor.
  2. Saints Rock and Roll, B. Haley, Dec.
  3. Blue Suede Shoes, C. Perkins, Sun
  4. Hot Diggity, P. Como, Vic.
  5. Can You Find It In Your Heart? T. Bennett, Col.
  6. Chinese Rock and Egg Roll B. Hackett, Cor.
  7. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
  8. Heartbreak Hotel, E. Presley, Vic.
  9. Juke Box Baby, P. Como, Vic.
  10. Rock Island Line, L. Donegan, Lon.

- Boston**
1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
  2. Poor People of Paris, L. Baxter, Cap.
  3. Hot Diggity, P. Como, Vic.
  4. Heartbreak Hotel, E. Presley, Vic.
  5. Blue Suede Shoes, C. Perkins, Sun
  6. In a Little Spanish Town B. Crosby Dec.
  7. Lisbon Antigua, N. Riddle, Cap.
  8. Why Do Fools Fall In Love? Teen Agers, Gee
  9. Magic Touch, Platters, Mer.
  10. Rock Island Line, L. Donegan, Lon.

- Buffalo**
1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
  2. Heartbreak Hotel, E. Presley, Vic.
  3. Lisbon Antigua, N. Riddle, Cap.
  4. Rock Island Line, L. Donegan, Lon.
  5. Blue Suede Shoes, C. Perkins, Sun
  6. Poor People of Paris, L. Baxter, Cap.
  7. Hot Diggity, P. Como, Vic.

- Chicago**
1. Blue Suede Shoes, C. Perkins, Sun
  2. Poor People of Paris, L. Baxter, Cap.
  3. Hot Diggity, P. Como, Vic.
  4. Why Do Fools Fall In Love? Teen Agers, Gee
  5. Rock and Roll Waltz, K. Starr, Vic.
  6. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
  7. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
  8. Heartbreak Hotel, E. Presley, Vic.
  9. Juke Box Baby, P. Como, Vic.
  10. I'll Be Home, P. Boone, Dot

- Cincinnati**
1. Poor People of Paris, L. Baxter, Cap.
  2. Heartbreak Hotel, E. Presley, Vic.
  3. Hot Diggity, P. Como, Vic.
  4. I'll Be Home, P. Boone, Dot
  5. Ivory Tower, C. Carr, Fty.
  6. Rock and Roll Waltz, K. Starr, Vic
  7. Lisbon Antigua, N. Riddle, Cap.
  8. No, Not Much, Four Lads, Col.
  9. Blue Suede Shoes, C. Perkins, Sun
  10. Why Do Fools Fall In Love? G. Storm, Dot

- Cleveland**
1. Blue Suede Shoes, C. Perkins, Sun
  2. Lisbon Antigua, N. Riddle, Cap.
  3. Poor People of Paris, L. Baxter, Cap.
  4. I Was the One, E. Presley, Vic.
  5. Ivory Tower, C. Carr, Fty.
  6. Hot Diggity, P. Como, Vic.
  7. Crazy Little Palace, B. Williams, Cor.
  8. Moonglow and Theme From "Picnic" G. Cates, Cor.
  9. Slippin' and Slidin', Little Richard, Spe.
  10. Innamorata, D. Martin, Cap.

- Dallas-Fort Worth**
1. Poor People of Paris, L. Baxter, Cap.
  2. Lisbon Antigua, N. Riddle, Cap.
  3. Heartbreak Hotel, E. Presley, Vic.
  4. Great Pretender, Platters, Mer.
  5. Long Tall Sally, Little Richard, Spe.
  6. Main Title ("Man With the Golden Arm"), B. May, Cap.
  7. Blue Suede Shoes, C. Perkins, Sun

- Denver**
1. No, Not Much, Four Lads, Col.
  2. Magic Touch, Platters, Mer.
  3. Poor People of Paris, L. Baxter, Cap.
  4. Lisbon Antigua, N. Riddle, Cap.
  5. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
  6. Heartbreak Hotel, E. Presley, Vic.
  7. Eddie, My Love, Fontane Sisters, Dot
  8. Hot Diggity, P. Como, Vic.

- Detroit**
1. Long Tall Sally, Little Richard, Spe.
  2. Blue Suede Shoes, C. Perkins, Sun
  3. Hot Diggity, P. Como, Vic.
  4. Heartbreak Hotel, E. Presley, Vic.
  5. Ivory Tower, O. Williams, Del.
  6. Magic Touch, Platters, Mer.
  7. Rock Island Line, L. Donegan, Lon.
  8. Poor People of Paris, L. Baxter, Cap.
  9. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
  10. Main Title & Molly-O ("Man With the Golden Arm"), D. Jacobs, Cor.

- Kansas City**
1. Heartbreak Hotel, E. Presley, Vic.
  2. Blue Suede Shoes, C. Perkins, Sun
  3. Juke Box Baby, P. Como, Vic.
  4. Long Tall Sally, Little Richard, Spe.
  5. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
  6. Hot Diggity, P. Como, Vic.
  7. A Tear Fell, T. Brewer, Cor.
  8. Rock Island Line, L. Donegan, Lon.
  9. Bo Weevil, T. Brewer, Cor.
  10. Innamorata, D. Martin, Cap.

- Los Angeles**
1. Poor People of Paris, L. Baxter, Cap.
  2. Lisbon Antigua, N. Riddle, Cap.

- Milwaukee**
1. Why Do Fools Fall In Love? Teen Agers, Gee
  2. Poor People of Paris, L. Baxter, Cap.
  3. Rock Island Line, L. Donegan, Lon.
  4. Hot Diggity, P. Como, Vic.
  5. A Tear Fell, T. Brewer, Cor.
  6. Eddie, My Love, Chordettes, Cdc.

- Minneapolis-St. Paul**
1. Heartbreak Hotel, E. Presley, Vic.
  2. Blue Suede Shoes, C. Perkins, Sun
  3. Why Do Fools Fall In Love? Diamonds, Mer.
  4. Hot Diggity, P. Como, Vic.
  5. Lisbon Antigua, N. Riddle, Cap.
  6. Poor People of Paris, L. Baxter, Cap.
  7. Rock Island Line, L. Donegan, Lon.
  8. Crazy Little Palace, B. Williams, Cor.
  9. I'll Be Home, P. Boone, Dot
  10. Eddie, My Love, Fontane Sisters, Dot

- New Orleans**
1. Poor People of Paris, L. Baxter, Cap.
  2. Juke Box Baby, P. Como, Vic.
  3. Magic Touch, Platters, Mer.
  4. Rock and Roll Waltz, K. Starr, Vic
  5. Hot Diggity, P. Como, Vic.
  6. Lisbon Antigua, N. Riddle, Cap.
  7. Great Pretender, Platters, Mer.
  8. Heartbreak Hotel, E. Presley, Vic.
  9. Crazy Little Palace, B. Williams, Cor.
  10. Eddie, My Love, Fontane Sisters, Dot

- New York**
1. Lisbon Antigua, N. Riddle, Cap.
  2. Poor People of Paris, L. Baxter, Cap.
  3. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
  4. Hot Diggity, P. Como, Vic.
  5. Blue Suede Shoes, C. Perkins, Sun
  6. No, Not Much, Four Lads, Col.
  7. Great Pretender, Platters, Mer.
  8. Rock and Roll Waltz, K. Starr, Vic.
  9. Too Young to Go Steady N. (King) Cole, Cap.
  10. Why Do Fools Fall In Love? Teen Agers, Gee

- Philadelphia**
1. Poor People of Paris, L. Baxter, Cap.
  2. Lisbon Antigua, N. Riddle, Cap.
  3. Why Do Fools Fall In Love? Teen Agers, Gee
  4. Hot Diggity, P. Como, Vic.
  5. Juke Box Baby, P. Como, Vic.
  6. No, Not Much, Four Lads, Col.
  7. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
  8. Blue Suede Shoes, C. Perkins, Sun
  9. Rock and Roll Waltz, K. Starr, Vic
  10. I'll Be Home, P. Boone, Dot

- Pittsburgh**
1. Heartbreak Hotel, E. Presley, Vic.
  2. Hot Diggity, P. Como, Vic.
  3. Magic Touch, Platters, Mer.
  4. Ivory Tower, O. Williams, Del.
  5. Rock Island Line, L. Donegan, Lon.
  6. Poor People of Paris, L. Baxter, Cap.
  7. Blue Suede Shoes, C. Perkins, Sun
  8. Lovely One, Four Voices, Col.
  9. That's Your Mistake, O. Williams, Del.
  10. A Tear Fell, T. Brewer, Cor.

- St. Louis**
1. Blue Suede Shoes, C. Perkins, Sun
  2. Hot Diggity, P. Como, Vic.
  3. Heartbreak Hotel, E. Presley, Vic.
  4. Poor People of Paris, L. Baxter, Cap.
  5. Why Do Fools Fall In Love? Teen Agers, Gee
  6. A Tear Fell, T. Brewer, Cor.
  7. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
  8. Lisbon Antigua, N. Riddle, Cap.
  9. Main Title ("Man With the Golden Arm"), F. Bernstein, Dec.
  10. Eleventh Hour Melody, L. Busch, Cap.

- San Francisco**
1. Why Do Fools Fall In Love? Teen Agers, Gee
  2. Hot Diggity, P. Como, Vic.
  3. Lisbon Antigua, N. Riddle, Cap.
  4. Rock and Roll Waltz, K. Starr, Vic.
  5. Blue Suede Shoes, C. Perkins, Sun
  6. Poor People of Paris, L. Baxter, Cap.
  7. No, Not Much, Four Lads, Col.
  8. Heartbreak Hotel, E. Presley, Vic.
  9. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
  10. Great Pretender, Platters, Mer.

- Seattle**
1. Heartbreak Hotel, E. Presley, Vic.
  2. Why Do Fools Fall In Love? Teen Agers, Gee
  3. Lisbon Antigua, N. Riddle, Cap.
  4. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
  5. Moonglow and Theme From "Picnic" G. Cates, Cor.
  6. I Was the One, E. Presley, Vic.
  7. Poor People of Paris, L. Baxter, Cap.

- Toronto**
1. Heartbreak Hotel, E. Presley, Vic.
  2. Poor People of Paris, L. Baxter, Cap.
  3. Blue Suede Shoes, C. Perkins, Sun
  4. Eddie, My Love, Chordettes, Cdc.
  5. Rock and Roll Waltz, K. Starr, Vic.
  6. I'll Be Home, P. Boone, Dot
  7. Why Do Fools Fall In Love? Diamonds, Mer.
  8. Hot Diggity, P. Como, Vic.
  9. Why Do Fools Fall In Love? Teen Agers, Gee



*America's Fastest Selling Records*



# the Dreamweavers

## A LITTLE LOVE CAN GO A LONG, LONG WAY

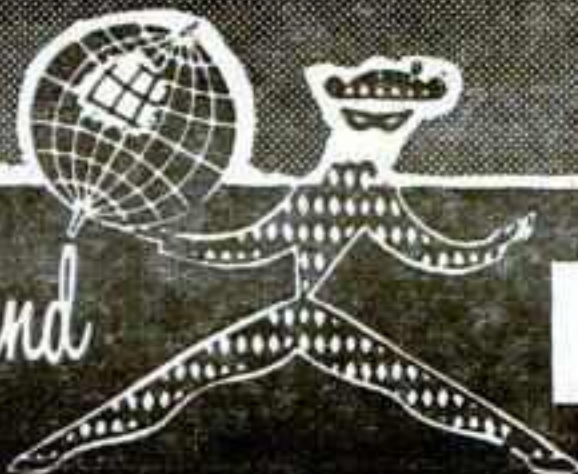
FEATURED IN THE GOODYEAR TV PLAYHOUSE PRODUCTION "JOEY"

b/w

### IS THERE SOMEBODY ELSE

DECCA 29905 • 9-29905

*A New World of Sound*



# DECCA records

Why there's big business for you in  
The **BILLBOARD'S** big

# 1956

## M.O.A. CONVENTION SPECIAL . . . MAY 12th

This year's special "Juke-Box" edition of The Billboard will be bigger 'n' better than ever before . . . with close to 100 pages, jammed with juke-box news, features and reports that you'll use for months to come . . . to help you build bigger sales!

Here are just a few of the important features:

**9th ANNUAL JUKE BOX OPERATORS POLL**

. . . Billboard's yearly survey to find out what operators are doing in record planning, promotion, programming . . . to build juke box business.

**THE "DIME PLAY"** — its progress and future

**JUKE BOX PROGRAMMING** — a series of successful case histories

**PLUS SIDE** of the ledger Public Relation

**THE YEARLY WRAP-UP** of the whole juke box business

**AND PAGES MORE** of operation news and doings across the country . . . what's ahead in '56!

### ATTENTION TALENT . . . MANUFACTURERS!

What a place for you to make a tremendous selling impact on the men who program . . . buy . . . and sell your records! Particularly important: you get 2,500 extra circulation, distributed on the convention floor!

**TALENT . . .**

Join the rest of the toppers with a big, personal ad . . . to the men who push your records—boost your reputation and your bookings!

**MANUFACTURERS . . .**

here's the golden opportunity to sell your product, your artists, your top tunes to the basic segment of the music industry! Sell 'em big!

**TIME'S GOING FAST!** Deadline is May 3rd.  
**RUSH YOUR COPY NOW!**

Cincinnati 22, Ohio  
2160 Patterson St.  
DUmbar 1-6450

New York 86, N. Y.  
1564 Broadway  
PLaza 7-2800

Chicago 1, Ill.  
188 W. Randolph St.  
CEntral 6-8761

St. Louis 1, Mo.  
890 Arcade Bldg.  
CHestnut 1-0443

Hollywood 28, Calif.  
6000 Sunset Blvd.  
HOlywood 9-5931

### • 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. Moonglow  
(Theme From "Picnic") . . . . *Morris Stoloff*  
(ASCAP) Decca 29888
2. Moonglow  
(Theme From "Picnic") . . . . . *George Cates*  
(ASCAP) Coral 61618
3. Main Title & Molly-O  
(Themes From "Man With the Golden Arm") . . . . . *Dick Jacobs*  
(ASCAP) Coral 61606
4. To Young to Go Steady . . . . *Nat (King) Cole*  
(ASCAP) Capitol 3300
5. A Crazy Little Palace . . . . . *Billy Williams*  
(ASCAP) Coral 61576
6. Can You Find It in Your Heart? . *Tony Bennett*  
(ASCAP) Columbia 40867
7. Without You  
No Other One . . . . . *Eddie Fisher*  
(BMI); (BMI) RCA Victor 6470
8. Long Tall Sally . . . . . *Pat Boone*  
(BMI) Dot 15457
9. Standing on the Corner . . . . . *The Four Lads*  
(ASCAP) Columbia 40674
10. Wild Cherry  
I'm Still a King to You . . . . . *Don Cherry*  
(BMI); (ASCAP) Columbia 40665

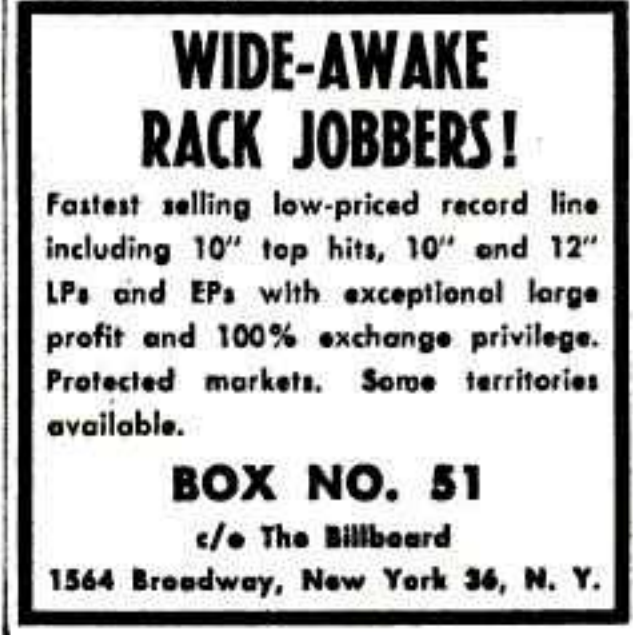
### • THIS WEEK'S BEST BUYS

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

**CAN YOU FIND IT IN YOUR HEART** (Witmark, ASCAP)—Tony Bennett—Columbia 49667—Each week since release, the singer's latest entry has taken a significant stride forward. At present, it is on the Baltimore territorial chart and is coming to be an outstanding seller in Atlanta, St. Louis, Providence, Philadelphia, Detroit, Milwaukee, Cleveland, Buffalo and other areas. Several territories indicated action on the flip side "Forget Her" (Joy, ASCAP).

**LONG TALL SALLY** (Venice, BMI)—Pat Boone—Dot 15457—Boone's stylings of outstanding r.&b. tunes continue to find an enormously receptive market. Little Richard's original disk is selling pop and r.&b., and in many areas (in the South, in particular) is a tough obstacle. A majority of Eastern, Middle West and West Coast sources reported, however, that Boone's record had taken off and was selling impressively. Current activity points to the early probability of its making the national retail chart, too. Flip is "Any Place in Heaven" (Randy-Smith, ASCAP). A previous Billboard "Spotlight" pick.

**STANDING ON THE CORNER** (Frank, ASCAP)—The Four Lads—Columbia 40674—Of the newer batch of records, this one has shown earliest signs of hit potential. Available in most territories little more than 10 days, the disk has already begun to make its weight felt. Unusually good retail and juke box action has been reported in Boston, Providence, Buffalo, Baltimore, Cleveland, St. Louis, Milwaukee, Chicago, Nashville and Pittsburgh. In some areas, the flip side "My Little Angel" (Mapleleaf, BMI) is also stirring action. A previous Billboard "Spotlight" pick.



# JIMMY SACCA

LEADS THE

# HILLTOPPERS

IN THEIR GREATEST RELEASE

ON **DOT**



# FADED ROSE

AND

# SO TIRED

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THE NATION'S BEST SELLING RECORDS



**OTIS WILLIAMS AND HIS CHARMS IVORY TOWER**  
DeLuxe 6093

**THAT'S YOUR MISTAKE**  
DeLuxe 6091

**BOYD BENNETT BLUE SUEDE SHOES**  
King 4903

**LITTLE WILLIE JOHN ARE YOU EVER COMING BACK b/w I'M STICKING WITH YOU BABY**  
King 4893

**BONNIE LOU BEYOND THE SHADOW OF A DOUBT b/w LITTLE MISS BOBBY SOX**  
King 4895

**MOON MULLICAN HONOLULU ROCK-A ROLL-A b/w SEVEN NIGHTS TO ROCK**  
King 4894

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

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

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

**NEW RELEASES!!**

**BOYD BENNETT THE GROOVY AGE LET ME LOVE YOU**  
King 4925

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

**JIMMY NOLEN WIPE YOUR TEARS DON'T LEAVE ME NO MORE**  
Federal 12262

**KING RECORDS**

# VOX JOX

By JUNE BUNDY

**GIMMIX:** George Patrick, KXEL, Waterloo, Ia., is recruiting guest deejays from his listening audience, and spotlights one of the amateur spinners on each Friday show. . . . Gene Davis, WONE, Dayton, O., keeps a sponsor (men's wear store) happy by wearing a special outfit for his Saturday night remote from a local restaurant. Now that the weather is getting warmer, Davis is sporting a plaid bow tie, plaid cummerbund, white dinner jacket, long black socks, and bermuda shorts.

**Lee Mathis, WCNH, Quincy, Fla.,** does 40 impersonations of different show business personalities. . . . Lew Williams, junior at Midwestern University and deejay over KSYD, Wichita Falls, Tex., has written two rock and roll ditties and recorded them himself on Imperial Records. . . . Len Graham, WPPA, Pottsville, Pa., on the phone talks to teen-agers while he's broadcasting, via a special "jack system," so they are able to hear their voices on the air.

**WILD OVER WILLIAMS:** Bill Williams, WNEW, New York, has been having fan trouble lately. It seems that one persistent fem admirer has been hounding him for the last two and a half years. It

all came out recently when the jockey took the lady to court on a disorderly conduct charge. He had taken her before a postal inspector last December 8 in a vain attempt to stop her letter writing (400 notes in all. Altho the lady admitted she had never formally met Williams, she told the court she had divorced her husband on the prospects of marrying the deejay, and admitted hanging around the station and pleading for dates. She was ordered committed to Bellevue Hospital for psychiatric examination.

**CHANGE OF THEME:** Norman Wain, WDOK, Cleveland, has started a series of Friday night mambo dances at the Hotel Alcazar, using Jose Roman's local band. . . . Bill Kemp has left WNEW, New York, and Bill Williams has taken over his spot on the station's noon to 1 p.m. live-plus-records show, with Bill Harrington as his partner. Williams will retain his night time show while Dick Shepard will move into his daily "Sentimental Mood" seg from 1 to 2 p.m. Kemp's 9:30-10 a.m. show will be taken over by Gene Klavan and Dee Finch, whose early morning program will now run from 6 to 10 a.m. across the board. Bob Howard, ex-New Orleans jock, has joined WNEW and will host "Sunday Serenade" from 5:35 to 7:30 p.m.

Tiny Fisher has recovered from his recent illness and is ready to resume his jockey duties at WOHI, East Liverpool, O. . . . Bert Rogers, ex-KWWL, Monterey, Calif., joined KWIP, Merced, Calif., February 1. . . . Daddy O'Daylie took over a new deejay show this month over WWJD, Chicago, Monday thru Friday from 4:05 to 5 p.m.

## DOUBLE TAKE

### Cap & Merc. Double on Disk Covers

**NEW YORK—**Record fans may think they're seeing double when Mercu., and Capitol unveil their respective Eddy Duchin-tribute LP's in a few weeks. The covers of both albums feature what at first glance appears to be identical photos of Kim Novak and Tyrone Power, star of Columbia's forthcoming film on the late band-leader Eddy Duchin's life story.

The only perceptible difference, according to Mercury veepee, Art Talmadge, is that on the Capitol cover, Miss Novak is looking down, while on the Mercury cover her gaze is directed toward Power. The Mercury LP, tagged "A Salute to Eddy Duchin," features selections from the movie played by Chicago pianist David Le Winter.

## Number of Releases This Week

Label	Pop	C&W	R&B
APOLLO	—	—	2
ATCO	—	—	3
CANTON	—	2	—
CAPITOL	2	1	1
CHESS	—	—	2
COLUMBIA	2	—	—
CORAL	2	—	1
DECCA	8	2	—
DEED	1	—	—
DOUBLE AA	1	—	—
DUKE	—	—	1
EPIC	1	—	—
FIESTA	1	—	—
GEE	1	—	—
GRAND AWARD	1	—	—
INJUN	—	1	—
KING	—	1	—
LONDON	2	—	—
MERCURY	3	1	—
M-G-M	2	2	—
ORIGINAL	1	—	—
PAL	1	—	—
PEACOCK	—	—	1
PILGRIM	—	—	1
PRESIDENT	2	—	—
RODEO	—	1	—
SARG	—	—	1
SEAFAIR	1	—	—
TNT	—	1	—
TRANS-WORLD	1	—	—
VEE-JAY	—	—	1
VICTOR	—	4	—
VIK	3	—	—
VITA	—	—	2
WEB	2	—	—
<b>TOTAL</b>	<b>38</b>	<b>16</b>	<b>16</b>

## 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

- Benny, the Bob Tailed Bunny (R)—Bibo—ASCAP
- Birds and the Bees (R)—Gomalco—ASCAP
- Can You Find It in Your Heart?—Witmark—ASCAP
- Flamenco Love (R)—Bregman, Vocco & Conn—ASCAP
- Flowers Mean Forgiveness (R)—Barton—ASCAP
- Hot Diggity (R)—Roncom—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- If You Can Dream (R)—Feist—ASCAP
- Innamorata (R)—Paramount—ASCAP
- Joey, Joey, Joey (R) (M)—Frank—ASCAP
- Lisbon Antigua (R)—Southern—ASCAP
- Magic Touch (R)—Panther—ASCAP
- Main Title (Man With the Golden Arm Theme) (R) (F)—Dean—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- Never Let Me Go (R)—Famous—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Picnic (R) (F)—Shapiro-Bernstein—ASCAP
- Poor People of Paris (R) — Connelly—ASCAP
- Port-au-Prince (R)—E. B. Marks—BMI
- Rock Island Line (R)—Hollis—BMI
- Seregade, (R) (F)—Harms—ASCAP
- Theme From "The Three Penny Opera" (Moritat) (R) Harms—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
- We All Need Love (R)—Remick—ASCAP
- When You're in Love (R)—Chappell—ASCAP
- Without Love (R)—Broadcast—BMI

### Television

- A Tear Fell (R)—Progressive—BMI
- Woman in Love (R)—Frank—ASCAP
- Arriverderci Roma (R)—Hill & Range—BMI
- Ask Me (R)—ABC—ASCAP
- Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI
- Come Down to Earth, Mr. Smith (R)—Evans—ASCAP
- Cry Me a River (R)—Frank—ASCAP
- Eleventh Hour Melody (R) — Paxton—ASCAP
- Get Up, Get Up (R)—Lowell—BMI
- Great Pretender (R)—Southern—ASCAP
- Heartbreak Hotel (R)—Tree—BMI
- Hot Diggity (R)—Roncom—ASCAP
- I'll Be Home (R)—Arc—BMI
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Lisbon Antigua (R)—Southern—ASCAP
- Long Tall Sally (R)—Venice—BMI
- Lullaby of Birdland (R)—Patricia—BMI
- Memories Are Made of This (R)—Montclare—BMI
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- No Other One (R)—Meridian—BMI
- Poor People of Paris (R) — Connelly—ASCAP
- Rock and Roll Waltz (R)—Sheldon—BMI
- See You Later, Alligator (R)—Arc—BMI
- Seven Days (R)—Progressive—BMI
- Small Town (R) — American Academy—ASCAP
- Sweet Lips (R)—Leeds—ASCAP
- Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
- What a Heavenly Night for Love (R)—Tee Kaye—ASCAP
- Why Do Fools Fall in Love? (R)—Patricia—BMI

## Best Selling Sheet Music in Britain

For Week Ending March 31

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.

- It's Almost Tomorrow—Macmelodies (Northern)
- Memories Are Made of This—Montclare (Montclare)
- Zambesi—Fields (Shapiro-Bernstein)
- Rock and Roll Waltz—Maddox (Sheldon)
- The Poor People of Paris—Berry (Connelly)
- The Ballad of Davy Crockett—Disney (Disney)
- Young and Foolish—Chappell (Chappell)
- Theme From "The Three Penny Opera"—Arcadia (Harms)
- Band of Gold—Essex (Ludlow)
- Jimmy Unknown—Bron (Jefferson)
- Willie Can—Frank (Acuff-Rose)
- Robin Hood—New World (Official)
- My September Love—Bron
- Pickin' a Chicken—Berry (Connelly)
- The Great Pretender—Southern (Panther)
- With Your Love—Macmelodies
- The Dambusters March—Chappell (Chappell)
- When You Lose the One You Love—Bradbury (Chappell)
- Love Is the Tender Trap—Connelly (Barton)
- Only You—Sherwin (Wildwood)

## Best Selling Pop Records in Britain

For Week Ending March 31

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

This Week	Last Week
1. IT'S ALMOST TOMORROW—Dream Weavers (Brunswick)	2
2. POOR PEOPLE OF PARIS (POOR JOHN)—Winifred Atwell (Decca)	3
3. ROCK AND ROLL WALTZ—Kay Starr (HMV)	1
4. ONLY YOU—Hilltoppers (London)	5
5. MEMORIES ARE MADE OF THIS—Dave King (Decca)	6
6. ZAMBESI—Lou Busch (Capitol)	4
7. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	8
8. MEMORIES ARE MADE OF THIS—Dean Martin (Capitol)	7
9. GREAT PRETENDER—Jimmy Parkinson (Columbia)	11
10. CHAIN GANG—Jimmy Young (Decca)	9
11. THEME FROM "THE THREE PENNY OPERA"—Dick Hyman Trio (M-G-M)	10
12. THEME FROM "THE THREE PENNY OPERA"—Billy Vaughn (London)	15
13. BAND OF GOLD—Don Cherry (Philips)	12
13. ZAMBESI—Eddie Calvert (Columbia)	13
15. JIMMY UNKNOWN—Lita Roza (Decca)	17
16. MY SEPTEMBER LOVE—David Whitfield (Decca)	—
17. WILLIE CAN—Alma Cogan (HMV)	18
18. THE ITALIAN THEME—Cyril Stapleton Orchestra (Decca)	—
19. THE TROUBLE WITH HARRY—Alfi and Harry (London)	16
20. PICKIN' A CHICKEN—Eve Boswell (Parlophone)	—

Assistant manager in charge of programming, promotions, public relations and commercial sales. He will also have a daily deejay show. . . . Don Blair has replaced Dick Rittenbond at WHAY, New Britain, Conn. . . . New staffer at KHOB, Hobbs, N. M., is Ray Corbin, formerly with KTFY, Brownfield, Tex. . . . Claud Barnett has been named program manager of KCMR, McCamey, Tex., in addition to his regular deejay shows. . . . Allan Halpern (mike name Alan Ford) has left KWIK, Pocatello, Idaho, to take over a key jockey spot on a new round-the-clock music and news outlet, KLUB, Salt Lake City, Utah.

Vern King, WMMB, Melbourne, Fla., has started a new all-night show on Saturdays from midnight to 5 a.m. Phone interviews are

featured and King would like fellow deejay: to try to pick him up, so he can do some phone-chatter segs with them. . . . Ron Turner has augmented his deejay duties at WKMI, Kalamazoo, Mich., with the post of musical director. . . . Don Rhea, ex-program director of KCFH, Cuero, Tex., has joined KIOX, Bay City, Tex., as emcee-jock on "Coffee Club" and "Lunch-eon Date." . . . Bill Daniels has started a new 2-6:45 p.m. show on Sundays over KFWB, Hollywood. . . . New night man at WDOK, Cleveland, is Jeff Baxter, not Jeff Baker as reported here recently.

**ADMEN** of every kind ENDORSE THE BILLBOARD as a top selling force

. . . Al Davis is staying on in his jockey berth at WNIX, Springfield, Vt. . . . Al No'el and Jack Logan have switched days for their weekend shows over KQV, Pittsburgh, with Nobel picking up an extra hour and a half (1:30 to 5:55 p.m., Saturdays) and Logan's program now aired from 2:30 to 5:30 p.m. on Sundays. . . . Bill Stewart has left WNOE, New Orleans.

Sid Dickler has joined WNCC, Barnsboro, Pa., as as-

*America's Fastest Selling Records*



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# 4 BIG HITS!

FROM MUSICAL PRODUCTION **"THE MOST HAPPY FELLA"** By FRANK LOESSER



**PEGGY LEE**

## JOEY, JOEY, JOEY

Orchestra Directed by SY OLIVER

29877 9-29877



**MILLS BROTHERS**

## STANDING ON THE CORNER

29897 9-29897



**PAT KIRBY**

## SOMEBODY SOMEWHERE

Vocal with Orchestra Directed by JACK PLEIS

29884 9-29884



**THE BUDDIES**

## The MOST HAPPY FELLA

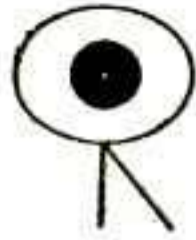
Orchestra Directed by CHARLES BUD DANT

29840 9-29840

*A New World of Sound*

**DECCA records**

# COLUMBIA RECORDS



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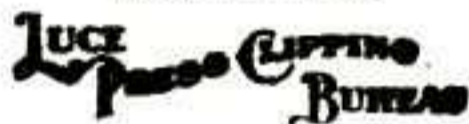
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## • Review Spotlight on . . .

### RECORDS

DON ROBERTSON . . . Capitol 3391 . . . THE HAPPY WHISTLER  
(Birchwood, ASCAP)

Here is a simple, completely happy little ditty, that's strictly whistling with a rhythmic beat. The whole effort makes a lasting impression. Infectious charm makes this a sleeper with strong "move ahead" potential. Flip is "You're Free to Go," which features Lou Dinning in an engaging piece of sentimental material (Jungnickel, ASCAP).

THE FOUR ACES . . . Decca 29889 . . . TO LOVE AGAIN  
(Columbia Pix, ASCAP)

Strong indication is that the boys have another potent entry. It's the Chopin Nocturne theme used by the late Eddy Duchin and featured in the upcoming flick on the maestro, with a new lyric. The group sings it with fervor and the piano and ork backup gives an impressive helping hand. Flip is "Charile Was a Boxer," a good juke offering (Halsey, ASCAP).

GISELE MACKENZIE . . . Vik 0202 . . . MR. TELEPHONE  
(Trojan, BMI)

Here's a sentimental pleader that's handled with touching care. Climax particularly is an emotional wow which should find a ready teen-age market. Looks like the gal's first big one since "Hard to Get." Flip is "Dance If You Want to Dance" (Herbert, ASCAP).

FRANKIE LYMON AND THE TEEN-AGERS . . . Gee 1012 . . .  
I WANT YOU TO BE MY GIRL  
(Kahl, BMI)

See Rhythm and Blues Spotlight section.

## • Reviews of New Pop Records

### RATINGS—COMMERCIAL POTENTIAL

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

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 40-49, Poor

ROY HAMILTON  
Somebody, Somewhere . . . 80

EPIC 9160—Roy Delivers those tremulous sensitive tones on the ballad from "The Most Happy Fella." It's Hamilton's kind of stuff and he could well have one of the important versions of the tune. (Frank, ASCAP)

Since I Fell for You . . . 79

A real class blues performance by Hamilton here and he gets first-class help from the back-up boys. Jocks and the guy's fans should hop on this one. It's his closest yet to an r.&b. styling. (Advanced, ASCAP)

GLORIA MANN  
Friendship Ring . . . 78

DECCA 29896—The dungaree dolls and demin trouser Joes will find a tune and lyric after their own heart in this material. The symbolism and language is in the vein of several big hits in the pop-rock and roll idiom (e.g., "Eddie, My Love"), but not derivative. Could be a big one for the singer. (Jungnickel, ASCAP)

One Heart . . . 75

The singer picks up the beat here and makes an exciting production out of this rhythm material. The riff is simple and familiar—all of which will operate in its favor commercially. Another solid performance. (Roosevelt, BMI)

PAT KIRBY  
Somebody, Somewhere . . . 77

DECCA 29884 — The beautiful ballad from "The Most Happy Fella" is chirped in fresh, youthful and professionally convincing style by this promising young TV thrush. Has strong competition, but merits attention. (Frank, ASCAP)

What a Heavenly Night for Love . . . 74

A light, swiny and entertaining performance by the girl of a ditty based on "Narcissus." Cute stuff that's handled in smart tongue-in-cheek fashion. (Tee Kaye, ASCAP)

THE DREAMWEAVERS  
A Little Love Can  
Go a Long, Long Way . . . 77

DECCA 29905—Featured in the recent television production (Goodyear Playhouse) "Joey" was a reading of a beautiful ballad in the relaxed manner that has gotten so much attention for the group recently. Their artfully styled harmonizing can sell. (Northern, ASCAP)

Is There Somebody Else? . . . 73

Wade Buff, the lead of this group, paces the Dreamweavers thru another prettily blended tune whose sentiment and lyricism will meet with wide response. (Northern, ASCAP)

LAWRENCE WELK ORK  
What a Heavenly Night for Love . . . 76

CORAL 61621—Welk is a top album seller right now as a result of his high-rated TV show, and this single should grab off a certain amount of action as a result. This side spotlights a bouncy treatment of a catchy ditty with melody based on the p.d. oldie "Narcissus." (Tee-Kaye, ASCAP)

Practice, Practice, What You Preach . . . 75

Spirited vocalizing by a deep-voiced Larry Hooper and the Sparklers on a pleasant little ditty with philosophical lyrics and zippy pacing. Plugging on Welk's TV show should help hype sales. (Mayfair, ASCAP)

CHUCK MILLER  
Bright Red Convertible . . . 76

MERCURY 70842—Cover of the rhythmic opus is chanted to a turn by Miller. Teen-agers will like this face for its beat and excitement. It ought to do right well on the coin boxes. (Jungnickel, ASCAP)

Baltimore Jones . . . 74

Saga of a guy gone mean, and who then repented, is in the current pseudo folk tradition. Miller sings it with vibrant emphasis, to an engaging beat in the ork. (Joy, ASCAP)

EDDIE FONTAINE  
Stand on That Rock . . . 76  
VIK 0203—Wild, jubilee-type opus is chanted ably by Fontaine. This could build via repeat spins by deejays. A good side. (Regent, ASCAP)  
Baby, You Did This to Me . . . 71  
Spanking beat and forceful delivery are positive factors. Material is routine, however. Side could still pull some juke coin. (Peer, BMI)

THE MORRISON SISTERS  
Teen-Age Guy and Gal . . . 75  
DEED 1016—Personable thrashing by the sisters on an appealing rock and roll rhythm tune with a relaxed, swiny beat and lyrics keyed to the current teen-age lingo. Should get considerable play. (Harper, BMI)  
The Rockin' Boogie Shuffle . . . 73  
Another rock and roll ditty is wrapped up with a boogie beat and an attractive vocal job by the pals. (Valleybrook, ASCAP)

THE INK SPOTS  
Rock and Roll Rag . . . 75  
GRAND AWARD 1001—Sharp material, a solid beat and good sound add up to a happy slice of wax. The Ink Spots, one of the current groups bearing the name, do a good job on this effort. Side could catch on if handed enough promotion. (Record, ASCAP)  
Do I Worry? . . . 73

Here the group warbles a pleasant version of the old Spots' hit ballad, with the high tenor reminiscent of the old Ink Spots. (Melody Lane, BMI)

BILLY MERMAN  
900 Miles . . . 75  
PRESIDENT 1009 — Merman sells well on a highly effective piece of blues material with wistful lyrics and an infectious tempo. Nice backing job by George Stray. (Wemar, BMI)  
Springtime in Monaco . . . 71

Here's a pleasant ballad with lyrics primed to cash in on you-know-who's wedding this month. It may get jockey play on this basis, but flip is a better showcase for Merman. (Fern, ASCAP)

DANNY KAYE  
Dellah Jones . . . 75  
DECCA 29904—A lyric has been put to the current hit "Main Title," a theme from "Man With the Golden Arm," and this alone should insure copious deejay play. Kaye's presentation of the material is dynamic and very ear-catching. Elmer Bernstein, who has one of the hit instrumental versions, conducts the ork. (Denn, ASCAP)

Molly-O (Man With the Golden Arm) . . . 72  
While there are other vocal versions of this tune from the same pic, this rates more than casual attention. Kaye reads it straight, with feeling and considerable stylistic polish. (Denn, ASCAP)

RAY HEINDORF ORK  
Serenade . . . 74  
COLUMBIA 40681 — A beautiful statement of the theme music of "Serenade." The arrangement is remarkable for the simple, straightforward manner of handling the melody. Here it is retentive and strongly sold. (Harms, ASCAP)

Bullfight . . . 73  
The music from the bull-tight scene is, as might be expected, on the colorful side, with brilliant flourishes of brass throat. Very appealing material that ought to enjoy commercial success, too. (Harms, ASCAP)

THE JOHNSTON BROTHERS  
Just A-Wearyin' for You . . . 74  
LONDON 1616—The great standard gets a tasteful performance, with the Johnston Brothers vocal backed by the Roland Shaw ork. Fine for adult audiences.  
Roses of Picardy . . . 74

Another great standard tastefully done. Nice material for adult listeners.

TED HEATH ORK  
Siboney . . . 74  
LONDON 1644—An exciting instrumental version of the familiar Latin-American standard, wrapped up in a lush arrangement and an infectious beat. Should grab off plenty of jockey and juke play, since Heath is currently touring this country with Nat (King) Cole.

The Man With the Golden Arm . . . 72  
A lush, listenable treatment of a lovely theme. However, this is not the "Main Title" theme which is currently grabbing off so many plays by other artists.

DICK ROMAN  
Unknown to Me . . . 74  
DOUBLE AA 119 — Inspirational song, well done. Roman is supported by a chorus and ork, giving the side a big sound. (Radour, BMI)  
Have Faith . . . 71

Another inspirational song gets a smooth vocal, backed by neat arrangement. (Mid-Music, BMI)

JAMES BROWN  
Blue Harmonica . . . 74  
M-G-M 12211—Brown warbles with warm sincerity on a pretty blues theme with standout harmonica solo work.  
Blessed Art Thou . . . 70

Effective vocalizing by Brown on a solemnly paced ballad with lyrics keyed to a sacred theme.

(Continued on page 58)

## Teeners, Pros Lift Wax Level

• Continued from page 30

said that he has proof that some of his stolen merchandise has found its way onto the shelves of various large dealers.

### Defenses Mapped

Store men have mapped various attacks on the pilferage problem. Most seem agreed that the listening booth is a device which tends to increase the chance of thefts. Dealers point to the fact that the booth affords a hideout for the shenanigans. A number of records can be picked off the racks and taken to the booth, with a part of the load stuffed under a coat or into a bag.

Many dealers have reduced the number of booths or entirely eliminated them, figuring the singles at least need no listening, because they've already been heard on the air. Where the booths still exist, shops allow a customer to take only one disk in the booth at a time.

Another practice used by the youthful mobs in stores with booths is to take over the booth turntables and play disks at peak volume. Resulting noise causes much confusion and makes thefts easier to pull off. Dealers are combatting this by having volume turned down to the point where only one can hear it, or even resorting to earphones.

### Cop on Duty

Most expensive protection device, used on occasion by Higbee's department store in Cleveland, is having a policeman on the premises. The presence of a cop in many cases is enough to scare all but the craftiest thief away. For

many, however, police protection is not feasible and these have to meet the threat with other contrivings.

Some, driven to desperate measures, have set up bins at their doors. All customers are asked to leave whatever packages or bags they may be carrying in the bin for pick-up when they leave. At least one New York outlet, on the other hand, has resorted to a type of electric eye gimmick, which supposedly can detect the presence of a record on a person.

### Jacket Switching

A favorite practice of the thief with higher tastes for either records or money, is to switch jackets of an expensive and a cheap LP. If the counter man fails to check disks against jackets, many an LP can slip out of the door.

Tri-boro Records in Jamaica, N. Y., along with others, are fighting this by displaying empty album covers in the store. The customer brings the cover of a disk to the counter where the attendant inserts the wanted record.

Still other dealers, pointing to youthful lifters as the chief offenders, have simply discontinued pushing single disks and have moved single display racks to the rear of the store.

With the increasing importance of self-service and merchandising display in the marketing of disks, the thievery problem shapes as a continuing menace, which can best be handled, as experience of other dealers indicates, only by an adequate floor staff to keep eyes peeled on all customers as they examine the merchandise.

## Nets Back DOLA With Bands

• Continued from page 30

series, via remotes on a rotating basis, originating from night clubs, college proms, ballrooms and amusement parks around the country. At the same time, he will constantly push the idea to listeners: "Visit your local entertainment center and dance."

Remote pick-ups lined up for the first two weeks are as follows: Lawrence Welk, Aragon Ballroom, Los Angeles, Mondays; Russ Morgan, Coconut Grove, Hollywood, Tuesdays; Ralph Marterie, Palladium, Hollywood, Wednesdays; Dorsey Brothers, Statler Hotel, New York, Thursdays; Ralph Flanagan, Meadowbrook, Cedar Grove, N. J., Fridays. Altho none of the above-mentioned bands are rock and roll outfits, Diaz said the network has no objection to it, and if a r.&r. band is booked into one of the show's remote outlets, ABC will be happy to program it on the series.

"American Music Hall," described by the web as "a six-week musical tribute to spring," spotlighting ABC's 35-piece concert, dance and string orchestras, under the direction of Glenn Osser, Ralph Hermann and Arnold Eidus, with Tommy Furtado and Peggy Ann Ellis as vocalists. The show features sweet pop music and jazz. Among the top jazz soloists scheduled to appear as guests are Billy Butterfield, Bobby Hackett, Earl Wilde, Buddy Weed and Peanuts Hucko. The program will be aired from 8 to 9:25 p.m. Monday thru Friday, with the exception of the time periods currently occupied by "The Voice of Firestone, (Monday, 8:30-9 p.m.) and "High Moment," (Wednesdays 8:30-8:55 p.m.)

The Dorsey show, featuring vocals by Tommy Mercer, will be integrated into CBS' early Sunday afternoon line-up of pop music, with Guy Lombardo following the Dorseys at 12:30-1, and "The Woolworth Hour," with Percy Faith's orchestra, following the Lombardo orchestra at 1-2.

CBS is also putting emphasis on

band shows on Saturday nights. Alan Freed's new "Rock 'n' Roll Dance Party" spotlights Count Basie and his Orchestra from 9 to 9:30, and "Basin Street Jazz," a remote from Manhattan's Basin Street nitery, is aired from 9:30 to 10 p.m. Duke Ellington's crew will be spotlighted on the show this coming Saturday (14).

## False Whiskers

• Continued from page 30

ages in the line. These will be distributed to dealers thru Camden distributors this summer.

The lone important holdout to the label's new name policy has been the Philadelphia Orchestra. However, this organization has agreed to the proper billing on three "experimental" sets. These include Dvorak's New World Symphony conducted by Stokowski, and the combination set of "Petrouchka" and the Polovetski Dances by the same conductor, and Strauss' "Don Quixote" with Ormandy conducting and Emanoel Feuermann, cellist. Presumably, the orchestra wants to determine whether the Camden issues hurt the sale of its more recent recordings on Columbia.

Actually, the possible effect on sales of more recent full-price issues was the reason for the company's using pseudonyms in the first place. Most of the names involved have come around to preferring the broader exposure Camden afforded.

## Decca Winner

• Continued from page 30

Records and Frank Sinatra, plaintiffs in the action.

Action sought to restrain Decca from continuing to use Sinatra's name on the album cover, claiming such use intimated that the singer was heard in the album. Judge Ford ruled there was insuffi-

## Around the Horn

The Frontiersmen (Sage and Sand) are winding up a 30-day tour with Rex Allen thru Texas, Arizona and New Mexico. When in the Los Angeles area, the boys appear regularly with "Western Varieties" on KLXA. Their newest release on Sage and Sand is "Whistlin' Kind of Love" b.w. "The Baby on the Doorstep." . . . Gale Southern has a session coming up with Stardale April 15. . . . John Stephenson, Fort Worth, has just cut a session with a string band at the Clifford-Herring Studios of that city. Stephenson Music Publications has assigned its performance rights to Fred Stryker's Fairway Music Corporation, Hollywood.

Eddie Dean, (Sage and Sand), who appears each Friday night with "Western Varieties" over KXLA, Los Angeles, has moved into Buck Smith's Barn, Medford, Ore., for an indefinite stand. Dean also has been appearing with Tex Williams' band each Friday and Saturday night at Riverside Rancho, Los Angeles. Eddie's latest on the Sage and Sand label is "Look Homeward, Angel" b.w. "Downgrade." . . . Art Leman, who now has a new "Round-Up Gang" working two days a week at the Rialto Theater, Tulsa, Okla., is framing a small group to play drive-ins in the Oklahoma sector in the late spring and summer.

Jack Swanson, of San-Lyn Music Publications, Syracuse, has an answer for the Tommy Tompkins who claimed here recently that he (Swanson) was using Tompkins name without permission on the tune, "Let's Make a Fair Trade," on the BSD label. "I'd appreciate your straightening out the situation," typewrites Swanson, "by informing your readers that the name is Tom Tomkin, and that a mistake was made by the printers. 'Let's Make a Fair Trade,' originally cut by Tom Tomkin on the BSD label, is now released on the RCA Victor label by Bob King, who RCA Victor is promoting with a solid campaign."

Paul Gilley, Maytown, Ky., promoter, authored a country music piece which appears in the March issue of Post-Card Collectors' Magazine. . . . Latest cut on the Scenic label by Roy Sneed and the Tennessee Pals is "Crying in the Night," written by Eugene Wellman, of Huntington, W. Va., and published by Four-Star Sales. . . . Red Sovine has just finished a 12-day tour thru Alabama, Georgia, Louisiana and Florida under the direction of W. E. Lucky Moeller. . . . Lloyd McCollough, of Memphis, new on the Ekko label, put in the last several weeks on personals thru the South. His big one on Ekko at the moment is "What Goes On in Your Heart?"

Mimi Roman was in Nashville recently for a recording session and a verbal bout with the local deejays. On April 7, Mimi was in Chicago for a guest appearance on the Pee Wee King TV show, and the following day played the Civic Auditorium, Hammond, Ind., with a Hubert Long package

efficient evidence to warrant the issuance of an injunction. A final decision, based on the charges of unfair competition, is expected to be handed down shortly.

Show cause orders in two Capitol vs. Decca actions in the Federal Court were returnable April 9,

comprising Webb Pierce, Red Sovine, Mac Wiseman, the Louvin Brothers and Marty Robbins. Mimi's new Decca release is due out this week.

Dave Dudley and His Country Caravan have just concluded their stay in the Twin Cities, with Dave relinquishing his deejay show on WCOW, St. Paul. He was replaced on the station by Jimmy Wells. Dudley has several new King releases coming up soon. . . . Ardis Wells and her all-girl band, the Rhythm Ranch Queens, has opened in the front room of the Flame, Minneapolis, with Jimmy Wells and the Dakota Round-Up Gang holding forth in the Flame's rear room. Texas Bill Strength (Capitol) is a nightly guest at the spot. . . . Blackwood Brothers' Quartet, gospel singers, are set thru April as follows: Collins, Miss., 10; Little Rock, Ark., 12; Texarkana, Tex., 13; Fort Worth, 14; Houston, 16; Jackson, Miss., 17; Gadsden, Ala., 19; Macon, Ga., 20; Birmingham, 21; Savannah, Tenn., 26; Chattanooga, 27, and Memphis 28.

A c.&w. unit headed by Carl Perkins and the recent winners on the Arthur Godfrey "Talent Scouts" program, the Buckskins, played to 2,000 paid admissions at the Auditorium, Norfolk, Va., March 21. Promotion was handled by Sheriff Davis, of WCMS, Norfolk. . . . Donn Reynolds, country and western deejay performer, of Station WCUM, Cumberland, Md., has launched his own platter shop, the Record Corral, at 417 Virginia Avenue, that city. Reynolds is specializing on c.&w. and spiritual material. Shirley Cadell, of "Oark Jubilee," cut her first session for ABC-Paramount March 27. . . . TV Guide has a personality piece coming up soon on Webb Pierce.

Moon Mullican, Ray Wiggins and Frankie Starr head up the guesstar parade on "Circle Theater Jamboree," Cleveland, next Saturday (14), with the Davis Sisters skedded for that slot April 21. . . . Roy Druskey (Columbia) and his band have been booked into Ocean Pier Casino, Daytona Beach, Fla., for the summer. . . . Station WSLM, Salem, Ind., has added a pair of country shows, one featuring Leon Collard and the Sunset Cowboys, and the other a Saturday night jamboree highlighting talent imported from Louisville. . . . Faron Young headlines the Prince Albert portion of "Grand Ole Opry" over the NBC radio net from Nashville Saturday (14), with Lonzo and Oscar on deck as special guests.

Ed McLemore, bossman of Big D Jamboree, Dallas, has set Carl Perkins, Homer and Jethro, Justin Tubbs, Sonny James, Johnny Cash and the Belew Twins for a police department benefit at Stuart Stadium, Beaumont, Tex., April 21. Faye Emerson and Preston Foster are carded to appear on the same program. On the following night (22), the same unit, sans Homer and Jethro and Miss Emerson and Foster, play City Auditorium, Galveston, Tex. Homer and Jethro rejoin the unit for a showing at San Antonio April 23, and Wichita Falls, Tex., April 24. Charlie Walker will emcee the San Antonio performance.

Buddy Griffin (Ekko) is on tour with the Leon Rhodes band doing dance dates at Air Force and Army bases in Texas, New Mexico, Oklahoma and Louisiana. . . . Jay Gardner, of Wichita, Kan., was in Dal-

las for several days last week arranging for a Columbia audition with a.&r. exec Don Lad. Gardner and his combo, the Musical Gamblers, are working dates in Kansas, Missouri and Illinois, after a trek thru the Nevada country. . . . Dub Dickerson left Dallas last week on a deejay jaunt to promote his initial release for Sims Records, "Each Time" b.w. "Shotgun Wedding." . . . Red Mansel and the Hillbilly Boys, heard daily on KFDA-TV, Amarillo, Tex., have signed a two-year contract with Allstar Record and Music Publishing Company, Houston, with their first release scheduled for May 28.

Tex Ritter guesstars on "Big D Jamboree," Dallas, April 28. . . . "Big D's" Lafawn Paul, Nancy Castlebury, Belew Twins and Billy Edwards play Greenville, Tex., April 14. . . . Steel guitarist Russ Pollock, back in the country swing after an absence of two years, is showing his wares on "WWVA Jamboree," Wheeling, W. Va. . . . Billy Walker's newest on the Columbia label is "Whirlpool" b.w. "Go Ahead and Make Me Cry." He's backed on the former by Paul Wayne's band, of Waco, Tex. . . . Charles Wright, Dallas agent, says he's going along with the current trend by auditioning and signing rock-and-roll material for Fairway Music.

Mae Boren Axton, teacher, songwriter and former praise agent for Hank Snow, writes from her native Jacksonville, Fla.: "Just returned from spending a few days with Hank and Min Snow in Nashville. Was quite thrilled to hear the latest on 'Heartbreak Hotel.' Two other numbers that I am happy about are my 'When I Sit Down With God,' which Marshall Pack recorded so beautifully on Capitol, and 'What Do I Know Today?' from the Hank Snow album, 'Old Doc Brown and Other Narrations.' The Snow tune has a very special significance to me. It is of a semi-religious tenor, and I wrote it from a poem authored by one of my beloved eight brothers. That is who the Boren is on the record."

Kenny Roberts, who April 14 begins his fifth year on WHIO, Dayton, O., has just signed a year's contract with a bread sponsor for his daily 6 p.m., TV show. Kenny augments his picking and singing with the "Little Rascals" films. Roberts and his wife, Freda, are celebrating the arrival of a daughter, Regina Marie, born March 25. They have four sons. . . . Slim Cox and His Cowboy Caravan, heard each Saturday, 8-8:30 p.m., over WHYN, Holyoke, Mass., will again be featured each Sunday during the summer at Lake Compounce, Bristol, Conn. This marks their third season there.

TV Guide of April 7 carries an interesting yarn on "Grand Ole Opry," illustrated by three colored shots. Piece, written by Robert Sanders, covers three pages. . . . Charles Bailey and His Happy Valley Boys are touring Maine on personals, along with Al Hawkes and His Cumberland Ridge Runners; Cindy, the Hillbilly Songbird, and Ray R. Myers, armless musician. Bailey and his lads recently left WWVA, Wheeling, W. Va., to concentrate on personals in New England and Canada. Bailey, who recently signed with Event Records, has his first release, "Darlin' Nellie Across the Sea" b/w "Memory of Your Smile," coming up April 15. Jocks may obtain a copy by writing

(Continued on page 61)

ANOTHER SERVICE TO DEALERS:

The Billboard's Weekly

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THE TOP 100

For survey week ending April 4

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

Table with columns: Pos., Song, Artist, Label, Last Week. Lists top 100 records including 'Poor People of Paris', 'Lisbon Antigua', 'Hot Diggity', etc.

Reviews of New Pop Records

Continued from page 56

MIYOSHI UMEKI Why Talk? MERCURY 70838 - Here the gal opens with a little Japanese before warbling the sexy ballad. Miss Umeke is recorded close and intimate and her sighs help the effect. (E. B. Marks, BMI) How Deep Is the Ocean? 71 Nice phrasing and an intriguing remnant of exotic accent make a listenable entry. Should get spins. (Berlin, ASCAP)

RAY MARTIN ORK Tinkled Pink CAPITOL 3393 - Lots of pizzicato string here in a fetching little bounce job. Jockeys might well latch on to this. (Francis, Day & Hunter, ASCAP) If Hearts Could Talk 70 Here's a slow, romantic, dreamer's type of dance fare with a unison vocal by a male group. Flip has more spin appeal. (Hill & Range, BMI)

MONCHITO The Ice Cream Man 72 FIESTA 064 - A hip-swinging instrumental in cha-cha rhythm and an infectious danceable tempo. The Secretary's Cha Cha Cha 72 Same comment.

FRANK YORK ORK Cavaquinho 72 CORAL 61615 - Fast and fancy fiddling highlight this orchestral job. Current instrumental trend being what it is, this has a chance. (Robbins, ASCAP) I Can't Win 70 A much more conventional side, this is a romance ballad with pleasant work by singer Connie Mitchell and violinist York. (Paco, ASCAP)

LUCY ROBERTS Leap Year Red 72 VIK 0201 - Sock thrashing on a bouncy rock and roll rhythm ditty with a solid beat. (Malvera, ASCAP) Supper on the Table 69 The canary half talks, half sings her way thru a familiar blues item. Her delivery is more effective on the flip. (General, ASCAP)

HELEN MERRILL Anything Goes 71 MERCURY 70844 - The chick sings the great standard from her album with a fine jazz feeling and a unique style; and she's backed by a subtle instrumental group. Watch it for a lot of deejays will like it. (Harms, ASCAP) End of a Love Affair 71 Miss Merrill does this pretty ballad with the same fine phrasing and style revealed on the flip. Nice deejay programming. (Duchess, BMI)

JOE MAIZE The Donkey Serenade 71 DECCA 29848 - Here's a bright and rollicking treatment of the famous operetta novelty. Organ, accordion-guitar line-up makes its bow on the label with a possible juke entry. (Schirmer, ASCAP) Lonely Lovers Rhapsody 68 Maize and his Cord-men offer a slow, dance-styled instrumental. Will take more distinctive efforts to catch spinners' fancy. Flip has a big edge. (Arthur, ASCAP)

JERRY JEROME ORK Ja-Da Cha Cha M-G-M 12216 - An amusing version of the oldie in cha cha rhythm, with grunt and groan chorus by the band. Good juke material. Christopher Columbus 70 Tasteful instrumental treatment of the standard with a swingy beat and a danceable tempo.

DAVE APPELL The Rock and Roll Story 70 PRESIDENT 1011 - Appell and his Applejacks contribute an enthusiastic vocal to a happy rhythm song with swingy r.&b. pacing. (Wemar, BMI) Rainbow of Love 68 Acceptable vocal treatment of a pretty ballad with a strong rock and roll beat. (Grand, ASCAP)

JEAN (TOOTS) THIELEMANS Jack of Hearts 70 COLUMBIA 40677 - A flashy showpiece for Thielemans, who is master both of vibes and harmonica, and gets a chance to shine on both here. Deejays on the look-out for a tuneful instrumental, have a dazzler here. (Zodiac, BMI) Sleepy Lagoon 68 Thielemans gives a nostalgic reading of this lovely oldie that will provide enjoyable listening to a wide circle. The harmonica is his featured instrument thruout. (Chappell, ASCAP)

SYLVIA SYMS The World in My Corner 69 DECCA 29903 - Title ballad from a forthcoming flick doesn't provide the fine jazz thrush with real coin bait, but some jocks will like her "different" sound. (Northern, ASCAP) I Could Have Danced All Night 68 Matching the stylist to this "My Fair

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.



Lady" tune is unlikely to please fans of either one. (Chappell, ASCAP)

MARC GALLO
Autumn's Here .....69
ORIGINAL 527—Marc Gallo's vocal has warmth and sincerity in its handling of this ballad. (Betmar, BMI)
Am I Wasting My Time?....65
Routine ballad gets and adequate performance. (Radoir, BMI)

THE DAWN BREAKERS
Boy With the Be-Bop Glasses (And the Suede Shoes).....68
CORAL 61619—New group tries for the rock and roll coin in a contrived, somewhat desperate item. Not much here. (Wemar, BMI)
The Things I Love....66
The impression given is one of a smooth musical vocal group striving for a strident "commercial" sound. The fine Tchaikowsky melody gets lost in the shuffle beat. (Campbell, BMI)

THE MULCAYS
Te Amo .....68
TRANS-WORLD 711 — This has a pretty, flowing Latin melody. Vocal is well handled by a mixed choral group. (Southern, ASCAP)
Dixie....64
Harmonica with stringed backing solos thru the familiar melody. (BMI)

DIANE RICHARDS
The Stranger .....68
PAL 1002—Another soulful ditty on the romantic pitfalls which abound when one dances with a stranger. A clumsy lyric, but a pretty melody, sung okay. (ASCAP)
What I'll Remember....62
A routine idea gets an adequate performance. (ASCAP)

RAY RIVERA
Handle My Love With Care .....67
WEB 1060—A great vocal on a swingy lilt. The arrangement is smartly tailored to Rivera's style. (Alameda, BMI)
Will I Be the One?....66
Rivera's in the groove on this one, too. He does a good selling job, but the material is not strong commercial stuff. Both sides are labeled "rock and roll," but this is not true of either. (Monument, BMI)

JILL AND SYLVIA MARIE
Live, Laugh, Love .....60
WEB 1062 — Organ and accordion team with vocalist Jill in a "toss your troubles away" routine. Tough sledding ahead here. (Web)
S.O.S....60
The same line-up as the flip in a bouncy workout. Material lacks substance. (Web)

THE SEAGULL SIX
It's Someone .....55
SEAFAR 1000 — E'lan, the "hi-fi girl," as the vocalist is billed here, has a light, agreeable voice. Her material, and the arrangement of it, is not very salable, however. (Fleeta, BMI)
Old Rooster Tail (The Legend of a Proud Racing Boat).....50
The Whitney Brothers are the vocalists in this stanza dealing with the sea and a "proud racing boat." The material has a folksy quality that is not without interest, but lacks commercial punch. (Herman, ASCAP)

Reviews and Ratings of New Popular Albums

Continued from page 40

ards here — "Caravan," "Skylark," "Avalon," "Moonglow"—and in each instance he is immersed in the feeling of the lyric. Mat Mathews' quintet does a subtle jazz-flavored backing; in fact, the package has definite appeal for jazz as well as pop buyers.

THE LOVER'S TOUCH .....74
Bill Snyder, Piano (1-12")
Decca DL 8237
Following previous lush packaged efforts, pianist Snyder scores again. The playing is clean and full of authority and the orchestra, sizable as it is, stays in the background to provide just the right framework for Snyder's artistry. It's mood music keyed to lovers' needs as the cover aptly illustrates. The artist mixes five easy listening numbers of his own with "Portrait of Jennie," "Melancholy Baby," "Twilight Time," etc., for a most attractive entry.

XLL O'CLOCK .....73
Greta Keller (1-12")
Dolphin 5
The husky-voiced European canary sings with considerable charm and expressive phrasing—if little actual voice—on 12 selections keyed to a romantic mood. The lady has her own following, and these ballads—sung in English—are sure to find favor with Greta Keller fans, as well as collectors of chi-chi type wax. Backing, particularly that provided by Norman Paris Trio, is excellent. Miss Keller sings everything from Noel Coward ("Mad About the Boy," "Someday I'll Find You,") to Harpo Marx ("Guardian Angels").

WHILE WE'RE YOUNG .....73
Johnny Parker and Tony Mottola (1-12")
Kapp KL 1019
The twosome pair up talents on an exceptional rep of standard fare, all of which makes for pleasant reminiscing. The line-up includes "While We're Young," "You Are Too Beautiful," "Let's Fall in Love," and the like. Parker, erstwhile band singer, has a warm and relaxed style on these fine tunes, and the highly sensitive Mottola guitar sparkles with a fine vitality. Attractive album cover is keyed to romance, which should generate counter activity.

BUT BEAUTIFUL .....72
Glenn Osser and his Ork (1-12")
Kapp KL 1022
A tasty looking lady adorns the cover of this strictly instrumental album which should make it a good display piece. Inside, maestro Glenn Osser, a well-known name in the arranging and conducting field and long active at ABC radio, works for the first time as a disk artist in his own right. A dozen romantic standards have been waxed under Osser's hand by a delightful blend of strings and woodwinds. Result is listening that's easy indeed to take.

Jazz

EVERGREENS .....80
The Billy Taylor Trio (1-12")
ABC-Paramount ABC 112
In this, even more than in his previous LP's on Prestige, the incomparable modern jazz pianist offers tunes and style and facility to satisfy all varieties of piano disk buyers. The program includes, for example, "Cheek to Cheek," the beautiful rarity; "Too Late Now," "All the Things You Are," etc. All are performed with impeccable taste, flawless fingerwork and a real piano tone. The cover is smart and showy, and where the set doesn't sell itself, it can sell readily on recommendation.

AFTER DARK .....80
Marian McPartland (1-12")
Capitol T 699
There's something very magic about the McPartland gal, and that great feeling gets over in big gobs on this classy and tasteful disk. In the ballads ("Chelsea Bridge," "Sand in My Shoes," "Easy Come, Easy Go," etc.), she uses cello and harp to augment her regular group and the added sound contributes much warmth and luster. But no matter who the back-up people may be (and Bill Crow on bass and Joe Morello on drums are tops in this set) the British artist makes elegant sounds and she's at her best here. Should be a stickout counter item.

A MUSICAL OFFERING BY THE DON ELLIOTT SEXTETTE ..78 (1-12")
ABC-Paramount ABC 106
By a comfortable margin, this is Elliott's best LP to date. Previous drawbacks, like non-swinging arrangements, poor rhythm sections and over-diversification by the multi-faceted maestro, have been rectified. The straightway cleffing of Quincy Jones frames Elliott's mellophone and vibes, and the rhythm section consists of Osie Johnson, drums; Vinnie Burke, bass, and Joe Puma, guitar. Herbie Mann, on flute and tenor, and Al Cohn on bar sax are also contributors. Jocks should flip for "Cry Me a River," a good demo band. Smart, display-worthy cover.

THE JAZZ MESSENGERS .....77
Kenny Dorham, Trumpet; Horace Silver, Piano; Hank Mobley, Tenor Sax; Doug Watkins, Bass; Art Blakey, Drums (1-12")
Blue Note BLP 1507
This is one of several sessions cut by this outstanding new jazz group on location at the Cafe Bohemia. The Messengers have since signed with Columbia. Blakey and Dorham are the comparative veterans here, and Silver has been building a good disk following. The solo and ensemble are bop-derived, but happy, outgoing and swinging. This set will become more and more salable as months go by,

and it won't hurt to introduce jazz buyers to the Messengers now.

MILES DAVIS WITH HORNS .....76 (1-12")
Prestige LP 7025
The trumpet king of the "cool" era is heard here in several sound-enhanced sessions transferred from earlier 10-inch LP's. Davis has cut more cohesive performances, but these feature meaty solos strung together by such hornmen as Sonny Rollins, Al Cohn and Zoot Sims on tenors; Bennie Green and Sonny Truitt on trombones, and by the brilliant, influential John Lewis on piano. Lewis' popular progressive "Morpheus" is a good demo band. There's plenty of good Miles for the followers in all numbers, and some indication of things that were to come in the later arrangements of Cohn and Lewis.

CAKE WALK TO LINDY HOP .....70
Wally Rose Band, Clancy Hayes (1-12")
Columbia CL 782
Except to historians, this set offers little of interest. The band is thoroughly undistinguished in style or creativity, and even the great vocalist Clancy Hayes doesn't show to best advantage in such settings. Program, thru the

songs, offers a history of popular dance steps that have utilized jazz music. Wally Rose fans will be disappointed at the paucity of his ragtime piano, and Dixie fans will be disappointed at the adulteration of their idiom.

DANCE FINALS SET BY NBOA

CHICAGO—Finals of the nationwide dance contest being conducted by members of the National Ballroom Operators' Association will be judged here during the annual convention of the group, Otto Weber, executive secretary, disclosed here last week. Convention is set for the Hotel LaSalle on September 24, 25 and 26.

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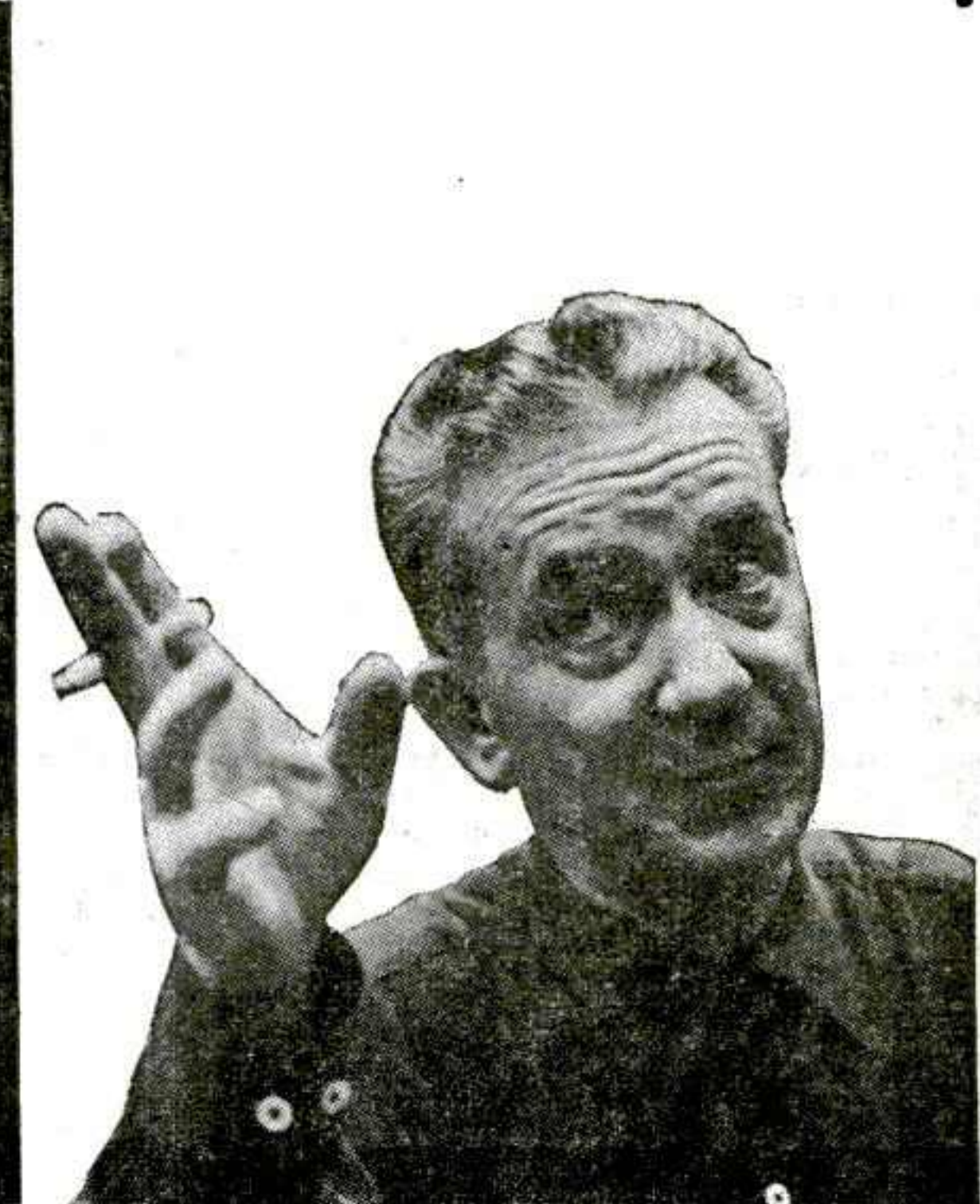
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## Best Sellers in Stores

For survey week ending April 4

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	7
I WAS THE ONE (BMI)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins.....	2	9
Honey, Don't (BMI)—Sun 234		
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley.....	3	31
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
4. YES, I KNOW WHY (BMI)—W. Pierce.....	4	6
'CAUSE I LOVE YOU (BMI)—Dec 29805		
5. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	5	17
Missing You (BMI)—Dec 29755		
6. SO DOGGONE LONESOME (BMI)—J. Cash.....	6	9
FOLSOM PRISON BLUES (BMI)—Sun 232		
6. YOU AND ME (BMI)—R. Foley & K. Wells.....	8	12
No One But You (BMI)—Dec 29740		
8. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers.....	7	12
In the Middle of Nowhere (BMI)—Cap 3300		
9. WHY, BABY, WHY? (BMI)—G. Jones.....	10	14
Seasons of My Heart (BMI)—Starday 202		
9. I'VE GOT FIVE DOLLARS (BMI)—F. Young.....	14	2
YOU'RE STILL MINE (BMI)—Cap 3369		
11. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? (BMI)—P. Wagoner.....	13	3
How Can You Refuse Him Now? (BMI)—Vic 20-6421		
12. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	9	30
If You Were Me (BMI)—Dec 29662		
12. BLACKBOARD OF MY HEART (BMI)—H. Thompson.....		2
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
14. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner..	11	20
Let's Squiggle (BMI)—Vic 20-6289		
15. THAT'S ALL (BMI)—T. Ernie.....		3
Bright Lights and Blond-Haired Women (BMI)—Cap 3343		

## Most Played in Juke Boxes

For survey week ending April 4

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. BLUE SUEDE SHOES (BMI)—C. Perkins.....	1	6
Honey, Don't (BMI)—Sun 234		
2. HEARTBREAK HOTEL (BMI)—E. Presley.....	1	5
I Was the One (ASCAP)—Vic 20-6420		
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley.....	3	22
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
4. YES, I KNOW WHY (BMI)—W. Pierce.....	4	4
'CAUSE I LOVE YOU (BMI)—Dec 29805		
5. SO DOGGONE LONESOME (BMI)—J. Cash.....	5	5
FOLSOM PRISON BLUES (BMI)—Sun 232		
6. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers.....	7	5
In the Middle of Nowhere (BMI)—Cap 3300		
7. YOU AND ME (BMI)—R. & B. Foley.....	10	3
No One But You (BMI)—Dec 29740		
8. YOU'RE FREE TO GO (ASCAP)—C. Smith.....		10
I FEEL LIKE CRYIN' (BMI)—Col 21462		
9. BLACKBOARD OF MY HEART (BMI)—H. Thompson.....		1
I'M NOT MAD, JUST HURT (BMI)—Cap 3347		
10. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	7	14
Missing You (BMI)—Dec 29755		
10. THESE HANDS (BMI)—H. Snow.....	9	7
I'm Movin' In (BMI)—Vic 20-6379		

## Most Played by Jockeys

For survey week ending April 4

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	7
Vic 20-6420—BMI		
2. BLUE SUEDE SHOES—C. Perkins.....	2	8
Sun 234—BMI		
3. YES, I KNOW WHY—W. Pierce.....	3	7
Dec 29805—BMI		
4. YOU AND ME—R. & B. Foley.....	4	9
Dec 29740—BMI		
5. I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers.....	6	14
Cap 3300—BMI		
6. SO DOGGONE LONESOME—J. Cash.....	7	8
Sun 232—BMI		
7. FOLSOM PRISON BLUES—J. Cash.....	9	10
Sun 232—BMI		
8. WHY, BABY, WHY?—R. Sovine & W. Pierce.....	5	18
Dec 29739—BMI		
8. FOR RENT—S. James.....		1
Cap 3357—BMI		
10. BLACKBOARD OF MY HEART—H. Thompson....	13	2
Cap 3347—BMI		
11. I WAS THE ONE—E. Presley.....	8	3
Vic 20-6420		
12. SEASONS OF MY HEART—J. Newman.....	12	2
Dot 1278—BMI		
13. I FORGOT TO REMEMBER TO FORGET—E. Presley.....	10	27
Vic 20-6357-Sun 223—BMI		
14. THESE HANDS—H. Snow.....		10
Vic 20-6379—BMI		
15. 'CAUSE I LOVE YOU—W. Pierce.....	14	3
Dec 29805—BMI		

# FOLK TALENT & TUNES

Continued from page 57

to B. L. Hawkes, 536 Washington Avenue, Portland, Me.

Chuck Bowers, whose newest on the Mercury label is "Old Mr. Cottontail," is now doing 10 weekly radio stints on KWTO, Springfield, Mo., and six weekly TV shows on KYTV, in the same city. This is in addition to his regular appearance on "Ozark Jubilee." . . . New releases by "Ozark Jubilee" performers are Tabby West's "I Love Everybody" b/w "Hillbilly Blues" on Decca; Bobby Lord's "The Fire of Love" b/w "Beautiful Baby" on Columbia; Bill Wimberly's "Country Rhythm" b/w "Old Mr. Cottontail" on Mercury; Billy Walker's "Whirlpool" b/w "Go Ahead and Make Me Cry" on Columbia, and the Foggy River Boys' "The Devil and His Old Suitcase" b/w "Inside the Gate" on Decca

### With the Jockeys

Slick Norris posts that Jeff Dale, formerly at KENT, Shreveport, La., is now spinning 'em three hours a day over KWRD, Henderson, Tex. . . . Station WEW, St. Louis, which has Dwight Gordon and Skeets Yaney handling the c.&w. platters, is featuring a weekly Saturday a.m. seg with Fiddlin' Willie and His Ozark Pals. . . . Wink Lewis is currently doing a daily two-hour record show over KMIL, Cameron, Tex. Lewis also has an hour taped show or WEGA, Newton, Miss.

### Reviews of New Sacred Records

**THE SMITH BROTHERS**  
Just a Rose Will Do.....76  
CAPITOL 3395 — Reverent group vocalizing on a moving sacred theme with standout work by the lead singer. (Hartford, SESAC)  
Heaven Bound.....74  
The brothers sing with spirited fervor on a briskly paced sacred item with a catchy tempo. (Central, BMI)

**THE CHUCK WAGON GANG**  
I've Been With Jesus.....76  
COLUMBIA 21509 — Inspirational hymn is given a warm rendition. Should do well in the market. (Lynn, BMI)  
I'm Glory Bound.....74  
The sacred opus is sung with direct sincerity. (SESAC)

**CROSSROADS QUARTET**  
He's Everywhere.....75  
M-G-M 12208—The group manages much reverence on this attractive melody. This one could get some spins. (Lynn, BMI)  
Jacob's Ladder.....70  
All about that renowned ladder in a bright rhythmical sacred piece. Echo effect gets distracting. (Lynn, BMI)

### Reviews of New Polka Records

**FRANK WOJNAROWSKI ORK**  
Blue Roses Polka.....79  
DANA 3222 — Polka fans of any national background will welcome this bright, colorful polka orking with brass, clarinet, accordion, etc. A top instrumental offering for the field.  
Melody Polka.....77  
More of the same, this time based on a familiar traditional polka theme.

**WALTER SOLEK ORK**  
It's Raining Polka.....78  
DANA 2110—Still another adaptation of the traditional "Rain Rain Polka." Spirited orking and English vocal by Solek in highly acceptable pop style.  
Tonight Polka.....78  
Another good pop-vocal polka. A double-faced juke possibility where polkas are required. This one is borrowed from "Clarinet Polka."

**EDDIE ZIMA ORK**  
Jam Session Polka.....75  
DANA 3217—An appealing, danceable, tho not overwhelming, instrumental polka.  
High Hat and Tails.....75  
Another danceable side, this time for waltzing. Coupling has good juke value.

Pat Boyd, fem deejay at WMAX, Grand Rapids, Mich., says she's getting poor record service from Decca and RCA Victor. . . . Marty Krauss is on the air via WILY, Pittsburgh, from 2-6 p.m. each Sunday with "Country Carnival." Krauss breaks up the four hours into 10 different segments. . . . Wild Bill Price, XERB, Rosarito Beach, Calif., infos that Buck Owens' Pep recording of "Down on the Corner of Love" is stirrin' up some interest in California.

Al Turner has returned to his mike at KTBB, Tyler, Tex., after recovering from a recent heart attack. Turner kicked off a new show, "Drive-In Frolics," March 15. Seg originates from a local drive-in and features records and live talent. . . . Okie Charlie is now helming a daily hour show over KWOE, a 1,000-watter in Clinton, Okla. Artists wishing to be featured on Charlie's show are asked to write him at KWOE. Charlie, incidentally, needs wax in the 78 r. p. m. size.

Peanu' Faircloth, WRDW, Augusta, Ga., has given up most of his country and western programming time in favor of pop twirling. He does one country seg each Saturday from 2-5 p.m. . . . Mickie Evans, W H O O, Orlando, Fla., reports poor service from Capitol, Dot and Columbia. She spins two hours of the country stuff daily, plus a half hour of gospel tunes.

Johnny Rion is doing 49 shows a week, divided between KSGM, St. Genevieve, Mo., and KSTL, St. Louis, for one sponsor. . . . George Vaught, c.&w. spinner at WMTA, Centra City, Ky., recently cut a four-sided session for Fan Records. One platter, "Honky Tonk Waltz" b/w "I've Learned What It Means to Be Blue," was due for a late March release. Vaught is managed by Bobby Anderson, who is also head man at WMTA. . . . Pete Burrows, KDNT, Denton, Tex., who's on the air daily with a two-hour seg, says things are not so good as far as Columbia Records is concerned. No wax. . . . Harmie Smith, KENT, Shreveport, La., infos that Jeff Dale has left the station to join KWRD, Henderson, Tex., as a c.&w. jockey and program director.

George Popkins invites c.&w. artists to send him three to five-minute taped interviews at WXGI, Richmond, Va. Popkins will use the tapes on a new segment of his "Pop's Country Store," which features a different artist each day for 15 minutes. . . . Gerald Woodring, WTRN, Tyrone, Pa., needs more wax from Capitol and Decca. . . . George Mitchell, WHBB, Selma, Ala., is conducting an experiment with his new show, "Moods in Music." He's programming both popular and country and western music for the listeners.

Mary Wilson reports that she is starting her third year of spinning the c.&w. records at KCLX, Palouse, Wash. . . . Johnny Gee, WHPE, High Point, N. C., wonders how he can get Wade Ray, Redd Stewart, Bob Wills and Anita Carter recordings. . . . "Service is very good on new records from small and large companies here at WICK, Scranton, Pa.," writes Shorty Mason. He recently inaugurated a new record seg on his show that goes out at 10:30 a.m. Monday, Tuesday and Wednesday.

Jack Lee, who helms the "RFD 1090" show over WCRA, Effingham, Ill., says those garnering the most requests at WCRA these days are Elvis Presley, Webb Pierce, Red Sovine and Jean Shepard. . . . Betty Foley has a 15-minute tape show going out over WCKY, Cincinnati. . . . Uncle Nate (Nathan Street) is now doing two hours of "Saturday Shindig" each Saturday from WKSX, Pulaske, Tenn. . . . Jim Kennington, KCFH, Cuero, Tex., type-writes: "We note a constantly increasing number of requests for sacred numbers. In fact, they make up nearly one-fourth of our total requests. I would be interested in knowing if this number is local or if other country and western deejays are finding a tendency in that direction."

Tom Edwards, WERE, Cleveland, appears on WWVA's "Command Performance" in Wheeling, W. Va., May 11. . . . Marty Krauss' five-hour show, aired over WILY, Pittsburgh, each Sunday, has been picked up by one sponsor. Krauss did a guest shot on WWVA's "Command Performance" March 23 in Wheeling, W. Va. . . . Leo Moore, who has "Dark as a Dungeon" out on Cross Country Records, complains that he isn't getting record service from Decca at WWVA, Wheeling, W. Va., even tho the station is a 50,000-watter. . . . Red Kirk and Ken Marvin are sharing the c.&w. spinning with Cactus Pete Williams in Asheville, N. C.

Paul Simpkins, deejay-program director of WBAM, Montgomery, Ala., had as recent guests on his daily, 10-11:30 a.m., "Prairie Round-Up" Mac Wiseman, Jimmy Newman, and Slick Norris, Newman's manager. Mercury, Simpkins says, is missing out on the spins because they haven't been sending in the recordings. . . . Buddy Starcher has been transferred from WMIE, Miami, to KCUL, Fort Worth, where he's been tagged with the title of general manager. . . . Georgie Riddle, who formerly did radio and TV work in Knoxville, is now twirling three hours a day of the country stuff over WRHC, Jacksonville, Fla. Also on the staff with Riddle are Larry Dexter and Ted Crutchfield.

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**• This Week's Best Buys**

**I'M IN LOVE AGAIN** (Reeves, BMI)  
**MY BLUE HEAVEN** (Feist, ASCAP)—Fats Domino—Imperial 964—Domino is still the most consistent hit-maker on the r.&b. scene. Markets sampled thruout the country indicated he has another seller here that is speedily working its way to the charts. "I'm in Love Again" is the preferred side in most Southern markets, while north of the Mason-Dixon Line, Domino's unusual styling of a familiar ballad has shown greatest strength. A previous Billboard "Spotlight" pick.

**CORRINE CORRINA** (Mills, ASCAP) — Joe Turner—Atlantic 1088—Southern markets were quick to respond to Turner's latest. Atlanta, Durham, New Orleans, Nashville, for example, reported very fast turnover immediately. Excellent reports have also come out of Chicago, Cleveland, St. Louis, Baltimore, New York and Philadelphia this week, and it appears to be a major threat in all areas now. Flip is "Boogie Woogie Country Girl" (Progressive, BMI). A previous Billboard "Spotlight" pick.

**LITTLE GIRL OF MINE** (Kahl, BMI)—The Cletones—Gee 1011—Sparked by a quick take-off in New York, Philadelphia, Baltimore and other Eastern cities, this disk has now started to make a clean sweep of the country. Retailers and one-stops in Detroit, St. Louis, Nashville, Cleveland, Buffalo and other markets indicate that it is now one of their stronger sellers. Flip is "You're Driving Me Mad" (Kahl, BMI).

**WE GO TOGETHER** (Sunflower, BMI)—The Moonglows—Chess 1619—Another recent disk that is surging ahead with above-average force. A wide variety of territories reported strong activity. Among them were New York, Philadelphia, Buffalo, Baltimore, Detroit, Nashville, Atlanta, Durham, St. Louis, Chicago. Flip is "Chuckle Um Bah" (Arc, BMI). A previous Billboard "Spotlight" pick.

**• Review Spotlight on . . . RECORDS**

**FRANKIE LYMON AND THE TEEN-AGERS**  
**I Want You to Be My Girl** (Kahl, BMI)—Gee 1012—Thirteen-year-old Lymon and the Teen-Agers are riding high right now on both the pop and the r.&b. charts, and this platter has all the makings of a repeat smash for them in both markets. Lymon belts across the solid jump material in his now familiar style, with plenty of excitement and a frantic, infectious beat. Flip is a tender ballad "I'm Not a Know-It-All" (Planetary, ASCAP).

**• SPIRITUAL**

**THE SWAN SILVERTONES**  
**Jesus Remembers** (Conrad, BMI)  
**My Soul Is a Witness** (Conrad, BMI)—Vee-Jay 424—Here are two excellent sides which should grab off considerable attention in the field. "Jesus Remembers" is distinguished by a particularly moving performance by the lead singer, while the flip spotlights fine production on unusual material.

**• Reviews of New R & B Records**

**THE SENSATIONS**  
**Ain't He Sweet?**.....82  
ATCO 6067—Yvonne Mills handles the evergreen in a tasteful jazz style that was so appealing in the last effort by the group. Many will like listening to this effort, in both pop and r.&b. markets. It could build well. (Advance, ASCAP)

**Please, Mr. Disk Jockey**....77  
Tailor-made, bitter-sweet ballad about love messages delivered by platter spinners. It's also sung sweetly, the backing tasteful and appropriate. This, too, could move. (Progressive, BMI)

**THE FIVE KEYS**  
**I Dream I Dwell in Heaven**.....80  
CAPITOL 3392—Here's smooth, clean wax by the group as the fervent-voiced lead wraps the love angle up with angels and heaven. A powerful entry. (Winneton, BMI)

**She's the Most**....78  
The Keys jump into a classy swingin' groove as they rock and shout thru this toms to their chick. For the present teen market, this one's strictly right. (Kahl, BMI)

**JIMMY GRIFFIN BAND**  
**I'm Getting Right**.....79  
ATCO 6068 — Griffin clefted this jumper, and his version follows that of Ruth Brown, which was a Billboard "Spotlight" pick last week. Sounds as tho the thrush may have used the same arrangement. Great job here puts Atlantic and its subsidiary label in strong, direct competition. (Tiger, BMI)

**Little Mary**....77  
Fine singing by shouter-cleffer Griffin, with great support from his jumpin' down-home type band. Could be a money-maker. (Progressive, BMI)

**EDDIE BOYD**  
**Don't**.....77  
CHESS 1621—Here's a funny novelty. It warns of the hazards of whipping a woman. To buck-dance backing, Boyd chants the item to a tune. Should earn lots of sales and is due

to grab off chunks of juke coin. (Arc, BMI)

**Life Gets to Be a Burden**....75  
Sad, sad blues, with a real twanging Southern backing. Boyd does an expert job of wailing, and the side is one of the finer recent efforts of its type. (Arc, BMI)

**THE EL DORADOS**  
**Rock'n Roll's for Me**.....76  
VEE-JAY 180 — The sharp group works hard on a so-so opus. They manage to create a bit of excitement that will go well with hip dancers. Side should do okay. (Conrad, BMI)

**Now That You've Gone**....74  
Tender and expressive chanting. Again the group comes thru with a performance that outdistances the material they have to work with. Good listening. (Tollie, BMI)

**THE PEARLS**  
**Come on Home**.....75  
ATCO 6066—Plea is stated eloquently in gospel style, altho the tenor chorus is in the honky-blues idiom. Good side by a good group. (Tiger, BMI)

**Bells of Love**....75  
Tender lead singing sells this fancy ballad strongly, tho the meat is a little lean. (Tiger, BMI)

**BIL WALTER COMBO**  
**Gamblin' Woman**.....75  
PEACOCK 1661—She plays dice all night and loses all his dough. This theme is worked up into a good blues pattern. Big Walter gets a good sound when he shouts the lyrics. (Lion, BMI)

**Shirley Jean**....75  
This side is a blues-ballad with a pretty melody line. Likely to get a lot of exposure via deejay play. (Lion, BMI)

**THE KEYNOTES**  
**Really Wish You Were Here**.....74  
APOLLO 493—Many wild sounds are packed in these grooves with a sincere solo job tossed in. The boys keep things moving fast, and with some exposure the fans could make some-

**• R & B Territorial Best Sellers**

For survey week ending March 28  
Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
1. Long Tall Sally, Little Richard, Spe.
  2. Blue Suede Shoes, C. Perkins, Sun
  3. Slippin' and Sildin', Little Richard, Spe.
  4. Down in Mexico, Coasters, Ato.
  5. Who? Little Walter, Che.
  6. Why Do Fools Fall in Love? Teen Agers, Gee
  7. Eddie, My Love, Teen Queens, RPM
- Charlotte**
1. Long Tall Sally, Little Richard, Spe.
  2. Slippin' and Sildin', Little Richard, Spe.
  3. Why Do Fools Fall in Love? Teen Agers, Gee
  4. Blue Suede Shoes, C. Perkins, Sun
  5. Eddie, My Love, Teen Queens, RPM
  6. Drown in My Own Tears R. Charles, Atl.
  7. Speedoo, Cadillac, Jse.
  8. Try Rock and Roll, B. Mitchell, Imp.
  9. That's Your Mistake, O. Williams, Del.
- Chicago**
1. Why Do Fools Fall in Love? Teen Agers, Gee
  2. Blue Suede Shoes, C. Perkins, Sun
  3. Eddie, My Love, Teen Queens, RPM
  4. Heartbreak Hotel, E. Presley, Vic.
  5. Slippin' and Sildin', Little Richard, Spe.
  6. Speedoo, Cadillac, Jse.
  7. In Paradise, Cookies, Atl.
- Cincinnati**
1. Why Do Fools Fall in Love? Teen Agers, Gee
  2. Long Tall Sally, Little Richard, Spe.
  3. Please, Please, Please, J. Brown, Fed.
  4. Eddie, My Love, Teen Queens, RPM
  5. Devil or Angel, Clovers, Atl.
  6. Heartbreak Hotel, E. Presley, Vic.
  7. Ain't That Lovin' You, Baby? J. Reed, VJ
  8. Drown in My Own Tears R. Charles, Atl.
  9. Ivory Tower, O. Williams, Del.
- Detroit**
1. Why Do Fools Fall in Love? Teen Queens, Gee.
  2. Long Tall Sally, Little Richard, Spe.
  3. Blue Suede Shoes, C. Perkins, Sun
  4. Who? Little Walter, Che.
  5. I'll Be Home, Flamingos, Che.
  6. Eddie, My Love, Teen Queens, RPM
  7. No Money Down, C. Berry, Cha.
  8. Down in Mexico, Coasters, Ato.
  9. Devil or Angel, Clovers, Atl.
  10. Drown in My Own Tears R. Charles, Atl.
- Los Angeles**
1. Why Do Fools Fall in Love? Teen Agers, Gee
  2. I'm a Fool, Turks, Mon.
  3. Down in Mexico, Coasters, Ato.
  4. Eddie, My Love, Teen Queens, RPM
  5. Long Tall Sally, Little Richard, Spe.
  6. Blue Suede Shoes, C. Perkins, Sun
  7. Great Pretender, Platters, Mer.
  8. Bo Weevil, F. Domino, Imp.
  9. Devil or Angel, Clovers, Atl.
  10. See You Later, Alligator B. Haley, Dec.
- New Orleans**
1. Try Rock and Roll, B. Mitchell, Imp.
  2. Blue Suede Shoes, C. Perkins, Sun
  3. Ivory Tower, O. Williams, Del.
  4. Long Tall Sally, Little Richard, Spe.
  5. Eddie, My Love, Teen Queens, RPM
  6. Magic Touch, Platters, Mer.
  7. One Night, S. Lewis, Imp.
  8. Bo Weevil, F. Domino, Imp.
  9. Slippin' and Sildin', Little Richard, Spe.
  10. Drown in My Own Tears R. Charles, Atl.
- New York**
1. Blue Suede Shoes, C. Perkins, Sun
  2. Why Do Fools Fall in Love? Teen Agers, Gee
  3. Magic Touch, Platters, Mer.
  4. Church Bells May Ring, Willows, Mba.
  5. Long Tall Sally, Little Richard, Spe.
  6. Eddie, My Love, Teen Queens, RPM
  7. Little Girl of Mine, Cletones, Gee
  8. I'll Be Home, Flamingos, Che.
- Philadelphia**
1. Why Do Fools Fall in Love? Teen Agers, Gee
  2. Drown in My Own Tears R. Charles, Atl.
  3. Sister Sookiey, Turbans, Her.
  4. Magic Touch, Platters, Mer.
  5. Long Tall Sally, Little Richard, Spe.
  6. In Paradise, Cookies, Atl.
  7. Eddie, My Love, Teen Queens, RPM
  8. I'll Be Home, Flamingos, Che.
  9. Blue Suede Shoes, C. Perkins, Sun
- St. Louis**
1. Blue Suede Shoes, C. Perkins, Sun
  2. Why Do Fools Fall in Love? Teen Agers, Gee
  3. Long Tall Sally, Little Richard, Spe.
  4. In Paradise, Cookies, Atl.
  5. Heartbreak Hotel, E. Presley, Vic.
  6. Need Your Love So Bad Little Willie John, Kng.
  7. Smokestack Lightning, H. Wolf, Cha.
  8. Drown in My Own Tears R. Charles, Atl.
  9. Eddie, My Love, Teen Queens, RPM
- Washington, D. C.**
1. Blue Suede Shoes, C. Perkins, Sun
  2. Why Do Fools Fall in Love? Teen Queens, RPM
  3. Drown in My Own Tears R. Charles, Atl.
  4. Long Tall Sally, Little Richard, Spe
  5. Eddie, My Love, Teen Queens, RPM
  6. Magic Touch, Platters, Mer.
  7. Bo Weevil, F. Domino, Imp.
  8. Ivory Tower, O. Williams, Del.
  9. Great Pretender, Platters, Mer.
  10. Heartbreak Hotel, E. Presley, Vic.

**2 HOT NEW RELEASES!**

**"DANCE AND SWING"**  
b/w  
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Regent #7500  
"Flamingo Love"  
Al Caiola  
Epic #9164

**ROCK 'N' ROLL TOPS**  
Atco #6064  
"Down in Mexico"  
The Coasters  
Atco #6067  
"Ain't He Sweet"  
The Sensations  
RPM #458  
"Why Did I Fall in Love"  
The Jacks  
Four Coins

**"CHERRY LIPS"** Four Coins

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(Continued on page 63)

### Best Sellers in Stores

For survey week ending April 4

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.

Table with 5 columns: Rank, Record Title, Artist, Last Week, Weeks on Chart. Includes records like 'WHY DO FOOLS FALL IN LOVE?' and 'BLUE SUEDE SHOES'.

### Most Played in Juke Boxes

For survey week ending April 4

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.

Table with 5 columns: Rank, Record Title, Artist, Last Week, Weeks on Chart. Includes records like 'LONG TALL SALLY' and 'DROWN IN MY OWN TEARS'.

### Most Played by Jockeys

For survey week ending April 4

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.

Table with 5 columns: Rank, Record Title, Artist, Last Week, Weeks on Chart. Includes records like 'LONG TALL SALLY' and 'WHY DO FOOLS FALL IN LOVE?'.

## RHYTHM-BLUES NOTES

By BILL SIMON

Shaw Artists' big package, "Rhythm and Blues of 1956," produced by Lou Krefetz and Eli Weinberg, teed off with a long shot down the fairway last week.

Lubinsky, we are sorry to learn, has been in poor health for several weeks, actually suffering from pneumonia.

Clyde McPhatter, a wonderful guy and a great artist, was released from the Army last week. He'll be joining the big new Irving Feld Rock and Roll package April 20.

The only show that failed to do turnaway business was the first in Philly, which was

scheduled for 6 p.m. This turned out to be ill-advised, but the second show, at 9, jammed the hall.

Last week, The Billboard's panel of experts picked Ruth Brown's new Atlantic coupling as a Spotlight pick. One of the sides, "Sweet Baby," now turns out to be the same tune as "Baby Girl of Mine."

When Carl Perkins' "Blue Suede Shoes" made the r.&b. charts five weeks ago, it was the first time within memory that a disk by a country artist had made it in this field.

### Reviews of New R & B Records

Continued from page 62

thing happen. (Bess, BMI) Bye Bye Baby... 73 The Notes get aboard a swingin' rhythm job.

BRENDA LEE If I Ever Get Rich Again... 69 APOLLO 490—Brenda Lee, in this blues, shouts out her determination not to repeat the mistakes that have robbed her of love and money.

SUSAN CAPONE I'll Be Dancin'... 69 PILGRIM 704—The gal, who sounds like a youngster, swings at a moderate pace as she throws off the blues.

RANDY SHIPP Baby, I Need You... 69 DUKE 150—Routine blues material gets an adequate vocal by Randy Shipp, and is aided by good instrumentation.

THE CHROMAGICS Wild Man Wild... 68 CREST 1011—A fast rocker in the Bill Haley vein. The pace is wild and furious, and the vocal group, as well as the band, churns up considerable excitement.

WILLIE EGANS I Can't Understand It... 67 VITA 125—The singer is mystified by the way his girl treats him, and he walls out on a persecution theme.

EFFIE SMITH Water! Water!... 66 VITA 124—Here is one girl who has no use for alcohol; she puts it down in the strongest way.

EARL GILLIAM Nobody's Blues... 64 SARG 128—Gilliam's voice has a comfortable down-home feel in this blues, and makes for pleasant listening.

Massey Goes to Melrose Music NEW YORK—Buddy Morris is reactivating his Melrose Music, A S C A P publishing company, which will be handled by Murray Massey.

### NASHBORO LEADS THE WAY IN SPIRITUAL RECORDS!!

"COME AND GO WITH ME" b/w "PLOW YOUR ROW TO THE END" by The Golden Trumpets Nashboro #576

"MY IMAGINATION OF HEAVEN" b/w "I EXPECT TO BE LANDED" by The Radio Four Nashboro #577

"WHERE GOD LEADS ME, I'LL FOLLOW" b/w "JESUS IS ALL THE WORLD TO ME" by Prof. Harold Boggs Nashboro #578

WRITE—WIRE—PHONE NASHBORO RECORD COMPANY, INC. 177 3rd AVE., NASHVILLE, TENN. (Phone: Chapel 2-2215)

WATCH THESE CLIMB! Vee-Jay #180 "ROCK 'N' ROLL'S FOR ME" b/w "NOW THAT YOU'VE GONE" The El Dorados

VEE-JAY Records, Inc. 2129 S. Michigan Ave. Chicago Phone: CAIumet 5-6141

SAVOY SAVOY THE GREATEST IN GOSPELS! "ANYWHERE IN GLORY" "HOLD BACK THE TEARS" WARD SINGERS Savoy 4071

Walling Its Way to the Top! THE BELL HOPS "PLEASE DON'T SAY NO TO ME!" b/w "MERCHANT STREET BLUES" TPA 153-45 & 153-78 TIN PAN ALLEY RECORDS 1650 Broadway New York, N. Y. HY 7-7693

## THE BIG SHOW OPENS

# Full House Greet Eye-Pleasing And Lavish Ringling Premiere

• Continued from page 1

ways been a part of sawdust spectacles has been replaced by a pit-type band whose efforts came thru, at best, as insignificant, despite the efforts of veteran bandmaster Izzy Cervone, who succeeds Merle Evans. Stringed instruments are used for the first time and the combined efforts of the 20-piece group failed to register. Sensational tricks were presented without the benefit of musical highlights and some of the accompaniment actually came thru as mournful. Preston Lambert, new announcer-vocalist, performed capably in his dual role. Little trouble can be anticipated for him.

Director general Pat Valdo and director Richard Barstow had the show moving notably smooth for an opening night, especially in view of the jumbled rehearsal time which was broken up by preparation for a video show. However, the three-and-one-half-hour show must be trimmed and tightened for audience comfort.

While the costuming design by Vertes is elaborate and unstinting, there is apparent economy in the staging of the spectacular parade and hippodrome numbers. The principal feature, "Say It With Flowers," which leads into intermission, incorporates fewer and less elaborate floats and less personnel than in the past. Only five floats are used, none of which approximates previous efforts. One depicts frogs, another a tulip garden with two cyclists apparently peddling uphill. A third is decked out with old-fashioned gramophones and a garden swing. The fourth depicts revolving swings on a center pole, and the fifth a wheat harvest. Only 13 bulls participated in the parade. Altho the show's bull herd numbers 52, not more than 17 were seen in any one display.

In the seventh display, titled "Mexicanarama," the marvelous Pinito Del Oro was again featured on the trapeze over the center ring. A colorful south of the border atmosphere was created with some 30 Barrette-trained girls performing creditably in the aerial ballet.

## Denver Area To Have Busy Outdoor Sked

DENVER—The Denver area this year will have one of its most active outdoor seasons this summer with more than a dozen major fairs, rodeos and other celebrations scheduled to be held near the Mile-High City.

Biggest fair on the schedule is the Colorado State Fair at Pueblo, where Brodbeck-Schrader rides have been signed along with the Cremer-Autry Rodeo, featuring Gene Autry. A Barnes-Carruthers night grandstand show is set and Joie Chitwood's thrill show will be in for three days.

The Pikes Peak or Bust Rodeo will be held in Colorado Springs August 7-11 and the annual auto race up the Peak will be held July 4. A three-day Labor Day carnival, fair and show will be held at Manitou Springs, a suburb of Colo-

radio Springs, and the Spanish Peaks Festival is slated to be held in Walsenburg for three days beginning August 4. Trinidad, Colo., will also hold a rodeo and fair over the Labor Day holidays.

Their assistants were colorfully attired as gauchos, and burros were much in evidence. A third arena-filling display, Rock and Roll, had the ballet colorfully attired as Zulus. Some 17 bulls and 60 people participated. The highlight, a kid-pleaser certainly, was the elephant band, formed by five baby pachyderms, gallantly struggling with cymbals and kettle drums.

The colorful finale, lacking, for once, a patriotic flag-waving theme, had Izzy Cervone and his bandmen colorfully attired in spangles, tooting, but not necessarily blowing, various horns, and 22 girls on swings over each of the three rings. The pleasant spectacle was titled "Whoop Dee Doo."

Likely highlights for this and future audiences was the breath-taking high-wire antics of Harold Alzana, an old hand returned, and the Nocks, a thrilling, interchange four-person group, working on roof-top swaying wooden poles. Added new to the circus, but not to the country, are the roof-top aerial antics of the Hildallys, the

sister and brother-in-law of Harold Alzana, performing on a novelty aerial rigging utilizing an upside-down unicycle and an iron-jaw routine.

### Cage Acts Open Again

The show opened traditionally with caged animal displays in each of three rings. Trevor Bale was featured in the center ring with 10 tigers. Flanking him were Paul Fritz with seven lions and Albert Rix, the new menagerie boss, with seven bears, including five polars.

A clown walk-around made up the second display. Holdover acts made up the third display, with the Rixos, members of the Nocks, featured in an aerial ladder display. Others included Loganc in a breakaway, Della Canestrelli on rolling globes on a perpendicular ladder, and Antoinette on an aerial bar. The latter is the wife of Bob Dover, assistant to the performance director.

Liberty horses, working beautifully despite poor footing occasioned by the use of substitute floor covering material, filled the

(Continued on page 67)

## Gooding Acquires Columbus Funspot

### Zoo Park Undergoing Complete Revamp For May 1 Bow; Hal Eifort to Manage

COLUMBUS, O. — Floyd E. Gooding, head of the Gooding Amusement Company, carnival operating organization with headquarters here, last Friday (6) acquired Zoo Park, local 17-acre amusement spot located on Sciota River Road, opposite the Columbus Municipal Zoo. Selling price was not disclosed.

Purchase was made from Elmer Haenlein, executor of the estate of the late Leo Haenlein, who died recently. The Haenlein family had operated the amusement park since 1937. Previous to that the Haenleins operated Olentangy Park here, which shut down a number of years ago to make way for a housing project.

Gooding will operate Zoo Park on his own, under the firm name of Zoo Amusement, Inc. Funspot presently has 18 rides, a large picnic area and 17 buildings.

Workmen were slated to move into the park Monday (9) to begin extensive renovation and rebuilding. A number of the older rides will be dismantled and a number of new riding devices installed. All buildings will be renovated and repainted.

Hal Eifort, right bower to Gooding for a number of years, will have the management of the park, while continuing with his booking duties with the Gooding organization. Eifort announces that renovation and changes are expected to be 90 per cent completed by the time the funspot inaugurates the new season May 1.

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An ambitious promotion is being planned to herald the park, Eifort says. The funspot will offer free movies and other similar attractions to draw patrons. One of the park's larger buildings will be converted into a ballroom or rink, Eifort reports.

## NEAPB ELECTS JONES

# Season Hopes High By N. E. Park Men

BOSTON—Expectations for a fine season ran high as nearly 300 persons met here for the 30th annual convention of the New England Association of Parks and Beaches at the Parker House Wednesday (4).

Legislative measures concerning the industry came in for a good deal of discussion with emphasis on minimum wage and 40-hour-week bills, but the prevailing opinion was that the coming season would out-distance 1955 in grosses, new ideas in promotion and an improved public acceptance.

Outgoing President Lawrence M. Stone of Paragon Park welcomed park men, representatives from manufacturers and their guests to the day-long session. Elected to head the association for 1956 was Russell G. Jones, of the William B. Berry Company of Boston, last year's vice-president. Dennis Collins, of Mountain Park, Holyoke, was named first vice-president, and Irving Norton, of Lake Compounce, Bristol, Conn., second vice-president. Re-elected were Wallace

## Calif. State Gets Three New Directors

SACRAMENTO, Calif. — The California State Fair and Exposition has three new directors appointed by Gov. Goodwin J. Knight. Named to the board were James S. Dean, this city; Claud Galmarino, Fresno, and James A. Nealis, Eureka.

Dean is former director of the California Department of Finance and city manager of Sacramento. Galmarino is associated with Dean Witter & Company, a Fresno stock and bond house, while Nealis is manager of the Pacific Telephone & Telegraph Company branch in Eureka.

## Two Midwest Fairs Pact 'Stars' Icer

CHICAGO—"Stars Over Ice," skate show produced by the Hunt-McCafferty Agency, Los Angeles, has been signed to play two more Midwestern fairs, Jack Lindahl, manager of the Boyle Woolfolk Agency, announced. The Woolfolk organization is handling the unit in the Middle West.

Show has been set for three night performances at the Newton County Fair, Kentland, Ind., August 29-31. From there it will move to the Walworth County Fair, Elkhorn, Wis., for September 1-3.

Lindahl also reported that Johnny (Scat) Davis and his six-piece orchestra is being offered fairs that had originally signed Ken Griffin, organist, who died last month. Tony Papa, well-known drummer, is a member of the Davis aggregation.

Tiny Hill and his orchestra has been booked into some 20 fairs in Indiana, Illinois, Iowa, Nebraska and Wisconsin, Lindahl also announced.

## Nieman Eisman, Banner Painter, Dies in Chicago

CHICAGO — Nieman Eisman, 67, one of the foremost painters of Side Show banners, died Saturday (31). He was stricken with a heart ailment upon learning of the death of his brother, an attorney. They died less than seven hours apart.

Eisman came to this country as a boy and worked with Sigmund Bock, early banner painter. Next he worked for the United States Tent & Awning Company until 1920. Subsequently he painted banners for Ed Neuman's firm and Driver Bros.' canvas house. He opened his own shop, Nieman Studios, in 1931 and continued with it until 1954. At that time he retired and sold his business to O. Henry Tent & Awning Company.

He painted banners for famous oddities over the years and also for various types of shows, including not only circus and carnival Side Shows, but also Wild West shows, amusement park attractions, world's fair shows and others.

Eisman was noted for his own style of painting, which included highly detailed backgrounds on the banners.

Surviving are his widow, Lillian, and two sons, Herbert and Stuart. Burial was in Chicago.

## Joie Chitwood, Robinson Merge Stunt Shows

READING, Pa. — The merger of the Joie Chitwood Thrill Show and Mitch Robinson's Congress of Canadian Daredevils was disclosed this week in a joint announcement by Chitwood and Robinson.

The merger will strengthen the routes of both shows and solve an equipment problem. Chevrolets will be used by both shows, and plans are to operate a total of four units.

Chitwood opened his season this year in Florida, and during that stand was the subject of a motion picture made by Chevrolet for their television commercials. The show will tie in with the automobile firm at its dates this season.

Both the Chitwood and Robinson shows will bow early next month and by fall will have played in upwards of 35 States and four Canadian provinces.

## Gene Autry Set For Louisville

LOUISVILLE — Gene Autry and Cremer's Rodeo definitely will be at the 1956 Kentucky State Fair.

J. Dan Baldwin, fair manager, announced this week that he had succeeded in getting the "Super Circus" show to switch its dates with Autry and the rodeo.

By doing this, a conflict with Autry's contracted appearance at the Canadian National Exhibition, Toronto, will be eliminated.

As a result of the switch "Super Circus" will be in Friday and Saturday, September 7 and 8, and Autry will come in Thursday and Friday, September 13 and 14. Both "Super Circus" and the rodeo, with Autry, will give two performances each of their two days.

(Continued on page 67)

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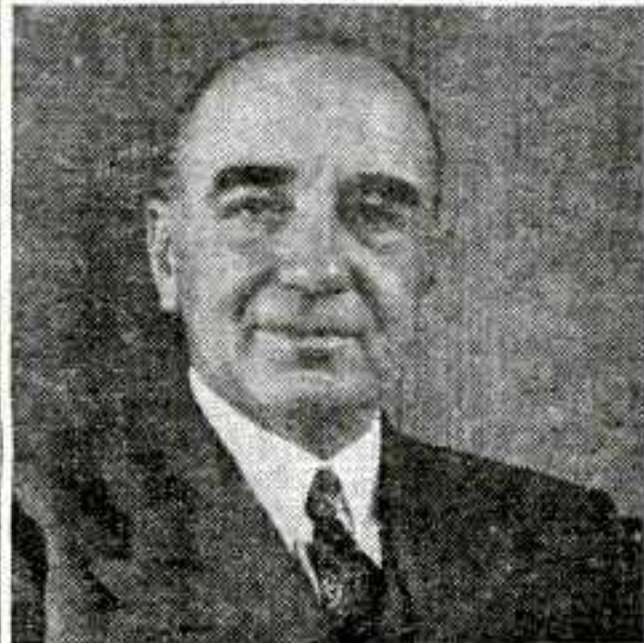
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## Herb Dotten

"Cornier" the Better

"THE more 'corny' a fair attraction is the greater will be its success. And, by 'corny' I mean the time-honored features—those amusements familiar to and liked by many past generations."

Major Lenox Lohr reiterates that observation, one which he has made many times to those who have beaten a path to his door at Chicago's Museum of Science and Industry.



LOHR

The path to the Major's door has had considerable traffic in recent years. Understandably, too, for he has long been regarded as "Mr. World's Fair."

This regard was based initially upon his success during the most severe of the depression '30's in transforming Chicago's Century of Progress into a money winner. His later success in guiding Chicago's two Railroad Fairs into the money-class heightened his reputation.

To world's fairs of the future, the Major believes the midway will be as vital as it

was to past successful fairs. "Certainly, world's fairs will have many new things. Buildings will be of new design, constructed of newly developed materials, and the atmosphere of a fair will be in keeping with changing times. But the Merry-Go-Round will still be a Merry-Go-Round and will hold the same strong appeal it always has enjoyed," the Major maintains.

"Generations have seen dogs jumping thru paper hoops, yet every new generation enjoys seeing them. And the same thing will hold true in the future."

### Many Cities Seek His Views

Delegations from no fewer than 10 cities have visited the Major in the past five or six years to obtain a briefing on how to stage a successful world's fair.

The Major, however, has not been optimistic in his briefing sessions. He has held that the times are not right for a full-fledged world's fair.

First, he indicates that there must be a major reason for staging a big exposition, other than the obvious one of adding to the business of a world's fair city.

Second, he emphasizes that the high prosperity which has prevailed argues eloquently against the success of a major fair.

"Money needed to underwrite a world's fair now is not easy to raise because businessmen do not acutely feel the need for a fair because they now are—and have been—prospering," he notes.

Hard times—when the business community, contractors, and labor are "hungry"—provide the best climate for launching and staging a successful world's fair, according to the Major.

In the early '30's, he recalls, Chicago, like other major cities, was hard hit. That's why, he adds, it was possible to stage the event at a cost which enabled the Century of Progress to return a profit.

### Sees Miami on Its Way

To put a comparable show on today would cost three times as much—perhaps as much as \$150,000,000, the Major maintains. And, he hastens to add, that kind of money "is difficult to raise now."

Of all the delegations who came to visit him seeking a fill-in, only one has been able to raise, or appears certain to raise, the necessary money. The one exception was the group from Miami, which the Major allows "now appears as tho it will raise the needed money but which, he commented, plans "more of a year-round Disneyland-type operation than a traditional world's fair."

To the Major, Chicago is the best city in the country in which to stage a world's fair. In support he cites the fact that Chicago remains the nation's No. 1 railroad center and now also ranks first as the country's No. 1 airlines hub.

Looking ahead, the Major sees 1976 as an ideal year for the next world's fair. Then, he points out, the United States will celebrate the 200th anniversary of its founding... an occasion which he believes will call for a truly big celebration.

### Big One in 1976?

Speculating on that possibility, the Major says that federal sponsorship may well be required. Perhaps, he suggests, the federal government may have major cities bid to hold a world's fair, with the federal government contributing to the city which offers the most in the way of planning and financial support.

There are those, however, who maintain that the U. S.—and Chicago—may have a fair of major proportions before '76. There are some in Chicago who hold that the city should stage a mammoth exposition in '59 to mark the completion of the St. Lawrence Waterway and Chicago's transformation into what may be the nation's greatest inland port.

Smart showmen, however, will not dissent with the Major when he says the "corny" features—those familiar to and liked by many generations—will continue to be as popular as ever not only at world's fairs but at all fairs.

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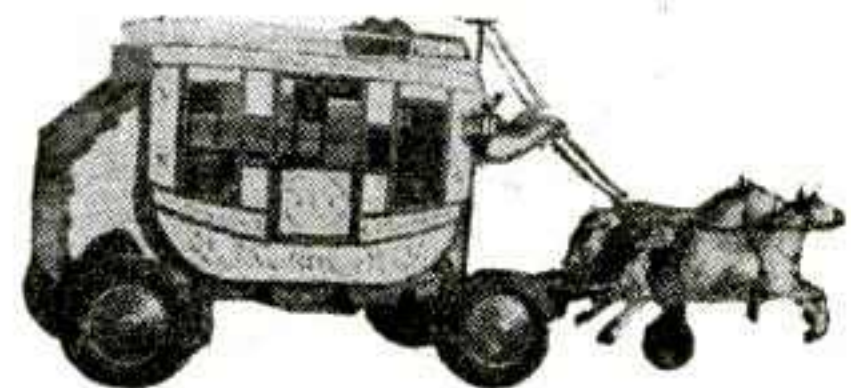


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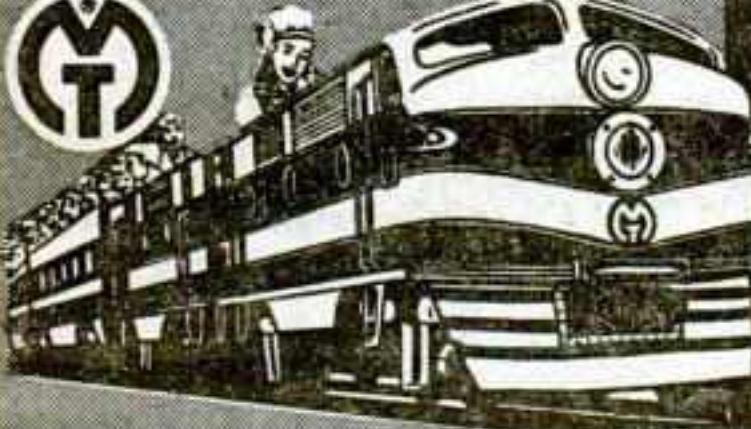
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## ARENAS & AUDITORIUMS

# Corpus Christi Gains Against Public's Adverse Opinions

By TOM PARKINSON

WHEN the City of Corpus Christi, Tex., opened its new Coliseum 18 months ago, it ran up against the severest kind of public criticism. A suggestion made publicly was, "Let's blow up the monstrosity."

Behind this attitude was the fact that the building did lack some essential and near-essential facilities. One lack was air conditioning, and there were some other justified criticisms. Adding fuel to the fire was the ultra-modern design of the building and its departures from popular conception of an auditorium. It had been controversial since its inception and the subject of some political footbaling, according to local sources.

Only solution appeared to be for the city to obtain authority for a second bond issue. One for a million dollars had financed the original construction. A second for a half million dollars would pay for correcting mistakes and omissions. But a town's people who want to blow up a building aren't going to vote more money for it.

Changing the attitude of the public has been a major undertaking for the city administration in the intervening months. There is still no date set for the bond issue, but there may be by this spring or summer.

At the decision of the city manager, Russell McClure, the Coliseum manager, Thomas G. Davis, began a concerted effort to bring the public into the building. Once they got in it and saw the present facilities, they should be more likely to agree to pay for more facilities, it was reasoned.

A series of free programs was started. Called "Sunday by the Sea," they have been produced by Margery Brown, booking and promotion supervisor. A typical program calls for an hour's entertainment on the bay front, followed by more activity at the nearby Coliseum.

A "Sunday by the Sea" program that featured a Christmas community sing enlisted the participation of 1,500 school children in choirs and bands. Attendance was 5,000. In another, participants included 1,000 Garden Club members, Del Mar College musicians, YWCA members, art groups and a city recreation department arts and crafts fair. Attendance was 7,500. Businessmen and the Chamber of Commerce put on a Tourist and Newcomers Week, with "Sunday by the Sea" as a kick-off drawing an attendance of 8,000.

In April the city's annual Buccaneer Days celebration is being held. For the first time these events will be centered around the Coliseum and adjacent Expositional Hall. "Dancing Waters" will be part of the nine-day program ending April 21. "Sunday by the Sea" will include a free showing of the water show on April 22. Attendance at the celebration is expected to reach an estimated 100,000.

In addition to these thousands who have become familiar with the Coliseum are those who attended events sponsored at the building by the Junior Chamber of Commerce, service clubs, unions, convention committee of the Chamber of Commerce, schools and churches. All of these are believed to understand better the building's needs and how to meet them.

One newspaper has said "the time for contrary criticism is at an end." Another has stated "it can still be made into something if we stop cussing it in general, vague terms."

The instances of new municipal auditoriums and arenas turning up with inadequate equipment or with serious errors, inconveniences and omissions are all too numerous. Corpus Christi is one in which the opposition and criticism seem to have reached an unusually high point.

But much progress has been made, and there is talk now about when to seek the bond issue, when public opinion will have been transformed by the building itself to favor investing more money.

## ARENA RECAP

Winston's Seals; Judy Ryan, baton twirler; log rolling, canoe tilting and deep sea fishing. The Dallas Morning News carried a sports show section.

### DRUG CHAIN SIGNS NAMES FOR BEAUTYRAMA EXPO

KANSAS CITY — Katz Drug Company, frequent venturer into show business, will have an exposition, Beautyrama, at Municipal Auditorium here May 12-15 to promote cosmetics. Signed are Zsa Zsa Gabor, Hoagy Carmichael, Hal March, Jan Murray, Morton Downey and Dennis James. There will be 200 booths, according to Marvin Katz, vice-president and director of promotion for the chain.

### DALLAS SPORTS SHOW PROGRAM DETAILED

DALLAS — Program at the Sports Show in Fair Park Auto Building here thru Sunday (8) included Whiz Kids, unicycles; Seven Ashtons, acrobats; Jackie, the talking Crow; Rudy Cardenas, juggling; performing Great Danes;

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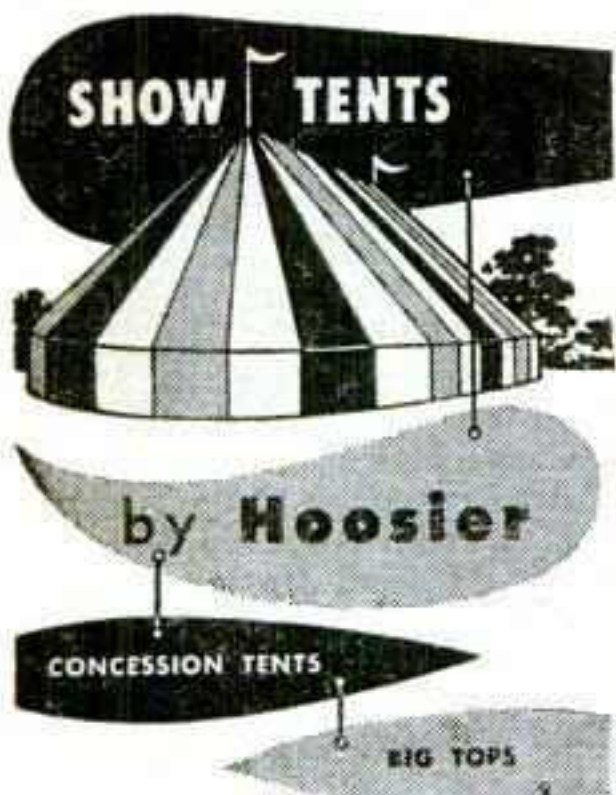
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Full House Greet R-B Preem

Continued from page 64

fourth display. Trainer Charles Mroczkowski presented 12 chestnut steeds in the center ring, flanked by 10 matched brown horses in one end ring. The third ring was vacant, probably because of the absence of Mrs Mroczkowski, an accident victim while en route here. To follow, two horses were presented separately, and then a trio. Altho good thruout, the act ran overly long by several minutes. A clown walkaround followed.

Tonito Impresses

A fine wire display filled the sixth spot, with Tonito centering and good enough to hold down the spot on his own. The youngster did his back and forward somersaults on first try. He was flanked by the capable Attalina, also on a slack wire, and the Naukos on unicycles. The Mexico spec followed.

A rather nifty chimpanzee display was on for number eight, with Victor DeJonghe new, and holdovers Alphonse DeJonghe and Ed Williams. The only clown production number, Paul Jung and his military drill, a holdover tickler, followed. Prince Paul was cannon fodder and Frankie Saluto, instead of winding up in the rigging, this time was "shot" to the end mezzanine seats.

Alfred Burton, balancing blocks on a ladder, was then centering. Adept as the youngster is, the opening night turn ran overly long, with misses reaching the audience as too deliberate. A dancing lady horse, executed by members of clown alley, followed. It ought to please the kiddies.

Riding acts took over the 12th spot, with the Justino Loyal troupe flanked by the nifty Honka and Evy Karoly. The eight-person Loyal troupe had their bad moments with the resin-backs hampered by uncertain footing.

De Vasconcellos Excellent

Takeo Usui, a thrilling holdover, performed deftly on the angled wire, walking the strand to the balcony and sliding down backwards without benefit of any balancing device. The Hildalys followed and the featured spec closed

out the first half, but not before Roberto de Vasconcellos, in his high school horse routine, worked more smoothly and neatly than ever before in New York. The improvement was instantly noted by veteran viewers as his turn approached perfection.

The flying acts, the Sabre Jets and the Falcons, worked smoothly in the No. 17 display. A clown walkaround followed and then a display of acrobatics, featuring the Whirlwinds, the Seguars, the Fredonias and the Rebertes, with the Abbott Sisters absent because of costume difficulties.

A mixed display filled the 20th spot with jugglers featured. The Bisbinis, Della-Chiesas and Adanos manipulated various objects, with the Marilex Duo spinning plates. The Alveras worked on horizontal bar.

The Cordons, two men and two women, were again soloed in a rope-spinning and whip-cracking turn. The Rock and Roll spec followed, to fill the 22d display.

The Alzanas followed, with a balancing display filling the 24th display. In the latter were the Five Verdus on rolling globes; Titos, head jumper; Dschapur and Rutha, hand-balancing on stairs, and Les Arturos, ladder-balancing. The Nocks were then presented, with the finale following

No Seals, No Emmett

Two elements were missing this year, trained seals and tramp clown Emmett Kelly, the latter reportedly because of union decree. Otto Griebing rated the most personal attention among the joeys, but the inhabitants of clown alley appeared somewhat restrained.

The costuming is brilliant and the production shows the unmatched Ringling effort and expenses from start to finish. The credits are well earned by Richard Barstow for the direction and Vertes for the costuming. Pat Valdo is the general director; Edith Barstow, choreographer; Barbette, aerial director; Robert Dover, equestrian director; Preston Lambert, ringmaster and vocalist; Izzy Cervone, musical director; Samuel Grossman, orchestration, and Doug Morris, lighting.

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 Care, Lester (2 magazines), 12e Aberle, Wm. Lewis Albertson, Chas. Allen, Billy Allen, Frank Allen, Leslie Allen, Mrs. R. J. Allen, Robt. (Red) Allen, Tex Anne, Julie Marie Armstrong, Mrs. Matt Arthur, Johnny Asher, Chas. Baker, Walter (Buddy) Barefield, Mrs. Sally Barfield, Emmett Barr, C. E. Baylee, Edw. Beamer, Robt. Rodney Beckwith, Gerard Bejano, Bill Bellows, Al Benning, Jack Blade, Ernie Bloom, Bob Boone, Eddie Born, R. H. Bowen, Crisp Boyd, Bill Boyce, Louis Boylan, C. J. Bradley, Henry S. Brennan, N. C. Bridgeman, Everette Brinn, Deana Mae Broeffle, Nancy Bumgarner, Wm. L. Burch, Ernie Burns, Mrs. Bill Caldwell, George Calk, Tommy Demetro, Steve Demitro, Mrs. Elaine Demeter, Frank DiCorte, Mrs. Verda Duncan, C. R. Ducharne, Henry W. Duran, Martha Edwards, Bob Edsberry, Tommy English, Cuz Engresser, Gee Gee Entry, Chas. Erbaugh, Ann Erwin, Lee Evans, Jack B. & Mrs. Evans, Joe L. Ewing, L. C. Fawbush, Glen Fisher, Geo. Francis, Stanley Frazier, Mrs. Dolly Frazier, Jimmie Frazier, Steve & Marie Freeland, Forrest Gambino, Johnnie (Girl Show) Gates, Bama & Mrs. Gates, Mrs. Mary Geiss, Buddy Geitner, Tony Gerry, Claire (Bobby) Gersinger, Edw. J. Gibson, John & Phillis (Aerial Gibsons) Gilchrist, Allan Girouard, Alva Gloth, Mrs. Eugena Gokler, P. R. Golub, Harry (Press Agent) Graham, Miss Lee Hackett, Edw. J. & Mrs. Hall, Duke (Mug) Halstead, Arthur Hangsterfer, A. F. Hankins, R. (Doc) Hanser, August Hardin, Victor Harris, Bill Harris, Chas. Warren Harrison, James Harrison, Mrs. Eunice Irene Leslie, Donald P. Hendrix, Harold Red Hennessee, John Hennessee, Red Herbert, Merry Herbert, Roy Herman, Howard M. Herriek, Carl Hewland, Col. Frank (Balloontist) Hilsenrandt, Frank B. & J. Hill, Mrs. Helen Hill, Will H. Hobbs, Alvin Hooge, Mack Holden, Reta Hollenbeck, H. Tex Hollingsworth, Sallor Jones, Mrs. Johnnie J. Hoyt, Helen Hubbard, Paul Huzsek, Michael Ingram, Rex Jablouski, Frances Jackson, Ralph C. Johnson, Barney R. Johnson, Mrs. James D. Johnson, Lorene Johnson, Michael R. Jones, Claude Jones, H. F. (White) Joy, Mrs. K. Judy, Russell Keen, Frank G. Kesting, James H. Kirksey, Marvin Kisser, Richard Knight, Phil Knirk, John Bertman Krashoe, Shiricy La Dieu, A. E. La Fleur, Billy La Londe, Lawrence Lamont, J. A. Lamb, Barney Lane, Kenneth Lane, Mrs. Teddie Lankford, Harold & Ellen Lash, Jerome Lee, Bill Lee, Sandra Lee, Shawnee Lee, Tonna (tattooer) Lento, Tony Leslie, Donald P. Lento, Tony Leslie, Donald P.

(Continued on page 84)

NEAPB Picks Jones

Continued from page 64

minimum of five hours, maximum of seven.

A leading Hub disk jockey was featured in the ballroom panel, and ways and means of meeting the onslaught of "rock and roll" in the ballrooms was the main topic.

Members and guests sat down to a roast beef dinner in the evening at which George A. Hamid, of GAC-Hamid, Inc., acted as master of ceremonies and presented the floorshow.

A set of matching luggage was presented to Henry G. Bowen, of Whalom Park, Fitchburg, president of the national association, with the inscription: "For unselfish devotion to the organization." Jess Hutchinson, of Agawam, was presented with a bouquet on the occasion of his 36th wedding anniversary. Mrs. Hutchinson accompanied him.

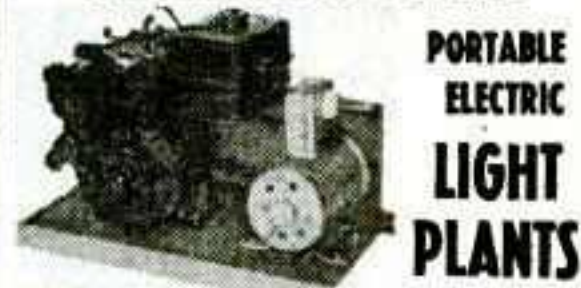
Among the acts presented were John Dincen's vocal proteges, the Hampton Sisters. Receptions were held by Larry Stone and John Collins, of Lincoln Park, in their suites.

An excellent press was given the convention with pictures and stories in local papers. Vic Sloan, president of the National Ballroom Association, and Otto Webber, secretary, appeared in radio and television programs as well as having pictures in the papers.

While the event was largely along social lines, members agreed that legislative discussions and particularly the talk on picnic solicitation made this a worthwhile session.

Bills before the Legislature include one which calls for placing an attendant at every piece of equipment in a park. Others are a bill calling for overtime after 40 hours and a minimum wage bill.

BRAND NEW-1956! FACTORY-TO-YOU VALUE



PORTABLE ELECTRIC LIGHT PLANTS No. 1008-B Dimensions: Length 20 1/2" Width 12" Height 16" POWER TO OPERATE: Water Pump, Tent Lighting, Loud Speaker Systems, Radio, Television, Air-Conditioner, Refrigerator, Deep Freezer, Electric Saw, Electric Drills. Compact—Fits in the Trunk of Your Car. FULL 1000 WATTS, continuous duty. 115 Volts, A.C., 60 cycles, 9 amps. Powered by husky Briggs-Stratton engine with recoil starter. Engine and generator operate at 3600 R.P.M. for maximum efficiency at minimum weight. Both units are mounted on steel base, with heavy sheet metal belt guard. Generator is self regulating and is equipped with outlet box containing fuse and 2 A.C. convenience receptacles. Cost only \$6 an hour to operate. Shipping wt. 100 lbs. (Regular price \$225). You save \$65.50. Now only \$159.50 F.O.B. Chicago. Money-Back Guarantee. Send Check or M.O. Free! New 1956 Catalog, 56 Pages. Write GROBAN SUPPLY CO., Dept. BB 1139 S. Wabash Ave. Chicago 5, Ill.

TENTS FOR SALE

One 60'x100' Square End Tent, 23' center ht., complete with 10' side walls, \$1,100.00. One 60'x90' Square End Tent, 29' center ht., complete with 10' side walls, \$1,200.00. Tents are flame and water resistant, 12.63-oz. khaki army duck, in excellent condition. Made in 1955, used very little. Complete with poles.

GENE B. LAXER CO. 230 Broadway New York 28, N. Y. WORTH 4-4655

The Most Beautiful MINIATURE GOLF Courses

Built in America are constructed by ARLAND 444 Brooklyn Ave. New Hyde Park, N. Y. In 43 States, the Caribbean and Overseas.

DISPLAY FIREWORKS FOR ALL OCCASIONS... ANYWHERE

RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES: 1. Latest creations in breathtaking aerial shells. 2. Brilliant animated ground displays. 3. Expert operators available to completely set up and fire any display. 4. Complete public and property liability insurance. 5. Rain-out clause. 6. High-powered advertising and promotional facilities. 7. Programs can be changed nightly for repeat performances. 8. Huge variety of skillfully planned shows that anyone can fire. Experienced operator not needed. 9. "Fire Them Yourself" displays are shipped fully assembled, ready to set up and fire. Simple instructions included. 10. Displays shipped everywhere in the United States. SECRETARIES AND ENTERTAINMENT CHAIRMEN WRITE FOR OUR BIG SPECIAL CATALOG RICH BROS. INTERSTATE Display Fireworks Co. DEPT. B-B, BOX 514 SIOUX FALLS, SOUTH DAKOTA

POWERS TENTS

Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread. Largest manufacturer of show tents in the East. Write for prices Powers & Co. 5929 Woodland Ave Philadelphia, Pa.

AMERICA'S FINEST SHOW TENTS O. Henry Tent & Awning Co.

DON'T BLOW YOUR TOP But if you do, let O. Henry replace it BERNIE MENDELSON 4862 N. CLARK ST. Phone: ARdmore 1-1300 CHICAGO 40, ILL.

ROGERS CONCESSION TOPS

Manufacturers since 1898 of quality Ride, Show, Concession, Dramatic and Roller Rink Tops, Ball Game Hoods, Sidewalls and Show Canvas of all kinds. Write for prices. ROGERS TENT & AWNING CO. 234-250 E. FIRST ST. Phone: Park 1-1339 FREMONT, NEBR.

GIVE TO DAMON RUNYON CANCER FUND

**RIDE OPERATORS  
PARKS—SHOWMEN  
CONCESSIONAIRES**

**INSURANCE**

FOR YOUR REQUIREMENTS  
**6 or 12 MONTHS**

FAIR RATES—NATION-  
WIDE CLAIM SERVICE

**AUTO—TRUCKS  
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Accident Insurance for Drivers  
of Stock and Midget Cars

WRITE OR PHONE  
**M. J. "MIKE" LAW**  
135 S. LaSalle St. Chicago, Ill.  
Phone: Financial 6-1210

## Early Stands Good, Bad for Crafts Expo

BLYTHEVILLE, Calif.—Crafts Exposition Shows, here this week for its third stand of the early season is batting in the .500 averages. Show opened March 21 at the Maricopa County Fair, Mesa, Ariz., which came up with solid business.

Kids' Day at Mesa was the biggest of the stand due to the giveaway of free ride tickets to the first 1,000 youngsters coming thru the front gate. The second spot, Coolidge, Ariz., was just a break-even stand.

For the first time since 1947, all rides, semis and tractors were completely refurbished with Vincent Kuropatwa supervising the job. New electrical junction boxes were built by George Kotarakos, who also rewired most of the equipment. The Skooter has a new roof and the cars on the Tilt-a-Whirl are equipped with new hoods made of spun glass.

Major changes in personnel include the addition of Bob Paradise as advance man and Jimmy Ross as ride superintendent. Returning staffers are Roger Warren, manager; J. Lantz, assistant manager; Etta Kotarakos, secretary; Capers Cummings, truck mechanic; Tony Corra, electrician, and Vincent Kuropatwa, mailman and agent for The Billboard. Lee Brandon handles the bookings.

Bob Matthew, recently discharged from the Army, is back with his ponies. George Sides has the cookhouse.

**DON'T BE LIKE  
THE OSTRICH!**  
When in trouble it  
buries its head in  
the sand.

Buy Your Insurance With Confidence  
Secure Sound Protection

INSURE WITH  
**CHAS. A. LENZ**  
"The Showman's  
Insurance Man"

1492 Fourth St., N.  
St. Petersburg, Fla.  
Phone: 7-5914

**INSURANCE**

**FOR SHOWMEN**

RIDES AUTOS  
TRUCKS TRAILERS

**LOWEST RATES**

**LESH WINDY**  
Established 1927  
202 S. MAIN BLUFFTON, IND.

**ATTENTION!**

All Agents Contracted for  
**Prell's Broadway Shows**

report to Winter Quarters, Greenwood,  
S. C., not later than April 18.  
All others contact

**MAX SHARP**

5980 Indian Creek Drive, Miami Beach,  
Fla., Phone Union 6-8477 until April 16;  
after that Greenwood, S. C.

**INSURANCE**

**SAM SOLOMON**  
"The Showfolks' Insurance Man"  
1000 Argyle St. Chicago 40, Illinois  
Phone: Longbeach 1-5576  
Write for new low rates

## Talent Unit For Markets

NEW YORK — Abe Feinberg's "Shoparamic Jubilee" talent unit has been contracted for 10 days on lots of a Brooklyn supermarket chain, beginning Monday (9). Show consists of Jolly Jazzbo and his Jazzmobile, five other clowns, and the 10 Hopi Indians. A gimmick is induction of local dignitaries into the Hopi tribe.

**INSURANCE**

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

**OPEN A DRIVE-IN THEATRE  
AT LOW COST**

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

**WANT WANT WANT**

Opening April 26 right outside Washington, D. C.—Branchville, Md. Hunky Panks, Popcorn, Candy Apples, Dart Balloons, Mug Outfit, Bumper, Scale & Age, Glass Pitch, Fish Pond, etc. Ride Help: Ferris Wheel Foreman, top salary and bonus; Second Man for Merry-Go-Round and Kiddie Rides. Also use a Man to put up concessions. Charlie Dey, South Boston, Va., can use you. Winterquarters until April 22, Leonardtown, Md., Fairgrounds.  
**BUSTER WHITEMORE, Manager**

**BUCKEYE STATE SHOWS**

Opening May 10-19, Large Industrial Central Ohio City. Playing Ohio, Kentucky, West Virginia Celebrations and Centennials. Carrying 6 to 9 Office-Owned Rides.

Will book any Rides not conflicting  
Want Concessions, Popcorn, Floss, Apples, Lunch, Hunky Panks of all kinds, Bingo, Buckets.

Want working Ride Superintendent, Electrician,  
Ride Help—First and Second Men for all Rides, Wheel, Merry-Go-Round, Octopus, Chaleplane, Loop and Kiddie Rides. Must drive semi. No drunks or chasers.

Winterquarters now open. Curly, call me. Contact

**TIM NOLAN, Bus. Mgr.**  
Moxahala Park, Zanesville, Ohio. Phone: Gladstone 3-2552

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- American Beauty: De Soto, Mo., 11-21.
- American Midway: Poteet, Tex.
- Amusements of America: Lexington Park, Md., 14-21.
- Bedt: Lee: (Spring Grove & Colerain) Cincinnati 9-15; (Liberty & John) Cincinnati 17-22.
- Belle City: Milwaukee 20-29.
- Big City: Chatsworth, Ga.; Etowah, Tenn., 16-21.
- Borderland: Gonzales, Tex.
- Burke, Harry: Baton Rouge, La.
- Burkhart: Paragould, Ark.
- Capital City: Dawson, Ga., 16-21.
- Central States: Great Bend, Kan., 23-28.
- Crafts Expo: San Gabriel, Calif., 11-15.
- Drew, James H.: Hickory, N. C.
- Dudley, D. S.: Plainview, Tex.
- Evans United: 18th & Kansas: Kansas City, Kan., until the 16th.
- Franklin, Don: San Antonio, Tex., 16-21.
- G. & B. Rides: Mason, W. Va.; Ravenswood 16-21.
- Genisch, J. A.: New Orleans 9-15; Passaic, N. J., 16-21.
- Gladstone Expo: Europa, Miss., 16-21.
- Gold Medal: Berkley, W. Va.
- Hale's Shows of Tomorrow: Kansas City, Mo., until 22.
- Hanes, Bill: Abilene, Tex.
- Hill's Greater: Silver City, N. M.
- Hottle, Buff, No. 2: Harahan, La.
- Hottle, Buff, No. 1: Baton Rouge, La.
- Ken-Penn Am. Co.: McKeesport, Pa., 23-28.
- Majestic Greater: Rome, Ga.
- Marion Greater: McCall, S. C.; Walnut Grove 16-21.
- Midway of Mirth: Jonesboro, Ark.
- Mid West: Hawthorne, Nev.; Yerington 16-20.
- Mighty Hoosier State: Jeffersonville, Ind., 20-24.
- Mighty Interstate: Thomasville, Ga.; Marietta 16-21.
- Nolan Am. Co.: Zanesville, O., 12-21.
- Norton's Rides: Duncan, Okla.
- Oklahoma Expo: Atoka, Okla., 14-21.
- Pan American: Leesville, La.; Lake Charles 16-21.
- Penn Premier: Richmond, Va.
- Raley Bros.: Charleston, S. C.
- Scipio's Just for Fun: Brownwood, Tex.; Liberty 16-21.
- South West: Amusements: Albuquerque, N. M.; Wren 16-21.
- Stephens, C. A.: Cordale, Ga.
- Sugar State: Raceland, La.
- Sylvester, Ernie: Lyman, S. C.
- Tatham Bros.: Springfield, Ill.
- Tennessee Valley: Louisville.
- Thomas Joyland: Williamson, W. Va., 14-21.
- Timley, Johnny T.: Greenville, S. C., 14-21.
- 20th Century: Whitney, Tex., 12-22.
- United Expo: Cairo, Ill.; Metropolis 16-21.
- United States: Morganton, N. C., 16-21; Lenoir 20-28.
- West Coast, No. 1: Bakersfield, Calif.; Merced 17-22.
- Wolfe Am. Co.: Belton, S. C.
- Wolfe: Belton, S. C.
- World of Pleasure: (9 Mile Road & Prentiss St.) St. Clair Shores, Mich. (Detroit suburb)

## Circus Routes

- Beatty, Clyde: Santa Ana, Calif., 10; Escondido 11; San Diego 12-15; Oceanside 16; Anaheim 17; Hemet 18; Riverside 19; Redondo Beach 20; Santa Monica 21-22.
- Cristiani Bros.: Americus, Ala., 10; Anniston 11; Albertsville 12; Cullman 13; Decatur 14; Sheffield 16.
- Davenport, Orrin: Port Williams, Ont., 9-14; Duluth, Minn., 16-21.
- Hamid-Merton: Harrisburg, Pa., 10-14; Pittsburgh 16-21.
- King Bros. Eastern Unit: Elberton, Ga., 10; Windsor 11; Marietta 12; Rome 13; Cleveland, Tenn., 14; Oak Ridge 16; Newport 17; Erwin 18; Abingdon, Va., 19; Marion 20; Puerco 21; Staunton 23.
- King Bros. Western Unit: Newman, Ga., 10; Rosaloke, Ala., 11; Anniston 12; Gadsden 13; Port Payne 14; Scottsboro 16; Athens 17; Columbia, Tenn., 18; Gallatin 19; Glasgow, Ky., 20; Campbellsville 31; Danville 23.
- Mills Bros.: Jefferson, O., 21; Hubbard 22; Alliance 23; Midvale 26; Canton 28; Ravenna 27; Bedford 28.
- Polack Bros. Eastern: Clarksburg, W. Va., 10-11; Canton, O., 13-14; Akron 16-21.
- Polack Bros. Western: Spokane, Wash., 13-15; Tacoma 19-21.
- Ring Bros.: Pensacola, Fla., 9-13; Opp, Ala., 14-16; Enterprise 17; Dothan 18; Eufaula 19; Dawson, Ga., 20; Albany 21.
- Ringling Bros. and Barnum & Bailey: New York, April 16-May 13.

## Ice Shows

- Holiday ex. Ice: Nashville, Tenn., 9-15; New Orleans, La., 17-22.
- Holiday ex. Ice "European": Berlin, Germany, 16-24; Hamburg 17-29.

## THE FINAL CURTAIN

**BARNETT—Benjamin M.**, veteran orchestra leader, April 3 in a Minneapolis hospital following a heart attack. During his 40 years in the Twin Cities, Barnett conducted orchestras at the Minnesota State Fair and local theaters. Survivors are his wife, Elsie; a daughter, Mrs. Tracy F. Tyler, and a son, Robert.

The Management and Staff of  
**Rockaway's Playland**  
deeply mourn the passing of  
**BELLE COHEN**

**CAIROLI—Jean Louis**, retired clown widely known in Europe, recently in Jouy-en-Josas, near Versailles, France. Head of the Cairolis circus family, he was known as Papa Jean. Survived by his son, Charlie Cairolis, cabaret performer.

**CLEMEN—Mrs. Pauline M.**, 70, mother of Ferd A. Clemen, owner and operator of Pee-Wee Valley, popular Cincinnati Kidland, April 3 in Bethesda Hospital, Cincinnati. In addition to her son, she is survived by her husband, Fred L.; another son, Rudolph; two daughters, Dorothy and Pauline; three brothers, Joseph, Edward and Arthur, and two grandchildren. Burial in St. Bernard (Cincinnati), Cemetery.

**COHN—Belle**, assistant secretary of the National Association of Amusement Parks, Pools and Beaches. (Details in General Outdoor news section.)

**EISMAN—Neiman**, painter of Side Show banner lines for 45 years. (Details in General Outdoor section.)

**HARRISON—Mrs. Cloyd E.**, 75, former cyclist, March 12 in McPherson, Kan., of a heart attack. For many years she and her husband worked together as a trick bicycle act. She retired from show business in 1930. In addition to her husband, she is survived by a son, Gordon; a daughter, Mrs. Yetta Irwin; a brother, W. F. Hanna, and a grandson, Gordon Irwin. Burial in McPherson Cemetery.

**LANE—David T.**, 75, at Miami March 23. He was a retired acrobat who had been in vaude and with the Barnum and Bailey circus as a member

- Ice Capades of 1956: Chicago, Ill., 10-15; Kansas City, Mo., 17-22.
- Ice Capades International: Lansing, Mich., 10-14; Marion, O., 16-22.
- Shipstade & Johnson's Ice Palace of 1956: Minneapolis, Minn., 10-11; Milwaukee, Wis., 18-22.

## Miscellaneous

- Burke, Jack W.: Suffolk, Va., 10; Fredericksburg 11-12; Alexandria 13-14; Silver Spring, Md., 15-16; Conestoga, Pa., 17; Trenton, N. J., 18-21; Newark 22-25.

of the Lane and O'Donnell act. Survived by his widow and a sister.

**LE VARGE—Fred R.**, 73, veteran circus electrician, at St. Francis Hospital, Hartford, Conn., March 31. He had been stage electrician at the Bushnell Memorial Auditorium here the past 14 years. He was in show business 57 years, and formerly trouped with the old 101 Ranch Show. He also toured Europe with Singer's Midgets.

**RENTFROW—Mrs. Lorene J.**, 85, former vaudevillian, whose late husband was Jasper, ventriloquist, at Indianapolis recently.

**In Loving Memory of  
AL WAGNER**



A Dear Husband and a  
Wonderful Pal  
Who passed away April 11, 1954  
**Mrs. Al Wagner**

**WEISER—I. Dan**, 70, a manager of the York (Pa.) Interstate Fair since 1930 and widely known in Eastern fair circles, died last week after being stricken at the wheel of his car. (Details in Fair section.)

**YULE—Mrs. Sarah**, 90, mother of J. Charles Yule, former manager of the Calgary (Alta.) Exhibition and Stampede, March 25 at her home in Winnipeg, Man. Burial in Winnipeg.

## BIRTHS

**CHURCH—**  
A son, Chester Samuel, to Mr. and Mrs. Chester F. Church, March 12 in Richmond, Ky. Mother is the former Nina Alfredo, daughter of Al and Alice Alfredo, veteran sideshow operators.

**GLOVER—**  
A son, Samuel Norwood, to Mr. and Mrs. Lally R. Glover, March 22 in Memorial Hospital, Chattanooga. Father was formerly with Royal American Shows.

## MARRIAGES

**TANAS—TODD**  
Richard A. Tanas, talker on Glenn Porter's Monkey Speedway, and Alvinna Todd, non-professional, April 1 in Tampa.

**QUILLMAN-ANDERSEN**  
Albert Quillman, kiddie train operator on carnivals, and Pearl Andersen, of West Frankfort, Ill., recently in Coriath, Miss.

## DIVORCES

**POOLE—**  
Charmane Poole from Bill Poole recently. Both were with the L. J. Heth Shows.

**Be a Gagster!** TURN TO PAGE 81



## Talent Line-Up Completed for A Circuit Show

CHICAGO—Talent line-up for the grandstand show that will play the Western Canadian Circuit of Class "A" fairs was announced this week by Ernie Young, head of the booking office bearing his name.

Acts, in addition to the 24 Manhattan Rockets, will include the Bokara Troupe, Risley; Three Tongs, contortion; Eight Therons, cyclists; Kinris Duo, high performers; Juye Brothers, musical mimics; Ladd Lyon, comedy, and Craig's Chimpanzees.

In addition to the A loop, the grandstand unit will also play the Canadian Lakehead Exhibition at Fort William-Port Arthur, Ont.

### Unique THE MILODEES

Hand balancing by the Heavyweights available for Fairs, Circuses, Parks, Celebrations, Night Clubs.

Southern & Midwest Committees, contact:

CHARLES ZEMATER AGENCY

32 W. Randolph St. Chicago, Ill.

New England Committees, contact

AL MARTIN AGENCY

Bradford Hotel Boston, Mass.

### THE THREE MILOS

America's Outstanding Aerial Act also available with above act.

### DISPLAY FIREWORKS OF DISTINCTION

Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone.

Continental Fireworks Co. R. R. 26 Jacksonville, Ill. Phone R-4913 or 1351

### WANTED

For WESTERN VIRGINIA for 39th YEAR COUNTY FAIR, Aug. 13 to 18 Rodeo, Thrill Shows or Acts, Small Circus, Acts for Grand Stand. Send full details. Percentage or combination. All replies to:

HARRY C. GRAFTON

207 W. Plumstead Ave., Lansdowne, Pa.

**I WANNA SEE THE Aut Swenson THRILLCADE JUMBO**  
OF ALL THRILL SHOWS  
R.O. BOX 1553 SOUTH SIDE STATION  
SPRINGFIELD, MISSOURI  
Opening for Understudy Car Loop Rider for Merlin Mars.

### WANTED: CARNIVAL!

July 30, 31, August 1.

Contact

MRS. C. W. GAINES

Clinton, Missouri, Henry County Fair

### ATTRACTION SALESMEN

WE NEED 3 GOOD SALESMEN with experience selling FAIRS · INDOOR CIRCUSES · ARENAS · PARKS · CELEBRATIONS For 1957

TERRITORY—OHIO, MICHIGAN and Complete EASTERN STATES

GOOD SALESMEN can make BIG MONEY

Write WARD BEAM ASSOCIATES, INC. The Fastest Growing Attraction Company in America P.O. BOX 148 GOSHEN, N.Y.

BE A

**Gagster**

SEE PAGE 81

## STAN MUCKLE:

### Push Commercial Exhibits To Up Income, Appeal

By STAN MUCKLE

Secretary, Steele County Fair, Owatonna, Minn.

IN AN age when Mr. and Mrs. John Q. Public can afford to be more consumption-minded, commercial exhibits—always of high importance—take on added significance.

Such exhibits constitute one of the major attractions of the modern county, district or regional fair. Income derived from them is on the rise and becoming increasingly meaningful to those fairs striving to grow with the changing times.

Fairs have always been a market place, a show window for new products and services, but in our present age they assume



MUCKLE

increased value as a merchandising medium for retailers, distributors, manufacturers and many varied service fields.

Insurance companies and loan companies, which until recently did not exhibit at fairs, have experienced surprisingly successful results. Stock brokerage houses have found exhibiting invaluable in reaching and educating people on how to invest in stocks and bonds.

For many years insurance companies, loan companies, brokerage houses, etc., had relied on magazines, newspapers, radio and, more recently, television to tell their story. But, they turned to exhibiting at fairs because in striving for increased business they decided it was necessary to reach people more directly.

Noting the mounting interest in commercial exhibits on the part of fairgoers and exhibitors alike and aware of the added income to be derived from such exhibits, we at Owatonna are vigorously pushing to develop such commercial exhibits still further.

WE MAKE SPECIAL PITCHES TO THE retailers, distributors, manufacturers and service houses who seek more customers in our trading area. We distribute special folders to potential exhibitors—folders which map our pulling area (60 miles), and which point out such things as Owatonna's population (12,000), our attendance (estimated at 153,432 in '55), our attractions, dates, etc., and how we advertise the fair.

We put considerable emphasis in our advertising in selling exhibitors and fairgoers. Our advertising and promotion is on a larger scale than normally planned by a regional fair. We use 65 24-sheet boards, advertise in 39 daily and weekly papers, and have a heavy spot schedule on six radio and TV stations, all within a 60-mile radius of Owatonna.

SUCH INTENSIVE ADVERTISING HAS PAID OFF. Our attendance has climbed each year since '27, when the fair became the first free gate fair in Minnesota. And, our commercial exhibits have been stepped up numerically each year. In '55 we were able to assign space to all exhibitors who sought to exhibit, but this growth has been such that we are confronted with the need to build additional industrial display areas—a necessity we are pleased to face.

There was a time when our fair was known only as "Steele County Free Fair," but with the expansion of our commercial exhibits, as well as our livestock, agricultural and other like shows, we added a tag line "And Southern Minnesota Exposition." This, we believe, provides eloquent testimony of the value we place on commercial exhibits and our conviction that such exhibits will grow in number and interest in the years ahead.

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## Record 104 Events To Operate in Ill.

SPRINGFIELD, Ill.—A record number of agricultural fairs—104 in number—will be held in Illinois this year, according to an official list released here this week by the State Department of Agriculture. This number will surpass last year's record of 99 annuals.

Illinois State Fair, biggest in the State, will be held here August 10-19, while the Du Quoin State Fair is scheduled to operate in

Du Quoin August 26-September 3.

Most of the fairs will be held during August with a total of 64 either falling within that month or overlapping at either end of the period. A total of 33 fairs will be held during July.

Earliest runs on the schedule include Massac County Fair, Metropolis, July 2-7; Western Illinois Fair, Griggsville, June 29-July 4; Schuyler County Fair, Rushville, July 1-4, and the New Wayne County Agricultural Fair, Fairfield, July 2-7.

Latest fair will again be the Okawville Agricultural Products Fair, Okawville, which will operate September 15-16. Other late runs are the Ford County Fair, Melvin, September 5-9, and Ogle County Fair, Oregon, September 1-3.

## Calif. State Shopping for Family Show

SACRAMENTO, Calif.—The California State Fair & Exposition, which this week awarded its midway contract to West Coast Shows, expects to open bids for its night grandstand attractions by mid-April, Dudley T. Fortin, secretary-manager, announced. It is estimated that upward of \$90,000 will be spent on the shows.

Fortin and W. C. Wright, president of the fair's board of directors, have been conferring with bookers in San Francisco and Los Angeles with some type of family show in mind.

## Tampa Slates Dates for '57

TAMPA, Fla.—Dates for the 1957 Florida State Fair were set this week by the fair association and county agents of exhibiting counties, at a meeting on the grounds. Dates will be January 29 thru February 9, a total of 12 days.

## Paradise, Calif., Names Montague

PARADISE, Calif.—E. H. Montague will be the manager of the annual Paradise Festival and Apple Show here for three days starting September 28, Mrs. Paul Menoher, board president, announced. Committee chairmen include Basil Gillett, Clay Peters, George Dickinson, Elmer Martin, Agnes Thomassen, Mrs. Alfredo Rodriguez, and Marvin Snyder.

## Death Claims I. Weiser, 70, York Official

YORK, Pa.—I. Dan Weiser, identified with the York Inter-State Fair for more than 25 years, died Monday (2) at the age of 70. He had been stricken while driving his car, and death occurred in York Hospital.

Weiser was concerned with the grandstand ticket operation for more than two decades. He was made a fair manager in 1930, and was named treasurer in 1947. In recent years he managed grandstand seat sales.

Former cashier of the York County Gas Company, he was active in Masonic affairs and in the Calumet Club. Survivors include

## Edmonton, Alta., To Salute Sports In Annual Parade

EDMONTON, Alta.—A salute to Edmonton Eskimos, Canadian football champions and winners of the Grey Cup, will be the theme of the Edmonton Exhibition parade on July 21. Altho emphasis will be on the football team, intention is to present a panoramic view of all sports activities in Edmonton and district and to pay tribute to outstanding sportsmen and sports-women of Northern Alberta.

Chairman of the parade committee is Roy C. Marier and parade organizer will be Bud Poile.

his wife, Mrs. Mary Ellen Weiser; children, Mary Ellen, of Haver-town, and William J. Weiser, of Hellertown; three grandchildren and a brother, Oscar H. Weiser. Services were held Saturday at Sleeper Funeral Home and burial was in Prospect Hill Cemetery.

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Thrilling

## \$490,943 Net for Playland at Rye

RYE, N. Y. — Increased ride grosses pretty nearly all down the line were noted in the annual audited report for Playland, amusement park operated by Westchester County. Total income for the year ended December 31 hit \$1,032,009 in the final season under the directorship of Col. Allen MacNicol, who has since taken an

executive position with the Wilson Line excursion boat firm. Last year's net revenue was listed as \$490,943.

Total revenue on county-operated rides and devices was \$538,924 last season, up from the \$485,484 of the previous year. Income from concession agreements was also up, some \$20,000 to a total of \$273,853.

On individual items one of the noteworthy ones was the substitution of a Roto-Jet in 1955 for the Scoota-Boats. Where the old unit had grossed \$16,791 in 1954, the Roto-Jet pulled in \$31,112 in its first year of operation.

### New Percentage Rides

Three rides were taken in on a concession basis last year, and Playland's share of their receipts was close to \$9,000. These were: Octopus, \$4,183; Over-the-Top, \$2,801, and Tractorette, \$1,989.

Just as was the case in 1954, last year's top-grossing attraction was the Auto Scooters, up some 5 per cent to a total of \$81,394. Second money was again won by the intermediate-sized Dragon Coaster, which grossed \$50,716, and third place was also unchanged as the Airplane Coaster took in \$43,209.

Business by the 15-ride Kiddieland was up slightly to a new high of \$86,487.

On the concession, ride and devices end, the park got the most from its share of Funhouse business, which amounted this year to \$14,492.

Aside from games and devices, other income included the \$73,711 in game rentals, \$50,449 from refreshment concessions and \$27,726 from restaurant concessions. Park-owned items of income included \$107,098 from parking, \$114,412 from pool bathing, and \$234,689 from park refreshment stands.

Last year's total general expenses were \$440,568, including \$174,188 for administration, which latter figure incorporated office of the director, superintendents, auditing, accounting, and promotions. Chief among other expenditures were \$107,968 for operating expenses, \$78,402 for maintenance and replacements, and insurance payments totaling \$47,762.

## Show Stymies Park Business At Rockaways

NEW YORK—Recurring weekend snowfalls have killed several recent promising days for Rockaways' Playland, altho the Easter Sunday weather permitted fair business. While mild in the city, it was nippy at the beach, Dick Geist notes.

The new 24-table electric penny pitch space has been taken by Arthur Cemente, whose staff will preside over an 80-foot counter. The Sheppards, Dick and Shirley, in addition to their local coffee roll-down, have taken stores from Izzy Faber at Long Beach for a milk bottle game and a pitch-til-win. Others open for business with their stands last week were Harry and Evelyn Currie, and Norman Libin and Irving Ellis.

Another Long Beach concessionaire, it is reported, is Jack Zeeman, who will operate a roll-down.

Playland personnel are enthused over the new transit connection to open June 28, and elaborate inaugural ceremonies are planned, including a special offshore fireworks display. The local Chamber of Commerce will observe the event with a dinner at the Park Inn Hotel.

There are still a few concession vacancies at Playland, but the majority of tenants have signed and have been doing weekend business when permitted by the weather. Nine straight days of shoveling were required to clear the midway of snow last week.

## Note Brisk Spending As Palisades Bows

NEW YORK—The first sampling of patronage interest and spending has convinced Irving Rosenthal, and other folks at Palisades (N. J.) Amusement Park, that a big season lies ahead.

The funspot opened last Saturday (31). On the next day, Easter Sunday, several million television viewers were made aware of its existence and opening when live shots of some of its units and personnel were included in the NBC network feature, "Wide, Wide World."

Besides aiding Palisades, the video show helped the amusement park industry generally since the script made note of the several hundred similar enterprises which were also open or getting ready to open.

The weather was tolerable but far from perfect for outdoor activity. Even so, the crowds at Palisades were termed very good under the circumstances. More

important, park officials noted that spending was big, with youngsters showing up with considerable paper money in larger denominations than they appeared to be handling the last couple of years.

Two new major rides did very well, Rosenthal reported. The Scrambler and the Roundup have perked up the midway which overlooks the Hudson River, a stretch that has been considered dead in comparison to the rest of the park.

All of the rides did well, along with the concessions and the new show, Hollywood. It was encouraging to note that while the new major units did well, as expected, the older rides did not appear to suffer as a result.

New park promotions are already beginning to pay off. The Superman tie-in brought out more than 1,100 youngsters on Monday (2). The matchbook promotion accounted for more than 600 admissions on the same day.

## ROCKET SHIP

### Storyland in Jersey Sets Unique Unit

ASBURY PARK, N. J.—First major addition to Storyland, nursery-rhyme kiddie spot near here, is the rocket ship ride to be delivered next week by Messmore & Damon of New York. The unique unit takes advantage of youngsters' space preoccupation by offering a realistic ride among the planets.

The unit is constructed in rocket ship shape, and entrance is by stairs such as are used to enter airliners. Over-all length is 42 feet, the ship is silver in color, and contains a blinking light in its nose. Capacity is about 35 children. Upon being seated, they see a space film projected on a screen in the instrument panel. Supplementing the sound effects is the vibration of the ship's floor, and passengers are given the effect of space flight.

Messmore & Damon created planet props and other scenes and filmed the movie in their own studio.

### Gingerbread Bakery

The Walter Reade Theaters organization, food concessionaires, will have expanded restaurant facilities this year, including a new bakery to produce gingerbread men, an item which was bought elsewhere and sold at the park in 1955 with much success. The bakery will be in view of patrons.

Park's white castle front has been extended on both sides to where it looms for a width of some 300 feet on the highway leading into Asbury Park.

Other additions for this season, to be the first full season of operation since the spot opened in mid-summer last year, include a stagecoach ride and riverboat unit.

## Belle Cohn Dies; Aided NAAPPB For 35 Years

CHICAGO—Mrs. Belle Cohn, for more than 35 years the assistant to the secretary of the National Association of Amusement Parks, Pools and Beaches, died here Sunday (1) after a brief illness.

Funeral services were conducted Wednesday (4) by Palmer and Lauer, Chicago. Burial was at Waldheim Cemetery. She had become ill March 26 and died six days later of a heart ailment.

Mrs. Cohn entered amusement business as secretary to the late A. R. Hodge in 1920, when he was secretary of both Riverside Park here and the National Association of Amusement Parks. When he became secretary of the combined National Association of Amusement Parks, Pools and Beaches in 1933 and began devoting full time to it, she continued as his secretary.

She continued in the same position when Paul H. Huedepohl became secretary in 1946. Thru the years she was active at all park conventions, trade shows and summer meetings, particularly in handling registrations and advance details.

She was married to Myer Cohn in 1920 and he died in 1950. There were no immediate relatives surviving.

## CAPTAIN VIDEO:

### Attraction's Success Depends On Proper Promotion by Park

By AL HODGE  
Television's "Captain Video"

IN SIX years of park appearances it has been easy to form observations on good and poor ways to present television personalities to the paying public. Some of my own apprehensions became realities last season when one appearance proved to be a failure, and this is why:

The park had no stage or platform. There was no public-address system. There was no pass-by arrangement whereby I could personally greet the children who came in order to meet me. The park put back the time of my appearance for two hours without notifying me.

As a result of these errors there resulted a great press of adults and children around a small area. Since the act was not elevated, very few people could see it, and with no pass-by system, severe handicaps arose in the hand-shaking and passing out of autographed pictures. No p.-a. system meant no announcements, and this limited the act's presentation.

Consequences of poorly staged appearances hurt both the park and the attraction, in that considerable ill-will is created among the customers. The Prices at Glen Echo, Ed Carroll at Riverside, Irving Rosenthal at Palisades—all are adept showmen whose policies,



HODGE

sprinkled with local tie-ins, have drawn huge crowds when kiddie TV favorites have appeared.

FOR GLEN ECHO we cut tapes and records with special messages and sound effects of rocket "blast-offs," to be aired thruout the park for a week prior to the show. Other parks have made use of the local video outlet, which normally is glad to provide time in exchange for plugs by the attraction and the park.

Palisades, where I appear April 14, is offering glossy Captain Video post cards on written request, and each card shown at the gate entitles the moppet to free admission. I am plugging this offer on my Du Mont show.

The attraction, whoever it may be, stands or falls on the park's promotional effort. The responsibilities outlined above belong to the park, without whose co-operation the money and time spent on a personal appearance can be wasted. Fulfilling these obligations is a simple way for the park man to get his money's worth.

## Rail Town Postpones Opening to Next Year

MILWAUKEE—Postponement of the opening date for Rail Town, USA, outdoor amusement center built 15 miles south of here, has been decided.

A spokesman for the organization said that the funspot now is to open in the spring of 1957. He said that original plans to open this year were dropped because of several factors.

National advertisers who are contracting to operate displays at Rail Town indicated they would prefer to have more time for preparation. Reported entry of new financing in the project also made it possible and advisable to wait. In addition, complications that came up in connection with actual construction, conflicting nearby

## Milwaukee Paper To Buy Zoo Train

MILWAUKEE—The Milwaukee Journal has agreed to donate a miniature train to the new zoo being pledged by city industrial and business groups as well as individuals. Type of train has not yet been determined, it was reported. Other firms in Milwaukee will pay for animals at the zoo. The Journal also donated major animals at the city's present zoo.

projects and permits meant that the park would have a choice between a late summer start in 1956 or a spring start next season.

## Philly Kid Spot Off to Good Start Easter

PHILADELPHIA—John Quina and Jack Essner got off to a fine 1956 start with their Boulevard kid spot, Playland, Easter Sunday (1). Altho business was under last year's opening on Easter, the results were termed remarkably good.

The early arrival of Easter and weather which is still very much unsettled curtailed business, Essner said. However, he noted, the early opening will add two operating weekends to the season with the probability that earnings for the month will be well ahead of the corresponding period a year ago.

A new Turnpike ride is being installed. It has its own marquee and is elaborately decorated with neon.

# Park'g, Ballroom Changes Mark Jeff Beach Opening

DETROIT — Jefferson Beach Amusement Park will open Friday (13) following a busy winter of remodeling and building.

It added up to a quarter-million-dollar improvement program, according to Harry Stahl, president and general manager. About \$150,000 was spent on harbor improvements and \$100,000 on the park.

The park front has been reconstructed, with plastic towers marking an ornamental front area about 500 feet long. At the center is a pavilion-type drive-in with ticket

box in modernistic style. The parking lot has been re-engineered. A number of plastic columns have been installed across the front.

The park is instituting a policy believed to be a park innovation—charging 25 cents admission for cars. This does not constitute a parking fee, so that the park does not have the burden of liability for the cars. Admission to individual patrons remains free.

### Add Two Majors

Two new major rides have been installed—a Roto-Jet imported from Germany, and an Allan Herschell Twister. They will operate at 25 cents like all major park rides here, while the kiddie rides operate at a dime.

The Kiddieland, operated by Walton O. King, has been upped from 11 to 17 cents, with a number of the earlier installations revamped extensively. With the greater number of rides, this will be a major feature of Jefferson Beach. Kiddie rides are grouped in a centralized area, instead of being scattered.

A new modernistic soft drink stand has been installed. Other improvements include construction of a new long-range shooting gallery.

All park concessions again will be operated by Mrs. Bernice Stahl and her brother, Lamarr Pike.

### Hodges Show Added

A major addition is a 150-foot building to house a new Freak Show created by Charles Hodges, Side Show operator, of Coldwater, Mich. Hodges will bring in new banners and attractions to introduce an important novelty in park attractions.

Free acts will be a major policy of the park this year, said Harry Stahl, with outstanding attractions booked thru the Charles Zemater Agency. Bill will be changed weekly. Set for the opening are Betty and Benny Fox, high act.

### New Ballroom Use

The ballroom housed dancing on weekends only last season, after a season, after a series of policy changes that included national magic conventions, name bands and symphony orchestras. It will be used for promotional purposes this year. A variety of ballroom attractions is now in the planning stage, ranging from cooking schools and food shows to various special events. It is planned to have these sponsored by commercial firms, stores, public utilities and merchants' groups. Contracts are now being negotiated with various Detroit firms. Admission to the public will be free.

The boat harbor was enlarged, with the regular crew kept on duty all winter to complete this construction work. The park now has 500 boatwell facilities. Jefferson Beach has been appointed State distributor for a brand of boats and the marine department handles general marine sales and service, aqualung equipment, marine hardware and ship-to-shore radio equipment. By this new emphasis, both ends of the park have made important revenue.

## ROLLER RUMBLINGS

# Applause for Busk Amalgamation Pitch

MINEOLA, N. Y.—A deluge of letters, telegrams, phone calls and personal visits from big and small people of roller skating has been the result of a proposal for amalgamation of the United States Amateur Roller Skating Association and Roller Skating Rink Operators' Association of America, Artie Busk, author of the proposal and co-editor of Bumps and Falls, house organ of Earl Van Horn's Mineola Roller Rink, said this week. Practically everyone, said Busk, endorsed his stand that there should not be two rival bodies in roller skating.

Opinion and comment were best summed up by one operator who proposed a meeting of both organizations with a view toward merger. He proposed that under a new set-up administrative details of skaters and contests be left to amateurs, with operators in both groups furnishing facilities for championships and no more.

Busk sees little basis for the argument of some observers who say that "we in roller skating are our own biggest obstacle in keeping this great sport from achieving its rightful position among the leading competitive sports of the world," and others who claim that "the affiliation of the Amateur Skating Union with the ARSA and additional tie-in of the Amateur Athletic Union would be an additional obstacle in an amalgamation. . ."

"I don't think the obstacles as outlined are beyond effective agreement by any fair-minded group of men," said Busk. "The affiliation of the ASU with the ARSA is not of such necessity to roller skating that we cannot do without them. . ."

### 'Growing Pains' Plan Works for Jack Ross . . .

Melbourne, Fla. — Jack Ross, operator of the Melbourne Rink, has hit upon a successful gimmick which he calls the "Growing Pains" plan. Teens and sub-teens outgrow their shoe skates rapidly, so Ross has set up an exchange proposition whereby the skater turns in his outgrown skates plus \$5 and is furnished a like pair in his own size. Plan is said to have worked out well.

### Gay Blades Becomes Teen-Age Cabaret . . .

NEW YORK—Gay Blades Roller Rink, a Broadway landmark, has been taken over by Jack Steiner, head of the Blackstone-Steiner

ad agency, who will operate the spot as a teen-age cabaret starting May 25. The two-story, 3,000-capacity layout is getting a renovation job and will bow as Tin Pan Alley. The entire operation will be geared to the music business, featuring name bands and record acts.

The upstairs room, where the entertainment will be spotlighted, will contain 400 tables and large dance floor. Downstairs, modern merchandising will take over, with a midway consisting of record bar and sheet music racks. Feature of this area will be a derby-hatted, mustachioed piano player. Low cost will be the keynote of the operation. Only items on the menu will be hot dogs, hamburgers, sandwiches, pizza pies, etc.

### Strickland Preps Fla. Trade School . . .

DAYTONA BEACH, Fla.—J. T. Strickland Jr., operator of Skateland, announced that plans are complete for his National Skating Academy, which will conduct sessions for amateurs, professionals and rink operators, August 13-23. School will cover instruction in dance, figures, free style and speed skating.

Under the supervision of Joe Baker of Atlanta and a staff of teachers, pros will study latest teaching methods. Operators' phase will include periods on general rink management, effective use of sound equipment, and promotional ideas.

Strickland states he was greatly encouraged by the success of his 1955 school, reportedly the only such enterprise in the East. In regard to his own rink, he estimates business up 25 per cent over last season, and attributes much of the increase to the use of a huge replica of a skating shoe, containing a motor and mounted on a chassis to resemble a roller skate. This unique vehicle is driven daily about the beach area and has proven a novel advertising gimmick.

### Wrong Identification For Levittown Mgr. . . .

EAST MEADOW, N. Y. — A mistake in identification was made in reference to Mr. and Mrs. Don Victor, present at the "Holiday Time, U. S. A." show at Mineola Roller Rink. Victor is manager of Levittown Arena here, not the former manager.

### Groton Club Stages March of Dimes Show . . .

GROTON, Conn. — Seventy members of Melody Figure and Dance Club appeared in a three-hour skating revue, "Melody on Wheels for '56," at Melody Skating Rink here, April 2-4, at \$1 top. Proceeds went to the March of Dimes.

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## Paul Olson Shoots To Build Back-End, Match Ride Strength

### Gets Assist From Patty Conklin In Mapping Midway in Louisville

LOUISVILLE — Paul Olson, manager and co-owner of the Olson Shows, disclosed here this week that the show will have the strongest back-end in its history during the 1956 fair season. Olson made the disclosure while here for several days mapping out the layout for the midway at the new multi-million-dollar fairgrounds.

He pointed out that the show's ride line-up had been built up to strong proportions last year and that it would hold to the same strength and size this year and that he was now concentrating his efforts to build the back-end units up to comparable strength.

#### Ups Outlays for Shows

In line with this, he said, the show will increase substantially the money it will invest in new scenery and show equipment. At major fairs it will carry at least three revue-type shows, one of which will offer all-Negro talent.

The No. 1 revue will open at the Illinois State Fair, Springfield, and continue thru the remainder of the season. In planning and executing this show, Olson said, Maurice (Lefty) Ohren will play the biggest role. Working from his base in Chicago, Ohren will recruit the talent that will be used in this show and otherwise direct the framing of the unit.

#### "Fountains" Signed

The other two shows, the Negro unit to be titled "Rock 'N Roll Jamboree," will be produced by Charles Teichner, of Chicago, and a second revue, will both open June 11 at Decatur, Ill., the second still date on the show's route. The "Rock 'N Roll Jamboree," as now planned, will be headed by a recording star.

Among other back-end units to be carried will be "Miracle Fountains," produced by Holiday on Ice, Inc. This water show will replace "Dancing Waters," which enjoyed considerable success over the show's route during the past two seasons.

Olson was joined here by J. W. (Patty) Conklin, who assisted him in planning for the midway at the new fairgrounds here. J. Dan Baldwin, the fair's manager, worked with Olson and Conklin in mapping the layout.

#### Much Painting Planned

Immediately before coming here, Olson spent several days in Birmingham. While there he handled details connected with the show's appearance at the Alabama State Fair and also details of the independent midway, which he directs for the fair.

From here, Olson returned to his

## Reid Adding Four Rides

WESTFIELD, Mass. — Four additional rides, making a total of 13 in the line-up, will be in operation when the King Reid Shows open their season May 7 in Glens Falls, N. Y., it was announced Saturday (7) by Owner King Reid.

Most important acquisition, said Reid, is a new Dodgem Skooter recently acquired by him and Arthur April. April also has booked his new Fly-o-Plane and sound car. The

home at West Palm Beach, Fla. He planned to remain there only a short time before heading for the Springs. A vast amount of painting and redecorating will be done in quarters. Much of this painting and redecorating is required by the change late last year in the name of the show from the Amusement Company of America to the Olson Shows.

Ample time remains for the show to be given the large-scaled painting and redecorating planned, as it will not open in Hot Springs until June 1, the latest opening by almost a month in the history of shows, the Amusement Company of America and the Hennies Bros. Shows.

## Mike Krekos Wins Calif. State Pact

### Alex Freedman Outbids Three Others for Novelty Concessions

SACRAMENAO, Calif.—West Coast Shows and Alex Freedman Concessions were this week named high bidders for the midway and novelty concessions at the California State Fair and Exposition. The announcement was made following the opening of bids here Thursday (5).

The bid submitted by West Coast was a guarantee of \$100,000 or 72.2656 per cent of the gross received "by concessionaire for operation of carnival concessions at the 1956 California State Fair, whichever is the greater sum."

Orville N. Crafts Shows offered a bid of \$100,000 guarantee or 65 per cent of the gross. Frank W. Babcock United Shows set its percentage at 60 per cent with a guarantee of \$100,000.

#### Freedman Wins Novelty

Alex Freedman, who has had the novelty contract for the past several years, again won the pact with a bid of \$16,025. Jack Schwartz's West Coast Novelty was second with \$14,550, while M. (Whitey) Monette bid \$13,620, and Pat Treanor bid \$10,000.

Bobby Cohn, general representative of West Coast Shows, issued the following statement after being advised his show had won the contract: "It may seem ridiculous to offer that much gross for the contract. Last year the West Coast Shows were awarded the State Fair contract for three years. This was rescinded and set for 1955. Later this was rescinded.

"Mike Krekos (general manager of West Coast Shows) felt that we were damaged by this action.

other new rides are a Rocket and Comet. Dale Quillman, who will have the Kiddieland, will open with six devices for the still-date season. Four to six will be added for fair dates.

Deep snow at quarters here has hampered preparatory work to such extent that the May 7 opening, a week later than usual, was decided upon.

## Weekend Biz Helps Dumont In Macon Bow

MACON, Ga.—Lou Riley's Dumont shows opened the season here Saturday (31) playing to good weekend crowds. Other days of the week were off. Attendance at the lot on Bay Street was big, and weather was warm and clear, but spending was under normal.

On moving the show equipment from winter quarters across the city a light plant was overturned at a street intersection, with damages estimated at several thousands.

Riley handles the office wagon, and Jimmy Davidson is legal adjuster. Robert E. (Bobby) Miller, general agent the past two seasons, closed here to join King Bros. Circus.

Dumont has six rides, 26 concessions and two shows on the opening lot. Big City Shows opened the season at the same lot about three weeks ago.

To forestall the impression that we did not perform as per contract, we were determined to obtain the contract again."

Crafts Shows played the fair in 1955.

## Page Sees Big Year; 16 Fairs Set by Show

WADESBORO, N. C.—With a strong route of 16 fairs and several celebrations set, the Page Combined Shows are scheduled to open the season here April 16. Manager Bill Page is optimistic about prospects for a good year because of the country's general high level of employment and the impressive fair route his show will play.

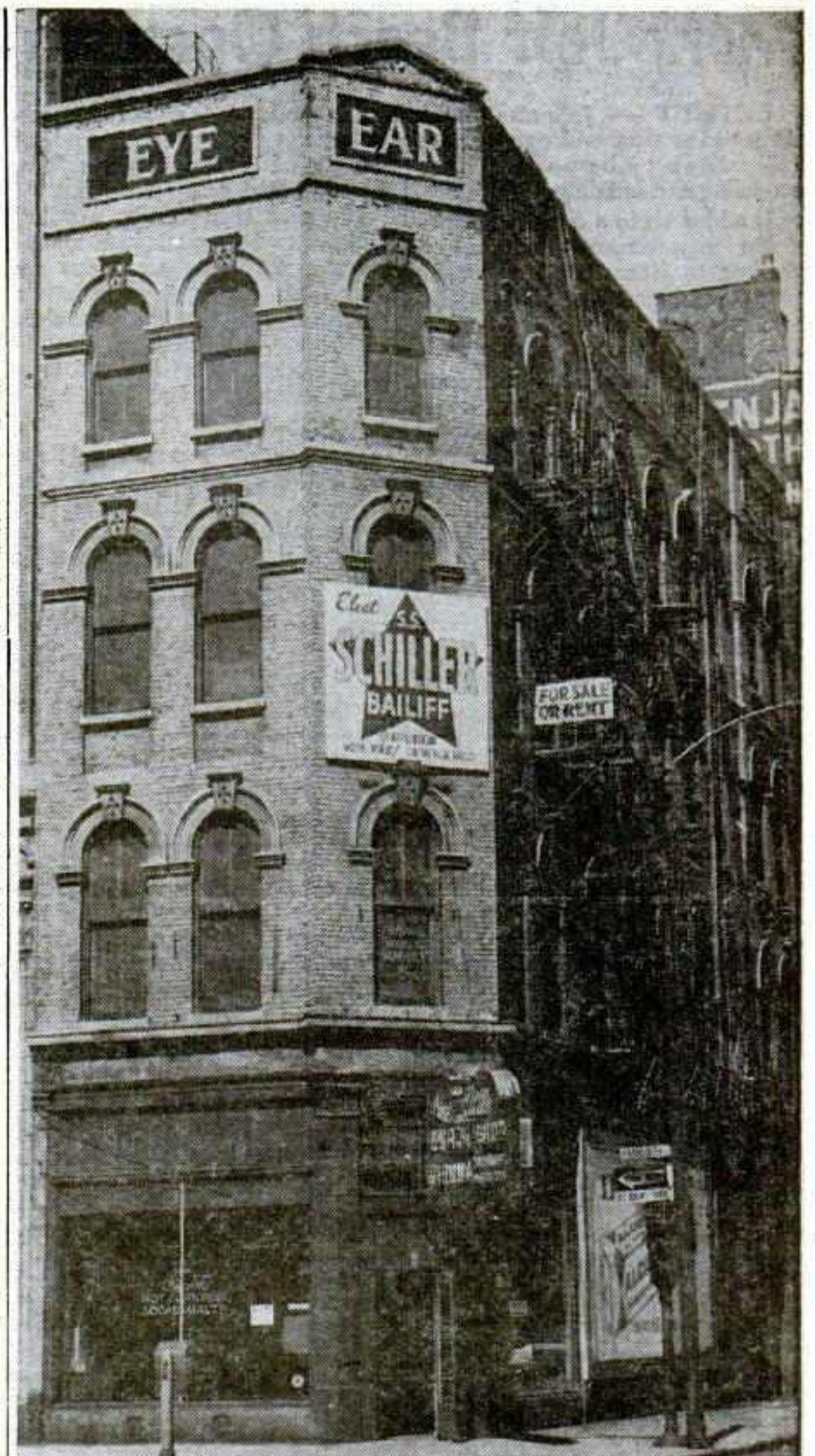
Show will play fairs at Towanda, Pa.; Ithaca, Batavia, Sandy Creek, Little Valley, Dunkirk and Trumansburg, N. Y.; Asheboro, Reidsville, Louisburg, Dunn and Jacksonville, N. C.; Andrews, S. C.; Brunswick and Waycross, Ga., and Palatka, Fla.

The show will open with 12 major rides, five kiddie rides, 10 shows in the back end and a strong line-up of concessions. Marty Smith is handling the general agent's chores and Roland Page is business manager.

## Gentsch Gets Good Weather in Miss.

MCCOMB, Miss.—J. A. Gentsch Shows ran into good weather at Vicksburg, Miss., after a run of low temperatures, but the final week of Lent cut into spending.

Show moved here from Vicksburg and all hands were looking forward to next week's New Orleans Negro Fair.



FUTURE HOME OF THE SHOWMEN'S LEAGUE OF AMERICA at the corner of Franklin and Randolph, Chicago, is to undergo a thorough face-lifting on the exterior and a complete modernization inside before the club moves into it. The building is conveniently located, being one block from the Bismarck Hotel and two blocks from the Sherman Hotel.

### NEW HOME FOR SLA

## Committee to Plan Bldg. Modernization

CHICAGO — The Showmen's League of America will be housed in its own building before the year is out, according to indications this week.

Only a title search of the four-story building at the corner of Franklin and Randolph streets and the expected consent of some more of the league's trustees is needed before the club purchases the building.

Maurice (Lefty) Ohren, league president, reflected the general belief that a clear title and the consent of the additional trustees would be received shortly. At Thursday's (5) regular league meeting he named a five-member committee to obtain cost figures on improvements to be made after the club acquires it and before it takes occupancy.

Ohren appointed Rudy Singer, Mike H. Barnes, Norm Schlossberg, Morris Haft and William Carsky to the committee.

The building and land will cost \$42,000. As much or more will be spent to modernize the structure. Tentative plans call for the installation of a self-service elevator, face-lifting of the exterior, with

stainless steel front planned for the first floor and either sand-blasting or repainting for the other three floors, and for a modernization of the exterior.

Mike Barnes, long known for his keen knowledge of property values in downtown Chicago, had first learned of the building's availability and had reported it, together with his recommendation to a committee headed by Rudy Singer which had been named to determine possible new locations for the club's quarters.

The bottom floor of the building is under lease to a restaurant, leaving three stories available for the club's use.

Consensus of area club members is that the building is conveniently located. It is one block from the Bismarck Hotel, two blocks from the Sherman Hotel. It faces into a parking lot and has another parking lot opposite it on the Franklin Street side.

Earl Walsh, owner of the Religious City of Matches, recently made a 42-stop tour of Florida. Bob Hallard is managing the unit which is currently playing the Carolinas.

# UNITED STATES SHOWS

Opening Morganton, N. C., April 16-21; Lenoir, N. C., week 23-28. Our route Virginia, West Virginia and the Carolinas. Best route we've ever had. 14 Fairs plus best still-date route. On this show you can get your bankroll by July 1.

Want Ride Help—Merry-Go-Round, Wheel, Octopus, Swings, Roller Coaster and five Kiddie Rides. Norman Cottle and Mabe, get in touch. Need one Animal Show or 10-in-1. Will positively mop up on this route. None on this route in six years. Can place a few Hanky Panks only. No Gypsies; no Girl Shows. Free gates. All answers Western Union only.

**L. P. BRADY, UNITED STATES SHOWS**

Morganton, N. C.

### LAST CALL

## THIRD ANNUAL CIVIL DEFENSE EXPOSITION

ONE OF THE LARGEST SPRING DATES IN THE COUNTRY, OPENING APRIL 11, WILLARD PARK, STATE & WASHINGTON STS., INDIANAPOLIS, IND., WITH FOUR PARKS TO FOLLOW AND THE 500 MILE SPEEDWAY, THRU MAY 30 Can place Motordrome and Side Show for these dates.

Can place following Concessions—Novelties, Sno, Pronto Pups, French Fries, Diggers, Arcade, Derby, African Dip, Pank Rack, Basketball, Huckley Buck, Long Range, Hoop-La, Archery, Shly Rack Cork Gallery, String Games, Hit-Striker, Pitch Concessions, Gadgets, Coils, Cards. Concessions listed have not been booked as yet. Space is limited. If interested, call, write or wire.

**PAUL MILLER**

1006 FLETCHER AVENUE INDIANAPOLIS, IND.  
Phone: Melrose 4-8351 before 6 p.m. and Melrose 2-1978 after 6 p.m.  
Can also place reliable Agents.

## NOLAN AMUSEMENT CO.

OPENING APRIL 12-21, ZANESVILLE, OHIO

Followed by two Centennials in May; also Lorain, Ohio; Elyria, Ohio; Barberton, Ohio; Weirton, W. Va.; Columbus, Ohio, and Springfield, Ohio.

### WANT

CONCESSIONS—SHOWS—RIDE HELP. C. T. Osborne, Tex and Bill Garner, call.

**FRED NOLAN, Route #2 So. Zanesville, Ohio**  
Phone: Gladstone 2-3398 or Gladstone 2-8252

## HELLER'S ACME SHOWS

Opened April 1, 10 Days, Hoboken, N. J., 3d & Monroe St., center of business district. Want man to manage high-class, modern Custard Wagon, formerly owned by Sol Wanish. Want Concessions of all kinds for this spot. CONCESSIONS—Hi-Striker, Bumper, Guess-Your-Age, French Fries, Hanky Panks open. Want Ride Help on Spiffire, Whip, Chairplane, Kiddie Rides; top salaries to all. "Merry-Co-Round" Joe, Myron Levy, John Lucas and others with me before, contact. Want Ferris Wheel Foreman. Lion Club Celebration, Little Ferry, N. J., on Moonchie Road, starting Thursday, April 12.

All contracted with this show contact

**HARRY HELLER**

9 VIRGINIA AVE., WEST ORANGE, N. J. PHONE: ORANGE 4-5447

## BONNIE'S LAKE PARK

Route 29, 5 Miles South of Lynchburg, Va.

TEN RIDES, BEAUTIFUL SWIMMING POOL, DANCE HALL, RESTAURANT, 100 PARK TABLES AND THE FINEST SHADE GROVE IN VIRGINIA. PLENTY OF PARKING.

### WANT

Concessions of all kinds. Must be skill. Popcorn, Candy Apples, Floss, French Fries, Penny Arcade, Gold Course, Bowling Alley and Skating Rink. Contact.

**HARRY HELLER**

9 Virginia Ave., West Orange, N. J. Phone: Orange 4-5447

## BIG CITY SHOWS

Chatsworth, Ga., April 9-14; Elowah, Tenn., April 16-21

Headed north with strong route of Still Spots and Street Celebrations. Want Hanky Panks of all kinds. Can place Kiddie Rides, also any Major Ride not conflicting. HELP: Ferris Wheel, Tilt and Merry-Go-Round Foremen; also Second Men on all Rides. Must be licensed truck drivers.

Address all mail and wires to

**J. R. McSPADEN**

P.S.: Have for Sale: 100 Kw. Light Plant stored in Louisville, Ky.

## UNITED EXPOSITION SHOWS

WANT AGENTS FOR FOLLOWING CONCESSIONS: Buckets, 6-Cats, Watch-La, Set Joint, High Striker.

SECOND MEN ON RIDES THAT DRIVE SEMIS.

MECHANIC FOR FLEET OF TRUCKS

Must have own tools. References exchanged. Positively no drunks tolerated on our Midway.

Address C. A. VERNON, Mgr.

CAIRO, ILL. (Uptown location, first in 15 years) this week; Metropolis, Ill., next

## Want—PAN AMERICAN SHOWS—Want

FOR ARMY PAYDAY, LEESVILLE, LA., NOW; FOLLOWED BY LAKE CHARLES, LA.; MONROE, LA., AND GREENVILLE, MISS. BASE PAYDAY; WITH CHOICE STILL DATES AND FAIRS THRUOUT THE NORTH AND SOUTH.

### WANT

Operator and inside help for Geek Show, Girl Show, Animal Show and Funhouse. Also need Billposter and Special Agent, Show Painter, Canvas Man for Minstrel Show who drives. Want Midway Clowns; Cecil Eddington and wife, contact Harry Benson. Want Hanky Panks of all kinds, large Bingo; P. J. Nelson, contact. Concession Help, Agents for Bowling Alley, Buckets and Grind Stores. Ride Foremen for Wheel and Tilt; Second Men on all Rides; must drive semi.

REPLIES TO LEESVILLE, LA., NOW.

## MOXIE SPEEDWAY

Moxahala Park, Zanesville, Ohio, on State Route 22 and 75

On percentage or flat rental. Southeast Ohio's faster 1/4 mile asphalt track. Been in continuous operation for seven years. Seating 2,000, plenty of parking. Best lighted track in Ohio. Reason for this ad, other interests. Have real proposition for live-wire promoter. Contact TIM NOLAN, OWNER, Moxahala Park, Zanesville, Ohio. Phone Gladstone 2-8232.

GIVE TO DAMON RUNYON CANCER FUND



# LAGASSE AMUSEMENT COMPANY HAVERHILL, MASS.

Now Announcing Their Five Largest and Outstanding Celebrations in East

1. **LOWELL COMMON FOURTH OF JULY CELEBRATION**, Lowell Mass., auspices of Lowell Rotary Club. Known to be the largest Fourth of July Celebration located in the East, July 2-3-4. 3 Big Days and Nights. Around the clock on 3rd and 4th. FIREWORKS both nights.
2. **St. Peter's Fiesta**, Gloucester, Mass., June 28-29-30-July 1. Second largest FIESTA in the East, bona fide attendance 100,000. All type Cook Houses, Floss & Apples, Pizza, Popcorn, Novelties, French Fries, Custard, Photo, Jewelry now being booked for this one.
3. **Eighth Annual NEW BEDFORD FIREFIGHTERS FREE CHARITY CIRCUS**, July 16-21, inc. Day and Night. Three spectacular High Wire Acts, Gigantic Fireworks Display. Car Give-Away. Admission to grounds free. Attendance 100,000.
4. **OLD TIMERS' JAMBOREE**, Natick, R. I., July 23-28. Gigantic Fireworks Display. High Wire Acts. Free Admission. This affair a tradition in area. Attendance 100,000.
5. **FEAST OF THE BLESSED SACRAMENT**, New Bedford, Mass., August 3-4-5. Largest Feast in the East. Bona fide attendance 200,000. Takes in three blocks on streets in heart of New Bedford. Booking limited amount of legitimate Games, Floss & Apples, Popcorn, French Fries.

**NOTE:** For Lowell Common, Natick Jamboree, New Bedford Circus now booking all type legitimate Concessions, bth Major and Kiddie Rides, all type Shows, Motordrome & Monkey Drome, all kinds of Food Concessions.

FOR SPACE CONTACT AT ONCE

**Lagasse Amusement Co.**

12 Whitcomb Street  
Haverhill, Mass.  
Tel. Drake 4-6461

**O. L. Wesley, General Manager**

13 Hallenan Avenue  
Lawrence, Mass.  
Tel. 39905

# GETLIN & WILSON SHOWS

Opening May 25th, Decoration Day Celebration, Auspices American Legion, PETERSBURG, VA.

CAN PLACE—All legitimate Merchandise Concessions. Opening for Photo Gallery.  
CAN PLACE—Worth-while Grind and Bally Shows, Glass House, Monkey Show, etc., to join to open.

WANT—Working Men in all departments. All Cat and Mule Drivers. Train Help, contact, Jess Warren.

CAN PLACE—Sober Ride Men and Second Man for all rides. Contact B. A. Slover. Winter Quarters will open latter part of April at Fairgrounds in Petersburg, Va.

All Address

P. O. Box 787, Petersburg, Va.



APRIL 14-21 • OPENING THIS SATURDAY • APRIL 14-21

BIG NAVY PAY DAY — LEXINGTON PARK, MARYLAND — BIG NAVY PAY DAY

Followed by Leiperville, Pa.; 8 weeks in Jersey; other big still dates. A real 4th of July Celebration & 14 weeks of Top Fairs

**CONCESSIONS** Can place Hankies of all kinds. Hats, Ago and Scales, American Palmistry. Novelty Joe Faroccio, contact.

**HELP** Second Men on all Rides. Come on, we'll place you.

**RIDES** Octopus, Tilt, Roll-o-Plane, Coaster.

**SHOWS** Grind Shows, Side Show Acts.

Outstanding proposition for Drome Rider; Monkey Show Operator with monks, we have nice outfit; Funhouse Operator, Geek, Girls for Revue Chorus and Dancing Shows, also Ticket Sellers who drive, Canvasmen, Judy Renee, Norman Riley, Sally and Bob, Jeanne Cole, Ida May Powell, contact. Phil Di Mallo, contact.

WANT AT ONCE—RELIABLE SIDESHOW OPERATOR WITH PEOPLE. GOOD PROPOSITION. WE HAVE COMPLETE NEWLY FRAMED OUTFIT.

Address **JOHN VIVONA, Lexington Park, Maryland**

## HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Franks and Novelty Acts. State salary and all particulars in first letter.

## LEE HOS WANTS

Peek, Count, Bucket and Six Cat Agents.

Opening April 14, Atoka, Okla.

# DON FRANKLIN SHOWS

WANTS RIDE HELP FOR 17 OFFICE-OWNED RIDES

Foremen for Twin Ferris Wheels and Rock-o-Plane. Experienced Second Men who drive for Ferris Wheels, Rock-o-Plane, Scrambler, Round-Up, Tilt-a-Whirl, Octopus and Coaster. Three Men for Kid Rides. Can use Wives on Tickets or Concessions. We start setting up Rides on streets in San Antonio, Texas, for Battle of Flowers Celebration at 10:00 p.m. Saturday, April 14. Earl Elliott, Pat Leatherman, Jimmie Crawford, come on! We furnish all Rides for Buccaneer Days Celebration, Corpus Christi, Texas, April 21 thru 29. All Ride Men report to Winterquarters: Fair Grounds, Seguin, Texas.

Phone **DON FRANKLIN** or **RALPH WAGNER**  
SEGUIN 9658 (No Collects)



# CONTINENTAL SHOWS

**OPENING APRIL 26—TEN DAYS—KINGSTON, N. Y.**

All parties holding or having agreements, acknowledge, please.

**RIDE HELP WANTED**—Must have license and be able to drive truck. If you qualify we guarantee top wages and the best in equipment.

**CONCESSIONS**—We have several good openings left, must be legitimate.

Girl Show Operator with at least two Girls. We have brand-new fronts and can supply everything except sound equipment.

ROLAND E. CHAMPAGNE, 3 COURTNEY LANE, LOWELL, MASSACHUSETTS TEL.: GLENVIEW 36594

# JOHNNY T. TINSLEY SHOWS

*America's Most Modern Midway*

**LAST CALL—OPENING APRIL 14-21—GREENVILLE, S. C.**

BEST ROUTE OF STILL DATES IN SOUTH—4TH OF JULY CELEBRATION AND 11 FAIRS

**PEOPLE WHO ARE BOOKED PLEASE CONTACT OR COME ON IN**

**RIDES:** Want Live Ponies, Train and Sky Fighter. **SHOWS:** Will book Fun House, Glass House, Side Show and any Grind Shows not conflicting. **CONCESSIONS:** Want Long and Short Range Galleries, Age and Weight, Nut Bar or Custard. Hanky Panks of all kinds. **RIDE MEN,** come on in.

Address: **JOHNNY T. TINSLEY, Mgr.**

1205 NEW BUNCOMBE RD., GREENVILLE, S. C. (PHONE: 3-0436)

P.S.: Rawlins with Motordrome, please call or wire at once.

# ★ M. D. AMUSEMENT SHOWS ★

**CLEANEST MIDWAY ON EARTH!**  
**OPENING APRIL 25—HAZELTON, PA.**

**WANT FERRIS WHEEL FOREMAN**

**STRONGEST ROUTE EVER**

**WANT TILT-A-WHIRL FOREMAN**

**CAN PLACE**

**CONCESSIONS** that work for stock.

**SHOWS**—Fun House, Wildlife, Monkey Show or any other not conflicting.

**RIDE HELP**—Need Foreman for beautiful Kiddieland. Also Foremen and Second Men for Merry-Go-Round, Rock-o-Plane, Octopus, Roll-o-Plane. Have all year work in steam-heated winter quarters. All replies

**MR. OR MRS. MICHAEL DEMBROSKY**

302 E. DIAMOND AVE.

(GLadstone 5-0473)

HAZELTON, PA.

# GEORGE W. NELSON SHOWS Present

**The Strongest Route of Any Nine Ride Show in Midwest**

Opening Decatur, Neb., Centennial, May 3-4-5-6, then first in on every spot we play. So. Sioux City, Neb., City Park; Vermillion, S. D., on streets; Rock Rapids, Ia., uptown; Sioux City, Ia., downtown. These are followed by two and three spots per week. All Celebrations, FORTY-SIX in all. Closing Red Oak, Ia., State Firemen's Convention, Sept. 17, 18, 19, on Main Street.

If you have Hanky Pank Concessions and can move it and up on time, the privilege is right and we won't overload. Want Lunch Wagon or small Sit-Down Grab. Will place all Shows. Rides—Roll-o-Whirl only. For Sale—Nissan Trampoline, std. size, nylon webb bed, airplane-type shock cords, car rack, cheap. Barrel-o-Fun Ride, built by Jinks Rides, Inc., used two seasons, trailer mounted, panel front, fully electric, \$150.00; come and get it. Ride Help—Foremen and Second Men for Ferris Wheel, Merry-Go-Round, Octopus and new Schiff Roller Coaster. Want steady, sober Men capable of own maintenance and who have chauffeur's license. The pay is satisfactory if you can cut it. We move on location May 1. Contact me Farrar, Iowa, till then. No phone calls, please.

**GEORGE W. NELSON, Owner-Manager**

## PEPPERS ALL STATE SHOWS

Want Ride Help. Second Men for Octopus, Merry-Go-Round and top Man for Ferris Wheel. Middle aged Man for Kiddieland. All must be sober, reliable and semi drivers. Concessions wanted, one of each kind—Scales, small neat Cookhouse, Jewelry Sales, Bumper, String Games, Glass Pitch and Hi-Striker until Fair time. No gate. Strictly Hanky Panks. Want Agents for office-owned Pan Game, Balloon Darts (Steve Allison, contact me), Penny Pitch, Bear Pitch, Coke Bottles. Johnny Temple, Vernon L. Brown, join on wire.

F. W. PEPPERS, Chalom, Ala.

## GET ON YOUR FLAT FEET?

Opening Jacksonville, Arkansas, Recreation hard-top grounds April 16 thru May 5. Several Paydays. Want Ride Men, Foreman for Eli, Jinny and Kid Rides, Second Men who can do something. **SHOWS:** Chief Little Wolf, contact. Will book clean Shows. **CONCESSIONS:** Diggers sold. All others open. No graft or PC. Want Cookhouse, Shooting Galleries, Hanky Panks and a Sitdown Grab. Want Concession Manager for truck load of Hanky Panks. Want Bingo Man—we have complete outfit. Write, wire or phone 1266-W, Searcy, Arkansas, until April 13; then Jacksonville, Arkansas.

DYER'S GREATER SHOWS

## MAJESTIC GREATER SHOWS

Murfreesboro, Tenn., April 16-21. Want Hanky Panks of all kinds. Shows with own equipment. Ride Help who drive semis. Eugene Reber and Lloyd Blankenship, come on, Manager for Bingo. Contact

**SAM GOLDSTEIN**  
 Rome, Georgia, this week.

## AGENTS WANTED

For Six Cats and Buckets. Opening April 12, Lake Whitney Sport Show. Address:

**ROY T. DUFFY**  
 c/o 20th Century Shows  
 Whitney, Texas

# W.G. WADE SHOWS

**OPENING FRIDAY, MAY 18, IN SOUTHERN MICHIGAN**

Followed by a proven still date route, Celebrations and Fairs starting with a Centennial, week July 16, followed by the famous fairs at

**MUNCIE, INDIANA, July 26 thru Aug. 4: WARSAW, INDIANA, Aug. 6 thru Aug. 11: MASON, MICHIGAN, Aug. 13 thru Aug. 18; the UPPER PENINSULAR STATE FAIR at ESCANABA, MICHIGAN, Aug. 21 thru Aug. 26, and then the MICHIGAN STATE FAIR at DETROIT Aug. 31 thru Sept. 9**

**—CAN PLACE FOR OPENING AND SEASON—**

## CONCESSIONS

Fish Pond, Pitch-Till-You-Win, Short Range, Bear Pitch, Cork Gallery, String Game, High Striker, Balloon Darts, African Dip, Age and Scale, Hoopla, Basket Ball, Derby, Gold Fish Bowl, Coke Bottle, Ball Game, Cigarette Block, Milk Bottle Ball Game or other Hanky Panks. Can also use outright sales such as Photos, Names on Hats, Jewelry, French Fries or what you have.

## SHOWS

Fun or Glass House, Drome or Monkey Village, Penny Arcade, Wild Life, Big Snake, Mechanical, Freak Animal and other Grind and Bally Shows of merit.

Note—Kip Noble, please contact, cannot reach you.

## RIDES

Round-Up, Screw Ball, Flying Scooter (Dutch Shilling, have been trying to reach you), Rock-O-Plane. Can use any two or other attractive money-getting rides.

## RIDE MEN

Foremen for 3-Abreast Merry-Go-Round and Tilt-a-Whirl, also Second Men on all rides. Can place combination Man for marquee, light towers and stock truck and other Help in general. Must be semi-drivers.

ALL REPLIES ONLY VIA MAIL OR WESTERN UNION TO

**W. G. WADE SHOWS**

18110 MELROSE

DETROIT 19, MICHIGAN

# LILA BERGMAN WANTS

Three Blower Agents. Also following people contact: Fletcher Teets, Johnny Viers, Tommy Mason, "Droppy" Slaughter, "C. Note" Lorenz, Vic Harden. Jimmy Ackley wants Agents for Skillo, Pin Store, Razzle, Nail Store, Age and Scale. Johnny McCullum, write Roy McKenney and Danny Salcone.

Address **LILA BERGMAN, BIG CITY SHOWS**

Chatsworth, Ga., April 9 to 14; Etowah, Tenn., April 16 to 21.

## AGENTS WANTED - - - - HELP WANTED

Grind Store Agents for Count Store, Pin Store and Skillo. Will show lots around Louisville until May 5. Big first of May payroll plus derby week, then 16 weeks in Ohio. Payroll towns every week. No drunks or habit boys. Show now located 20 miles south of Louisville on U. S. Highway 31. Need two experienced Men to up and down Concessions. Want Girl Show Operator with two or more girls. Beatrice Tittle, contact me.

**CHARLIE GRIGGS**

Phone calls to John Reed, Colony Hotel Court, Louisville, Ky.

## AGENTS — AGENTS

Can place Agents for Razzle, Roll Down and Pin Store. Positively only three stores on show. Place girls for new framed Girl Show or operator with two or more girls. Bucket Store Agents, Ball Game Agents, Coke Bottle Agents. Useful concession people, wire or come on, I will place you.

All address **KIRK DECKER**  
 WOLFE SHOWS, BELTON, S. C., THIS WEEK

## OKLAHOMA EXPOSITION SHOWS

**WANT FOR 1956 SEASON**

OPENING APRIL 14, ATOKA, OKLA. With a proven route of 8 Fairs and 6 Celebrations

**CONCESSIONS OF ALL KINDS**

Ball Games, Lead Gallery. Will book a nice Flashy Grab Joint and a Flashy Bingo for season.

**HIGH CLASS GRIND SHOWS**

Or any Show of Merit. Want well-framed Side Show with own equipment and transportation. Fun House, Girl Revue, Snake Show. Good proposition to any showmen with own transportation.

**FOREMAN FOR FERRIS WHEEL**

P. S.—On account of disappointment want **CONTRACTING AGENT**. Must have car and be able to join at once. Salary and commission on all promotions.

Write or phone: 306 W. Dalton St., HUGO, OKLA. (Phone: 388)

## WANTED

Hanky Panks, reasonable privilege. Need Slum Agents. Good deal for Operator for Popcorn, Floss and Snow Trailer. Want Ride Help who drive. Can place Shows of all kinds. Will book Rides not conflicting with six we have. **FAIR AND CELEBRATION COMMITTEES**, have some open time. Write, wire, call **MANAGER, EMPIRE STATE SHOWS** Mathis, Tex., until April 14; Taft, Tex., 14-21.

## CALLER AND COUNTER MEN

opening April 19th. Call Ringling, 56451, Sarasota, Florida.

## WANT BINGO CALLER

Steady work in park. No ups or downs. **LEWIS PERRY**  
 P. O. Box 130 Ocoff, N. Y.  
 Phone: Newfane, N. Y., 8-0591.

## AGENTS WANTED

For Pins, Razzle, Skillo, Six Cats, Buckets, P.C. and Hankies. Griddle Man and General Help for large Cookhouse and Grab. Opening April 14 at Wadesboro, N. C. 17 Fairs starting July thru November.

**ROLAND PAGE**

Page Combined Shows, c/o Durham Park, Raleigh Road, Durham, N. C.



Think You're Clever?

TURN TO PAGE 81



PAGE COMBINED SHOWS

OPENING APRIL 16, WADESBORO, N. C. ADVANCE PROMOTION. OFFERING THE MOST CONSISTENT ROUTE IN THE EAST.

17 Bona Fide Fairs—8 Real Celebrations—From the Great Lakes to Central Florida. CONCESSIONS: Following not booked—Long and Short Range Gallery, Pitch-Till-U-Win, Bumper, Balloon Dart, Coke Bottle, Punk Rack, Dish Ball Game, High Striker, African Dip, Basketball, Bear Pitch, String Game, Jewelry Spindle. Ex on two Grind Stores—Blower and Bowling Alley. Good opening and Ex on Custard, Photos, Diggers, Age and Scales, Novelties, Hats and Sno Cone. Mr. Elliot with Cork Gallery, come on. Joe Mort, answer.

SHOWS: Side Show Operator for newly framed show. Tiny Cowan, answer. Want high-class Girl Show with own equipment. Al Hamid and Clyde Davis, contact immediately. We have the best Girl Show Route in the East. Operate every week in the season. Due to disappointment can place Monkey or Motordrome, Big Snake or Geek Show, Life Show, Wax Show, Mechanical City, Illusion Show or any high-class Grind Show, Johnny Ryan, contact.

RIDES: Want Coaster, Rock-o-Plane, Fly-o-Plane; Pete Joseph, contact, and Mort Mesias, contact. Want Dark Ride and Live Pony.

RIDE FOREMEN: Want Foreman for new Merry-Go-Round, Ferris Wheels, Roll-o-Plane and Round Up. Man to handle Kiddie Auto Ride and Choo Choo Train. Second Men with license who drive semis for 12 Major Rides. Bob Martin, come on. Want first-class Painter and Builder. Fritz, contact—good proposition for you. All Ride Men report to Winter Quarters—Bishopville, S. C., Fairgrounds immediately. Want Man to handle Front Gate and Light Towers.

All replies to: BILL PAGE—Western Union—Savannah, Georgia, until April 14; then Wadesboro, N. C.

WANT—WM. T. COLLINS SHOWS—WANT

AMERICA'S LARGEST MOTORIZED MIDWAY

WINTERQUARTERS NOW OPEN—ALL HELP COMING IN NOW WILL BE ELIGIBLE FOR BONUS

WANT Kiddie Rides that do not conflict with Boat, Auto, Chairplane, Tub-o-Fun and Jolly Caterpillar Rides. WANT Concessions—Short Range, Balloon Dart, Fish Ponds or any other Hunky Panks. WANT—Due to disappointment will book Motordrome and will book any other worth-while Grind Shows. Must be in keeping with the standards of the Shows. WANT Ride Help—Foremen for Tilt, Octopus, Round-Up and Scrambler. Also Second Men for all Rides. Want Man to take care of Towers and Front Gate. Must have chauffeur's license. Can use wives as Ticket Sellers. GUSTIOF (SWED) LUNDQUIST, please get in touch with us at once. All replies to

WM. T. COLLINS SHOWS

801 E. 78TH STREET

MINNEAPOLIS, MINNESOTA

GIRLS! GIRLS! GIRLS!

EXOTIC DANCERS

82 weeks' guaranteed work—top salaries—wardrobe supplied—also photos, etc.

Austin needs you at the Frolics Sho-Bar in Philly . . . also for his three Road Shows.

804 WALNUT STREET, PHILADELPHIA PHONE: Market 7-8717

WANTED WANTED WANTED

AGENTS FOR LONG RANGE GALLERY AND BALLOON DARTS—MUST DRIVE TRUCKS OPENING APRIL 30, JOPLIN, MISSOURI

Contact MRS. PAUL M. FARRIS

Box 87, Chaffee, Mo. (Phone: 4481), until April 28; then c/o Snapp Greater Shows, Joplin, Mo.

FOR SALE—14x24 Chinaware Nickel Pitch, ready to operate; canvas is fair. Will inventory merchandise at cost. Can be booked on Snapp Greater Shows. Stored at Chaffee, Mo.

AGENTS — WANTED — HELP A. "DUTCH" WILSON—BYERS BROS.' SHOWS

OPENING APRIL 20—TRUMANN, ARK.

Grind Store Agents for Roll-down, Pins and Raffle. Agents for Bear and Parakeet Pitches. General Help for Concessions.

Reply until April 14—c/o Buff Hottie Shows, Baton Rouge, La. After that c/o Byers Bros.' Shows, Trumann, Ark. A. "DUTCH" WILSON

WANTED: FEMALE FREAK

Palace of Wonders, Coney Island, N. Y.

Summer Season 1956. Pay rain or shine. One spot, no jumps. Enclose photo in first letter and state salary. Write or phone:

DAVID ROSEN

4016 Atlantic Ave., Sea Gate, Brooklyn 24, N. Y. ESplanade 3-2178

MOTOR STATE SHOWS

OPENING APRIL 24, DETROIT SUBURBS. WANT FOR LONG SEASON OF FAIRS AND CELEBRATIONS IN MICHIGAN, OHIO, INDIANA, TENNESSEE, MISSISSIPPI AND LOUISIANA

Hanky Panks, Novelties, Hi-Striker. Will give Ex to Glass Pitch and Pottery. Ride Foremen for Wheel, Coaster and Kid Rides. Second Men who drive. No lusers or chasers tolerated. "Duke" Dennison wants Talkers and Grinders on Side Shows; "Heavy," call at once. All replies to

JOE FREDERICK

2243 NEWTON, DETROIT 11, MICH.

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CONCESSION \* CIRCUS \* CARNIVAL \* THEATRICAL \* MOVIE \* SKATING

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ON THE WEST COAST CRAFTS HAS FOR SALE

One Twenty-Car Lusse Auto Scooter One 8-Car Whip \$3,500.00 One Allan Herschell Auto Ride 1,950.00 One Auto Racer 1,850.00 One Dark Ride (Pretzel) 3,500.00

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 50909 or Poplar 50320

PARAKEETS

BABIES—\$1.15 ea.

CARNIVAL BIRDS

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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

KING BROS.' SHOWS

Opening April 26, Derby, Colo.

Want for 20 bona fide Fairs and Celebrations.

Tilt or Octopus (one only); Pony Ride, good deal; one Cat Rack—not Six Cats, Grab Stand, Mug Outfit, a few non-conflicting Concessions—not over 5. Will book Ringo starting May 8. This Show moves twice a week. Want Foreman for No. 5 Ell. This Wheel has special built Van. Good pay to reliable party. Merry-Go-Round Foreman, also Kiddie Ride Help. Winter Quarters now open. Johnny Hubbard, come on. No money games. No camps. All replies:

JOE L. KING

1729 Lawrence St. Denver 2, Colo. P.S.: Committees in Wyoming and Colorado, have a few open dates in June and July.

RIDES WANTED

BOOK, BUY OR LEASE

We have permanent locations for a complete set of Kiddie Rides or will book separate Rides—any Major Ride not conflicting. We are located on the main Highway in Charlotte. This is our second season. Exceptional location for Zoo, Animal or Wildlife Shows. Can use sober Ride Help, also an Arcade Mechanic. Need a reliable Bingo Operator. Will book all kinds of legitimate Concessions—Shooting Gallery and Hi-Striker, Mug Outfit, Ball Games, etc. Opening date April 14, 1956. Have good location for an operator with a set of Hot Rod Cars. Contact MORT MESSIAS, Ph.: Express 99208. Write, wire, Playland Park, 3509 Wilkinson Blvd., Charlotte, N. C.

BELLE CITY SHOWS

MILWAUKEE—WIS.—MILWAUKEE Opens April 20 to 29, No. Tentonia & Capitol Dr. Lots till May 27; then Jr. C. C. Oconto Falls Celebration, May 30 to June 3. All Celebrations and ten Wisconsin Fairs. Ride Help for Tilt, Octopus, Wheel, Spiffire and Kid Rides. Booking Concessions, two of a kind—Skill and Science. Use a couple of Grind Shows. Book with money people and money spots.

CHUCK PANACEK

3453 No. 3rd St. Milwaukee 12, Wis.

PARADA SHOWS

Now Booking for 1956

Shows—Rides—Concessions. Have 4th of July open, July 26-27-28 near Kansas City, Mo. First week in August open. Have September 24 till November 11 open.

H. C. SWISHER

Phone 468 Caney, Kansas

WANTED

RIDES AND CONCESSIONS, week of July 4, for American Legion Celebration. Never had a carnival here. Big crowd potential.

Thomas Senif

West Winfield, New York

BEAM'S ATTRACTIONS

JUNIOR ORDER AMERICAN MECHANICS

County-wide Celebration—Franklinton, N. C., April 19-28

MARTINSVILLE FIREMEN'S CELEBRATION

Martinsville, Va.—April 30-May 5

AMERICAN LEGION COMMUNITY WEEK

Woodstock, Va., May 7-12

V. F. W. CELEBRATION

Winchester, Va., May 14-19

JR. CHAMBER OF COMMERCE CELEBRATION

Bedford Fair Grounds—Bedford, Pa., May 21-26

The above events are outstanding community celebrations with plenty of promotion in good carnival territory. Will book all kinds of Hunky Panks, French Fries, Hi-Striker, Glass Pitch, Six Cats, Photos, Novelties and Long Range Shooting Gallery. SHOWS—Place all kinds of Shows. HELP—Second Men who can drive and have license. Concession Agents, Capable Show People can be placed. Address all communications to

STEVE DECKER, MGR. MALBURNE HOTEL, DURHAM, NORTH CAROLINA

Show pulls on lot at Franklinton April 16.

JIMMIE CHANOS SHOWS

WILL OPEN MUNCIE, IND., MAY 3

Want legitimate Concessions of all kind—Basket Ball, Pitch-Till-You-Win, Balloon Dart, Fish Pond, Long and Short Range Gallery, Ball Games of all kind or any other legitimate Concession. Want Girl Show with two or more girls, Monkey Show, Ten-in-One with own outfits. Want Athletic Show Manager with own talent. Want Ride Help—Foremen for Ferris Wheel, Rolloplane, Flying Scooter, and Second Man on all Rides; must drive semis. Electrician. Show has 14 office-owned rides. All help who have been with me before report at winter quarters April 30. All replies to

JIMMIE CHANOS, 709 East 4th St., Greenville, O.

I. T. SHOWS—WANT—I. T. SHOWS

For #1 Unit: Merry-Go-Round Foreman, Octopus Foreman, also Ferris Wheel Foreman for #2 Unit.

Want Concessions that do not conflict. Have opening for custard.

Opening Saturday, April 14th, in Bronx.

Telephone mornings 7-8:30 or any time after midnight.

I. TREBISH

2686 VALENTINE AVE. LU 4-3247 BRONX, N. Y.

GEORGE CLYDE SMITH SHOWS

OPEN MAY 21

Wanted—Photos, Glass Pitch, Bear Pitch, Basket Ball, Hoop-La, Pitch-Till-You-Win, Cork Gallery, Ball Games, Balloon Darts, Age and Scales, Novelties, High Striker, Side Show, Monkey Show, Snake Show, Girl Show. Agents for office Hunky Panks. Wanted—Truck Mechanic, Truck and Tractor Drivers, General Ride Help. Winter quarters now open. Clifford Mitchell and Zip Templeton, let me hear from you.

All replies:

GEORGE CLYDE SMITH SHOWS

P. O. 521, CUMBERLAND, MARYLAND. PHONE: P. A. 4-3608.

JAMES H. DREW SHOWS

Can place for our spring route of busy industrial centers, with 22 Fairs and Celebrations to follow.

Due to disappointment can place Cookhouse or Sit-Down Grab to join on wire. Concessions—Will place all Hankies, Merchandise and Direct Sale Concessions. Will sell X on Long Range. Good opening for Bobo, Hi-Striker, Coke Bottle, Basket Ball, Bumper, etc. Note: Blackie Wilson, wire at once. Notice: Sheik Hennisse, please contact immediately. All address this week:

JAMES H. DREW SHOWS

c/o WESTERN UNION, HICKORY, N. C.

JAMES E. STRATES SHOWS, INC.

LAST CALL - - - LAST CALL

Show opens at Washington, D. C., on April 19

All people contracted for the season answer this call. Charley Taylor, contact us at once. Want Colored Revue, Pit Shows, Grind Shows, Foremen and Ride Help, Canvasmen and Tractor Drivers. Chorus Girls for office-owned Revue. Want South American Show. Will buy Calliope.

JAMES E. STRATES SHOWS, INC., P. O. Box 55 Orlando, Florida

MARION GREATER SHOWS

WANT WANT WANT

For Walnut Cove, N. C., April 16; Sparta, N. C.; Marion, Va.; through to coal fields, West Virginia.

Want Agents, Rex Allen, get in touch. CONCESSIONS—Cookhouse, Bingo, Fishpond, Cork Gallery, Short Range, Glass Pitch, Bear Pitch, Concessions of all kinds. Bill Taylor, have proposition for you. Want Help. SHOWS—Ten-in-One, Girl Show with own equipment. RIDES—Tilt, Roll-o-Plane, Coaster, Ride Help who drive. All wires: McCall, S. C., this week.

MARION SPILLERS OR TOMMY SCOTT

ATTENTION, CONCESSIONAIRES!

OPENING THIS MONTH

THE MARDI GRAS

401 EAST MAIN STREET, NORFOLK, VIRGINIA

THE WORLD'S GREATEST NAVAL BASE. Thousands of servicemen all year round! Permanent locations. All types Concessions now available: Food, Games, Novelties, Shooting Galleries, Photo Studios, etc.

Contact: THE MARDI GRAS

401 EAST MAIN STREET Madison 5-6010 NORFOLK, VIRGINIA

IMPERIAL SHOWS

OPENING FAIRBURY, ILL., MAY 17-19

Want Ride Foremen for Wheel, Jenny, Spineroo, must drive and have licenses. If you drink, stay where you are. CONCESSIONS: Good proposition for nice Cookhouse. Also want High Striker, Devil's Bowling Alley and Roman Targets. "EX" on Novelties. Alton Spring Celebration, May 21-24; De Kalb Centennial, July 11-16; only 3 Still Dates for entire season. Winterquarters open for Ride Men May 10.

Contact BILL GULLETTE, Mgr., Fairbury, Ill.

**Concessions Shows—Concessions—Shows**

**NOW BOOKING**

**6 BIG DAYS — MAY 28 THRU JUNE 2 — 6 BIG DAYS**

Matinees Memorial Day and Saturday

**V. F. W. AND MEN'S CLUB CELEBRATION, MATTYDALE, N. Y.**

12th Year of Proven Money Maker With Low Privilege

**FIREMEN'S FIELD DAYS, June 21, 22 and 23—30 Year Celebration**

Fireman sports first two days with a mile-long parade and giveaway and grand drawing promotion, with matinee Saturday. Hinsdale Fire Dept., Syracuse, N. Y. (suburb). Concessions: Will give an X on Hanky Panks and Straight Stock Stores. No P.C., flats or gypsies. Shows: Can place a good Show all season. Contact

**GEORGE MUNDY**

108 BREMAN AVENUE MATTYDALE 11, N. Y.

**JACK J. PERRY SHOWS**

Opening downtown Chester, Pa., April 16; followed by Clifton Heights, Pa. First Show in ten years. Then the big one, Bridgeport, Pa.

CONCESSIONS—Duck Pond, Ball Games, Coke, Pitch-Till-U-Win, American Palmistry, String and all other prize games. Exclusive open for Age and Scales, French Fries, Popcorn and Custard.

RIDES—Octopus, Roll-a-Plane and Kid Rides.

RIDE HELP—Foremen for Merry-Go-Round and Ferris Wheel. Second Men and other Ride Help, come on. Electrician for new Diesel.

We play the money spots in and around Philadelphia territory. Contact

**JACK PERRY, Chester Arms Hotel, Chester, Pa.**

**MIGHTY INTERSTATE SHOWS**

WANT WANT

For Marietta, Ga., April 16-21, downtown location under strong auspices, followed by good route of first-in industrial towns.

CONCESSIONS—All legitimate 10¢ Concessions open. Also Short Range, Photos, Age and Weight, Glass Pitch, etc.

SHOWS—Family Shows only.

RIDE HELP—Foremen and Second Men on all Rides—top wages and bonus. Want capable Bingo Caller. Want Mechanic with tools, reference required. Want Scenic Artist and Painter.

**Replies to H. B. ROSEN**

**W. R. GEREN'S MIGHTY HOOSIER STATE SHOWS**

OPENING JEFFERSONVILLE, INDIANA, APRIL 20, ACROSS FROM COLGATE FACTORY

Want Ride Foremen and Second Men for twelve rides. Come to barn now. Greensburg, Indiana.

Hanky Panks and Shows. Come in, will place you. All replies:

**BILL GEREN**

Phone 4-600, Columbus, Indiana, after 10 o'clock at night this week.

**WIRE BIRD CAGES**

50¢ each in case lots of 200 cages, F.O.B. Houston, Texas. Less than case lots, 60¢ each, shipped from Oklahoma City. General line of Carnival Supplies, Novelties, Balloons, etc. 25% deposit on all C.O.D. orders. New Catalog out soon, state business.

**M-G NOVELTY COMPANY**

17 SO. WALKER STREET OKLAHOMA CITY, OKLAHOMA

**DRAGO AMUSEMENTS**

10 BIG DAYS—GRAND OPENING—APRIL 26, KOKOMO, INDIANA

WANTS—Custard, Derby, Long & Short Range, Bear Pitch, Novelties, Photo, Pitch-Till-U-Win, Ball Games, Slum Spindle, Buckets, Cork Gallery, Penny Pitch, Balloon Dart, all Hanky Panks working for stock. Also some P.C. open.

WILL BOOK—Fun House, Monkey Show Snake Show, Mechanical, Penny Arcade or any well framed Show for small percentage.

HELP—Wheel Foreman wanted, Frank and Weasel, be here for opening. Art Dobson, contact Chet Pierce.

All replies—1711 E. Markland Ave., Kokomo, Ind.—Phone 4907

**HUGO'S NOVELTY EXPOSITION SHOWS**

Want Ride Help—Foreman and Second Man for #5 Eli Wheel. Also Help for Merry-Go-Round, Tilt-a-Whirl and Kid Rides; must drive. Top salary for Ride Help—you get it every week. Want Hanky Panks not conflicting; we carry only one of a kind. Want Pea Pool Dealer and Bingo Help. Can use Shows, Fun House, Snake Show and Girl Show. Opening Tonganoxie, Kansas, Spring Festival, April 25—4 Big Days. Followed by Army Payday, Leavenworth; Lawrence, Ottawa; all Kansas. 5 more Still Dates, then 13 Fairs and Celebrations to follow. All short moves. WILL BUY FOR CASH—Late Model Short-Arm Octopus, with or without transportation.

ALL MAIL AND WIRES TO

**E. H. "CAPT" HUGO or JESS WRIGLEY**

P. O. BOX 8301, KANSAS CITY 5, MISSOURI

**SUNSET AMUSEMENT COMPANY**

Want Rock-o-Plane Foreman, Electrician and Man for Front Gate and Towers, also Second Men on Rides. Everyone must drive semis. Salary and bonus if in winter quarters now. Can place Photos, Age and Weight, Long Range, Pan and Rat Games, Glass Pitch, Jewelry. "Ex" on Custard or Ice Cream. Can use Hanky Panks and Ball Games. Have openings for Six Cats and Buckets with Hanky Panks. Also have openings for Shows of merit.

Opening April 26, Excelsior Springs, Mo. Winter Quarters now open.

701 N. MAIN STREET EXCELSIOR SPRINGS, MO.

**RIDES FOR SALE**

Or WM Lease to Responsible Person.

Parker 2-Abreast 40-Ft. Merry-Go-Round, new fence, platforms, ticket box, electric 220 volt motor, good top. Also beautiful 24-seat German Dangler, electric motor and complete. Both rides recently overhauled, new bearings and gears, perfect shape. Best cash offer over \$3,000.00 takes both. Rides can be seen up in park here now. Also Truck and Tractor for both rides at a sacrifice. Wire or phone Victor 2-4141, Tarpon Springs, Fla., at once.

**FOR SALE**

5-Car Schiff Kiddie Cadillac. Ride with 500 ft. of track and 5-car electric control switch. Used only two months.

5 Ball Games like Bull Pen. 9 balls, 10¢. Electric scoring. 2 years old. For quick sale, \$500. Cost over \$3,000.

**SACRIFICE**

Closing out 9 new Candy Floss Machines. Complete in aluminum cabinet. Original price \$475. Now \$175. First come—first served.

**B. SCHIFFER**

942 Woodgate Ave. Elberon, N. J.  
Phone: Long Branch 6-4927W

**EDDIE'S EXPO SHOWS**

OPENING NEW KENSINGTON, PA., APRIL 26

WANT

French Fries, Long Range, Hanky Panks, Ball Games, Pony Ride.

**EDDIE DIETZ**

168 N. Monroe St. Butler, Pa.

**SOL ROSENFELD**

WANTS AGENTS

For all Concessions. Need Drivers and Help to up and down Concessions for two units. Have especially good Hanky Pank route. Opening April 21, time is short. For Sale—One Long Range Shooting Gallery on 1947 GMC Truck, in very good condition. Contact

**SOL ROSENFELD**

Ralston Beach Trailer Park  
Havana & Sligh Ave. Tampa, Fla.

**J. T. HUTCHENS**

MODERN MUSEUM

Wants to open April 30 in Miami, Okla., and for a long season.

Freaks and Working Act, Girls for Inside, one Ticket Seller and a good Inside Lecturer. People who are contracted, answer. Sword Swallower, Impalement or any good Act. All address

**JOHN T. HUTCHENS**

c/o Tivoli Shows, Joplin, Mo.  
P.S.: Jimmie Schevins, answer this ad.

**AGENTS WANTED**

Kenneth Ayliffe Wants

Agents for the following: Pitch-Till-You-Win, Coke Bottles, Cork Gallery, Box Ball, Ten Pin Alley and Roll-down. Show carries approximately 12 to 15 Concessions and only one of each kind. You have the (X). All replies in care of

**LEE BECHT AMUSEMENTS**

Springs Grove & Colerain Ave., Cincinnati, O., April 9-15; Liberty & John St., Cincinnati, O., April 17-22.

**AGENTS WANTED**

Six Cats and Buckets.

Open April 12, Lake Whitney, Texas, with 20th Century Shows.

**ROY T. DUFFY**

**FOR SALE—BARGAIN**

65 Kw. G.M. Light Plant, 110/220, single or 3 phase, 60 cycles, large fuel tank, like new condition, mounted in 28-ft. trailer, with very good Dodge tractor; 50 and 100-ft. lengths heavy-duty new neoprene-covered Mid. Cable, Junction Boxes, 9 Concessions, 20"x40" Top, good Canvas, extra Tires, all very good, ready to go, \$3,500.00 for everything.

Reply P. O. BOX 433, Melbourne, Fla.

**SCHAFFER'S**

JUST FOR FUN SHOWS

WANT

Foremen for Tilt and Rock-o-Plane, Second Men on all Rides. Want Fun House Operator. Contact

W. A. SCHAFFER, Brownwood, Texas

**AL WILLIAMSON WANTS**

Agents for Grind Stores, Bear Pitch, Bird Pitch, Mouse Game, Buckets and Hanky Panks. Also capable Semi-Drivers and Up-and-Down Men. Following men contact me:

**GEORGE LANGLEY      ABE ZUKERMAN**  
**RAY GRIFFIN          CLYDE WILSON**  
**HERBIE NELSON        JACK LOWRY**  
**DICK BURNS**

and others who are interested in a full season's work.

Address: Robert E. Lee Hotel, San Antonio, Tex.

**FOR SALE—RIDES—FOR SALE**

8-Tub Short-Arm Octopus with 10 HP electric motor, very good condition. Sweeps built to convert to 16-Tub Octopus. New clutch assembly, new bearings, new chains last fall. Light stringers for sweep rods, light circle in center. Ticket box, fence, 30½-ft. Nabors semi with special hangers for tubs that push out over side to allow room to work inside trailer. Good GMC Tractor. Price with transportation, \$5,000.00.

7-Tub Tilt-a-Whirl, mechanically perfect, new bull plates, new intermediates and cat walks last fall, good upholstery, 10 HP electric motor, ticket box. Loads on two semis. Price with transportation, \$7,000.00; without, \$5,500.00. G.E. 80-inch Search Light with generator for same. Loaded on 30-ft. Nabors practically new heavy-duty semi. Will sell with or without trailer. \$1,500.00 with or \$500.00 without. Fun House, 30-ft. Fruehauf trailer, plenty gadgets inside, shaker board, teeter boards, mirrors, peak holes, air blower in and outdoors, factory built. Good Loud Speaker Set with inside mike to echo voices from inside to outside. Fluorescent lights, good ticket box, good GMC tractor, selling price \$2,500.00. Will send photos to interested parties. Set of #5 Eli Wheel, wooden seats, good for season. Trons on seats cost more than actual price. Set of 4 Downey Light Towers, complete. Special Nabors 24-ft. trailer to haul same. Good Chev. Tractor. \$1,500.00 complete; \$800.00 without transportation.

**EDDIE MORAN**

1301 EMERSON STREET (PHONE 2-0150) MONROE, LOUISIANA

**ANCHOR TENTS**

The Showman's Choice

Finest Materials—40 Yrs. Experience. Recognized as the Tent House of FIT—STYLE—AND QUALITY

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—AGENTS—WANTED**

For all Concessions for Cleveland, Ohio. Come on, will place you.

Opens April 13, one unit, at 66th and Lexington; opens April 27, one unit, at 80th and Scoville; opens April 30 the third unit. Come on, can place you.

Can place a few more Hanky Panks that do not conflict. Can also place Man for Long Range Gallery—must drive semi-trailer. Contact:

**ROSS REED**      **NEAL CARLIN**, Belmont Hotel      **WAYNE SNOGRASS**  
Garfield Hotel      Cleveland, Ohio, or      Garfield Hotel  
Cleveland, Ohio      Box 77—Buckeye Lake, Ohio      Cleveland, Ohio

**TED CORY WANTS**

FOR 12 CHOICE WEEKS IN KANSAS CITY AND OMAHA

GRIND SHOWS, FUN HOUSE, ANY OTHERS EXCEPT GIRL SHOW. CAN PLACE FOREMAN FOR NEW TILT. SOME CHOICE CONCESSIONS OPEN.

Now showing 18th and Kansas Ave., Kansas City, Kans.

No time to write—call FAIRfax 1-9040.

**AGENTS—SUNSET AMUSEMENT CO.—AGENTS**

OPENING APRIL 26

Want Man for head of 3-man Bucket Store. (Bob, who was on Buckets last year, contact.) Man Agent for Balloon Darts and Set. Man to up and down Concessions and drive Semi. (Leo and Gunner, contact John Gorman.) Freddie, contact Bill Hanft.

Contact: **T. J. McMANUS**

c/o SUNSET AMUSEMENT CO., EXCELSIOR SPRINGS, MO.

**CAN PLACE**

Experienced, capable Hanky Pank Agent especially for Duck Pond and Pitch-Till-You-Win; Counter Man and Relief Caller for Bingo, preferably Semi Drivers. All my agents note dates for opening changed to April 23 at Weirton, W. Va. Sammy's unit, Parkersburg, W. Va., and Steve's unit, Columbus, Ohio. All units with Gooding Amusement Co. For Sale Cheap—Complete Double Basketball Game, used four weeks; Evans Bowling Alley, Baker's Double Alley Blower, practically new Four Blower and 50-Watt Amplifier Set. All replies to

**JOHN GALLAGAN, 2803 East 5th Ave., Knoxville, Tenn. Phone 5-8945.**

**FOR SALE**

NEW JOLLY CATERPILLAR

**W. A. SCHAFFER**

c/o Schaffer's Just For Fun Shows  
Brownwood, Texas

**AGENTS**

For Pins and Razzies. Bruce Cole and Bill, who worked Six Cats, let me hear from you.

**SAM TUCKER**

**STAR AMUSEMENT**

Bald Knob, Ark.

**WANT CARNIVAL**

July 7 and 8, 1956

Write

**TWO MILE HI CLUB**

Cripple Creek, Colorado

**PLASTER—PLASTER**

Largest assortment anywhere. Large pieces, 30"; small, 14"; delivered. We also handle a complete line of Plush Bears, Novelties, Slum, Glassware, Bingo Supplies.

**LANDI STATUARY & NOV. CO.**

Cor. Remington & Maple Sts.  
Scranton, Pa.  
Phones: DI-3-9668 or DI-3-5688

**GOVERNMENT SURPLUS TENT SALE**

18'x54' new 3 sectional 6'2" Wall, 12' center. Wt. 650#. Cost \$2,500 ..... only \$400.00

18'x20' new wall type 5 1/2" Wall, 13' center. Wt. 220#. Cost \$380.00 ..... only 100.00

**HARRIS MACHINERY COMPANY**

501 30th Ave., S.E., Minneapolis 14, Minn.

**WANTED**

Ferris Wheel and two or four other Rides for LABOR DAY weekend—four days.

**E. DON BULLIAN**

Phone: GR 4-8746 Greenbelt, Maryland

**FOR SALE**

A Refreshment Trailer equipped with Custard Freezer, Popcorn Popper, Cotton Candy Machine, Peanut Warmer—also 50 Gallon Milk Cooler.

Call Hinsdale, Illinois, 8808

**FOR SALE**

New and used Costumes for Girl Shows Singles for Specialty, Strip, etc.; also sets of 6 and 8 for Chorus or Ballet.

**RITA CORTES**

Keller's Trailer Sales  
Fayetteville, Pa.

## FIRST-NIGHT NOTES

No Celebrity Stuff,  
But R-B Draws Big

By IRWIN KIRBY

NEW YORK—Altho some of its luster was missing since the usual collection of celebrities did not get onto the track, the Ringling opener still was a paradise for photographers. Deprived of their multitude of theatrical stars, the photogs singled out several in the audience for attention. Most popular subject was Nanette Fabray.

Until the last minute it was not known whether Theater Authority, talent union combine, would give its okay to the benefit show for Police Athletic League. This okay was denied and what notables arrived stayed in the audience, permitting the earliest wind-up hour in years, 12:30 a.m.

The PAL got some \$76,000 from Ringling representing the night's receipts, and Madison Square Garden was jammed for the opening. There were a few hundred scattered empties, but for all practical purposes it was a full house.

## No Dirt, Teamsters Say

Also in doubt until the last minute was whether the Teamsters' Union would deliver the Garden's dirt and tanbark. Altho there was no strike, picketing by the American Guild of Variety Artists (AGVA) and the teamsters having been banned by injunction, the teamster truck drivers held there was a contractual dispute and the dirt never arrived. During the afternoon of the opener, crews put down ring layers of wallboard panels, covered by tarpaper, then coconut mats, then a topping of colored sawdust.

Wirth Signs  
Alexandria  
Shrine Date

NEW YORK — Arrangements have been completed for Frank Wirth to produce the Kena Temple's outdoor Shrine Circus in Alexandria, Va., for three days, starting June 21. Signing for the sponsors was Harry Bendall.

The show will take place in the school stadium, which has a 10,000-seat capacity. Wirth will offer 20 acts, he says, and a spectacle to be called "Shrinearama." There will be various Defense Department units to augment the cast, he added.

Cristiani Bros. Will Add  
Diano's Major Animals

TIFTON, Ga.—Cristiani Bros. Circus will be augmented soon by a group of major animals owned by Tony Diano. This was announced here by Manager Lucio Cristiani.

Included will be Diano's giraffe, rhino, hippo and African elephants. These, Cristiani said, will be used to strengthen the present menagerie of the new Cristiani show.

Buck Lucas has been released from a Dayton, O., hospital after an operation, writes Faith King, who says he'll not be active in show business this season. Carl Romig visited him in Dayton.

It was a sleepless week for Bar-bette, aerial director who started the week in Los Angeles working with the Polack Western unit for its opener. He arose Monday (2) at 6:30 a.m. and worked all day in L. A., then left by plane at 8:30 p.m. for New York. Plane lost six hours around Pittsburgh and he didn't arrive in Gotham until late Tuesday, when the nationwide telecast was set to go.

## Weather Break Excellent

Ringling got a most fortunate weather break, coming in on the heels of a month of snow, hail and rain which had beset New York. Opening-day weather was mild and clear, and first day of the public showing was the mildest of the year to date.

## Money in R-B Kitty

Advance for the 40-day engagement was reportedly \$423,000. With the \$100,000 that Ringling got last week for its television rights (from General Foods) the total makes a hefty bundle the show can salt away for its under-canvas tour. While the contract with the food concern covers the entire year, there are no more video shows planned for 1956 at this time.

## Emmett Sits One Out

Besides the absence of stage and film stars, the first performances were done without the presence of Emmett Kelly, one of several AGVA performing members. The sad-faced clown has too much at stake in the way of stage, night club and film work to take any chances with his union status, so he decided to sit it out for a while. Kelly usually garnered a raft of

(Continued on page 79)

## CIRCUS ON TELEVISION

R-B, CBS Top Troubles  
To Produce Good TV

CHICAGO—Columbia Broadcasting's TV "Highlights of the Greatest Show on Earth" came off Tuesday (3) despite doubts and delays, and proved any way to be a better show than last year's.

Contribution of Ringling Bros. and Barnum & Bailey Circus was first class. And in view of the fact that picket problems thru the day complicated rehearsal and setting up, the program was all the more amazing.

Show opened with an aerial

view of a ring mat bearing the "Highlights" title, then switched to brief views of a spec. Bulls carried banners that named the products put out by the sponsor.

## North, Cummings Click

John Ringling North came on for an excellent job of introducing the show. He pointed out that the "television audience is the first to see the star-spangled highlights" and that the circus itself is bigger and better. North's performance was many notches above that of a year ago.

Robert Cummings, TV actor, and his family provided running commentary on the action of circus performers. They did a remarkably good job of saying enough but not too much about the acts. Their chatter was mostly "inside-the-circus" material.

Felix Adler made an appearance with the Cummingses. Then the Sabre Jets, flying return, performed while cameras lamped their birdsnests, passing leap and other stunts.

The new Marilex duo of plate spinners used sticks for two and tables for eight plates, then one member showed some novel juggling.

Trevor Bale's tigers performed

a balloon leap, rearing and a 10-

cat pyramid. What set this turn

apart was the demonstration that

television has found how to capture

(Continued on page 79)

PICKETS FORM  
AT THE GARDEN

NEW YORK—Pickets appeared outside Madison Square Garden at 5 p.m. Friday (6) bearing signs of the American Guild of Variety Artists. The action followed a court order vacating the temporary injunction against picketing issued earlier in the week. There was a full house for the matinee, and the pickets appeared just before the performance ended.

Cole Opening;  
Carson Next

HUGO, Okla.—George W. Cole Circus leaves quarters here to start its season Wednesday (11) at Wright City, Okla. Next Hugo show to start will be Tex Carson Circus, opening at Stonewall, Okla., Friday (13). Al G. Kelly & Miller Bros. Circus opens at Paris, Tex., April 23.

Cisco Kid May Stay  
With Beatty's Show

LOS ANGELES—Altho Duncan (Cisco Kid) Renaldo now is scheduled to leave the Clyde Beatty Circus, where he is co-starred, Monday (16), there is a possibility that he will remain for the show's dates up the Coast above Santa Barbara.

Renaldo and Clyde Beatty mutually agreed during the local 12-day engagement which ended Sunday (1), for the television performer to leave the show. Renaldo gave as his reason the fact that his TV sponsors would not

MILLS QUARTERS  
HUMS; SHOW SETDean McMurray Rejoins on Press;  
Hudson Takes Trucks; Burma on TV

JEFFERSON, O. — With the April 21 opening of Mills Bros. Circus drawing near, the show equipment and personnel are approaching the ready stage.

Co-owner and manager Jack Mills announced that the show's traditional annual banquet will be held on opening day at the show's cookhouse.

Co-Owner Jake Mills was in New York this week, with the elephant Burma to appear on "Super Circus" Sunday (8). The Sagraves were to work the bull on the program and Mills was to introduce it.

Both owners were in quarters here Tuesday (3) and reported all was progressing well. All trucks have been overhauled and most have been painted. Charles Brady's crew was flameproofing the big top, which was new last July. Paul

Hudson, who has been with the show for several years, has been named transportation boss.

## McMurray On Press

Dean McMurray has returned to handle the press department and he plans to add two other press agents. He was with the show four years but has been off the road since the end of the 1953 season.

In addition to the English contingent, which arrived some weeks ago, performers in quarters now include the Drougetts and the Cordonas. Practice sessions are held daily under direction of equestrian director Paul Nelson. Mayme Ward, wardrobe mistress, has completed all new costumes for spec and productions.

Jack Mills spoke at a meeting of the Exchange Club in Jefferson recently. The elephant Burma appeared in a mock political campaign at Wooster College for the lieutenant governor of Ohio.

Berny Opens  
In Oslo With  
Heated Tent

OSLO — Circus Berny (Mrs. Elvira Berny) opened a one-month stand here, under canvas, on Monday (2). Two shows are being given daily and tent is heated for this run. Arthur Reinsch is manager and Pete Brown fronts the band.

Reinsch presents Liberty horses, ponies and zebras; Sonny Benneweis shows three of the Circus Benneweis elephants, and Mme. Sobolewsky supervises her "football" dogs. Other acts are Two Puhlmans, aerial novelty; Tscheng Sisters, tumbling-acro; Tscheng Der Dsai Troupe, Chinese acrobats; Lully Perezoff, juggler; Lille Lasse (10-year boy), equilibrist; "Buffalo Bill," knife-tossing-sharps shooting, and Pauli and Roland, clowns.

Tent, seating 2,000, is all new and has few side poles. Circus is pitched on Gronlands Torv (Greenland Place), with a so-called "Tivoli" also on the lot. The "Tivoli" has a Ghost Train, Scooter cars, Hurricane and a vaude show as well as the usual stands and concessions.

Bell Plays Stands  
In Northern Texas

MESQUITE, Tex.—The Gus Bell Thrill Circus played here April 3-8 for the Dallas County Fair. More weekend dates in North Texas are set. The show also played the Gainesville Municipal Auditorium, and earlier had a weekend stand at Tyler, Tex.

Polack Western Wins  
Los Angeles Increase

LOS ANGELES—Polack Bros. Circus, playing its 16th annual engagement here, set a new record for its Shrine sponsors, during the seven-day run ending Sunday (8).

With the promotion handled single-handedly by Sam Ward, the show had a full house for the opening night performance Monday (2) and had sellouts for the last six performances. Ward asserted that the increase over the 1955 record would be approximately 25 per cent.

The show varied its performances this year, with no matinee on opening day. Three shows were given Saturday (7) with the first at 10 a.m., followed by the regular matinee. Polack always opens on Monday and closes the following Sunday.

Louis Stern, general manager of the circus, said that Indianapolis business was almost equal to that done in 1955.

Ward leaves here for San Diego to promote the three-day stand of the Eastern unit starting May 25.

For the first time in the history of the Polack shows, the Eastern and Western units will be in direct competition to one another. Both units are set to play May 10 thru 20 in Oakland and San Francisco, across the San Francisco bay from one another.

The Western unit played here two months earlier than in 1955 and opened the day after Clyde Beatty Circus closed a 12-day engagement on a new lot near the Coliseum.

**2-PHONEMEN-2**

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**UNDER THE MARQUEE**

By TOM PARKINSON

Charles Kyle, back from Latin America, visited Rube Liebman at Tampa. . . . Elmore Yates, former circus promotion man, has his "Grand Ole Opry" show in Virginia. . . . Greensboro (N. C.) Daily News carried a story about Jethro Almond.

National Circus Museum is distributing invitations to its buffet dinner and opening performance Friday (13) at Charleston, S. C. . . . James Edgar, one-time operator of the Sparks Circus, will have a hillbilly show under canvas again this summer. L. D. (Doc) Hall, last season a Ringling contracting agent, will go with it.

George Smith, head of Ringling's contracting department, now has arrived in New York but at last report had not yet started contracting towns beyond Boston.

Ads placed in newspapers ahead of the Ringling TV show listed the Palacios among the acts. However, the act remains with Polack. . . . Benson Bros. played Riveria Beach, Fla., Saturday (7) for the firemen.

Opening week visitors at Madison Square Garden included Father Ed Sullivan, Madeline Park and Bill Montague.

Warren (Billy) Wilson will be with King Bros.' Circus. . . . American Magazine for April carries photos of Ernie Burch and Otto Griebing. . . . Both James Hirschberg and Sylvia Gregory Hirschberg will be with Arnold Maley's unit of King Bros.' Circus. . . . Herman Joseph, former Barnum & Bailey clown, expects to see the National Circus Museum at Goldsboro, N. C.

Dave Nowrocki writes from Polack's Western unit that the four days in Indianapolis were spent in preparation for the long jump to Los Angeles. Added to the bill in Indianapolis were the Dubskys, Hungarias, Franklin and Astrid, the Sky Kings, Tubby and Spatz and Leo Francis. . . . Chester Stanley has been entertaining all the performers with tapes, TV and movies. . . . Sciplini's Chimp act was out two days because of illness. . . . Visitors from the Davenport show included Melita and Wicons, the Bokaras, Herta Clausen and Buster and Helen Haag Hayes. Other visitors included Frankie Clark, Helene Hendricks, Marcel Marceau, J. Thorndike, Jack Klippel, Grover Nitchman, Harry and Ruby Haag and the Hodgins.

North Carolina is erecting a new historical marker to commemorate opening of the first show owned by P. T. Barnum, which is said to have been at Rocky Mount, N. C., in 1836. . . . Chicago branch of CFA is putting out a newsletter.

Ringling's hiring of Bill Britten, winner in the show's clown contest, was covered by Associated

Press with stories and pictures. . . . Lyle Putnam, Rapid City, S. D., reports that Orrin Davenport's show won good publicity in advance of its Sioux Falls, S. D., appearance. Weather hit attendance.

This Week, Sunday supplement to many newspapers, carried a story with John Ringling North's byline in which he said the greatest circus acts were Rastelli, for juggling; Charles Rivels, clown; an European pig act; Alfred Court, wild animals; Jumbo and Gargantua for animals; Lillian Leitzel, aerialist; Alfredo Codona, flying return, and Unus, finger stand.

Hughie Hart and William Rodgers, of King Bros.' Circus, spent several days in Sarasota, Fla., visiting Mrs. Gertrude Ropp, Sonny Riley, Harry Burman, Harry Rustler, Mac and Texas Jim Mitchell, Bill and Vivian Webster, Albert and Elly Powell and Joe Dunn. They also caught the Sailor Circus and the MToto Room. Leaving Sarasota, they caught Benson Bros. and Cristiani Bros.' circuses, visiting with Bill Morris, Buddy Geiss, Nick Bengor, Ben Thomas, Larry Davis, Bruce Steran, Al Powell and Chuck Turner. Hart will have the front door on Arnold Maley's unit of King Bros. Rodgers will do his cloud swing act as Billy Orwell. . . . That was Jay Jackson (Great Jaxon) who worked the come-in and the street bally features with the Shrine Circus in Cincinnati the last two weeks. We had him erroneously listed as Charles T. Jackson in last issue. Jay is holding over in Cincy to do promotion work at local supermarkets with his still-walking stunt.

Arriving in New York last week was the German group, Zugspitz-artisten, high wire performers managed by Wilhelm Butz. Performers are Siegwald Glotzbach, Alex Schack, Rudi Berg and Sigrid Kehrbek, with Hans Eichhorn remaining in Germany as reserve member. They open Sunday (8) at Fort Jackson, S. C., on six weeks of Third and Fourth Army dates. Current tour ends June 4-10 in Long Beach, Calif.

Clown Bill Bailey will have Happy Harold and PeeWee Wayne with him at the Overton Park Zoo, Memphis, this season. . . . Paul M. Conaway visited Lucio Cristiani and others on the Cristiani Bros.'

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**JOHNNY TRAYLOR**

Circus at four stands in Florida and Georgia. . . . New York World Telegram and Sun for March 31 carried a story about John Ringling North.

Bob Stevens, of Tom Packs Circus, and Sam Polack and Bill Kay, of Polack Bros.' Circus, were in Wichita Falls, Tex., to confer with Shrine circus committeemen. Polack Eastern plays the date at the end of April. The show's Western unit formerly played it in September. Kay visited with fan Joe Ward.

R. C. Dix, former biller with Al G. Barnes Circus, reports a strong showing of paper for the National Circus Museum at Charleston, S. C. . . . Associated Press carried an extensive story about John P. Yancey and his National Circus Museum, which opens Friday (13).

Injury of Ann Melzora last season forced break-up of the family's flying return act, writes Raymond Melzora, who worked in the act with an artificial leg. He now is working up a clown act, using a new artificial leg equipped with special gears that allow him to achieve comedy effects. One action is similar to that of a piano stool, raising him above the floor.

It was Jay Jaxon, stilt and vent, who appeared at Indianapolis for the Shrine Circus. . . . Dolly Varden, former circus rider who died at St. Louis recently, was thought then to be in poverty. But her trunk has been found to contain jewels valued at as much as \$100,000. . . . Irah and Buddy Watkins, back from South America, are joining Hamid-Morton Circus for the remainder of the season.

BE A

**Gagster**

SEE PAGE 81

**PHONEMEN**

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## R-B and CBS Beat Troubles

• Continued from page 77

a cat act for cameras. Camera work thru, over and between the arena bars comprised the first good televising of such an act in this series.

In quick succession came several new imports. One of Les Arturos stood on one foot on her partner's head while he performed on a ladder. Dschapur and Rutha walked on their hands up and down stairs. The Five Verdus worked on rolling globes, and two on globes held rigging on which two others performed. And Titos bounced on his head for a spectacular bit. A new Canestrelli act was scheduled but didn't appear here.

### More Acts Work

Takeo Usui's foot slide was well presented and camera work again

showed up well. Aerial ballet got off to a slow start with the make-ready, but once in the air the act gave the cameramen some more excellent long shots. The Cummingses' patter was centered on Barbetta.

The Hildalys' upside-down bike act with iron jaw and foot suspension was good TV fare. A supercilious bit had a couple of gals dancing in a horse suit. This served to introduce the Karolis' two-lady principal acts. Riding turns were pretty and traditional and could have been pointed up by some close-ups. Clowns followed and they seemed unorganized until Paul Jung's Misfits Army gag got underway and it was pretty good on TV.

### Alzana Is Peak

Definitely a high point on "Highlights" was the work of Harold Alzana and his troupe on the high wire. He walked some of the balcony rail on the Garden to reach his rigging and his work was breathtaking as usual. Camera angles caught the sensation of height.

There was opportunity for only a snapshot of the spec that closed the TV show, while Cummings wished the circus a successful season. No mention was made on the program of the difficulties with unions, the AGVA-inspired absence of Emmett Kelly or the substitute flooring material.

This time the circus did get in a mention of its own full name. But once again Ringling was placed in the incongruous position of having to give credit to Cecil DeMille for use of its own sub-title, "The Greatest Show on Earth."

In all, the broadcast was superior to last spring's but short of the mark set by the Christmas airing from Sarasota.—Tom Parkinson.

## Cisco Kid

• Continued from page 77

only about 500 customers. Friday (30) gave the show a half house matinee and slightly under that for the night appearance.

Moving out of here for Long Beach, where the show played two days, attendance on Monday (2) afternoon was about a third house and a half house that night. Tuesday was slightly stronger. The show moved overland two miles to play Lakewood on Wednesday (4) and had a scant quarter house for the matinee, despite the fact that starting time was moved back to 3:45 to get the school kids' trade. The show moved 21 miles from Lakewood to Bellflower for its Thursday shows.

Both Frank Orman, general manager, and William Moore, general agent, denied that Renaldo would leave the show. Beatty announced it last week (The Billboard, April 7). Asked if the Cisco kid's departure would affect the proposed Eastern trek, Moore said that it would not. He added, "Beatty is 'new' in the East."

### No Concession Comment

There was silence on the suits and counter suits which were filed in an attempt to settle a dispute among Beatty, National Concessions and Atlas Concessions. Frank McClosky, partner in Atlas, said he had no comment to make. National is reported suing both Atlas and Beatty, with counter suits also being filed, for asserted breach of contract.

Victor Robbins, leader, announced the members of his band are Frank Ballou, air calliope; Albert Yoder, snare drum; Doss Gibson, bass drum; Lonnie Harris tuba; Clarence Swanger, Karl Wahrmond, and Bob Grove, trumpets; Walter Peele, baritone, and Lew Bader and Andy Anderson, trombones.

## No Celebrities, But R-B Draws

• Continued from page 77

picture publicity at the benefit night.

Mild embarrassment was felt by R-B officials who programmed the Palacios as center ring attraction of its flying act display. Instead of opening in New York with Ringling, they opened in Los Angeles with Polack Western. Their place was taken by Miss Mara, heel catch.

All listed acts performed on opening night except the Abbott Sisters, British acrobatic group. They had costume troubles which were not resolved until the following day.

### Hurt in Train Fall

An unfortunate accident resulted in a head wound requiring 30 stitches, the victim being Mrs. Charles Moroski. With the train to New York doing some 45 mph, she opened a top section of Dutch doors to lean out for fresh air, unaware that the lower door was also open, and fell from the train. She was found 12 miles back, and latest reports in New York are that she is in very good condition, considering the seriousness of the accident.

### Matting Bad for Acts

The strips of thin coconut matting caused difficulty during Trevor Bale's tiger act and Justino Loyal's riding routines on opening night. Several horses found the footing tricky and caught their heels on the edges of the mats. Bale had trouble maneuvering his props. Next morning crews were put to work lacing the mat layers together since it seemed the teamsters had no intention of delivering dirt to the Garden.

### Telecast Misses Ruckus

Baby elephant trouble occurred on Monday and Tuesday (2-3), the first day when escapees were cor-

ralled in the Garden lobby, and the next when they got out of the building. The telecast had hardly ended when two baby elephants got loose in the corridors and sent people milling onto the Garden floor. Police and show hands finally got the culprits back into the building, but there was embarrassing evidence over the sidewalks.

### Polack Folks Visit

Polack Eastern had a 10-day "vacation" between Erie, Pa., and Albany, N. Y., and there was plenty of jackpotting among circus folks on the streets around the arena. Visitors included Henry Kyes, Dick and Carmen Slavton and their son, Paul Kaye and others.

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18" PENNETTE**  
100 feet only \$4.00 ptd.  
124 PENNETTES  
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Satisfaction Guaranteed  
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Plastic Pennants**

Durable—Tough—Brilliant  
48 assorted color—18-inch Plastic  
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ELECTRICAL APPLIANCES—Household  
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Phone: Wheeling 340

## MERCHANDISE TOPICS

Clearing Wholesale Distributors, 6314 South Harlem, Summit, Ill., has introduced a new concept in the wholesaling of merchandise, one that's designed to give the utmost in customer service. The firm, which handles a broad line of nationally advertised merchandise, has equipped three giant trucks with its complete line and, upon request, the mobile merchandise store is dispatched right to the customer's door. Featured in the firm's spring line of merchandise are Pittsburg paints at \$1.30 per gallon and grass seed at \$1 per five-pound bag. Other merchandise includes jewelry, appliances, cameras, tools, gifts, watches, furniture, luggage, plastic goods, toys, housewares, sporting goods, general merchandise and carnival goods.

Bonley Products Company, 28 South Clinton Street, Chicago, is offering a cake decorating set consisting of one standard coupling attached to a 10-inch plastic-lined canvas bag, four metal tubes, a petal tube and flower nail. All tubes are interchangeable with one decorating bag. Booklet and recipes included. Item retails for \$1. Also being offered is a new plastic Bonnie sealer for making tarts, ravioli, bismarks, filled cookies, etc. The firm says it's an excellent demonstration item that will retail at 39 cents. Bonley also manufactures a complete line of waffle and patty shell molds, pastry cloths, pie crimpers, etc. Write for quantity prices.

Marmero Art Creations, 1117 North Western Avenue, Chicago, is introducing a jumbo size pig bank in time for the carnival season. The bank is available in blue and pink and measures 15 inches high, 18 inches long and 14 inches wide. It comes packed one to a carton. The banks are offered the trade at \$36 per dozen. A sample is \$3.50.

Samuel B. Pockar Company, 519 Church Street, Providence 4, R. I., has introduced a necklace item

which is claimed to be something entirely new in its line. The Pockar firm reports it to be turning over in strong volume. The necklace, made of brass, is hand-polished and hot nickel-plated, with a hard enameled green 4-II emblem in the upper left hand corner of the heart disk. It has a 21-inch chain and sells for \$4.25 a dozen or \$51 per gross. The firm urges that you write for samples.

Among the new Mirro toys for 1956 is the Mirro Magic Mixer. Constructed of aluminum attractively finished in red and white and operated by a flashlight battery, the mixer makes malts, etc. The mixer agitator is capable of breaking up ice cream, yet is safe for children to use. When the aluminum cup, which is included, is slipped into place, the mixer starts working. Made by the Aluminum Goods Manufacturing Company, Manitowoc, Wis., it retails for \$3.95. For the young space adventurers Mirro has created the Satellite Explorer helmet. Made of aluminum, the helmet has a "cosmic ray" face shield made of acetate which allows the youngster to see out but prevents anyone from seeing in. On the sides are make-believe earphones, while the top has a realistic spring communication antenna. Price is \$3.95.

Tandy Leather Company, P. O. Box 791, Fort Worth, has introduced its U-Do-It shoe kit with which you may make your own moccasins having style, comfort and durability. The firm claims an exclusive molded sole that fits the contour of the foot, the rugged but flexible cowhide sole leather giving walking comfort and long wear. Tops are precision cut from moccasin suede leather. Holes are pre-punched and the kit is complete with needle, heavy waxed linen thread, sponge rubber insole and instructions. The kit comes in women's sizes only, 4 to 9. They are offered at \$2.60, postpaid, in three colors, golden chamois, turquoise and basque red.

## PIPES FOR PITCHMEN

By BILL BAKER

FIVE YEARS AGO . . . McDonald was working foot ease in the realm of pitchdom: Phil Babcock was seen working in and around the vicinity of Macon, Ga. . . Margaret Weingarten, Ralph Maxwell, Myrtle Hult, Charlie Halley and Mr. and Mrs. Dave Weisbrod had just taken in the opening of Maxie Glass' New Dell Gardens in Santa Cruz, Calif. . . Red Adams was doing a bit of okay with kitchen gadgets in a San Francisco five-and-diner. . . Fred Weidman was working soap to good business in the Crystal Palace, San Francisco. . . The Ragan twins, Mary and Madeline, were working out of Hillbilly Holler near Benton, Ark. . . Dr. Frank Curry was raking in the cabbage with his med show in Wilmington, N. C. . . Jack McDonald was prepping a new portrait stand which he was going to work at the Canadian fairs. . . Phil and Howard Levin, former pitchers, were hosting a whole bunch of jackpot cutter-uppers at their Winnie's Out, beaten by. . . Doc Nairne had ditched his med pitch and was working with his new bulb layout. . . J. C. Carswell had at Leesville, La. . . Fred Hudspeth had just opened up a nugget stand in Canda, with Eddie Procop acting as chief fitter. . . R. B. Cunningham was sign painting his way across Texas. . . Doc

McDonald was working foot ease in the window of the Green Store in Moose Jaw, Sask. . . Glen Hoberg was preparing to make a tour of the Canadian Class A Fairs and Big Al Wilson was in San Antonio working cards and mice to the soldiers.

HORACE BRAZELL . . . pencils that W. J. Blanton, that vet of vets of the novelty pitch, hopes to open his stand again this year at Chimney Rock and Lake Lure, N. C. Blanton, who is past the 80 mark in years, has been tossing the novelty pitch for more than half a century and is one of the few real old-timers still active in the business.

PETE NITNEY SAYS . . . "Good spots and bad spots are determined solely by what type of item you have to offer."

WE'RE GLAD TO HEAR . . . that Glenn Boggerly is currently registering pretty good in the health department. Glenn, who is widely known in the trade as a purveyor of mice, cards, auto polish and coils, has just been released from University Hospital, Columbus, O., after undergoing a throat operation. He letters that he's looking forward to working a few spring dates.

OFFICIAL BALLOON  
OF THE  
**MICKEY MOUSE  
CLUB**

WITH  
NEW  
BLACK  
EARS

NO. 12HMC

OAK'S  
**BIG FLASH**  
1956  
STREET SPECIAL

\$  
\$ PRE-SOLD TO \$  
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REGULAR MERCHANDISE  
at CLOSEOUT PRICES!

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TODAY!

Summer Earrings, \$1.50  
doz.; carded deluxe  
styled Earrings, \$3.00  
doz.; carded Scatter Pins, boxed,  
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\$6.50 per doz.; boxed Necklace-Ear-  
ring Sets, \$7.20 doz.; boxed Miracle  
Prayer Crosses, boxed, \$4.25 doz.;  
adjustable snap-apart Necklaces,  
\$5.25 bulk.

**FIVE NEW FAST SELLING NECK-  
LACE, BRACELET, EARRING SETS!**  
All in beautiful gift boxes.

1. ALL Rhinestone Chain Sets, Per doz.	\$24.00
2. Gold plated with Rhine- stones, Per doz.	12.00
3. Gold plated in Mirror-Pocket Book box, Per doz.	21.00
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Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a re-claim product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

**RICHARD'S CHROME-FINISH**  
Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. Sold in carton lots only, \$1.40 per gallon.

**SPECIAL—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.

**26" HAND SAW—8 Point Superior Saw Steel.** Packed 6 to package, \$8.00 per doz.

**10-PIECE DRILL SETS.** From 1/16" to 1/4" sizes • Heat treated • Chrome steel twist drills • Set in recessed grooved wood self-display box • Sizes shown thru heavy duty sliding clear view front • Per doz. sets, \$7.80.

**STILLSON PATTERN PIPE WRENCH.** Steel • 8-inch size • Individually boxed • Per doz. \$5.40. 25% deposit—money order or bank check with order. Balance C.O.D., F.O.B. Chicago.

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Also available in 17-J, \$9.95

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**ALWAYS NEWEST, BEST, CHEAPEST**

SINGLE BARREL PALM SIZE SQUIRT GUN.....	Ctn. (36)	\$ 4.56
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18-INCH FEATHER MONKEY.....	Dozen	5.00
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18-INCH FRINGED COOLIE HATS.....	Dozen	2.00
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MICKEY MOUSE BIG EAR HATS.....	Dozen	7.20

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"LITTLE TRAVELLER"  
FOLDING ELECTRIC IRON

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#169

Ever-popular 1 carat center stone PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16 kt. gold finish.

**\$3.00** DOZ. Min. 3 doz. lots. Less than 3 doz. lots, \$3.25 doz.

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Place the Log in Water and Watch the Green Leaves Grow.

**PITCHMEN SOLD OVER 1,000,000 LAST YEAR!**

Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!

"TI" logs grow — by themselves — into beautiful tropical plants. Flash, 15 plants \$17.50. Lots—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect lots throughout U.S., Canada. All other top pitch items. Write for full information.

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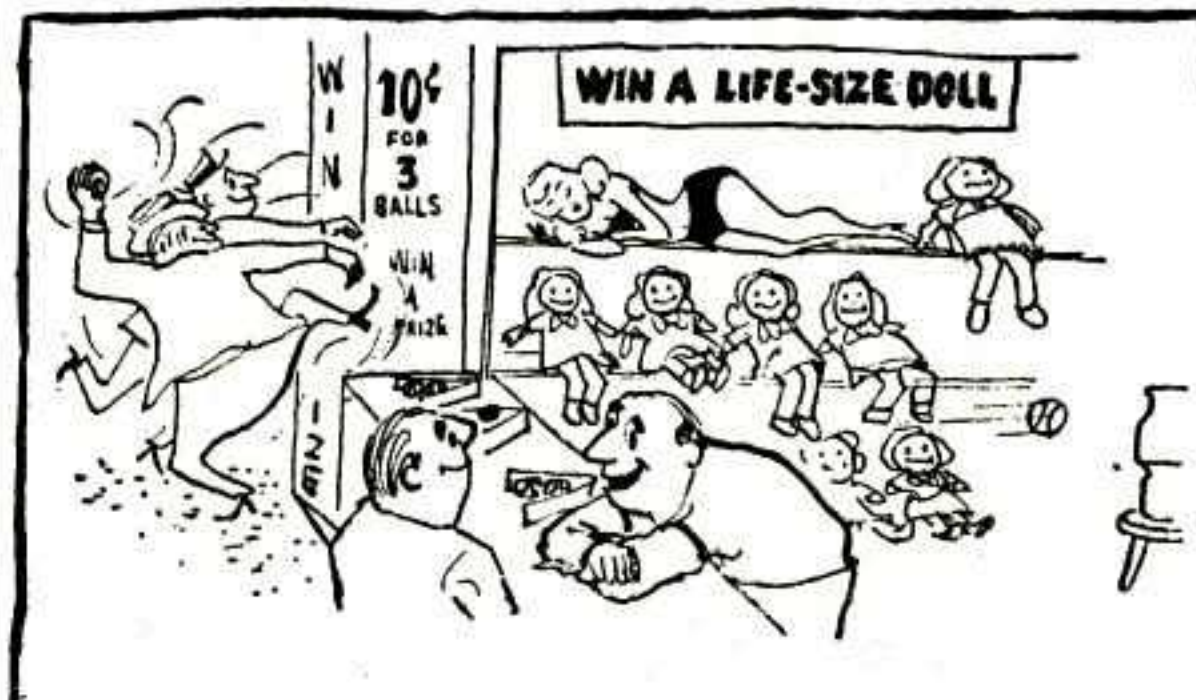
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2. All gags become the property of The Billboard Publishing Company. No entries will be returned. Send in as many as you wish.
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4. Gags received by Wednesday noon in Chicago will be judged for the contest ending that current week. Those received after that time will be held over until the following week.

Contest Editor, The Billboard  
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My Caption for Cartoon No. 1: \_\_\_\_\_

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4/14/56

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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. ap28

FABULOUS SELLER—RIVA ITALIAN PER- fumes, priced, \$7.50; rush \$1 for sample and details. Yost Enterprises, 4803 Toland Way, Los Angeles 42, Calif. ap14

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$5 per gross plus postage, c.o.d. For adults. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ap28

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Summer Earrings, Assort. . . . . \$1.50 dz.  
Stoned or tailored Earrings. . . . . 2.00 dz.  
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Charm & Link Bracelets, assort. . . . . 1.75 dz.  
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Shorty Tie Slides, carded. . . . . 1.95 dz.  
Shufflinks, carded. . . . . 1.95 dz.  
Cameo sets, boxed. . . . . 7.20 dz.  
Anklets, G.F.s, carded. . . . . 3.50 dz.  
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The Slide sets, assort. . . . . 3.00 dz.  
Rhinestone "Miracle" Crosses, . . . . .  
Boxed . . . . . 4.00 dz.  
2 Pc. Summer Sets. . . . . 4.50 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.**  
1826 Westminster St., Providence, R. I.

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New Assortment of Mfr. Close-Outs  
Tailored Earrings & Pins . . . . . \$1.50 dz.  
Charm Bracelets, assort. . . . . 3.00 dz.  
Pearl Earrings, beautifully . . . . . 1.50 dz.  
gang carded. . . . . 2.50 dz.  
Esmail on Copper Pin, Earrings & C.L. . . . . 2.50 dz.  
Men's Tie Slide & Cuff Link Sets, boxed . . . . . 5.00 dz.  
Cultural Headbands, reg. 1.98 . . . . . 4.00 dz.  
Floral Pearl Necklaces, Pins. . . . . 2.50 dz.  
Ropes, Assort. . . . . 3.00 dz.  
Rings' Stoned Rings, assort. . . . . 3.00 dz.  
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boxed . . . . .  
EXTRA SPECIAL!  
1 gross \$200 Assortment every piece different. Stoned, Plastic Sets, Boxed Necklaces, Bracelets, Earrings, Kiddle Sets, Bells, Chokers, Pearls, Alloy jewelry. From large manufacturer's bankrupt stock. Values up to \$5.98.  
Gross lots only, \$45 gross  
All 24 Hour Service  
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Bristol, Connecticut  
48 N. Main St.

**JOKERS FUN SHOPS—FULL CREDIT** allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. my28

**LIST OF FOREIGN FIRMS SEEKING** agents for their products, 92 Max Saltzman, Dept. Billboard, 7655 Hind Ave., North Hollywood, Calif. ap28

**NEW FAMOUS KIK-IT BEAD, NECK AND** Earring sets, all colors, \$7 per dozen plus postage. Deposit, 20 percent, balance c.o.d. New Kansas Jewelry, 124 Empire Street, Providence, R. I. ap28

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**NEW GENERAL RELIGIOUS COMEDY** 7"x11" Signs; cost 7¢, sell 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 922, New York 3, ap28-ch

**NOTICE: LADIES' NYLONS, 33 DOZEN;** sheerest, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year; agents, pitchmen sell everywhere. 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-tfn

**OFFENSIVE FEET? GREATEST MARKET!** 33 returns \$30; seven gets ninety. Rush 50¢ "Feet-Ster" universal, DraKnee, 474bb Sinclair, Atlanta 7, Ga.

**PIERCED EARRINGS—PEARL AND STONE** Settings, gold filled, earwires; mounted on display stands, \$1 retailers. Production over- runs, \$30 gross; 3 dozen samples, \$8. Cash with order, satisfaction guaranteed. Debonair Manufacturing, 188 Whitmarsh Street, Providence, R. I.

**POTTERY SECONDS, 8" ASH TRAYS, AS-**sorted in two colors, \$5.40 dozen; Planters and Vases at low as \$3 per dozen; Jobbers inquiries invited. Brinn's China & Glassware, 2025 East Carson Street, Pittsburgh 3, Pa.

**REAL DIAMOND RINGS—SELL DIRECT.** Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details. Glimlight, 1111 North Columbus, Mount Vernon, N. Y. ap21

SENSATIONALLY NEW, EASY SELLING. Taverns, Restaurants, Gas Stations, other businesses buy immediately. Substantial earnings; details, samples free. John Fritch, 610 South Coronado, Los Angeles 57, ap21

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**1956 BEAR CUBS, ONLY \$75; CANADIAN** Beavers, \$95; health certificates furnished; no duty, great attractions. N. P. Lew'cluk, Canora, Sask., Can. ap14

**BUSINESS OPPORTUNITIES**

**BRAND NEW 50"X100" PORTABLE SEC-**tional rock hard maple floor for roller rink or dancing. None finer anywhere, \$2,500 firm. Robert Hoffman, Route #3, Dubuque, Iowa. ap14

**CONCESSIONS AND RIDES WANTED—**percentage basis, new amusement park opening June 1, long season. West Asheville Amusement Park, Inc., P. O. Box 6066, Asheville, N. C. Phone 3-7302. ap14

**EXCELLENT AMUSEMENT PARK OR BUSI-**ness location on Pymatung Lake, 50 acres, lease or percentage. Gordon Campbell, Andover, Ohio.

**FOR RENT—CAROLINA BEACH, N. C.,** Concession Stands suitable lunch, photo, Arcade, snowball, games, etc. Center amusement. Four stands left. Rent reduced, \$300 season. Contact immediately. Sidney Abrams, Conway, S. C. my7

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**FIRST QUALITY PRECISION RETRACTABLE BALL PENS**  
**NEW! "DE LIDO"**  
Two-Tone Plastic Pen  
**SILVER TIP REFILL**  
In sell on sight color combinations.

**\$18.00** gross  
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**\$54.00** containing three different color pens. Written red, green and blue.  
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**L-30 Plastic Pen in 10 different colors. Gold cap and 14K gold plated clip. \$18.00 gr.**  
**\$16.50 gr.** in 5 gr. lots

Prices on request for L-100 gold metal pens, C-12 chrome pens. Refills in 4 different colors, \$8.64 per gr. in 1,000 lots, \$45.00 per 1,000.

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Won't smear, quick drying, don't blot!

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KIDDIE RIDE EQUIPMENT - ONLY 100 U.S. Aircraft Belly Tanks, about 10 ft. long by 26", cost \$100. At \$12 ea. Tel. 2-3455, Redmond Lumber Corp., P. O. Box 1068, Richmond 8, Va.

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TONY MARLINA, PHONE 9-2795 OR BOX 1051, Missoula, Mont. Important.

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ILLUSTRATED PRINTING, REASONABLE, 100 each, Letterheads, Cards, Envelopes, Billheads, \$4; single, \$1.50. Special, 50 Noteheads, 50 Envelopes, 80 Photo Stamps, \$2. Economic Press, Leonia 9, N. J. ap14

300 8 1/2x11 LETTERHEADS, 500 8 1/2 envelopes, both for \$3.75, black or blue ink. Mallo Press, 767-B Letin St., Flint 8, Mich. my5

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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. Repeats. Start without experience; men, women: full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-105, Chicago 32, Ill. ap28

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others; all popular miracle fabrics. Nylon, Dacron, Orion; exclusive styles, top quality; big cash income now, real future, equipment free. Hoover, Dept. D-109, New York 11, N. Y. ap28

ATTENTION - MEN WANTED TO SELL Novelty Rings, commission basis only; wonderful opportunity for right men. Write Box C-416, c/o Billboard, Cincinnati 22, O.

GOLDMINE OF 600 MONEY MAKERS-Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-tn

MAKE \$2.97 PER HOUR, SPARETIME, MEN or women; experience unnecessary, free details. Davol Specialty Sales, P. O. Box 321, Highland Station, Springfield, Mass.

QUICK CASH SELLING 8X10 OIL COLORED Enlargements from any picture, only \$2.95; you collect and keep \$1 each sale. Allen Studio, Dept. B, Little Rock, Ark. ap14

\$50 A DAY WITH FAMOUS 4 POWER Fuel additive for cars, trucks. Increases power 14%, decreases wear 54%. Amazing 3 minute demonstration. Free particulars. Sample \$1. Conklin Company, Inc., Box 5628, Nokomis Station, Minneapolis, Minn. ap14

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NEW TYPE TATTOOING MACHINES, Money making designs, outfits, colors, concentrated Pelican, #12 sharps. Write Mitt Zeis, 728 Lesley, Rockford, Ill. se25

**WANTED TO BUY**

CIRCUS POSTERS, MODELS OF CIRCUS Wagons, Animals, Clowns, the Big Top and any decoration suitable for our "Circus Bar." Grant Heights Officers' Club, APO 613, San Francisco, Calif.

NEGATIVES - CIRCUS, PIN-UP. WHAT have you? Send samples and price; none returned. Hunter, 8670 S. Yakima, Tacoma, Washington.

SHOOTING GALLERY-DO NOT NEED tent or rifles; send complete details, cash price. Bowles, 700 Country Club, Greensboro, North Carolina.

WANT TO BUY-ROMAN TARGETS, MUST be in good condition and reasonable. Joe Blash, 2805 Peyton Road, La Verne, Calif. ap14

**HELP WANTED**

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word-Minimum \$4. CASH WITH COPY

Forms Close Thursdays for the Following Week's Issue

BOOKER FOR BAND DEPARTMENT MAJOR agency. Salary, dependable future; replies held confidential. Send photo, references, experience, etc. Box C-411, c/o Billboard, Cincinnati 22, Ohio. ap14

COUPLE DOING TWO OR MORE ACTS FOR long season. State all, lowest salary, send photos. Albright's Attractions, Belle Plaine, Minnesota.

SNAKE MEN WANTED NOW-SNAKE handlers and lecturers, top salary, send photo and full details on what you can do. Box C-400, c/o Billboard, Cincinnati 22, Ohio. ap14

WANTED-SOMEONE TO START AND manage stationary built Fun House; also Freaks; many other attractions. Highway location, living accommodations, small salary and percentage. H. D. Waggoner, Lawrenceville, Ill.

WANTED-2 BEGINNERS, MEDIUM and tall for mind reading marvel act; local showing. Address E. Benedict, 525 N. Claremont Ave., Chicago 12, Ill.

**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.

**AGENTS & MANAGERS**

DUE TO DISAPPOINTMENT, SOBER, DEPENDABLE, married cable wants work as agent in East for reliable operators. Mike Flynn, 2004 Mt. Vernon Street, Philadelphia 30, Pa.

**CIRCUS & CARNIVAL**

HALF AND HALF FOR ANNEX; POSITIVELY no drinking; reliable managers only; strictly business. Jean Nadja, 1917 B. 18 St., Philadelphia, Pa.

**MISCELLANEOUS**

AT LIBERTY-MELISSA COMEDY MAGICIAN and clown free acts; manikin theater; elaborately equipped with old and new props for fast, clean bang show. Contact for retail billing. low cost. P. O. Box 926, Phone ME 54899, Indianapolis, Ind.

EXPERIENCED PALMIST DESIRES WORK; very catchy, enchanting, exotic gypsy-like; also do half and half. Free to travel. Rose Davis, Avelia, Pa. Phone LA 7-8828.

FEMALE IMPERSONATION ACT-OPEN for night club booking. Spanish dancing and exotic. Expensive wardrobe. Shows available. S. L. Burgess, 450 Vine St., Cincinnati 1, Ohio. ap14

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se15

**MUSICIANS**

A-1 RINK ORGANIST, MANY YEARS' experience best rinks; available any location. Box C-410, c/o Billboard, Cincinnati 22, Ohio. ap14

AFRO-CUBAN PROFESSIONAL BONGO Drummer, song stylist for fashionable nite clubs, resorts, radio, TV. Box C-407, c/o Billboard, Cincinnati 22, Ohio. ap21

ATTENTION, OPERATORS AND AGENTS-Now play many musical instruments. Including violin; play any type of style of music; combo is well established; best references, photos, act. Would also like summer location, seashore or mountains. Write the Musical Cleffs, 2615 N. Fla. Ave., Lakeland, Fla. Phone Mutual 69692.

DRUMMER AVAILABLE, FORMERLY with Lou Math's Orchestra, professional combo; will travel; commercial and jazz, play shows; non-drinker, steady and reliable. Wire, write or phone George Sloan, 412 West 11th St., Ha 1-6320, Kansas City 5, Missouri.

DRUMMER, CUT ANY GROUP, READ, shows, play any style. Recently Eddy Howard. Wire, phone Jack Klinger, Box 792, Rochester, Minn. ap21

DRUMMER, EXPERIENCED COMEDY group, solos, cut shows, all rhythms; young, new car and drums; prefer combo Detroit local. Currently General Delivery, Fort Walton, Fla. ap21

ELECTRIC GUITAR-LEAD OR RHYTHM, Double piano, fake or read chord symbols and treble clef only; well experienced, soap, Latin, etc.; good voice, male, white, union; small combos and location jobs preferred. Musician, Box C-415, c/o Billboard, Cincinnati 22, Ohio. my5

EXPERIENCED DRUMMER-JOIN IMMEDIATELY; any proposition considered; dance or show; new equipment; plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

HAMMOND ORGANIST WILL BRING HIS organ your dining room, lounge; city 25-75 thousand; for half he's getting 4th yr. top Chicago restaurant. Box C-402, c/o Billboard, Cincinnati 22, Ohio. ap14

LEAD GUITARIST, MODERN CHORDS, vocals, solos any parts. Ten years top trio. Double Bass, G. Erickson, Harmon Hotel, Minneapolis, Minn.

LOMBARD STYLE LEAD ALTO SAX, CLARINET, full tone like Carmen Lombardo. Good reader, plenty of experience; age 34, prefer location, union. Joe Caldarella, 750 Walnut Street, Long Beach, Calif. ap21

NEED A DEPENDABLE, EXPERIENCED Drummer? Locations only, references, require two week notice. Box C-409, c/o Billboard, Cincinnati 22, Ohio. ap21

THE HOWARD KENNY BAND AVAILABLE for summer location job; resort, hotel, club, etc. Music for dancing and entertainment; nine pieces; girl vocalist male vocalist within band; experienced, union, consider any location. Contact Howard K. Bramstedt, 629 W. Johnson St., Madison, Wis. Phone Alpine 6-1140. ap21

TROMBONE-COMMERCIAL OR COMBO. Prefer locations; will travel & have car. Write Paul Wireman, c/o Larry Elliotts Orch., Colonial Beach, Va. ap21

TROMBONE-NAME EXPERIENCE, ANY style, single, sober. Pete Bolleau, 415 S. 6th Ave., Washington, Iowa.

TRUMPET, AVAILABLE IMMEDIATELY. Combo work preferred, other offers considered. Kenny Buckles, 418 W. 3rd, Garnett, Kan. Phone 358.

VOCALIST BAND, CHORUS, EXPERIENCE. I reader, prefer band. Free to travel. What have you? George Walton, 122 N. 9th St., Geneva, Neb.

**PARKS & FAIRS**

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my12

LATEST PARACHUTE THRILL ACT-Emily Brown, parachuting Grandma, and Art Hill's spectacular 5,000 ft. free fall. John Fitzpatrick, Emmetsburg, Iowa. my5

SENSATIONAL HIGH DIVING AUDACITY nerve skill terrific impact Small tank, spears, fire, no body protectors, blind-folded. Featured by Fox Movietone and up to date has not been duplicated. The price is right. Your only problem and concern will be finding parking space for the spectators. Free advertising posters. Capt. Earl McDonald, 456 Lamphier Place, Warren, O. Tel 45337. ap14

**VAUDEVILLE ARTISTS**

BLACK FACE COMEDIAN FOR MED. UP in all acts; sing, dance, play banjo, guitar; change two weeks. M. E. (Jake) Rialus, 206 S. Main, Phone 6144, Bosl, Ala.

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Miller Creations  
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Virgin and Hammered Gold transparently imbedded in plastic and artifice mounted for everlasting beauty. Buy direct from manufacturer's representative. Send \$8.00 for dozen assortment postpaid. Orders filled same day received. Jobbers, inquire about quantity price. F. H. C. Distributing Co. 1824 Venus Drive, Sacramento 21, Calif.

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A BUY**

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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  
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metal clamp holder for reel Individual  
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Ribbon Brand. Per Doz., \$18.00.

**CASTING LINE** 50 yards to spool  
15 lb. test Dupont Nylon  
Water-proofed Mildew proof  
12 spools to box. Per Doz. Spools,  
\$2.50. No less sold.

**SPINNING LINE** Soft Monofilament  
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test Dupont Tynex 12 spools  
packed to box Per Doz. Spools,  
\$3.00. No less sold.

**TROUT FLIES** On #10 Hooks 12  
ass. numbers mounted flies on two  
cork strips packed in Paulownia wood  
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Doz. Boxes, \$4.75. No less sold.

**ALL ABOVE ITEMS ARE PROVEN  
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25% deposit money order or bank  
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PICTURES**  
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Uncensored Poses  
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**TAKE A PEEK  
AT THIS  
AMAZING OFFER**

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ONLY POSTPAID

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Dear Sirs: Please rush me your giant collection of 500 figure  
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Fully Automatic  
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\$18.72 per gross  
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IMMEDIATE DELIVERY  
STEEL WOOD  
FOLDING-NON-FOLDING  
ON CHAIRS REVISION ORDER IS 4 BOX  
STATE QUANTITY NEEDED-ASK PRICES

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- Shoerck, Roy Hank Smith, James E. Snodderley, Ray M. Soret, Mrs. Joe Sorrell, Arthur A. Soren, Mrs. C. H. Spillman, Don F. Spoon, Mrs. Sue Stevens, Bob (Little) Struble, Orange F. Stubber, H. G. Sullivan, Joe Sutton, Shorty Swan, Walter L. Swank, Harry R. Swartzlander, L. E. Taylor, Carl Kirk Taylor, N. C. Teague, Dorothy Templeton, Ralph E. Thomas, Lee Todd, John W. Treadwell, James C. Troxel, William Turner, William E. Tyler, Johnny Vanmeester, Richard Vileco, Maudie Mae Wadsworth, F. W. & Mrs. Wright, Buddy (Zellers, Al & son Tom) Wallace, John Walsh, Earl Walsh, H. M. Wandou, John Wanous, Walter L. Warren, John C. Wason, Mrs. Mitchell J. Watkins, Johnny Watton, Lloyd Watts, Slim (swinger agent) Weaver, J. H. & Mrs. Webb, Charlie Webster Jr., George H. Welsh, Mrs. Lester Wendell, Max Gordon Western, Stanley & Mrs. White, Robert F. Whitfield, James Wilbur, Henry O. Williams, M. O. Williamson, Al Wilson, Betty Witham, John Eugene Witham, John Eugene Wright, Frank D. Zellers, Al & son Tom

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- ZIPPER CARRYALL MATCHING WALLET PASS CASE & COIN POCKET SHIMMERING PEARL FINISH PINK, BLUE & WHITE OTHER SPECIALS

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AMAZING CLOSEOUTS E-1—Tailored earrings, asst. gr. ... \$18.00 E-2—Stone earrings, asst. gr. ... 21.00 F-1—Stones & Tailored Brooches, gr. 19.50 B-1—Bracelets, asst. gr. ... 24.00 T-1—Tailored Tie Sets, boxed, asst. dz. ... 3.50 T-2—Stone Tieside Sets, boxed, asst. 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 2160—Stone, neck & ears, boxed, dz. ... 7.50 2164—Stone, neck & ears, boxed, dz. ... 9.00 2256—3-piece pearl set, boxed, dz. ... 13.50 1202—3-piece rhinestone set, dz. ... 18.00 P-45—3-piece rhinestone set, dz. ... 30.00 P-3—3-piece rhinestone set, dz. ... 30.00 3052—3-piece rhinestone set, dz. ... 45.00 3670—3-piece rhinestone set, dz. ... 51.00 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 Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. B Prov., R. I.

EMPIRE MULTI-USE REVERSIBLE WINDOW FAN ADJUSTABLE—fits any window—double hung—casement—steel construction EXHAUSTS stale air FRESH AIR draws 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 \$39.98 \$9.00 each in lots of 3 Sample, \$10.00 each. WE ALSO CARRY A COMPLETE LINE OF ALL SIZE FANS. 25% deposit, balance C.O.D., F.O.B. Chicago. STAR SALES CO. Chicago 22, Illinois

CASTING ROD Full 5' long, sturdy glass construction. Cork & aluminum handle. \$1.15 ea. 6 1/2' Spin Glass Rod ... 2.00 ea. 7 1/2' Fly Glass Rod ... 2.15 ea. TACKLE BOX All metal construction, tray with individual compartments. 13 1/2" long. Green finish \$1.15 ea. Also available in 19" size ... 2.25 ea. 25% dep. with order, bal. C.O.D., F.O.B. Chicago. Open Sundays Write for FREE Listing C & G SALES 1180 Milwaukee Av. Chicago 22, Ill.

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. 145 E. West 15th Street, New York 11, N. Y.

"Tiger Eye" MARBLES For Souvenirs—Prizes—Gifts BAGGED (Polythene Bags) 12 Count ... \$2.88 per gr. bags 36 Count ... 6.36 per gr. bags WINDOW LID BOXES 4 Dozen Min. Order Size #1—Thirty Row Box ... \$1.48 doz. #2—Twenty Four Row Box ... 1.48 doz. #4—Sixteen Row Box ... 1.48 doz. #6—Twelve Row Box ... 1.48 doz. Beautiful Assorted Colors 25% w/order, bal. C.O.D. VITRO-AGATE CO. Parkersburg, W. Va.

PLASTER ATTENTION, CUSTOMERS Due to rise in prices of materials, supplies and labor, we are forced to increase the price of our plaster to 30¢ for the large and 14¢ for the small. PELLEGRINI BROS. 814 Moosic Rd. Old Forge, Pa. Phone: GL 7-3801

MUSICAL SALT & PEPPER SHAKERS Made from Cherrywood, hand decorated, each set packed in box. DOZEN ... \$ 5.40 GROSS ... 60.00 Minimum Order \$5.00—Include Postage with Order. 25% deposit Required on C.O.D. Orders. KIPP BROTHERS Wholesale Distributors Since 1880 240.42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

THEY FLUTTER AND WIGGLE! —STRIP PENNANTS— 36 plastic strips, 2" by 18", alternating colors, sewed to tough tape, 25 ft., \$1.00. Other pennants available. Cash—Add 25¢ if C.O.D. Write for quantity discounts. MANUAL INDUSTRIES, INC. 8518 Hovey St. Indianapolis 18, Ind.

## BOSTON BULK FORMULA

# Friendliness Plus Service Key to \$\$

By CAMERON DEWAR

BOSTON—Albert G. MacGillivray doesn't want to be the biggest bulk operator in America. He feels that if he gets too big he might lose the magic touch that has helped him build his route to nearly 500 venders in six years.

He sums up his formula in two words — friendliness and service. "Before I approach an outlet prospect," says MacGillivray, "I try to learn his name, especially his first name. A friendly word and calling a person by name sometimes works wonders."

A big, soft-spoken man who exudes confidence, MacGillivray feels that the ideal route is one which he can handle alone. He is shooting for a total of 600 machines. This, he believes, is just right and does away with the problem of hiring help. This, of course, does not mean that he can rest easy then, for as he points out, there is a constant turnover that must be met with new locations.

Says the operator: "You've got to be on the alert all the time for new stores opening up and get in first. I used to go after only drug, variety and stores selling mostly food items, but I found that barbers and shoemakers' shops make good locations, too."

### Location Problem

One of the big problems MacGillivray finds is the location jumper who makes fantastic claims and of-

fers as much as 30 per cent commissions. The New England area seems to have more small operators than most parts of the nation, with all sorts of salesmen running small routes on the side.

"This goes a long way toward hurting the business," says the operator, "since all that some outlet owners consider is the higher commission offered. When he finds that after the first call some excuse is made for cutting the share, he gets mad and is apt to throw out the machine."

MacGillivray believes that 20 per cent is the most any operator can offer and still run a profitable business and give proper service. He tries to service all his locations no less than once in 10 days. And he doesn't look for any help from the outlet in selling his wares.

He usually manages to keep his working hours between 8 a.m. and 5 p.m., but he is ready at any time to fix a machine on a location.

### Volume Builder

Thru frequent calls he finds it possible to eliminate most of the after-dark emergencies. "A good, clean machine in first-class working order is the best insurance for volume," says MacGillivray. "And if you give them a good polish on each visit it helps a lot."

He ranges as far as Providence, R. I., but the majority of his stops are in the metropolitan area. Most are in drug, variety, bakery and grocery stores, with some taverns and a few shoe repair and barber shops.

But the business isn't getting any easier. Vandalism is a big (Continued on page 87)

## A STAR IS BORN: N. J. KASSER

PHILADELPHIA — "A star is born." That's the latest word in the Quaker City vending circles.

The "star" is Norman J. Kasser, owner of the Norman Automatic Vending Machine Company. And as an operator, Kasser is a pretty good movie actor, too. He's a newspaper reporter in the film, "The Harder They Fall," starring Humphrey Bogart.

Kasser's movie career began quite by accident while attending a convention in Chicago at the Conrad Hilton Hotel where some scenes were being shot for the picture.

According to reports, Kasser was standing in the lobby when Director Mark Robson strolled up and asked him if he would like to play the part of a reporter.

"Yep," Kasser replied. Later he revealed he had spent 18 months in Hollywood as an Air Force pilot instructor, but never even came close to the screen.

# Rowe Buys Lennox Cup Vending Units

Venders to Be Made in Chicago; Greene Says Purchase Rounds Out Firm's Line

NEW YORK—Rowe Manufacturing Company Wednesday (4) announced purchase of exclusive rights—including all patents—for the manufacture and sale of the two cup drink vending machines made by the Lennox Manufacturing Company, Chicago.

According to Robert Z. Greene, Rowe president and executive committee chairman of the Automatic Canteen Company of America, Rowe parent company, the purchase was made to round out the Rowe cup drink vending line. The sale price was not announced.

Lennox makes both a 2,000-cup capacity unit and a 1,000-cup capacity vender. The V-2000, listing at \$1,465, is a four-selection unit. The V-1000, listing at \$1,065, also has four selections.

Charles H. Brinkmann, Rowe vice-president in charge of sales,

said that the manufacturing of the machines by Lennox will continue in Chicago. He added that the purchase included such physical equipment as tools and dies.

The machine will be called the Rowe-Lennox. The V-2000 will be in full production and available for delivery by June 15. Limited production is to begin on the V-1000 by June 15 with full production schedule shortly thereafter.

Don Reynolds, who has been in charge of Lennox's engineering and sales, and John D. Faucette, Lennox sales representative, have joined the Rowe organization. They will make their headquarters at the Lennox factory. Reynolds developed and designed the venders.

### Rowe-Spacarb

Brinkmann explained that the acquisition of Lennox's machines will not interfere with the manufacture of the Rowe-Spacarb machines at the Stamford, Conn., plant.

The current Rowe-Spacarb line includes the D-600, a 600-cup four-selection unit and the D-56, a 1,000-cup four-selection machine.

Rowe will begin providing parts and service for all Lennox machines now in operation.

## NEW FIRM

# To Bow Bulk, Charm Unit at NVA Conclave

PITTSBURGH — World Wide Manufacturing Company, a nine-month-old firm, will introduce its first bulk machine, Vendorama, a console ball gum and packaged charm vender, at the National Vendors' Association convention May 10-13 at the Morrison Hotel, Chicago.

Announcement of the firm's organization last September 6 and the presentation of the bulk vender was made by Sidney Weinstein, president, Friday (6).

Describing the Vendorama, Weinstein said it consists of North-western Corporation's 49er bulk vender which is installed on a steel console packaged charm cabinet.

The ball gum is dispensed via the conventional chute. The packaged charms are dispensed from a (Continued on page 89)

# Six to Speak At NVA Meet

CHICAGO—Six speakers have been scheduled to address the 1956 National Vendors' Association convention May 10-13 at the Morrison Hotel here, Paul Crisman, convention chairman, announced.

With the program almost completed, Crisman disclosed the conclave will open on an informal note with a gala kick-off party that will include cocktails, music, dancing and entertainment.

Speakers and their subjects are Rolfe M. Lobell, Leaf Brands, Inc., Chicago, "Security Thru Insurance"; Irving Shepherd, Shepherd and Schwartz, Chicago, certified (Continued on page 89)

# ABC Sales, Earnings Reach All-Time High

NEW YORK — Sales and net earnings of the ABC Vending Corporation for 1955 reached an all-time high, according to the firm's annual report.

The firm did an annual volume of \$50,172,202, topping the 1954 total by \$1,983,864, or 4.1 per cent. Net earnings after taxes were \$1,564,038, equal to \$1.63 a share, compared with \$1,348,557, equal to \$1.40 a share the previous year.

Prospects for this year are bright, with current sales running 5 per cent ahead of the same period a year ago.

### Industrial Growth

Considerable expansion is expected in the firm's industrial division. While ABC has operated primarily in theaters and transient locations, the company is making a concerted effort in the industrial field.

Among the factory stops operated by ABC are the 6,000-employee General Electric plant, Schenectady, N. Y., the IBM and GE plants in Binghamton, N. Y., and the Norfolk, Va., and Philadelphia Navy Yards.

ABC has developed an integrated vending unit—composed of machines of various manufacture—for the sale of soup, sandwiches, pastry, ice cream, coffee and milk in industrial locations.

### Ohio Turnpike

Other factors which make for a bright outlook in 1956 are the four restaurants and snack bars which opened recently on the Ohio Turn- (Continued on page 107)

# NAMA Eyes P-R Plans to Meet Industry Needs

CHICAGO—Selvage & Lee, a New York public relations firm, has been retained by the board of directors of the National Automatic Merchandising Association to make a study of public relations problems facing the automatic merchandising industry.

The study, expected to require from three to four months, is to cover all phases of the industry from the development of new equipment to service provided the public thru vending machines.

Selvage & Lee, according to NAMA officials, are to develop a pilot program and submit specific recommendations for public relation projects at the next meeting of board to be held late in September.

# Three Firms to Build Vari-Vend's 4 Models

CHICAGO — Vari-Vend, Inc., has contracted with two additional manufacturers to build its 12 to 36-selection vender, Robert N. High, executive vice-president and general manager, told The Billboard Thursday (5).

Vari-Vend now has four models—hot, cold, sub-cold and non-refrigerated—that can be used to dispense food, milk and fruit juices, groceries and allied items. The original model was the cold unit.

The new manufacturers are Metalcraft Manufacturing and Sales Corporation, Kansas City, Mo., and Lewis Tar Products Company, McCook, Ill.

The first manufacturer to produce

the machine, and which will continue to build the vender, is Manley Inc., also of Kansas City, Mo., popcorn equipment manufacturer and popcorn processor.

### In Production

H. W. McEwen, vice-president and treasurer of Metalcraft, disclosed his firm is already producing the vender at the rate of five per day. Production, he disclosed, will be stepped up daily as orders are received.

Founded in 1947, Metalcraft is a parts manufacturer, serving Western Auto Supply Company and Cook Chemical Company. It also has a government contract that totals \$1,250,000. The company previously made cabinets for Seven-Up and Dr. Pepper venders.

Lewis Tar Products Company, according to William F. Lewis, vice-president in charge of operations, (Continued on page 89)

# Ice Cream Unit Sales Up: Hebel

ADELSON, Ill. — Fred Hebel Corporation, manufacturer of ice cream vending machines, reported that sales this year are running approximately 10 per cent ahead of 1955.

With more and more operators strengthening routes by adding a greater variety of products, and the addition of many more new locations, Fred Hebel, president, remarked:

"According to current indications 1956 sales should be the largest in the firm's history. We should hit

our peak production about the middle of July."

Hebel manufactures two ice cream machines—a three-selection and a five-flavor selection model. Dollar-wise sales on both venders are even. However, the smaller unit accounts for 60 per cent of the over-all sales.

Both models have been improved, Hebel reported, thru the installation of a lucite plate display panel behind which colored display cards can be inserted.

The three-flavor vender lists at \$535 and the five-selection unit at \$795 f.o.b. factory.

# Lorillard Plans To Push Sales On Filter Cigs

NEW YORK—The P. Lorillard Company will put its greatest emphasis on its two filter brands—Old Gold Filter Kings and Kents, according to William J. Halley, Lorillard president.

Speaking at the company's annual meeting at the Barbizon-Plaza Hotel here Tuesday (3), Halley said the company would enlarge its 10 per cent share of the growing filter market.

A special effort will be made to create customers among younger smokers by an intensive direct-to-consumer sampling campaign on college campuses for Filter Kings. Nationwide group and individual samplings, as well as other promotional programs, are planned.

### Limited Production

Halley said the new Lorillard cigarette plant in Greensboro, N. C., will soon go into limited production, altho it will be a year until full-scale production gets under way.

Lorillard will supplement its major network radio and television programs with TV spots in the 30-odd sales divisions which produce more than 50 per cent of all Old Gold sales.

Halley admitted tho that Lorillard's 1956 first quarter sales are behind 1955 sales for the same period. He explained that the lag is due to the fact that OG Filter Kings were introduced early in 1955, with a consequent higher sales volume as the distributive channels were filled for the new cigarette.

**\$25 DOWN**

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

WEIGHT 165 LBS.

Invented and made only by

**WATLING**

Manufacturing Company

4650 W. Fullon St. Chicago 44, Ill.  
Est. 1889-Telephone: Columbus 1-2772  
Cable Address: WATLINCITE, Chicago

### Am. Tobacco Earnings Rise

NEW YORK — January and February sales and earnings of the American Tobacco Company were higher than the corresponding two months last year, Paul M. Hahn, president, told stockholders at the company's annual meeting this week at Flemington, N. J.

Hahn added that while figures are not yet available for the first quarter of 1956, he was sure that net income for the quarter was substantially higher than a year ago.

According to Hahn, both the scientific world and the public are now skeptical about charges linking cancer and heart disease to cigarette smoking.

William B. Young was elected to the board, replacing Preston L. Fowler, vice-president in charge of manufacturing, who retired after 30 years with the company.

Young, assistant to the vice-president in charge of manufacturing, has been with the firm for more than 40 years.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

### Los Angeles

## COINMEN YOU KNOW

By SAM ABBOTT



CHEMERS

trip to San Diego.



WISLER

Bernie Lipson up from San Diego, headquarters for his B. & B. Enterprises, to get the latest releases at Ricklin's California Music. . . . Lee Nelson, of Santa Ana, on Coin Row for supplies. . . . Clayton Ballard, of Glendale, in the city and making a quick stop at Minthorne's, where he discussed things with Hank Tronick, the general manager. . . . Fred Burt, of Santa Monica, is adding to his route in that city. . . . Phil Robinson, Western representative for Chicago Coin, has been called to Chicago for conferences on new plans at the factory. . . . Harvey Kirby, of Puente, reported that one of his juke boxes was robbed. Following the robbery, the vandals smashed the machine with tire irons. Kirby said he took the box away in a paper sack.

Leonard Buffehr, of Park Music Service, is on the sick list. . . . Dean Brown, who has Modern Music in Glendale, is back from a camping trip that the family made while his children were out of school for Easter vacation. . . . While Glenn is away, Jess Herman is taking care of things. . . . Al Cohn, of Trico Novelty, is soon to be a father. . . . Don Wikoff underwent a medical check-up and came out with flying colors.

Glenn Wolcott, of LaCrescenta, stopped at the Los Angeles division of California Music Merchants' Association to sign checks as the new treasurer of the organization. . . . Jerry Jacobs, of Norwalk, was also at the LA CMMA to check over the minutes. He is the new secretary. . . . H. L. Meyers and Larry Schnepf, of Gardena, have combined their music routes. The new firm will be known as H. & L. Music. . . . Etta Barnes took time off from her busy music route duties to visit with Ben Chemers and the members at the CMMA meeting. . . . Stan Muckler was also a recent CMMA visitor. . . . Fred Ross and his son-in-law, Lorin Farmer, in the city from Pasadena. Ross is contemplating a trip to Chicago and Milwaukee to coincide with the MOA convention. . . . Irving Gayer, of San Bernardino, was down from that city and stopped to visit with jobbers and distributors. . . . Roy A. Provencher, Minthorne Company salesman, in town from his territory in San Bernardino and Bakersfield.

### Chicago

By KEN KNAUF

WOLBERGS ON EUROPEAN TRIP. Sam Wolberg, Chicago Coin Machine Company co-head, and Mrs. Wolberg, in Europe on vacation, ran into Mr. and Mrs. Dave Bond and had a nice visit on the Continent. . . . Avron Gensburg, Genco vice-president, and Mrs. Gensburg are back from a New York vacation. Dave Rosen dropped in at Genco for a visit. Ralph Sheffield, Genco sales manager, busy shipping samples of new Baseball Pool game.

Al Adickes, Hamburg, Germany, visiting at the coin machine factories here last week. . . . Earl Feddick and Stanley Piotraczk, Valley Manufacturing Company, Bay City, Mich., were in the Windy City for a few days. . . . Rolfe M. Lobell, vice-president in charge of sales, Leaf Brands, Inc., and Mrs. Lobell, visiting Italy, Spain, Portugal and North Africa.

Vince Shay, All State Coin Machine Exchange, says he and Stanley Levin and Mickey Schaffer are currently occupied with orders for Arcade equipment. . . . Paul Golden, LaRu Novelty head, returned from a Florida vacation Friday (6). Harry Salat, his assistant at the game operating headquarters, said Paul is tanned almost beyond recognition.

### New York

By AARON STERNFIELD

Executive committee members of the coin machine division of the United Jewish Appeal held a dinner meeting Wednesday (4) at the Henry Hudson Hotel, with Lou Boorstein presiding. Next dinner meeting is set for April 18.

Jack Prigoff, Runyon Sales, took his wife and son along to Grand Rapids, Mich., where he spent a week at the AMI factory. . . . Mrs. Seymour Pollak, wife of the secretary of the Westchester Operators' Guild, enters the Philips Memorial Hospital, Tarrytown, for an operation.

Sidney Levine, counsel for the Music Operators of New York, is in the Lennox Hill Hospital for a minor operation. . . . Al Denver, MONY president, is expected back from Florida this week.

Murray Kaye, Atlantic-New York, reports that the new Williams  
*(Continued on page 88)*

### Coradio, Inc., Fined \$3,000 in FTC Suit

WASHINGTON, D. C.—Coradio, Inc., Paterson, N. J., has paid a civil penalty of \$3,000 in an out-of-court settlement on charges it had violated a Federal Trade Commission order to stop using false advertising in the sale of coin-operated radios.

The firm further agreed to abide by a court injunction prohibiting it from advertising exclusive sales territories are allotted to distributors; that it will assist in selling or operating the radios, and that fire, theft or damage insurance covering the radios is readily obtainable or at low rates.

HAVERHILL, Mass. — W. G. McDonald Distributing Company, Dallas, has been named distributor for Texas by Arthur H. DuGrenier, Inc., it was announced Thursday (3).

Headed by W. G. McDonald and an associate, Gene Henden, the firm will handle the full line of DuGrenier equipment consisting of cigarette, cigar, candy, gum, pastry and sandwich machines.

Appointment of McDonald Distributing Company follows the death last month of Sam Yaras, Dallas, who previously handled the DuGrenier line in Texas.

**oak's GOLDMINE TAB GUM MACHINE**

the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.

Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

Western Office OPERATORS VENDING MACH. SUPPLY 1023 1/2 Grand Ave. Los Angeles 15, Calif.  
Eastern Sales Office M. J. ABELSON 2033 Fifth Ave. Pittsburgh 19, Pa.

**oak** MANUFACTURING CO., INC.  
11411 Knightsbridge Ave., Culver City, Calif.

**★ ATTENTION . . . OPERATORS & DISTRIBUTORS**

**"GALA KICK-OFF PARTY"**

★ ★ ★ ★

DATE: Thursday—May 10th  
PLACE: "Vendorama of '56"

**NATIONAL VENDORS' ASSOCIATION CONVENTION**  
MAY 10-11-12-13

MORRISON HOTEL CHICAGO, ILLINOIS

1. Make arrangements now to be in Chicago the first day of the Convention.
2. Join in the merry-making—Music . . . Dancing . . . Entertainment . . . Yours to enjoy . . . At no cost to you.
3. An Orchid for every lady.

DON'T WAIT: WRITE OR WIRE YOUR RESERVATION

**N.V.A.** 33 No. LaSalle St., Chicago, Illinois

when answering ads . . .  
**Say You Saw It in The Billboard**

**MORE MONEY IN YOUR POCKET..**

When You Buy From Pioneer!

**VICTOR Standard TOPPER**

\$53

**SPECIAL!**  
4 Standard TOPPERS plus 25 lbs. of Gum plus 1,000 CHARMS \$64

CALL TODAY! PRescott 4-5358  
All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

**PIONEER VENDING SERVICE**  
590 Albany Ave., Brooklyn 3, N. Y.

**Connecting Beads**

\$2.50 per 1,000

MINIMUM ORDER 10,000  
F.O.B. Jamaica, N. Y.  
Or at Your Distributor

Bead-by-Bead, they connect together, endlessly. Do-It-Yourself—Make your own Bead Bracelets, Necklaces and Belts.

This is a GIMMICK in the truest sense of the word, BUT notice the LOW PRICE—HOP ABOARD.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35, L. I., N. Y.

**GENUINE FOREIGN COINS!**



**The Wonderful New 'Money-Maker'**

- VENDING MACHINES
  - THEATER MATINEES (Giveaways)
  - ADVERTISING & PREMIUM USE
- \$6 to \$15 per thousand coins**

Our 15 Varieties Now Available F.O.B. N.Y.  
 WRITE FOR FREE PRICE LISTS. SEND \$1 FOR SAMPLES or \$15 FOR SAMPLE ASSORTMENT OF 1,000 COINS (5 Varieties) or \$18 (15 Varieties).

We also have genuine foreign paper money. Send \$10 for 1,000 piece mixture.  
**ROYAL COIN CO., Inc.**  
 WORLD'S LARGEST SUPPLIER OF FOREIGN COINS and CURRENCY  
 Dept. B-6, 47 West 46 St., N. Y. C. J.Udson 6-4689

**Friendliness Plus Service**

• Continued from page 85

problem, since in the last few months he has had 16 machines stolen. "Breakages," he says, "you have to expect, but when machines disappear that gets discouraging."

There's also the rise in the price of merchandise to contend with. MacGillivray points out that pistachio nuts three years ago were selling for 48 cents. Now they're up to 78. This is only one reason why he believes that to give more than 20 per cent is suicide.

**Rotate Venders**

One system he uses to keep up volume is to rotate machines from one location to another. "People begin to regard the same old machines as a piece of the background," he says, "and they begin to ignore them. Putting in a different vender catches the eye and stimulates trade." He prefers the small compact machines since he feels that one of the drawbacks to putting machines into locations is the lack of space.

MacGillivray is more than adequately equipped to run a bulk route. He has worked 22 years in all branches of the industry with Mills Automatic Merchandising Corporation and six years on his own.

He has a specially equipped workroom in the basement of his home where he keeps a supply of

spare machines ready to be placed quickly in locations when needed. His biggest headache is replacing broken globes.

"When you come right down to it," says MacGillivray, "a friendly manner and service is the key to maintaining volume. If a location is losing money consistently with a broken machine, you're not apt to have him for an outlet too long."

**Expansion Plans**

With many new communities springing up around the Greater Boston area, he hopes to get his route up to 600 machines in the near future.

He tries to convince new outlet owners that the most successful way to operate is to have the services of one bulk operator. "With two or three operators tramping in and out of the store there just isn't enough money to go around, and somebody's got to go," he says.

A family man and regular church-goer, he is active in the Holy Name Society of the Holy Name Church in West Roxbury, where he lives with his wife and two sons. One boy is studying at art school and the other is taking a business management course.

While MacGillivray thinks the bulk vending business is a good one, he feels it is unlikely that either one of the boys will go into it.

**Smoking Tobacco Off**

The 1955 output of smoking tobacco for pipes and roll-your-own cigarettes was 79 3/4 million pounds—4 1/2 per cent below 1954 and the smallest this century, according to Agriculture Department. These are the most economical forms of smoking, and with consumer incomes remaining at a high level, Agriculture Department sees little likelihood of a significant increase in the use of smoking tobacco this year. Chewing tobacco also reached its lowest point in over 50 years—the 1955 output was 79 million pounds, 3 per cent below 1954. Output of snuff, on the other hand, increased 2 per cent over 1954 to a total of 39 1/4 million pounds.

**Cigar Manufacture Up**

A total of 453,272,063 cigars were manufactured in January of this year, a considerable increase over the 408,333,914 manufactured in January of 1955, according to Internal Revenue. Cigars consumed in the U. S. last year totaled a little more than 6 billion—an increase of 1 per cent over 1954, an Agriculture Department report reveals. Indications are that cigars selling for 4.1 to 6.0 cents accounted for 38 1/2 per cent, and cigars selling for 6.1 to 15.0 cents accounted for 51 per cent of the total. This represents some shift in the past three years.

GIVE TO DAMON RUNYON CANCER FUND

**MARBLE SEASON**

Will soon be here—order now

- Agate—Glass—Assorted Colors
- 21,000 size 9/16 ..... \$21.00
- 50,000 size 9/16 ..... 45.00
- 17,000 size 3/8 ..... 19.00
- 40,000 size 3/8 ..... 35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

Try a bag of charms (450 to 500 charms)  
 \$3.20 per bag—Parcel Post Paid.

Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

**ROY TORR Lansdowne, Pa.**

Giving friendly service & liberal financing since 1910



**CUP 'n' SAUCER**

This saucy little item is sure to keep your coin box full to the brim—and your machine empty . . . to the last drop!

**PLASTIC CUP AND SAUCER**

In modern 2-tone pottery colors

**\$9.00** per thousand

In vacuum plated asst. gleaming colors

**\$12.50** per thousand

at your distributor or

**Guggenheim**

33 UNION SQUARE  
 N. Y. C. 3, N. Y. • AL. 5-8393

**New—For Additional Income**

**ADVANCE AMCO®**

**HANDY POCKET COMB VENDOR**

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.



**SPECIFICATIONS**

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 3 1/2", width 4 1/4", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4 1/4" long, 1 1/2" wide, 7/64" thick.

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

**PRICE OF MACHINE**

10¢ Operation—	Each
Single.....	\$24.10
2 to 11.....	19.30
12 to 49.....	18.65
50 or more.....	17.40

**PRICE OF COMBS**

1 to 24 gross.....	Gross \$3.50
25 to 49 gross.....	3.25
50 to 100 gross.....	3.00

Immediate Delivery on Machine and Combs. Order Today!

Write for information on other types of vending machines & merchandise

**J. SCHOENBACH 1645 Bedford Ave., Brooklyn 25, N. Y.**

GIVE TO DAMON RUNYON CANCER FUND

**ATTENTION, VENDING OPERATORS!!!**

**NATIONAL 930**  
 9 Cols., 270 Cap.  
 King Size or Regular  
**ONLY \$105.00**

We have a tremendous stock of "AS IS" equipment, all makes and models. In good condition but not rebuilt or refinished. Write or call for information.

**CIGARETTE MACHINE CONVERSIONS**

**IMMEDIATE DELIVERY**

on 25c and 30c Coin Mechanism Conversions for  
**ROWE IMPERIALS, ROYALS, NATIONAL 930, 950**  
**PRESIDENTS, CRUSADERS 750, 9A**

Also Available:

- ROWE PRICE DIFFERENTIAL BARS
  - NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols.
- 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
DuGrenier Champion, 11 Cols., 420 Cap. ....	100.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢, King or Reg. ....	130.00
Uneda Model E, 6 Cols., 180 Cap. ....	70.00
Uneda Model E, 8 Cols., 240 Cap. ....	75.00

**CANDY MACHINES**

DuGrenier Candyman, 72 Bar Cap., with base .....	\$67.50
Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap. ....	32.50
Uneda Candy, 5 Cols., 102 Cap., Wall Model .....	60.00



**EASTERN ELECTRIC**

C8 Console Model, 8 Cols., 320 Cap., 25¢ Vend.  
**ONLY \$85.00**



**ROWE ROYAL**

8 Cols., 320 Cap.  
**\$85.00**



**UNEDA MODEL 500**  
 9 Cols., 350 Cap.  
**SPECIAL \$82.50**

Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

**Uneda VENDING SERVICE, INC.**

The Nation's Leading Distributor of Vending Machines  
 250 Maserale Street • Brooklyn 6, N. Y. • HEGEMAN 3-6295

**ATTENTION DISTRIBUTORS**

NATIONAL VENDORS' ASSOCIATION

N. V. A. Presents

**"VENDORAMA**

OF '56"

TIME: MAY 10 THRU 13  
 PLACE: MORRISON HOTEL  
 CHICAGO, ILL.

The manufacturers will be looking for you. Will you be there?

Keep abreast of your industry.

This is the place to find new items to supplement your line.

WIRE OR WRITE TODAY

**N. V. A.**

33 NO. LaSALLE ST.  
 CHICAGO, ILLINOIS

★★★★★

★★★★★

### Peanut Supply Heavy

The supply of peanuts on hand at the end of February totaled 956 million pounds of equivalent farmers' stock—an increase of 205 per cent over the total held in the same position last year, according to Agriculture Department. The supply, which is 9 per cent below last month, includes 2½ million pounds of imported shelled peanuts, but excludes stock on farms, shelled seed and shelled oil stock. Peanuts reported used in making candy, salted peanuts, peanut butter and other products thru February totaled 310 million pounds, slightly above uses of the same period last

### Sugar Deliveries Up

February sugar deliveries totaled 604,000 tons (preliminary), up about 6 per cent from February, 1955, according to Agriculture Department. The total represents a 5 per cent drop from last month's deliveries, which were among the highest on record. Prices for raw sugar, duty paid New York, averaged 5.88 cents per pound during January and February, but by March 5 had risen to 5.98 cents and stayed at that level until March 16, when sales of distress cargoes dropped the price to 5.90, the same level as existed on March 23. Industrial users bought 44 per cent of the sugar sold by primary distributors, with the beverage industry maintaining its lead as a principal user.

**WE SERVE THE SOUTH WITH ACORN MACHINES**  
**TAB GUM—GUM AND CHARM CAPSULE—AND NUT MACHINES**  
 WE STOCK PARTS, GLOBES, WALL BRACKETS, FLOOR and CONSOLE STANDS  
**R. R. WHITEHEAD, DISTRIBUTOR**  
 1075 Woodland Ave., S. E. Atlanta 16, Georgia

**Cleveland Coin Machine Exchange, Inc.**  
 Northwestern Corporation  
 Distributors  
 2029 Prospect Ave. Cleveland, Ohio  
 To. 1-6715  
 Write for prices.

Experienced Operators Say:  
**"YOU MAKE MORE MONEY WITH ... Northwestern"**

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Midas	7.45
Silver King 5¢	7.45
ABT Guns	30.00
Acorn 1¢ or 5¢	8.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.74
Pistachio Nuts, Vendor's Mix	.67
Pistachio Nuts, Shell	.59
Cashew Whole	.63
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.35
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, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	.30
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., Minimum Order, 25 Boxes Assorted.	1.40

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**

**VENDING EQUIPMENT**  
**PROVE IT TO YOURSELF**



Just try a Model 49 all-product vander on your route and see for yourself how you can make more money.  
 It's available in 1¢, 5¢ or 10¢ play.  
 Write for complete details of this and other Northwestern money makers today.  
**THE NORTHWESTERN CORP.**  
 216 Armstrong Street, Morris, Ill.

**NORTHWESTERN SALES AND SERVICE CO.**  
 MOE MANDELL  
 446 W. 36th St. New York 18, N. Y.  
 LOngacre 4-6467

## COINMEN YOU KNOW

Continued from page 86

Four-Bagger will go on sale as soon as it is approved by the License Department.

Malcolm Wein, counsel for the Westchester Operators' Guild, is vacationing in Florida. . . . Jim Smith, Pleasantville operator, is in the North Westchester Hospital, Mount Kisco. . . . Frank Galle, Yonkers operator, is in the Grasslands Hospital.

The Westchester Operators' Guild meets Monday (9) for a combined March-April meeting. The March meeting was postponed because of the recent snow storms.

Hank Peteet, Wurlitzer field engineer, and Bob Hamilton, Wurlitzer assistant sales manager, visited Joe Young and Abo Lipsky last week.

Dick Steinberg, executive director of the Music Guild of New Jersey, reports that nearly all tickets for the organization's annual affair Sunday (15) at the Hotel Essex House, Newark, have been sold. . . . Terminal Amusement Company, Bayonne, has applied for membership in the MCNJ.

### New Orleans

By JACK DEMPSEY

**BACK FROM CUBAN HOLIDAY.** Raymond Bosworth, of the New Orleans Novelty Company, his wife, Jane, and three daughters, Bonnie Jean, Sheila and Connie, are back from a holiday to Havana, Cuba. . . . Lloyd Bailly, Lake Arthur, La., a veteran operator, has joined the sales staff of Dixie Coin Machine Company, distributor and exporter of AMI jukes. Bailly's territory is South Louisiana. He has been in the business about 20 years.

Harold Giarrusso, routeman for TAC Amusement Company, has an appropriate nickname—"Happy." It fits him to a "tee." Speaking of the TAC firm, the company was named for its owner, John (TAC) Elms. He got the nickname while still a kid. TAC celebrates its 25th anniversary next year and plans a big celebration. Meanwhile the gang is readying plans for a big "crawfish boil." Several hundred pounds mud-bugs will be boiled and enjoyed by TAC employees and their wives.

Music routemen in the city are clamoring for more single 45 Progressive Jazz disks rather than the EP. Consensus of opinion is that Progressive Jazz leads the current trend. Several routemen, including Tommy Roche, Joseph Caruso and his brother, Nick, would like to get some single 45's featuring Jerry Mulligan, Dave Brubeck, Dizzy Gillespie, Duke Ellington and Shorty Rogers.

Thomas McCormack, field service manager of the J. H. Keeney & Company, Chicago, in New Orleans to hold a service school for mechanics who service the firm's cigarette machines, pool games, bowling games and coffee vending machines.

Taft Odder, widely known salesman for the New Orleans Novelty Company and Crown Distributing Company, suffered several broken ribs and contusions in a recent accident while driving home to Slidell. . . . Albert Huffine, of the Huey Distributing Company, is back from a trip to Chicago. . . . Pete Nastasi, of the Nastasi Distributing Company, has been tagged the "hustling distributor" in these parts. He gets to work early, stays late—and "trades and trades and trades." You can buy a Bally game from Pete any hour of the day or night. . . . We understand there will be a new partner in the New Orleans Novelty Company soon. Herby Marks, the hustling little round man who has charge of the firm's routes will be taken in as a partner real soon.

### Detroit

By HAL REVES

**OP TAKES OVER EDGEWATER ARCADE.** A. R. Young, who has operated in Detroit for some 10 years, is taking over the formerly park-operated Arcade at Edgewater Amusement Park and is busy installing new equipment for the coming opening. The Arcade burned down in a fire last winter and had to be reconstructed.

Henry C. Lemke, veteran amusement and vending operator, confirmed his plans to liquidate his business and retire from active operation. . . . Albert A. Weidman, head of Weidman Sales Company, is due here from Vero Beach, Fla., where he now makes his home. The Detroit office is in charge of Leo Fournier, longtime associate of Weidman's.

Austin V. Fox is consolidating all of his vending enterprises under title of Woodlin Vending Company, 6215 Linwood, which he is establishing in the northwest section of the city. Fox plans to operate ice cream, coffee, tea, cocoa and soup machines. . . . Lucy H. Herrick has been joined in ownership of Mills Automatic Vending Company by Raymond E. Edmonds, of Edmonds Vending Company, which is being consolidated with Mills. The firm will operate candy, gum and peanuts in city locations.

### Twin Cities

By JACK WEINBERG

**VENDING FIRM ON MOVE.** Sol Nash, of Coffee Vending Service, Minneapolis, is planning an expansion program for the firm, adding quite a number of new vending units, especially multi-selection soft drink venders. Meanwhile, Coffee Vending's routemen have blossomed out in new uniforms. . . . Irv Sandler, of Sandler Distributing Company, Wurlitzer distributor here, reports operator interest in the Centennial model phono still continues unabated and that sales are being written up constantly.

Matt Engel and Kenny Glenn, of Mayflower Distributing Company, St. Paul wholesale outlet, have tried a new gimmick for Fascination Pool—a series of display advertisements in the St. Paul Dispatch and Pioneer Press offering the units for home use buyers. . . . Harold Lieberman, head of Lieberman Music Company, Minneapolis, and his wife left Monday (2) for a two-month visit to Europe and Israel.

It's a boy at the home of Bob Soule, Minneapolis coinman, with the stork making his delivery Monday (2). . . . Gabby Kluseau, of Grand Rapids, Minn., was in this market the past week shopping. . . . Izzy Berstein, of Empire Novelty Company, Minneapolis, has been moving around several of the distributors' places hereabouts looking at new equipment with an eye toward adding to his route. . . . Sole Rose, of Sandler Distributing Company, is back after a business trip

(Continued on page 98)

**EMPTY MACHINES—FASTER!**  
  
**LEAF Rain-Blo BALL GUM**  
 NEW! Red-Hot "Ball o' Fire" Bubble Gum!  
**LEAF BRANDS, INC.**  
 1155 N. Cicero Chicago, Ill.

**RECONDITIONED VENDORS**  
 All Machines Completely Checked and Ready for Location—Order With Complete Confidence.  
**BULK VENDORS**

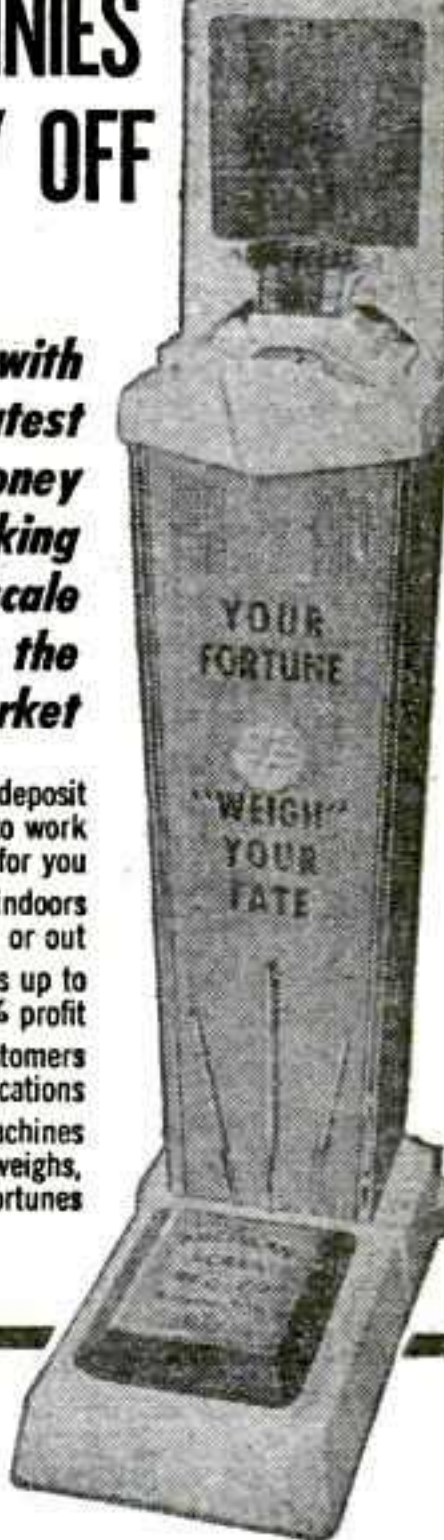
Silver King, 1¢ or 5¢	\$ 8.50
N.W. Model 49, 1¢ or 5¢	12.50
Acorn, 5¢	10.00
Model 49's, 1¢ or 5¢	12.50
Toppers	9.95
Mills & Col. Tab	17.50



Alex 5¢ Hot Nut Vendors, recond., incl. stand and cup dispenser. Write for SPECIAL price! **\$64.50 EA.**  
 Pop Corn Set—clean, ready for location, 10¢ mechanism. Write for SPECIAL price! **\$64.50 EA.**  
 1/3 deposit, balance C.O.D.

**Rake Coin Machine Exchange**  
 609-A Spring Garden St.  
 Philadelphia 23, Pa. LOmbard 3-2676

**PENNIES PAY OFF**  
 with greatest money making scale on the market



YOUR FORTUNE  
 "WEIGH" YOUR FATE

\$20 deposit puts it to work for you  
 Good indoors or out  
 Produces up to 200% profit  
 Wins Customers for Locations  
 Two machines in one—weighs, tells fortunes

**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

Footproof—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 moldings; 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

## Leaf Brands Bows New Gum

CHICAGO—Introduction of an entirely new flavor ball gum, Sour Grape Centuries, was announced Thursday (5) by Leaf Brands, Inc., here. Similar to the fruit it represents, the Sour Grape Centuries balls are a vivid purple color and will not fade or clog machines, according to Leaf Brands.

## 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, prewar model... \$110.00
  - STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
  - NATIONAL 9-18 CANDY, 162 capacity... 75.00
  - BOWE 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 5-1857

## IZAAK WALTON FANS ATTENTION

SALEM, Ore.—One could say Mrs. Joyce Wood, 1555 N. Fifth Street, has wormed her way into business, as she has developed an angle-worm vending machine.

To make fishing much easier on the Izaak Walton fans—no more digging for bait—Mrs. Wood announced plans to install worm-vending machines at strategic points near favorite local fishing holes.

In fact, she has about 20,000 worms ready to be put in cans for vending purposes.

## Three Firms

Continued from page 85

tion, is currently setting up its production line and is scheduled to begin building the vender by the middle of May at the latest.

The firm manufactures roofing and paving materials, wood preservatives, creosote oil, naphthalene, vacuum forming and processing of plastic items.

Like Metalcraft, the McCook, Ill., company is a closed corporation, and was founded by William H. Lewis, president, in 1933. It has 26 buildings on 35 acres of land.

"Manufacturing of the Vari-Vend fits in perfectly with our plans for diversification and expansion," Lewis revealed. "We have been studying the vending field for some time, and its future growth is inevitable. It is the coming industry."

Elaborating further, he predicted the industry would make great strides in the next few years, citing the shortage of manpower in many fields, and the American demand for quick, around-the-clock shopping service.

Production of the vender will be assigned to the plastic division, Lewis announced, adding his firm already has developed an entirely new, seamless inner liner and a new door line for the Vari-Vend.

### New Liner

The inner liner is made of a fibre glass and resin combination. The door liner for the cold machine will be made of styrene, and that of the hot unit of royalite.

According to High, the machine inner lining will also be made of stainless steel, with the seamless liner available at additional cost.

The machine is 72 inches high, 52 inches wide, 30½ inches deep and are equipped with a National rejector. The cold model has a temperature range from 35 to 45 degrees; the sub-zero unit range is from 0 to 10 below, with the hot model's range from 100 to 175 degrees.

The price of the 12-selection cold unit is \$1,695; sub-zero unit, \$1,895, and the non-refrigerated \$1,495, all f.o.b. factory.

## New Company

Continued from page 85

chute installed in the console cabinet.

Price \$79

Installed in the door on the front of the cabinet is a glass panel display case for exhibiting 12 open packages of charms. The unit over-all height is 42 inches. It is 13 inches wide and 7½ inches deep. It lists at \$79 f.o.b. factory.

"Vendorama can be set up as two units," Weinstein explained. "One, as a penny machine it will deliver a packaged charm every eighth time, and two, operating on a nickel it will dispense a boxed charm and a ball gum."

Each charm is contained in a 2x2½x½ inch cardboard box which fit in the four columns inside the console cabinet. Each column holds 50 boxes. The capacity of the globe is 7½ pounds of ball gum.

Weinstein disclosed the vender is being built by The Northwestern Corporation at Morris, Ill., and that samples have been shipped to 10 distributors. More distributors, he said, are to be appointed within the next few weeks.

Prior to forming World Wide, Weinstein was a partner in the Sidmor Vending Company here, distributors of bulk vending machines, parts and merchandise.

## SPRINGTIME IS RINGTIME

Choose from the largest assortment of Finley designed fast-selling rings in the country.

Every ring features a beautifully lustrous jewel in a handsome setting. Terrific eye-catchers they assure fast turnover!

- KNUCKLE DUSTERS... \$17.75 per M
- JEWEL RINGS... 14.00 per M
- INITIAL RINGS... 15.00 per M
- THE ROCKET... 14.25 per M
- THE MODERN... 14.50 per M
- DIAMOND RING... 15.00 per M

Suitable for all types of vending

IMMEDIATE DELIVERY!

paul a. PRICE CO. INC.

55 Leonard St., N. Y. 13, N. Y. COllandit 7-5147-3

MORE THAN 100,000 ON LOCATION  
EARNING EXTRA PROFITS  
MILLS famous 107  
Rebuilt, Resprayed, Guaranteed

Only \$12.00

F.O.B. New York

Immediate Delivery

ORDER TODAY!



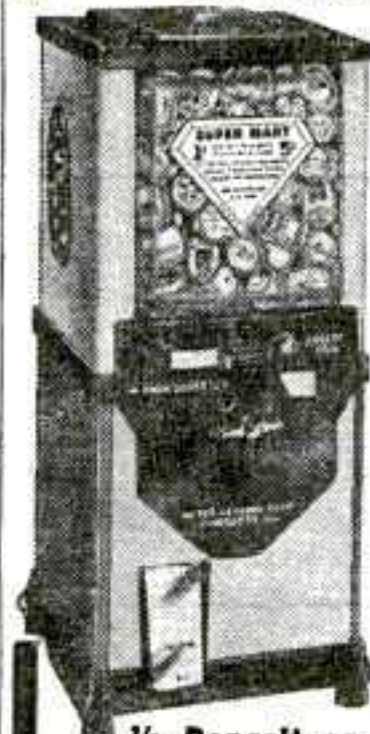
This proven vendor will produce extra profits in every location you have. Sells gum faster. No maintenance problems. Beeman's, Dentyne, Pepsin, American Chiclé candy coated or chiclet type. Also Beech-Nut, new sensational 3-C slab gum, Peppermint or Spearmint. 45¢ box of 100 ct.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 35th St. New York 18, N. Y.  
LONGpne 4 6467

## Correction

CHICAGO—Plastic Processes, Hanse Avenue, Freeport, N. Y., was inadvertently omitted from the listing of charms manufacturers in The Billboard, March 24.

WILL ALLOW UP TO \$8 EACH ON YOUR OLD MACHINE



In Trade For

VICTOR'S NEW SUPER MART!

\$29.50 ea.

Call Us Today!

This Offer for Limited Time Only

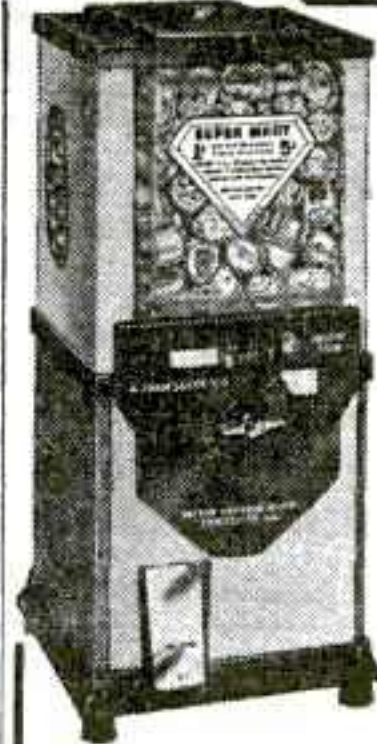
½ Deposit on All Orders Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

**H. B. Hutchinson Jr.**

860 North Ave., N.E. Atlanta, Ga.  
Phone: EMerson 4300

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!



VICTOR'S NEW SUPER MART

"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending



TRIPLE YOUR INCOME WITH VICTOR'S INDIAN SNAP-ON BEADS!

The greatest Sales Stimulator of ALL TIME! Put them in Capsule Vendors and Bulk Vendors!

Write for complete details and prices. VICTOR VENDING CORP. 5701-13 W. Grand Ave., Chicago 39, Ill.

GIVE TO DAMON RUNYON CANCER FUND

ATTENTION, CIGARETTE OPERATORS!

30¢ Conversions

for UNEEDA PAKS • DU GRENIERS • NATIONALS AVAILABLE FOR IMMEDIATE DELIVERY!

**CENTRAL VENDING MACHINE SERVICE CO.**

3967 Parrish St. (EV. 6-4244) Philadelphia 4, Pa. (BA 2-8710)

## DISTRIBUTORS

Handle nationally advertised Infra-Red Sandwich Machine. We are a national concern with advertising in such magazines as Life, etc. If you have a sales organization that has experience in selling from business opportunity ads or similar forms of advertising, we would like to talk to you. Should not a live wire distributor from \$50,000 to \$100,000 yearly. Give phone number, address and a brief resume about yourself for personal interview with manufacturer.

**W. & K. MANUFACTURING CO.**

2319 HAMPTON AVE. (Phone: Mission 7-3880) ST. LOUIS 10, MO.

**SKELETONS!!!**  
(Actual Size)

Wrapped in Compact Ball for Penny Machines. Unwrapped for Capsules.

Send 35¢ 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.

ORDER TODAY!



World's Largest Selection of Miniature Charms

**PENNY KING COMPANY**

2538 MISSION ST. PITTSBURGH 3, PA.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or More 30 day money-back guarantee if not satisfied.

½ 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

ADVANCE SANITARY VENDOR The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor... with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to ½" by 2" by 3¼"... has separate cash box... Advance coin-detector with automatic coin return when machine is empty... protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today.

**J. SCHOENBACH**

Factory Distributor of Advance Vending Machines 1645 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

BALL and VENDING GUMS LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

- Bubble Ball Gum, 140-170 & 210 ct. 26¢ lb.
- Chicle Ball Gum, 130 ct. 34¢ lb.
- Chloro-Vend Ball Gum, 320 ct. 40¢ lb.
- Chloro-Vend Chicks, 320 ct. 36¢ lb.
- Chicle Chicks, 320 & 520 ct. 27¢ lb.
- Bubble Chicks, 320 & 520 ct. 27¢ lb.
- Tab (short stick), 100 ct. 38¢ box
- 5-Stick Gum, 100 packs. \$1.90

F.O.B. Factory, 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

## Juke Boxes in '56 To Bid Nickel Adieu

Distributors to Add Weight to Operators' Big Push for Conversion to Dime-a-Disk

• Continued from page 1

sion in the three-city area will be completed in six to 10 weeks.

The location owner was not forgotten in the drive. A brochure points out that after conversion the stop can expect its take to increase by a third, that the conversion will guarantee the location a better machine with more selectivity, and that because of increased revenue, the operator can offer better service.

Rochester and Buffalo are partially converted to a dime, but no major effort has yet been made in these areas. According to Harry Wertheimer, manager of the Davis office in Albany, the area is currently about 30 per cent on dime play. He expects the section to be 80 per cent on 10-cent play by July 1.

Dime-a-disk play has neared the saturation point in Syracuse, the Davis home office, where an estimated 80 per cent of the juke boxes are on a dime.

The caption in the Davis ad reads, "We've finally had to face facts: The nickel isn't worth 5 cents." Artwork shows a picture of an ostrich, his head emerging from a hole in the ground. It also depicts a telephone, cup of coffee, shoe shine, mug of beer, postal card, cigar and bus ride. The old prices are crossed out and the new prices inserted.

Copy points out that all these items have increased in price, and regarding the juke box, it says:

"But—we've lost the battle of sentiment versus reality. Our equipment costs have risen 300 per cent. The salaries and wages we pay have increased 150 per cent or more. The accessory costs—parts, records, everything—have gone up in price just as your costs have gone up. It's a lost cause trying to make a 2.5-cent nickel pay for 5 cents worth of anything."

It then explains that converting to dime play means that the operator can maintain service, provide modern equipment and offer the best variety of good music.

The advertisement is signed by the following tri-city operators: Raymond Bartoli, Joseph Cunning-

ham, John Fuller, Andrew Gagliardi, Vincent Gagliardi, Michael Carromone, Joseph Hazard, Louis Huban, Steven Krause, Clyde Lower, Rudolph Morin, Jules Olsheim, Earl Peek, Daniel Robelatto, Vincent Robelatto, Elmer Rowe, Peter Stanish, Paul Taglione, William Wakelee, Edward Wayne and Elmer Weatherwax.

## LICENSE 8,580 JUKE BOXES IN CHI IN 3 MOS.

CHICAGO—The Office of the City Collector reports that 8,580 licenses have been issued to operators for juke boxes here.

Juke boxes are licensed in Chicago at a rate of \$25 per machine, regardless of when the license is taken out.

City officials state that the total has already surpassed last year's 12-month mark.

A total of 5,115 licenses have been issued for amusement machines—including pin games, bowlers and pool tables.

## AMI Ships 200-Selection Juke Boxes to Distributors

All New Disk Mechanism Featured; Distributors to Test, No Showings Yet

CHICAGO—AMI, Inc., is quietly shipping limited quantities of its first 200-selection phonograph model.

The new phonograph, tho believed to be in production at the AMI factory in Grand Rapids, Mich., is reportedly slated for distributor testing purposes only at this time, with no plans as yet for operator showings.

News of the shipments confirm recent rumors that AMI has been

holding special distributor servicemen schools in Grand Rapids covering the new 200.

The new model, it was learned, is called the "200-C." Cabinet design and color combinations are said to be nearly identical with other "C" models.

Highlighting the 200-selection

model is a completely new record mechanism. Tho little technical information is available, the mechanism is understood to operate on a paddle wheel principle.

Reports disclose that all title strips are visible, 10 rows of 20 tunes, and that two-button play has been incorporated.

## Essex County Sets Up Juke Training Program

NEWARK, N. J.—Essex County will set up an approved training program for juke box servicemen. The Music Guild of New Jersey has been told by Elston Meyer, head of the Essex County Vocational Schools and Technical High Schools, that such a program has been approved by the Veterans' Administration for the State Board of Education.

Meyer said Essex County will set up a program for 15 or more apprentices and will contribute to the cost of instruction. The course from apprentice to journeymen rat-

ings can be from six months to four years.

During the training period, the employer must pay the minimum \$1 an hour as required by law. The VA will provide the additional subsistence allowance to the trainee.

However, neither the VA nor the Board of Education will supply the trainees; these must be recruited by the distributors and operating companies.

One source of manpower is the vocational schools in the area. Graduates with electronic or electrical backgrounds may be hired at the minimum union apprentice scale of \$45 a week. These graduates do not have to be veterans.

The manpower shortage is now severe and may be critical. One of the larger operating firms in New Jersey, feeling that the government on-the-job-training program is not feasible now, has set up its own training program.

their plea for 78's have taken 45's in stride. And juke box operators are substantially converted to 45.

If the transition to 45 continues smoothly, costs of operation to the trade will decline considerably. It is estimated that the cost of handling 78's—packing, shipping and insurance—is three times that of handling 45's.

### Economies

On the manufacturing side further economies would be forthcoming. There would be no need for duplicating mastering, metal parts and press runs. Separate accounting for 78 production shows that a sale of at least 7,500 copies is required to break even. It is no secret that some wax never reaches even this modest figure in its 78 variety.

At Columbia it was disclosed that the present ratio of 45 sales to 78 is seven to three on disks selling up to about 300,000 copies. On disks that move into the million-seller class, 78's begin to catch up, with the final ratio about six to four favoring 45's. Columbia country sales are about half and half on the two speeds.

### 45 Gains With RCA

RCA Victor, the originator of 45, also reports a heavy step-up in 45 gains. Larry Kanaga, vice-president and diskery chief, stated that over-all sales of Victor pop and country wax favor 45 over 78 by a ratio of 75 to 25. In some cases the ratio is as high as 80 to 20.

(Continued on page 94)

## Wash. Ops Set Strategy Meet

• Continued from page 31

Caplan as chief counsel to the copyright subcommittee. Hollabaugh is a Justice Department veteran, with such prominent cases as the recent IBM patent upset to his credit. However, George S. Green, administrative counsel for the full Senate Judiciary Committee, is expected to continue piloting the copyright hearings, when and if they take place.

## Add Nine to MOA Exhibit Roster; Open Chi Hdqrs.

OAKLAND, Calif.—Nine more exhibitors have been added to Music Operators of America's convention roster, bringing the total number of confirmed reservations to 33.

The nine firms added were Williams Manufacturing Company, Chicago Coin Machine Company, Columbia Records, Capitol Records, Genco Manufacturing & Sales Company, the Cash Box, Edolite Products, Inc.; the Paul Bennett Company and the U. S. Navy Recruiting Service.

George A. Miller, MOA president, was enthusiastic over the early response to the convention. He said: "Tho the event is still a month away, we have already doubled the number of exhibitors we had on hand last year. We feel that this year's show will probably draw between 65 and 75 exhibitors and will feature well over 100 display booths."

Of the 33 firms which have reserved exhibit space, 10 are music

companies, 17 are coin machine manufacturers and the remainder are divided among suppliers, trade publications and needle firms.

CHICAGO — Music Operators of America opened its Chicago convention headquarters here Monday (2) at the Morrison Hotel. Larry Marvin, chairman of MOA's exhibit space committee, is in charge.

Marvin, who is also a director of MOA and president of the Sacramento division of the California Music Merchants' Association, said that the office would be open daily from 9 to 5, rooms 1731-1732.

The Morrison headquarters will be maintained until the convention closes, Marvin said. The purpose of the office is to supply information to prospective exhibitors, handle all booth arrangements and work with hotel personnel in arranging for operator reservations.

George A. Miller, MOA president, is operating a similar convention office in Oakland, Calif.

## AMI Appoints Ed Ratajack Sales Director

GRAND RAPIDS, Mich.—The appointment of Ed Ratajack as director of sales of AMI, Inc., was announced here Monday (2) by John W. Haddock, AMI president.

At the same time the resignation of C. R. Burgess, vice-president in charge of marketing, was disclosed.

In his new post, Ratajack, a regional sales representative of the firm for the past six years, takes over complete charge of all AMI juke box sales in the U. S. and Canada.

### Six Districts

According to Haddock, one of Ratajack's first objectives is to create six regional sales department teams, each composed of a district sales representative and a field service engineer. Haddock explained that the team plan of oper-

(Continued on page 93)

## N. J. Juke Group Mulls Asking Game Ops In

NEWARK, N. J.—The board of directors of the Music Guild of New Jersey recently voted to include amusement machine operators in the organization. The membership will vote on the board's recommendation at the next general meeting.

Currently, MGNJ is primarily an association of juke box operators in North Jersey. The proposal to include amusement games was made because of the trend to diversify equipment for economic reasons.

Other factors which influenced the recommendation were the need for field men to promote fair prac-

tices, fair competition and market extension; the need for increased revenue, and the desire to serve affiliated trade area groups and have a package of services for groups who handle both types of equipment.

### Tri-State

The proposal was suggested by Jack Stehr, Sparta, who has organized the Tri-State Independent Operators' Association for North-west Jersey and who seeks affiliation with the MGNJ for both music and games.

Meanwhile, the membership committee agreed that MGNJ policies (Continued on page 96)



it takes fast  
 play...to get your  
 wagon rolling



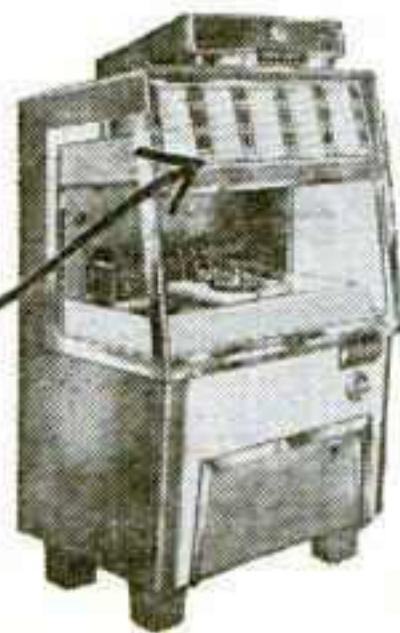
AMI "G" operators are "big take" operators because AMI "G" juke boxes always get the fast play . . .

Instant visibility of titles keeps selection time at a minimum . . . gets buttons pushed faster!

And it's AMI's exclusive multi-horn high-fidelity sound that speeds more of the big coins from players to cashbox!

Get the fast play . . . and the BIG TAKE . . . get AMI!

Factory set for 10c play and worth it!



Model "G"—120, 80, 40 selections for more plays in less time.

**AMI**

*Incorporated*

General Offices and Factory:  
 1500 Union Ave., S. E.  
 Grand Rapids 2, Michigan

Originator of the automatic  
 selective juke box in 1927.

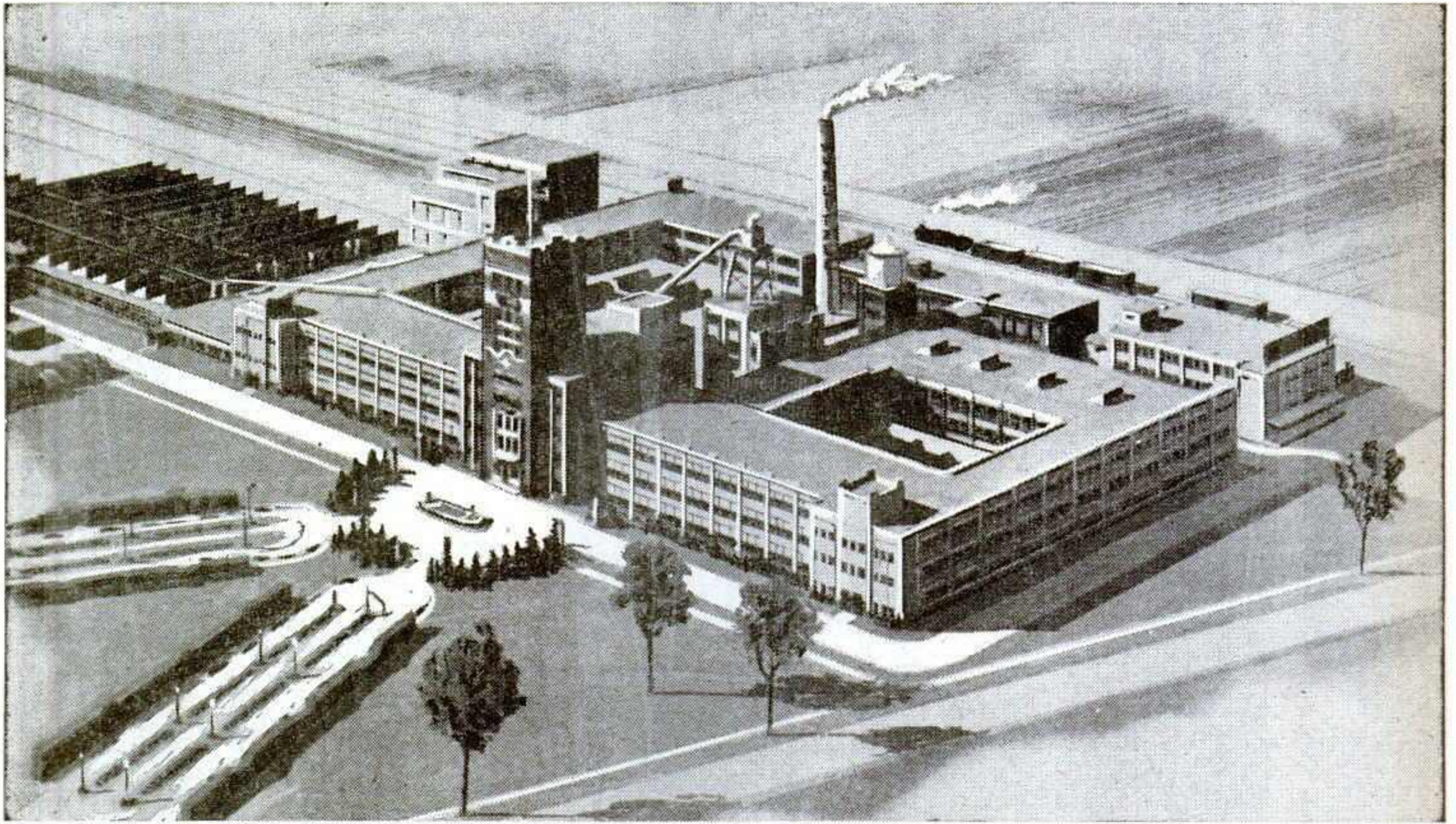


Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

# SITE OF 3 DAY EXTRAVAGANZA

## FOR MUSIC OPERATORS AND THEIR WIVES



## YOU CAN HAVE THE TIME OF YOUR LIFE AT THE BIG WURLITZER CENTENNIAL CLUB CELEBRATION

**AUGUST 23, 24, 25**

**ALL FOR FUN  
ALL FOR YOU**



Best accommodations at  
Buffalo's finest hotel — The Statler.



Top stage entertainment by recording  
artists, name bands and variety acts.



Airplane sightseeing and  
coach trip to Niagara Falls.



Giant carnival with circus performers and  
midway right on the Wurlitzer grounds.

**PLUS PRIZES  
BY THE HUNDREDS**

Mr. Music Operator:

Be the guest of Wurlitzer as we celebrate 100 years of musical achievement. Join the Wurlitzer Centennial Club. See your Wurlitzer Distributor now to learn how every operator and his wife can become eligible

for this "once-in-a-lifetime" celebration. Just look at the things you'll do and see at the greatest party the industry has ever known.

Ask your Wurlitzer Distributor for details on the Wurlitzer Centennial Club, then plan to be our guests for these three wonderful days.



# WURLITZER

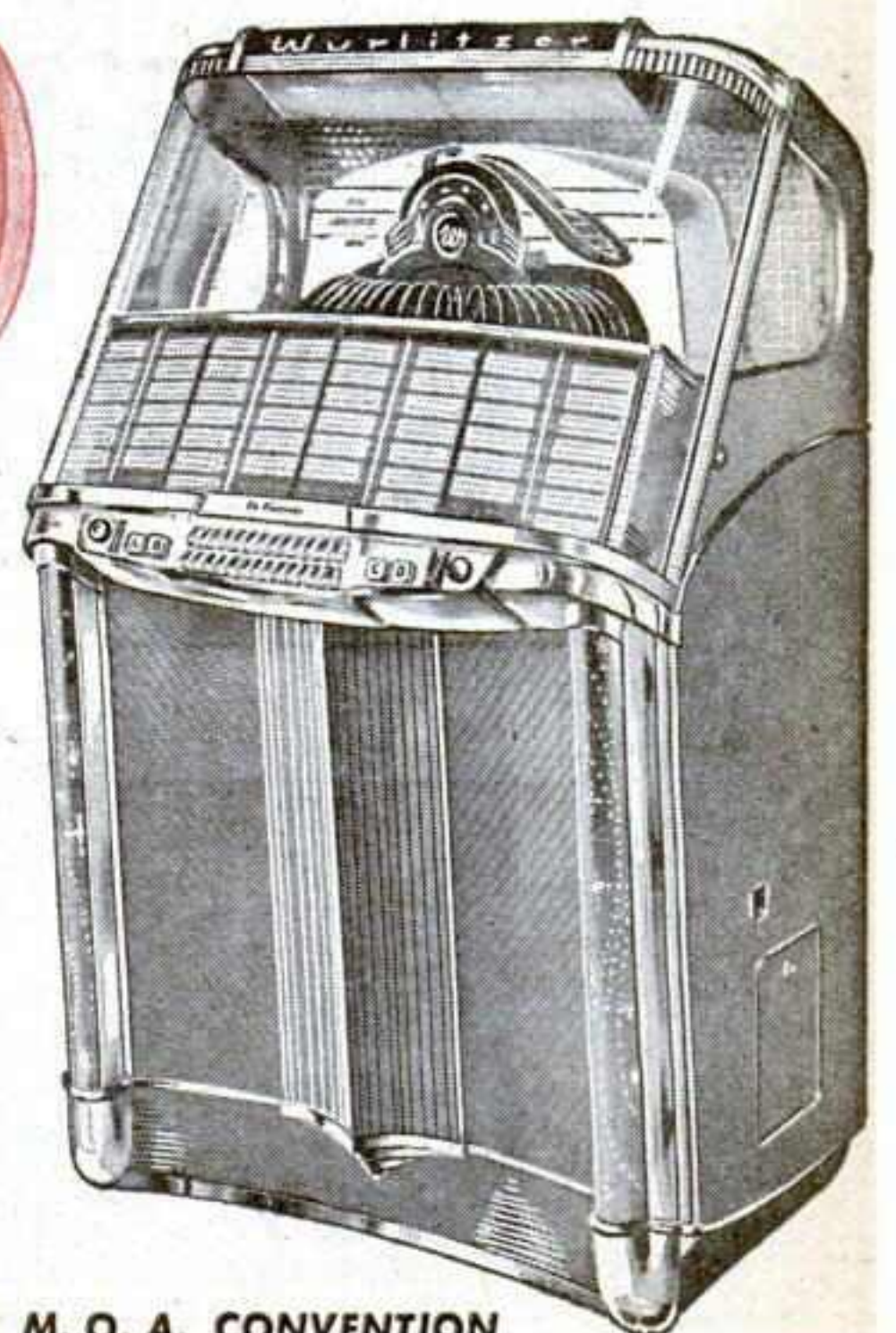
## Centennial

### MODEL 1900

HIGHLIGHTING 100 YEARS OF  
MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT AT  
YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY  
NORTH TONAWANDA, NEW YORK



SEE US IN BOOTH 6 AT THE M. O. A. CONVENTION

## AMI Names Ed Ratajack

• Continued from page 90

ation is to provide better, more intensive service and assistance to operators and distributors alike in all sections of the country.

As director of sales, Ratajack will also be in charge of AMI's entire distributor organization. He will also take over AMI's participation plans in Music Operators of America's convention.

### Name Teams Soon

The six regional representatives in AMI's new team plan were not named, however. Ratajack said that a few appointments could be expected within the next two weeks.

Ratajack joined AMI in May,

## Ala. Juke Bill

• Continued from page 90

would be imposed on all other establishments.

Barnes said that the meeting was open to all operators in the State. He urged members and non-members to attend, called the meeting important to everyone connected with the coin machine business.

### Board of Directors Meet

A special board of directors meeting was held here last week on the same subject. On hand for the board gathering were Morris Piha, president, who presided; Harry Hurvich, vice-president; Barnes, and directors Irvin Kamper, C. A. Martin, Olin Spikes, Harvey Rovell, Al Toranto and David Franco.

Reports last week indicated that chances for defeat of the proposed bill were good (The Billboard, April 7). However, operators were of the general opinion that other attempts would be made to push the bill thru. At the coming meeting operators are expected to lay the groundwork for fighting just such future attempts.

1949, as a regional representative. Prior to that he was with a commercial financing company handling coin machine paper and before that with a private banking firm.

For the present, Haddock said, Ratajack will retain his headquarters at the firm's Chicago offices.

Ratajack is a native Chicagoan, but currently residing in Evanston.



ED RATAJACK

He is married and father of one young son, Mark.

Reasons for Burgess' resignation were not disclosed. It is understood that he accepted an executive position with a Grand Rapids furniture company.

Bill FitzGerald continues to serve as advertising and sales promotion manager of AMI's juke box and home phonograph divisions.

## Minnesota Ops Push 10c Play Thruout State

MINNEAPOLIS—Dime play is gradually covering all of Minnesota, a survey of music operators disclosed here Friday (6).

In Minneapolis 80 per cent of the juke boxes on locations are geared to 10-cent play, with the remainder moving into that field just as quickly as conversions can be completed.

St. Paul reports between 75 and 85 per cent dime play, with changeovers moving ahead rapidly to the point where the entire city will be 10 cents for juke box music.

Conversions are lagging elsewhere in the State, tho it was estimated that nearly 50 per cent of the machines on location have changed.

The trend is definitely to dime play thruout all of Minnesota, operators say, and before the year is out it is expected that nickel-play music will be as rare as the long mustache and the bustle.

(Continued on page 101)

ROCK-OLA

MODEL 1448

Worth More  
When You Buy It

Worth More  
When You Trade It

# MOA MUSIC OPERATORS OF AMERICA CONVENTION

**THE PLACE: MORRISON HOTEL, CHICAGO**  
**THE DATE: MAY 6-7-8**

### IMPORTANT NOTE:

The Billboard's MOA Convention Issue Date has been changed from May 5 to: MAY 12

### ADVERTISING DEADLINE

• **MAY 3** •

**A SPECIAL MESSAGE TO MANUFACTURERS, SUPPLIERS AND DISTRIBUTORS.**

**Plan your advertising NOW. Tell your story in 3 issues.**

1. **MAY 5 ISSUE**—Will let you reach operators before they leave for convention. Also this edition of Billboard will be distributed free of charge at the convention on May 6.
2. **MAY 12 ISSUE**—Contains NINTH ANNUAL JUKE BOX OPERATORS' POLL. This special issue gets free distribution at the convention on May 7 and 8.
3. **MAY 19 ISSUE**—Complete news coverage of entire MOA Convention. An invaluable edition for those unable to attend in person; plus a ready reference of all convention happenings for those fortunate enough to have attended so many fact-packed sessions.

**Contact The Nearest Billboard Office Listed Below**  
For Further Details And Advertising Rates

Chicago 1, Ill. 188 W. Randolph St., Central 6-8761 Jack Sloan Dick Ford Dick Wilson	Cincinnati 22, Ohio 2160 Patterson St. DUbar 1-6450 Lou Schochet	St. Louis 1, Mo. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling	New York 36, N. Y. 1564 Broadway PLaza 7-2800 Martin Toohy	Hollywood 28, Calif. 6000 Sunset Blvd. HOLLYWOOD 9-5831 George Kelley
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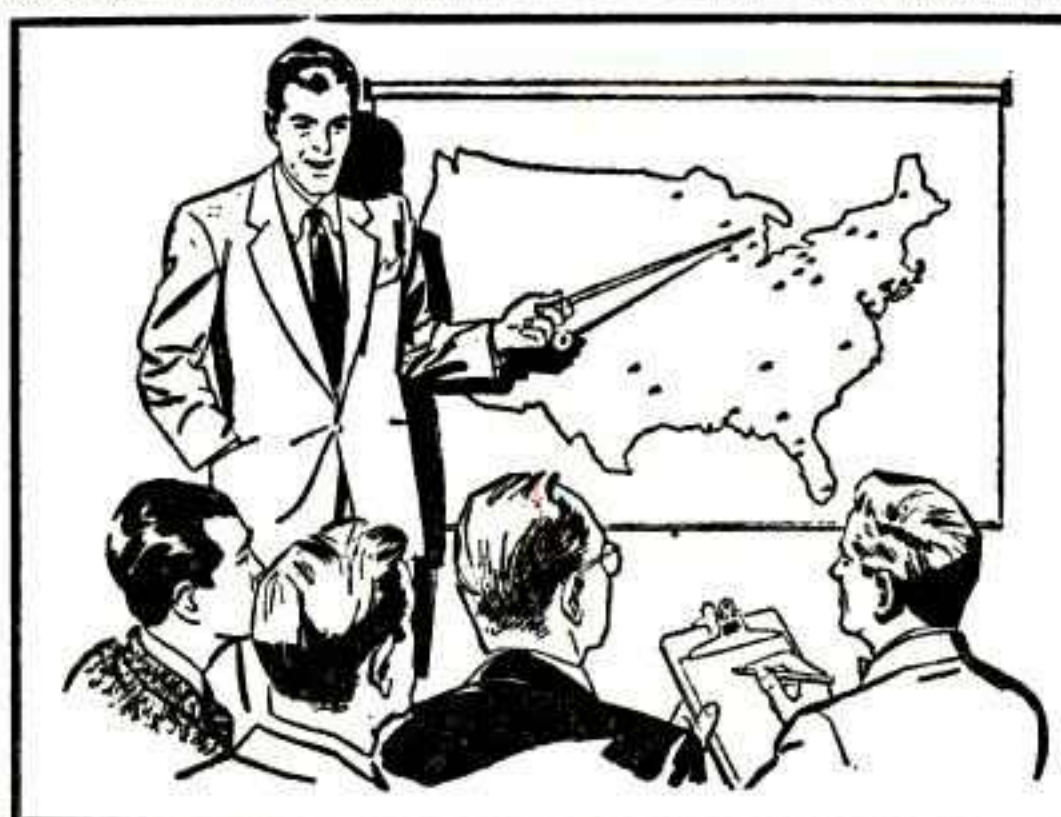
**JOIN YOUR FELLOW OPERATORS WHO ARE COMING TO THE**

# M. O. A. CONVENTION

## CHICAGO MORRISON HOTEL



**THREE FULL DAYS**



### BRASS TACK SESSIONS ON:

Licensing & Taxation — Dime Play — Public Relations—  
Accounting — Programming

# WE CAN'T SHOW IT HERE

### GREATEST EQUIPMENT EXHIBITION EVER OFFERED AT AN M.O.A. CONVENTION

Coin-Operated Phonographs — Other Approved Machines—  
Records — Equipment — Plus a host of other items

**MEET WITH THE NATION'S OPERATORS. DISCUSS MUTUAL PROBLEMS**

**END THIS FOR YOUR WIFE. BRING HER ALONG**

**M.O.A. BANQUET WILL BE A PLEASANT MEMORY A YEAR LATER. RECORDING ARTISTS, MUSIC, ETC.**

### FACTS ABOUT EXHIBIT SPACE

There is still Exhibit Space available! Booths are approximately 10x10 feet. Complete information can be obtained by writing either headquarters listed below.

### IT DOES COST A LOT OF MONEY to exhibit at a Convention.

But how else could you contact thousands of operators in such a short period of time . . . tell them your story . . . and sell!

### LESS THAN A PENNY PER CONVENTIONEER

. . . less than a penny to perhaps strike a new customer. Conventions are probably the lowest cost method of reaching people. You can't afford not to be represented!

# MUSIC OPERATORS of AMERICA

128 E. 14th STREET, OAKLAND 6, CALIFORNIA

OR

3018 E. 91st STREET, CHICAGO 17, ILLINOIS

MUSIC OPERATOR FORUM

# Do Civic Activities Help Juke Business?



Participation in civic and community activities can be—and usually is—valuable to a music operator from a business standpoint. That was the opinion shared by the majority of operators reporting in this week's Music Operator Forum.

The three reasons most often cited for such operator activity were: First, it gives operators an opportunity to meet their neighbors and explain just what the juke box business is all about. Second, it gives operators a chance to acquaint and outline the cost structure of the juke box business to civic and governing bodies alike. And third, it provides operators with a means whereby they can discuss with local officials such topics as taxation, licensing fees and other restrictive measures having a direct bearing on the juke box business.

It is interesting to note that many operators, tho convinced of the advantages available via participation in community affairs, are not sold on the fact that these activities are essential. As the accompanying chart points out, 40 per cent of the operators answering this week's Forum fall into this group.

Only a small percentage of the operators reporting said that they felt there was little or no business advantage accruing from civic activities. But even among this group, more than half said they were participating in community affairs either because they enjoyed it, or because they thought they owed it to their neighborhood or town.

Probably the most interesting phase of this week's Forum deals with the type of community efforts operators are actively engaged in. A surprisingly large percentage, over 39 per cent, said they held some kind of civic, community or charitable post. These posts encompassed everything from a local Red Cross chairmanship to the office mayor.

Nearly two out of every three operators said they are members of a local or national social group.

A difference of opinion arises when discussing civic activities and political activities. Most operators said that they did not think it wise for

## How They Voted

	Yes	No
1. Are you a member of any charitable organization? . . . . .	73.6%	26.4%
2. Do you hold any civic post? . . . . .	39.0%	61.0%
3. Do you belong to any local social group such as Lions, Kiwanis? . . . . .	63.1%	36.9%
4. Which of the following phrases best describes how you feel about the value to you as an operator of taking active part in civic and community activities?		
40% Very valuable but not essential.		
20% Essential to me as a local businessman.		
15% I enjoy the activities I'm in, but don't see any value to me.		
15% Worthwhile, but I just don't have time to do more than I do.		
10% I don't enjoy civic and community activities and see no value in them.		
00% I oppose such activities.		

operators to dabble in politics. On the other hand, those operators who have political affiliations say that it helps considerably.

One operator asserted that he thought the best public relations tool available to the juke box industry was community activities. "Such activities give operators a chance to prevent ill-will for the industry by attacking it before it starts," he said.

The biggest problem connected with community activities is lack of time, several operators pointed out. One Florida operator said: "Every person should participate in community activities, but unfortunately most operators are forced to service their own trouble calls, leaving them little time for outside activities."

## Value and Reasons . . .

**ELI GREENFIELD**, I. Greenfield & Son, St. Albans, Vt.: "Taking part in civic and community activities, in my estimation, is good public relations for music operators as well as any other businessmen. However, I would advise operators to stay clear of public affairs of a political nature."

**P. J. MALARKEY**, Malarkey's Music, Pottsville, Pa.: "Regardless of the value accruing to one's business, a resident of a community owes at least a minimum of time, effort and money to his community."

**GEORGE F. RHODES**, Uniontown, Pa.: "Participating in civic and community affairs is the best way music operators can meet public officials and discuss important tax issues. Coin machines and juke boxes have an earning reputation almost beyond belief. Businessmen have told me that they thought a juke box averaged from \$30 to \$50 a day. Personal contact, social mingling and business co-operation not only builds good will for the industry, but corrects false impressions of the business. Operators owe it to themselves to meet and work with other businessmen in their communities."

**FRANK R. FABIANO**, Fabiano Amusement, Buchanan, Mich.: "I strongly believe operators should participate in civic and community activities. Personally, I belong to the Lions Club and have taken an active part in the Elks as well. I also co-operate and work with the local tavern owners' association."

**L. F. STONE**, Stone Amusement Company, Erin, Tenn.: "I believe operators should take an active interest in community affairs. I belong to the Rotary Club, the Masonic Lodge and other local organizations. I am also mayor of this city and have previously served in the State Legislature. Such activities give operators needed contacts."

**J. ALBERT CAFFNEY**, Taftville, Conn.: "I belong to a number of local clubs and a few national organizations as well, serving once as exalted ruler of the Horwich, Conn., lodge of Elks. Such activities are helpful in business."

**W. B. SMITH**, S&D Amusement Company, Hoxie, Ark.: "Helping in community affairs is good from a business standpoint, it's also a pleasure to assist and participate in such activities. Operators receive untold benefits as a result of participating in civic affairs."

**CARL W. FISHER**, Los Angeles: "I belong to all groups that work with youngsters in my community and support all drives that help children. Unfortunately there is too much talk of juvenile delinquency and not enough about the 95 per cent good kids."

**THOMAS D. SHERFICKS**, Sherficks Music Service, Shoals, Ind.: "I believe taking part in community activities is valuable to operators. I am at present chairman of the local Red Cross, secretary-treasurer of the Shoals Lions Club and zone chairman of six other Lions clubs in this area."

## Location Advantages? . . .

**E. W. WILLIAMS**, Carrabelle Beach, Fla.: "Unfortunately location owners pay little attention to what the operator does in his community. The location owner is interested only in who has the newest equipment. It also follows that an operator's revenue depends on how popular the location owner is, not on how popular he is."

**HOWARD GROGAN**, Grogan Music Company, Parkersburg, W. Va.: "There is little value for a music operator participating in community affairs as far as his locations are concerned. I find that community activities has little value for me."

Next Week: Financing in the Juke Box Business

# Interest in Mass. Copyright Bill Rises

BOSTON—A House bill, 700, now in the Massachusetts Legislature, is being closely watched by the Massachusetts Music Operators' Association. The measure would protect Massachusetts operators against paying royalties to performance rights societies in the event of a change in the Copyright Law.

While there is some question as to the constitutionality of the bill because of the federal law now in effect, Lúcius F. Foster, executive director of the MMOA, said he feels the situation is encouraging since no action has as yet been taken.

This means that the Committee on Constitutional Law is giving the measure some thought, whereas it had been felt that it would have been reported unfavorably immediately.

## Form of Insurance

The fact that the bill is still in committee, would, Foster said, in his opinion, seem to be favorable. He pointed out that the bill would be a form of insurance should there ever be an amendment to the 1909 Copyright Law.

If the bill should be passed, he said, there is no doubt that oper-

ators in every State will attempt to pass similar measures thru their Legislatures.

Foster estimated that if successful. (Continued on page 101)

## MINNEAPOLIS

# Kirschbaum To Open New Op One-Stop

MINNEAPOLIS — Murray M. Kirschbaum, veteran one-stop dealer here who stepped out of the business several years ago, will return to that same business Tuesday (10), when he opens a new disk establishment at 2605 Hennepin Avenue.

Kirschbaum started in the one-stop business in 1936, opening a store at the Silent Sales Company here in Minneapolis.

"Altho I've been out of the business for several years," Kirschbaum said, "I've continued to follow the trends."

Kirschbaum will lease space at the London Music Company's offices here.

# Donut Disks Eclipsing 78's

Continued from page 90

"The big hits are not bringing out the 78 players as much as they used to," said Kanaga. He added that even in million sellers the proportion of over-all sales holds.

Kanaga asserted that Victor will probably limit its production on certain pop diskings to 45 before the end of the year. "It's a question of timing," he said.

Lloyd Dunn, vice-president in charge of sales and merchandising at Capitol Records said that February sales of pops by his firm showed a 71 per cent shift to 45's. This marked a rise from 66 per cent in January, and 65 per cent in December.

Dunn noted that there is some difference in speed sales according to the stature of particular artists. He said 78 sales climb somewhat, when records exceed sales of 500,000.

"The trend is unquestionably toward the passing of 78's, which we believe will be good from every point of view," Dunn stated. "If the demise of 78's took its natural course, 78's would be virtually non-existent within two or three years. Somewhere along the line we will reach a point where it will no longer be profitable to make metal parts for 78's."

At Decca the over-all ratio of 45 sales to 78 was given as three to one in pops. Syd Goldberg, sales chief, said that on million-disk sellers the proportion was currently seven to three. The ratio in Decca country wax is about six to four, favoring 45.

"And the trend toward 45 is accelerating," remarked Goldberg.

Mercury's current sales experience places 45's at a four to one advantage over 78's, according to Morrie Price, sales manager. A year ago it was only six to four, he noted. On a record such as "The Great Pretender" by the Platters, which sold heavy in both the pop and r.&b. markets, the spread was three to one on the side of 45's.

"Rip" Thornton, of Dot, reported that 45's accounted for 75 to 80 per cent of the diskery's single sales in February and March. A year ago sales were split evenly, he said.

At London 45's are also by far the dominant seller. It was pointed out that on the label's current

click, Lonnie Donegan's cutting of "Rock Island Line," 45's were providing 75 per cent of the sales volume.

M-G-M single sales were also showing a solid 45 slant, it was said, altho no proportions versus 78 were cited.

In the r.&b. field, traditionally considered the 78 holdout, the advances of the newer speed are on the sensational side.

Leonard Chess, of the Chess and Checker empire, reported that over-all single sales are favoring 45's by seven to three.

Miriam Abramson, of Atlantic Records, declared that 75 per cent of all the diskery single sales were now on 45. The increase has been sharp in the last few months. A year ago, she said, 78's were outselling 45's by two to one.

# 'Poor People' Still Top MOA Choice

NEW YORK — Les Baxter's Capitol recording of "The Poor People of Paris" maintained its position as top disk on "National Juke Box," the ABC radio network program prepared by the Music Operators of America.

Regional favorites selected on Saturday night's (7) program were "I'll Be Home," with Pat Boone on Dot, Northwest; "The Stars and Stripes Merengue," with Gloria Parker on Gloro, Midwest, and "Lisbon Antigua," with Nelson Riddle on Capitol, West Coast.

Chosen as the most promising disks were "Midnight Breeze," with Sid Feller and his ork on AMPA, and "The Rock Island Line," with Lonnie Donegan on London.

Appearing on the program were George A. Miller, Oakland, Calif., MOA president; Martin Britz, Great Falls, Mont., MOA vice-president, and Howard Ellis, Omaha, MOA director.

Use The Billboard classified pages for

RESULTS!

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

Table for Genco pinball games: Golden Nugget (2/53) with prices.

Table for Gottlieb pinball games: Chinatown, Diamond Lil, Flying High, etc.

Table for United pinball games: ABC, Cabana, Circus, Havana, etc.

Table for Williams pinball games: Big Ben, C. O. D., Dealer '21', etc.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated April 7, 1956)

ARCADE EQUIPMENT

- 1. SEEBURG—Shoot the Bear
2. SEEBURG—Coon Hunt
3. GENCO—Basketball
4. EXHIBIT—Dale Gun
4. BALLY—Moon Rides

MUSIC MACHINES

- 1. AMI—Model D-80
2. SEEBURG—M-100-B
3. AMI—Model E-120
3. SEEBURG—M-100-A
4. SEEBURG—M-100-C

SHUFFLE GAMES

- 1. CHICAGO COIN—Criss-Cross, Target Regular
2. CHICAGO COIN—Starlite
3. BALLY—Jet Bowler
3. UNITED—Team Bowler
4. UNITED—Royal

VENDING MACHINES

- 1. Acorn 5c or 1c
2. Topper—HMS 1c & 5c
Du Grenier (11 Col.)
3. National 930
3. Northwestern Deluxe 1c & 5c
3. Northwestern 49, 1c
3. PX (10 Col.)
3. Silver King 5c

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Yacht Club
2. Gaytime
2. Surf Club

GOTTLIEB

- 1. Minstrel Man
1. Pin Wheel
2. Guys & Dells

UNITED

- 1. Singapore
2. Triple Play
3. Dixie

WILLIAMS

- 1. Hayburner
2. Big Ben
3. Dealer '21'
3. Lazy Q
3. Times Square

ARCADE EQUIPMENT

CODE—AP—Auto Photo, B—Bally, CC—Chicago Coin, EV—Evans, Ex—Exhibit, G—Genco, Gb—Gottlieb, K—Keeney, M—Int'l Mutoscope, R—Roovers, S—Seeburg, Sc—Scientific, Sh—Shipman, T—Telecoin, U—United, W—Williams, Wa—Watling.

Table with columns: HIGH, LOW, Mean Average. Lists various arcade equipment like All Star Baseball, Auto Photo, Baseball, Basketball, etc.

Table with columns: HIGH, LOW, Mean Average. Lists various pinball machines like Polar Hunt, Rifle Gallery, Safari, etc.

Table with columns: HIGH, LOW, Mean Average. Lists various music machines like Model E-120, Rock-Ola, Seeburg, Wurlitzer.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Mean Average. Lists various shuffle games like Ace Bowler, Advance Bowler, Banner, etc.

MUSIC MACHINES

Table for AMI music machines: Model A, Model C, Model D-80.

Large table with columns: HIGH, LOW, Mean Average. Lists various coin machines like Criss-Cross, Feature, Fireball, Gold Medal, etc.

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.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown.

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.

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.

Bert Lane Ships Kiddie Rides, Readies Pool Unit

NORTH MIAMI, Fla.—Bert Lane Company, Inc., has started shipping two new kiddie ride units, including a Steam Fire Engine model and a Hobby Horse piece.

heard from in the coin games field," Lane declared. (Editor's Note: Bert Lane headquarters are located at 1860 N. E. 146th Street, North Miami, not 372 N. E. 61st Street as reported in the March 24 issue.)

24 inches, made of Fiberglass. It represents an old-fashioned fire engine drawn by a horse. It is set on an aluminum-covered base with Formica sides.

In addition to the kiddie ride and coin game lines, Bert Lane is continuing production on its Golf-O-Mat, 25 by 15-foot coin-operated golf driving piece.

these rides. They are used extensively by major manufacturing firms as product promotional aids. Among the companies using the Kiddie Carnivals are Pepsi-Cola, Coca-Cola, 7-Up, Swift & Company, Kraft, Borden's and national store chains.



## Arcade Ops Set for Summer Season; Gun Games Head List

### L. A. Ops See Guns Top '56 Coin Pullers

LOS ANGELES—Arcade operators, who enjoyed a bountiful 1955, are setting their sights on a record 1956 at their year-around beach spots here.

The addition of new equipment, increased floor space and expectation of high grosses on gun game pieces are principal reasons for the rosy outlook. Guns were the big grossers last year and operators feel that they will repeat this year.

E. E. (Tom) Schlender, of the Virginia Park Arcade in Long Beach has added guns of various types, two photograph venders and a Round-the-World Trainer in preparation for the warmer weather.

Also in Long Beach at Playland Arcade, Louis Bertoli and Al Goodman have bought new rifle gun games.

Biggest games addition was made by Major Mohr, who has operated the Redondo Beach Sports Center since 1940. His new installations include 10 skeeballs, 10 rifle guns, Sidewalk Engineers and baseball games. The Arcade was increased in size with floor space upped from 6,000 to 8,000 square feet.

#### Top Coin Pieces

Top money earner for Schlender last year, in addition to the gun games, was the Mutoscope Drivemobile. Bertoli and Goodman reported photo machines, skeeballs, pinballs, baseball and Voice-O-Graph followed gun games in that order in gross collections during the 1955 season. Mohr named skeeballs as the consistent earner at his Sports Center.

All of the Arcade operators contacted operate fortune teller machines, 5-cent pistol guns, 10-cent pistol or rifle guns, pinballs, voice recorders, grip machines and movie machines in their Arcades. Schlender and Bertoli-Goodman operate card venders also.

Number of machines on penny play differ from spot to spot. Schlender said 50 per cent of his units were on pennies, with Bertoli and Goodman estimating their's at  
*(Continued on page 102)*

## N. J. Juke Group Mulls Asking Game Ops In

• *Continued from page 90*

must be geared for State-wide membership and announced that it would recommend that the organization should seek membership on a direct basis with each music operator in the State.

The committee added, tho, that it favors seeking membership thru trade area groups where they exist, or where the desire to organize is evident.

The organization holds its annual banquet Sunday (15) at the Hotel Essex House here. Jack Arnold Press and his ork will provide the dance music, and leading recording artists will appear on the bill.

### CALL FOR MORE VARIETY FROM MACHINE MFRS.

DETROIT — Majority of Arcade operators surveyed here by The Billboard believe a better volume of trade could be done if equipment manufacturers would produce a greater variety of coin machines for Arcade use.

If present popularity is an indication of the type of new games wanted, the rifle units would lead the parade.

These games gross the highest for Woodward Amusement Company, while Lemke Coin Machine Company does the biggest job with the photo machines, followed by their Grandma and Swami fortune teller units.

#### Kiddies Like Action

The kiddies go for the manually operated machines, including baseball, hockey, basketball. Adults and teen-agers seem to prefer the gun games and photo machines.

Operators, while expecting a good summer season, feel that improvement could be made with new types of machines.

Said Bernard Palugi, Woodward Amusement, "If the manufacturers would keep us supplied with a greater variety of machines, I'm sure it would help maintain a stable business for everyone concerned and also build a bigger volume at the Arcades."

### Heart-of-City Spot Ups \$\$, Doubles Space

RICHMOND—The Arcade-in-the-city, no longer the flourishing business it was decades ago, is still doing more than right by some operators.

Rubin Schers, 25-year veteran of the business here and owner of the city's lone Arcade, isn't complaining of his earnings—in fact, he is doubling the size of the spot this spring.

The Arcade will soon reach twice its former depth at the East Broad Street location.

What's the key to downtown-Arcade success? Schers puts it simply, "A clean, respectable establishment and the latest equipment one can get."

#### Plans Pool Move

Gun games are Scher's top item and his expanded Arcade is sure to have several more of these. In addition he plans to put in pool games for the first time at the Arcade, along with a new fortune teller.

Next to gun games in popularity are baseball units, especially good during the baseball season. Photo machines rank third on the earning list.

Most of the Arcade's business—about 85 per cent—is from adults, with the other 15 per cent coming about equally from children and teen-agers. The youngsters go for the movie machines and guns, with  
*(Continued on page 102)*

### BEACH SPOTS OPEN

## Orleans Arcade Pitch: Action Units

By JACK DEMPSEY

NEW ORLEANS—Two of the South's outstanding play spots, Pontchartrain Beach and Lincoln Beach, opened here Easter Sunday with Arcades filled with action games.

Nearly \$750,000 in improvements have been made at Pontchartrain Beach, Harry J. Batt, managing director, said. And just a few miles east, along the same shoreline, Lincoln Beach, an exclusive Negro resort spot, also boasted new additions.

A new section has been added to the Arcade at Pontchartrain Beach, designed exclusively for the small

fray. More than 12 new coin-operated kiddie rides have been installed in the new set-up.

The Arcade will house 275 machines of all types. New this season are 15 penny units, mostly target pistols.

#### Games Crowd-Pleasers

"We're looking for continued interest in the self-participation attractions," Batt said. "They were our most popular games last season and we believe they'll do even better this year."

"These games, such as Sidewalk Engineer and Drivemobile, are real crowd pleasers. The Engineer, a dime-operated bulldozer game, gives the player the self-satisfied feeling that he is the boss and master of the situation."

Batt also reported heavy play last season on the Air Hockey and Air Football devices. In fact, all sports machines rated very high, he said.

#### Teen-Age Favorites

Here's the way Batt sees the picture:

Kids: Movies and kiddie rides head the list, followed closely by the sports machines.

Teen-agers: Photo-mats and Voice-o-Graphs; the high school set likes to swap snaps and platters.

Adults: Sports machines and photo-mats.

The Pontchartrain Arcade has  
*(Continued on page 103)*

### More Minn. Pin Spots Fined in Fed. Jury Probe

MINNEAPOLIS — Six more tavern operators and a cafe were fined in Minneapolis federal court here Wednesday (4) as outgrowth of the indictments returned in February in connection with the federal grand jury probe of pinball machine operations.

The jury at the time indicted 40 persons and firms in the Twin Cities for failing to pay the \$250 federal tax on pinballs which the  
*(Continued on page 102)*

### 10 FIRMS TO SHOW GAMES AT MOA, MAY 6-8

CHICAGO—A group of 10 coin machine firms are slated to display amusement games and Arcade equipment at the Music Operators of America Show here May 6-8 at the Morrison Hotel.

Exhibitors with confirmed space include Auto-Photo Company, Los Angeles; Bert Lane Company, Inc., North Miami, Fla.; Capitol Projector Corporation, New York; Chicago Coin Machine Company, Chicago; Edolite Products, Inc., Detroit; Genco Manufacturing & Sales Company, Chicago; Gym Cycle Amusement Company, Nashville; J. H. Keeney & Company, Chicago; Vallev Manufacturing Company, Bay City, Mich.; Williams Manufacturing Company, Chicago.

A total of 33 firms have reserved exhibit space at the convention. Among them are music, coin machine, supply firms and trade publications.

## Solotone, New Detroit Game Firm, in Gear

DETROIT—Solotone Manufacturing Company is set to manufacture all types of conversion units for amusement games, Henry Solomon, president, has announced.

Solomon said the firm intends to produce coin-operated games at a later date.

Shop and offices are located in the heart of the downtown district at 123 Cadillac Square.

Solomon was formerly general manager of Edolite Products, Inc., manufacturers of coin machines and conversions. He came to Detroit about seven years ago, after serving as Middle Eastern representative of Edolite, with headquarters in Jerusalem.

#### Production Started

A new-type conversion for pool games is already in production, designed to fit any standard size coin pool table. This includes new top, silk screen design, light-up bumpers and other features.

Production was actively started during the past month, and the pool table conversion is now being placed on the national market. Distribution will be handled thru established coin machine jobbers.

Solomon said a new coin amusement game is now on test locations in eight different States. He disclosed it would be placed in production "as soon as satisfactory results are assured."

## Chi Coin Ships Advance Pool; Has 'Magic Hole'

CHICAGO—Advance Pool, a new electric game with advancing scores, has been shipped to distributors by Chicago Coin Machine Company.

Featured is a special "magic hole" that awards the highest score and automatically jumps the ball from one hole to another for added scoring. List price is \$385.

Players shoot from tees at one end of the table. Targets are seven ball holes, including three holes in a vertical line forming the "magic hole" chain.

Balls are spotted and players must hit another ball on the table to score. Scoring values of holes increase after every other ball is sunk. Five score cards on the backglass at the opposite end of the game show different values for all seven holes.

On the backglass are five-digit scoring reels for two players or teams.

Ball bumpers are located along the edges of the playfield. Diamond markers along the edges help players line up shots.

The game has a larger backrack than other Chicago Coin automatic pool games, and has no foul line.

## Tourney Pool Play in Mich. Locations Up

BAY CITY, Mich.—Tournament play on coin-operated pool games is increasing thru the State of Michigan, Earl Feddick, president of Vallev Manufacturing Company, said Thursday (5).

Started in Bay City locations with the encouragement of Vallev, tourney play has now started in Flint, Jackson and other Michigan cities including Petoskey, Feddick said.

Three leagues are under way at Bay City, with Vallev offering a free home-model Bumper Pool to the winning team following an inter-league play-off.

Vallev is providing tournament rules with each Bumper Pool machine shipped. Games are played on the original two-hole, regular-play model.

## European Trade Fairs Play Up Coin Machines

PARIS—In recent years European big trade fairs have been devoting considerable space to exhibits of various types of coin machines.

The tremendously big Foire de Paris, which will be held May 5-21, already has allotted space to 20 firms for displays of vending machines, juke boxes and amusement devices—including AMI juke boxes from the U.S.A., and Wittenborg venders from Denmark.

The long-established (38th) International Fair of Lyon, April 7-

16, has more coin machine displays than last year.

#### German Growth

Germany is fast attaining top rank in the coin machine field in Europe and is making a strong bid for export business, as well as going in heavily for distribution, thruout Europe, of American-made machines. Not only are the German manufacturers, distributors and operators well organized and active, but trade papers such as the Automaten-Markt are widely circulated  
*(Continued on page 103)*

EXCLUSIVE DISTRIBUTORS for the BEST in POOL GAMES!

## CUE-STAR by FISCHER COIN-POOL

Regular and Jumbo Sizes—All Wanted Features—Prompt Delivery!

### SPECIALS!

United DeLuxe CARNIVAL GUN ...\$215	Genco RIFLE GALLERY ...\$195	United DeLuxe VENUS BOWLER ...\$225
United DeLuxe CLIPPER ...\$225	Bally HI-FI BINGO ...\$ 75	POOL GAMES All Makes—Like New 3-Hole Liteup ...\$145

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## "GUARANTEED MUSIC"

MAGNA-CORD (Background Music Tape Recorder With Amplifier) . .	\$350
A.M.I. MODEL "E"-120 . . . . .	525
A.M.I. MODEL "D-80" . . . . .	345
A.M.I. MODEL "B" . . . . .	150
ROCK-OLA COMET (120) . . . . .	495
ROCK-OLA FIREBALL (120) . . . . .	275

RECONDITIONED — REFINISHED LIKE NEW!  
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MIAMI BEACH . . . . .	\$375.00	DUDE RANCH . . . . .	\$90.00
BIG TIME . . . . .	315.00	PALM SPRINGS . . . . .	90.00
GAY TIME . . . . .	275.00	BEACH CLUB . . . . .	80.00
VARIETY . . . . .	190.00	FROLICS . . . . .	80.00
GAYETY . . . . .	190.00	YACHT CLUB . . . . .	70.00
ICE FROLICS . . . . .	110.00	PALM BEACH . . . . .	60.00
SURF CLUB . . . . .	110.00	ATLANTIC CITY . . . . .	60.00
HI-FI . . . . .	135.00	CONY ISLAND . . . . .	40.00
NEW POOL TABLES WITH LIGHTS . . . . .	\$240.00		
NEW POOL TABLES WITHOUT LIGHTS . . . . .	190.00		
USED BALLY POOL TABLES WITH LIGHTS . . . . .	175.00		
POOL BALLS . . . . .	\$1.40 ea. or \$12.00 a set		

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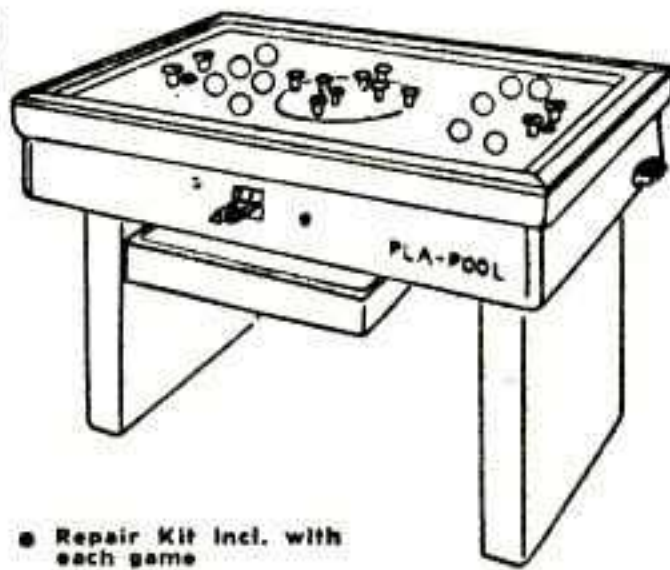
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Center Hole Has Removable Plug for 2 or 3 Hole Play!



- Pockets set in from and permit rebound action
- Dimensions: DeLuxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Table Top on Hinges with 2 Locks
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- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- New Plastic Light-Up Bumper Posts

• Repair Kit incl. with each game

### POOL SUPPLIES

Set of 10 2 1/4" Balls . . . . .	\$12.00
Set of 10, 5-oz. 2 1/4" Balls 16.50	
ABT 20¢ Coin Chute . . . . .	8.00
Overhead Light w/brkt. . . . .	15.00
48" Cues . . . . .	1.95
Cue Chalk, gross . . . . .	3.50
Anti-Warp Adjusters . . . . .	8.95
Set of 2 . . . . .	.75
Billiard Rail Brush . . . . .	.45
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 addtl.

MARVEL MFG. CO.

2848 W. Fullerton  
Chicago 47, Ill.  
Tel. Dickens 2-2424

## Chi Game, Juke Licenses Hit

### 13,695 in '56

#### City Makes Drive, Coin Tags Surpass '55 Year's Total

CHICAGO—A total of 13,695 city licenses for coin-operated amusement games and juke boxes have been issued to operators for 1956 to date, the Office of the City Collector reported Thursday (5). The total for the first several months of the year already surpasses the 12-month mark for 1955 of 11,610.

This year, for the first time, the city kept separate record of games and juke boxes. Game licenses total 5,115 thus far in 1956; juke licenses have reached 8,580.

#### Why Increase

The big hike in licenses was attributed mainly to a concerted drive by city enforcement officers to assure that operators purchase licenses for all of their machines.

The coin pool game boom was also figured as a contributing cause of the license spurt.

Both games and juke boxes are licensed at a rate of \$25 per machine per year. This brings the city game and juke license revenue to \$43,375 thus far in 1956.

City license sales are expected to drop to a dwindling number thru the remainder of the year. Operators customarily make the brunt of their license purchase in the first few months of the year as licenses are sold on the annual basis.

Operators moving in new equipment in the final months of the year have to pay the same machine license fee that they would pay for a full 12 months' use of the license if purchased in January of the year.

Many local operators favor a change in the licensing system, and at present the Chicago Independent Amusement Association, game operator group, is working for such a change.

## OP COMPLAINS: NOBODY OVER 16 ON KIDDIE RIDES

MINNEAPOLIS — "Nobody over 16 years of age gets on one of my kiddie rides," Louis Fine, St. Paul operator, told the Minneapolis City Council ordinance and legislation committee.

Fine pointed out that the Minneapolis pinball ordinance, regulating all coin-operated amusement equipment on location in the city, prohibits people under 16 from using the machines. Fine said he pays license fees under the ordinance.

The committee got busy Tuesday (3), drafting a new city ordinance to correct the obvious shortcomings of the old one.

### CORRECTION!

Due to a typographical error, the second BALLY game listed in our ad last week was printed incorrectly. It read "Booster Club." Of course, it should be . . .

### BOOSTER POOL

A Great Bally Game

## INTERNATIONAL SCOTT CROSSE CO.

Scott Crosse Company  
1423 Spring Garden St., Phila. 30, Pa.

## RECONDITIONED EQUIPMENT

Take a good look at the games listed below and consider that they're READY FOR LOCATION. Nothing else to do but set them up and put them out. Rails scraped and lacquered, cleaned inside and out and completely reconditioned. You won't find better buys ANYWHERE!

Beach Beauty . . . . .	\$490.00	Palm Springs . . . . .	\$110.00
Miami Beach . . . . .	390.00	Beach Club . . . . .	100.00
Gay Time . . . . .	290.00	Frolics . . . . .	65.00
Gayety . . . . .	175.00	Atlantic City . . . . .	50.00
Big Time . . . . .	300.00	Pixies . . . . .	390.00
Variety . . . . .	190.00	Triple Play . . . . .	275.00
Hi Fi . . . . .	115.00	Manhattan . . . . .	250.00
Surf Club . . . . .	125.00	Singapore . . . . .	140.00
Ice Frolics . . . . .	115.00	Mexico . . . . .	110.00

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EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

## 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.
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- All our equipment is fully reconditioned; cabinets refinished; ready for location.
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- We are distributors for BALLY MFG. CO. for all Western Europe with the exception of West Germany . . . KEENEY and GENCO.
- We have one of the largest Spare Parts Departments in the world and carry parts for all types of machines.
- We carry a most complete line of Premiums.

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Rittenhouse 6-7712

Branch: 819-871 Lockawanna Ave. Scranton, Pa.

# Beach-Nut Gum In Tab Package

CANAJOHARIE, N. Y. — Beech-Nut Packing Company has announced that its new Mello Fruit gum is now available in tab package.

size along with the firm's Peppermint and Spearmint flavors. The gum is packaged in a cellophane overwrap box bearing an "inventory guide" sealed on each side of the box bottom which tells the number of tab pieces remaining in the row. A special divider holds one row in place when the other is used, and the word "top" is printed on the box as an aid in proper handling.

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5-BALL GAMES—BINGOS  
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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., 198 Albion Ave., Paterson 2, N. J. ch-my28

GOLFOMATS — ELECTRIC DRIVING Ranges for sale on location as an operating business; units for sale for location of purchasers choice. King Amusement Co., 810 McCabe Ave., Bradley Beach, N. J. ap21

**Help Wanted**

WANTED — STATE REPRESENTATIVES. For absolutely the finest, positively guaranteed Baseball Pitching Machine. Models for coin operation, for schools and ball clubs, and Junior model for little leagues. New principle, patents pending, gives automatic change of pace, very accurate, speeds to 90 m.p.h. Movie films for use of representatives; complete book of instructions for coin installations. Waterman Engineering Corp., Waterman, Ill. ap21

**Parts, Supplies & Services**

STAMP FOLDERS DIRECT FROM MANUFACTURER. Unlimited quantities. Immediate delivery. Write for prices. Vendco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ap28-ch

**Routes for Sale**

PHONOGRAPH ROUTE FOR SALE—NORTH Western Ohio; 38 Phonographs on location; Service Truck and Parts Included. Box M-189, c/o Billboard, Cincinnati 32, O. ap21

**Used Coin-Operated Equipment**

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. ap28

A FEW VERY NICE PANORAMS FOR SALE: also life size Kicking Mule Ball Game, good working order. H. E. Loebbeck, 1438 N. Emporia, Wichita, Kan. ap28

**CIGARETTE-CANDY-COFFEE-CIGAROMAT**  
—Factory Distributors—

U-Select-It, Candy & Coffee, Lehigh, P.X. Royal "17" Cigarette, Watling Soles, White's Comb Vendor & Combs. Write for complete details, prices, installment terms.

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"Spare" sanitary napkin venders, DAV razor blade venders, Advance 29C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

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32 SCIENTIFIC POKERINOS, LATE MODEL, excellent condition, \$40 each. Robert Perlman, 3334 Crescent Street, Long Island City 8, N. Y. ap21

40 ARCADE MACHINES IN NICE condition, at one-half Billboard prices. Send for list. Will accept Panorams in trade regardless of condition, or will buy your Panorams. H. E. Loebbeck, 1438 N. Emporia, Wichita, Kan. ap14

**Wanted to Buy**

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 3, Ill. ap28

SILVER KING, ACORN, MASTER, VICTOR, NW 49, NW Deluxe, Regal, Columbus. Give lowest price. Stanley Hyman, 1172 Hoe Ave., Bronx 59, N. Y. Tu 7-2635.

WANT TO BUY—BALLY ABC OR UNITED Regulation Bowlers; write giving price and amount of games. J. B. Music Co., 1562 E. 96th St., Cleveland 3, Ohio.



TOP: AL (SENATOR) BODKIN, guest of honor of the Coin Machine Division's United Jewish Appeal Dinner, is congratulated by Lou Boorstein, right, chairman of the event. Center photo: Committee members gather at the Sheraton-Astor. Bottom, left to right: Aaron Sternfield, The Billboard; Joe Young and Miss Jacobs, Young Distributing; Sandy Moore and Hank Walton, Young Distributing of Long Island. Top row: Murray Kaye, Atlantic-New York; Ben Haskell and Teddy Blatt, Associated Amusement Machine Operators of New York; Max Klein, Westchester Operators' Guild; Abe Lipsky, Young Distributing, and Arnold Blatt. Bottom photo, seated, left to right: George Holzman, president of the AAMONY; Claire Morano, business manager, AAMONY; Joe Connors and Mrs. Seymour Pollak, Standing, left to right: Bernie Boorstein, Leslie Distributors; Lou Boorstein, chairman; Al Bodkin, guest of honor; Sid Levine, counsel for the Music Operators of New York; Mike Munves, distributor, and Seymour Pollak, Westchester Operators' Guild.

## COINMEN YOU KNOW

Continued from page 88

thru Minnesota, with reports that coinmen are looking ahead to good business.

Bob Ahearin, of LaMour, N. D., here to buy games, brought his wife and daughter along for the purpose of taking in the Ice Follies in Minneapolis Arena. . . Bete Biancini, of Arrowhead Amusement Company, Hibbing, Minn., was in town buying pool games. . . Sidney Levin, of Lieberman Music Company, reports Gottlieb's new Score-Board arrived and operators have expressed keen interest in the game. Levin said the trend is to automatic-type pool games recently, with operators switching to that type of unit more and more. . . Harold Harter, of Sandler Distributing Company, was caught in the April snow storm while wending his way thru Fargo and Jamestown, N.D.

Chester LeDoux, of Virginia, Minn., was in this market shopping the past week. . . Al Eggermont, of Marshall, Minn., came to town to buy pool games for his route. . . Lloyd Kiester, of Frontenac, Minn., bought pool games on his trip to the cities. . . George Coddington, of Minneapolis, was shopping at several distributors this past week.

### Vancouver, B. C.

By A. K. McMARTIN

SIEGEL EXPANDS SALES STAFF. Neil Lewis, formerly with Roxy Music, Ltd., has joined Siegel Distributing Company, and is on the road as salesman. Siegel is British Columbia distributor for the Rudolph Wurlitzer Company, Electro cigarette venders and other coin machines.

Jack Becker, mechanic and trouble shooter with Siegel, came to British Columbia from Germany. Coin-operated games get a big play in Germany, according to Becker. . . Lou Bailey, of Bailey and Williams, who operates A. A. Amusements, is seriously considering adding a line of pool games to their pinball route. He feels they should click here as well as in the U. S.

Dale Johnson, Edmonton, Alberta, distributor for Seeburg in the provinces of Alberta and British Columbia, was in Vancouver recently calling on customers. . . R. C. French, with headquarters in Vancouver, is at present distributor for Rock-Ola for British Columbia.

**ATTENTION!**

AMERICAN BANK-SHOT 12' SHUFFLEBOARD \$99.50

NATIONAL 24' SHUFFLEBOARD With Overhead Scoring Unit \$174.50

Bally ABC Bowler . . . . . \$524.50  
Keeney Challenger . . . . . 424.50  
United Comet Targettes . . . . . 164.50  
United Venus Targette . . . . . 249.50  
AMI D-40 . . . . . 199.50  
United Deluxe Bonus Rifle . . . . . 274.50  
Keeney Deluxe Sportsman Rifle . . . . . 224.50  
Bally Space Ship . . . . . 249.50  
Deco Space Ranger . . . . . 249.50  
ChiCoin Super Jet . . . . . 249.50  
United Jungle Rifle . . . . . 149.50  
Two-Horse Carousel, small . . . . . 244.50  
Seeburg M-100-BL . . . . . 464.50  
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Wurlitzer 1400 . . . . . 139.50  
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STOCK UP NOW**

VENUS . . . . . \$165  
MARS . . . . . 175  
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VICTORY . . . . . 175  
BEACH CLUB . . . . . 60

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NEW 1956 GAMES**

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WILLIAMS 4-BAGGER BASE BALL, new . . . . . Write  
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While They Last—New Games at Reduced Prices

PALOMINO HORSE, new . . . . . \$350.00  
WILLIAMS SIDEWALK ENGL-NEER, new . . . . . 245.00  
Williams Jet Fighter, new . . . . . 275.00  
Williams Major League Base-ball, new . . . . . 195.00  
Seeburg Coon Hunt, new . . . . . 395.00  
Air Football, new . . . . . 395.00  
Genco 2-Player Basketball, new . . . . . 395.00  
Exhibit Western Gun, new . . . . . 195.00  
Whip Kiddie Ride, new . . . . . 325.00  
Drive Yourself Drivemobile, new . . . . . 650.00  
Grandmother, Myrtle Swami, new . . . . . Write  
Lane Fire Engine, new . . . . . Write  
Lane Horse, Goldie, new . . . . . Write  
Metal Typex, new . . . . . Write  
Name Plate Machines, new . . . . . Write

**POOL TABLES—POOL PARTS**

Exhibit New Skill Score . . . . . Write  
Pool Balls, standard set of ten, high polish, standard weight \$14.50  
Clamps, per dozen . . . . . 2.00  
Cue Stick Glue, per dozen . . . . . 2.25  
Decals for Mercury Grip, each 1.25

**Games Reconditioned the Munves Way**

Look and Work Like New

Seeburg Coon Hunt . . . . . \$175.00  
Williams Jet Fighter . . . . . 175.00  
Genco Sky Gunner . . . . . 145.00  
Exhibit Space Gun . . . . . 125.00  
Chicago Coin Basketball . . . . . 175.00  
Chicago Coin Midget Skeeball . . . . . 155.00  
Chicago Coin Goalie . . . . . 95.00

FREE: New 1956 Catalog, 225 Illustrations. Only one of its kind in existence. The Standard Reference of the Coin Machine World

**MIKE MUNVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N. Y. BRyant 9-6677  
44 YEARS SERVICE • EST. 1912

When answering ads . . .  
say you saw it in  
**THE BILLBOARD!**



**BUMPER POOL TABLES**

Rubber Bumper Models .....\$119.50  
 Plastic Lite-Up Type ..... 129.50  
 Have 93 for immediate shipment; wire third deposit.

**Tom Jordan**  
 P. O. Box 1389 El Paso, Texas

**GOOD BUYS**

- BIG TIME .....\$265.00
- MIAMI BEACH ..... 240.00
- VARIETY ..... 160.00
- PALM SPRINGS ..... 84.50
- CONEY ISLAND ..... 30.00
- QUINETTE ..... 65.00
- DAFFY DERBY ..... 70.00
- PIXIE ..... 325.00
- GAYTIME ..... 225.00
- GAYETY ..... 155.00
- ATLANTIC CITY ..... 35.00
- BALLY BEAUTY ..... 75.00
- TAMPICO ..... 25.00
- UNITED 6 PLAYER SUPER SHUFFLE ALLEY ..... 70.00
- WURLITZER 1015 PHONOGRAPH ..... 75.00

1/3 Deposit, Bal. Sight Draft

**GENERAL DISTRIBUTING CO.**

1609 ORLEANS AVE., NEW ORLEANS, LA.  
 Phone: TUlano 6279

**GUARANTEED**

Ready for Location!

- Bally CONEY ISLANDS .....\$ 39
- Bally YACHT CLUBS ..... 59
- Bally PALM SPRINGS ..... 89
- Bally SURF CLUBS ..... 109
- Golf. PINWHEEL ..... 99
- Golf. LOVELY LUCY ..... 139
- Golf. GYPSY QUEEN ..... 189
- United LEADERS ..... 139
- United DELUXE COMET ..... 219
- Evans BAT-A-SCORE ..... 69
- SEEBURG 100-C PHONO ..... 539

**HEADQUARTERS FOR All Makes of POOL GAMES**  
 Pool Game Supplies

**IRV OVITZ**

**ACME INTERNATIONAL DISTRIBUTORS**  
 2643-45 W. Montrose Chicago 18, Ill.  
 COrnelia 7-7272

**SAVE MORE MONEY—MAKE MORE MONEY**  
 Subscribe to The Billboard TODAY!

**225 PICTURES**

**Munves Catalog Lists Thousands of Items**

NEW YORK—The catalog issued this week by the Mike Munves Corporation reflects, in the opinion of Munves, the healthy state of the Arcade business.

Some 9,500 copies of the 28-page catalog are being sent to Arcade and amusement machine operators throughout the world, with 1,500 of them going to foreign coinmen.

According to Munves, 1956 is turning out to be the best year in the 44-year history of the organization, with orders coming in at the rate of 35 per cent ahead of last year, which was a pretty healthy 12 months.

The catalog, laid out by Max Munves, contains some 225 pictures and lists thousands of items, ranging in price from a photo machine at \$2,800 to 5 cents for steel balls for ABT Challengers or Texas Leaguers.

Oldest items in the catalog are the old Mutoscopes made by Biograph, circa 1890. They are available for \$65 each, including reel and sign.

Other oldies, popular around the turn of the century, are the Mills Autostereoscope, selling for \$50, and the shooting gallery.

For the romantically inclined, the catalog includes a Kiss-O-Meter, Love Pilot, Love Teller and Love Analyst. For those who place greater emphasis on a sound body, Munves offers the Fist Striker, Grip Developer, Gripmeter, Squeeze-O-Graph, Thigh-O-Graph and Punching Bag.

Among the games available for sports fans are K.O. Champ, Derby, Silver Gloves, Knock-Out Fighters, Hockey, Ten Strike, Bat-a-Ball, Hit-a-Homer, Kicker and Catcher, Touchdown and Pop-Up.

Rides for the kiddies include the Fire Engine, Covered Wagon, Hoss 'n' Buggy, Carousel, Rocket and Whip.

**Weapons Platoon**

For those with a liking of fire-arms there is the Polar Hunt, Safari, Jet Fighter, Carnival Gun, Jungle Gun, Gun Patrol, Six Shooter, Sky Fighter, Ace Bomber, Sky Gunner, Night Fighter, Hydro Duck and, for those who like the big bang, the Atomic Bomber.

Vending machines in the catalog include the Smokeshop, Hawkeye popcorn vender, Balloon-o-Mat, Old Mill candy machine and Kleenex vender.

Juke boxes listed include Wur-

litzer, AMI, Rock-Ola and Seeburg, with models ranging from old 20-selection jobs to last year's models.

Munves said that the upsurge of business is due primarily to Arcade operators getting rid of obsolete equipment and replacing it with newer machines. He added that some new Arcades are opening, but not enough to have a serious impact on the business.

**Six to Speak**

Continued from page 85

public accountant, "Proper Accounting Means More Profit"; Milton T. Raynor, Chicago, NVA legal counsel, "Now Is the Time to Fight"; Harvey Carr, Chicago, Coin Machine Journal, "A Look at Things to Come"; Fred Brandstrader, Chicago, former National Automatic Merchandising Association legislative counsel, "The Real Meaning of Industry-Wide Organization," and Frank Mencuri, Exhibit Supply Company, Chicago, "Operator's Potential Thru Diversification."

The "Farewell Brunch" and installation of new officers followed by a movie will be held at 11 a.m. Sunday.

**POOL TOP SPECIAL**

New JUMBO Lite-Up Bumper Novoply Table Tops, Rubberbacked Cloth and Center Hole. Complete with electrical system.

REGULAR SIZE \$39.95  
 The One-Stop Parts Headquarters.  
**CHAMPION DISTRG. CO.**  
 2833 W. Division St. Chicago 5, Ill.

**BANK-A-BALL**

THE SMALLEST ADV.

The BIGGEST PROFIT OPPORTUNITY  
 Orms only mfr. in United States with 9 years' experience making Belgian Pool.



DISTRIBUTOR TERRITORIES OPEN

**ORMS MFG. CO.** 2814 MAIN CO. DALLAS, TEXAS

Terms: Low as \$10.00 per week.

Cigarettes manufactured in January totaled 35,911,290,696, an increase of 1,805,368,888 over the January, 1955, total, according to Internal Revenue. Agriculture Department reports that the 1956 output of cigarettes is expected to be higher than the 412½ billion turned out in 1955. Cigarette consumption per person 15 years of age and over in 1955 totaled an estimated 9.83 pounds—1 per cent above 1954 and 6 per cent below the 1953 peak. Trade reports indicate that sales of filter-tip cigarettes were continuing to increase at the close of 1955.

**COBRA CARTRIDGES**

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.

**ELECTRONIC INDUSTRIES**

P. O. Box 2008 Mesa, Arizona

**\$50.00**

Will buy Rock-Ola Chrome 120-Record 1546 Model Wall Boxes.

**P. P.**

Box 934 Portsmouth, Ohio

**YOUR "BUY-Q" RATES HIGH with WORLD WIDE VALUES!**

**BINGO GAMES**

- |                     |                     |                     |
|---------------------|---------------------|---------------------|
| GAYTIME .....\$245  | PALM SPRINGS ..\$90 | STARLET .....\$425  |
| GAYETY ..... 165    | DUDE RANCH ... 90   | PIXIES ..... 395    |
| BIG TIME ..... 310  | YACHT CLUB ... 45   | TRIPLE PLAY ... 275 |
| VARIETY ..... 185   | ATLANTIC CITY .. 55 | TROPICANA ..... 135 |
| HIFI ..... 95       | FROLICS ..... 85    | NEVADA ..... 95     |
| SURF CLUB ..... 115 | PALM BEACH ... 45   | TROPICS ..... 60    |
| ICE FROLICS ... 110 | CONEY ISLAND .. 45  | CABANA ..... 45     |

**LATE 5-BALL GAMES GOTTLIEB**

- FRONTIERSMAN .....\$245
- 2-PL. TOURNAMENT ..... 285
- 2-PL. MARATHON ..... 335
- WISHING WELL ..... 210
- SOUTHERN BELLE ..... 195
- SLUGGING CHAMP ..... 185
- GYPSY QUEEN ..... 165
- LADY LUCK ..... 145
- LOVELY LUCY ..... 125
- SHINDIG ..... 95

**POOL TABLES**

GENCO • WILLIAMS EXHIBIT

LIKE NEW!

All Have Hinged Tops—Lined Tops

Available for IMMEDIATE DELIVERY!

Only \$140 EA.

SENIOR POOLS

Only \$175 Ea.

ORDER NOW

**SHUFFLE GAMES**

- C.C. BLINKER .....\$395
- C.C. HOLLYWOOD ..... 295
- Un. DLX. CAPITOL ..... 325
- Un. DLX. CLIPPER ..... 310
- Un. DLX. LIGHTNING ..... 295
- Un. DLX. MERCURY ..... 210
- Un. DLX. 11TH FRAME ..... 185
- Un. LEADER ..... 145
- Un. CLASSIC ..... 175

Cable Address: "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
 2330 N. Western Ave.

Phone: EVerglade 4-2300

**DISTRIBUTORS, ATTENTION—We Will Trade NEW POOL TABLES for USED Music, Guns, Bingos and Alleys! WRITE—WIRE—CALL!**

**SHUFFLE ALLEYS**

- CHICAGO COIN BULL'S-EYE (New).....\$395
- UNITED TEAM ..... 125
- UNITED TARGETTE ..... 125
- BALLY JET ..... 175

**MUSIC EXPERTLY CRATED and PREPARED for EXPORT**

- WURLITZER 1800—1100—1500A—1500—1400—1250
- SEEBURG R—G—C—BL—B—100A
- ROCK-OLA 1438
- AMI E-120—D-80—D-40

**KIDDIE RIDES**

- WORLD'S LARGEST STOCK OF ALL MAKES & MODELS
- Beautifully reconditioned
  - Better than brand new
  - Fully guaranteed
- MOON RIDE, like new ..\$245
  - CHAMPION HORSE .... 445
  - BIG BRONCO ..... 385
  - BALLY SPACE SHIP .... 245
  - DECO SPACE RANGER ..\$245
  - BOATS ..... 245
  - MERRY-GO-ROUND .... 395
  - MIDGET MOVIES ..... 95
- Complete with film

**GUNS**

- UNITED BONUS ..\$350
- EXHIBIT GALLERY. 200
- EXHIBIT SPORTLAND .. 300
- BALLY BULL'S-EYE 285

You can rely on GUNS from REDD!



**DISTRIBUTING CO.,** 298 LINCOLN ST. ALLSTON 34, MASS.—AL 4-4040

Exclusive distributor for

**WURLITZER — BALLY — EXHIBIT — CHICAGO COIN**

**The GYM CYCLE**



**10¢ COIN OPERATED**

Here is the newest Kiddie-Adult Ride for every type location. Contact us today.

**GYM CYCLE AMUSE. CO.**

106 15th Ave. N., Nashville, Tenn.  
 Phone: Chapel 2-2318



SHUFFLE ALLEYS		ARCADE	
Bally Gold Medal	\$350.00	Bally Bull's-Eye Kiddy Gun	Write
Bally Jet Bowler	200.00	Bally Hot Rod	Write
Bally Magic Bowler	300.00	Chi Coin Super Home Run, 6 Pl.	\$249.50
Bally Champion	150.00	4 Bally Space Ships (extra clean)	325.00
Chicago Coin Bull's-Eye Bowler	Write	2 Bally Speed Boats (extra clean)	325.00
Keeney Pacemaker	85.00		
Keeney Bonus	99.50		
Keeney Bikini	175.00		
United Rainbow	195.00		
United Imperial Bowler	85.00		
United 6 Play Star	45.00		
Un. Deluxe Comet Targette	125.00		

PINBALLS	
Atlantic City	\$ 70.00
Bally Night Club	Write
Bally Broadway	Write
Miami Beach	445.00
Gaytime	345.00
Gayety	245.00
Palm Springs	145.00
Yacht Club	95.00
Hi-Fi	125.00
Surf Clubs	149.50
Ice Frolic	145.00
Coney Island	85.00
Tahiti	75.00

**WHILE THEY LAST—LIKE NEW**  
Chi Coin Criss Cross Target .... \$100.00

**MUSIC**  
Rock-Ola 1448 Hi-Fi, 120 Select. Write  
Rock-Ola 1446 Hi-Fi, 120 Select. \$725.00  
Rock-Ola 1438 Comet, 120 Select. 499.50  
Seeburg M100B ..... 399.50

**WALL BOXES**  
Seeburg 3W1 Hammerloid .... \$ 55.00  
Seeburg 3W1 Chrome ..... 65.00



**Calderon Distributing, Inc.**  
450 Massachusetts Ave.  
Indianapolis, Indiana  
MEIrose 4-8468

## Heller's Execs Re-Elected to One-Year Terms

CHICAGO—Directors and officers of Walter E. Heller & Company were re-elected for an additional one-year term. Directors were named at the annual meeting Tuesday (3) of stockholders. Officers were re-elected at the board's meeting held immediately after that of the shareholders.

Walter E. Heller was re-elected president as well as a director. Other directors and officers include Shandor M. Zinner, Harry E. Abrahams, Ralph H. Carlson, Robert I. Livingston and Peter E. Heller, all of Chicago, vice-presidents; Lawrence A. Petersen, Chicago, vice-president and treasurer; Isidor H. Lutzker, New York, vice-president, and Raymond H. Olson, Chicago, secretary. C. Frederick Cunningham, South Bend, Ind., was also re-elected to the board.

Appointment of Martin Mandler to the executive staff was also announced. He will be assigned to the client services in the firm's receivable operation. Mandler, his wife and two children, reside in

## Genco Blends Baseball, Pool in New Coin Game

CHICAGO—Baseball Pool, a new type of coin-operated pool game with baseball game playfield and score features, has been shipped to distributors by Genco Manufacturing & Sales Company.

Players shoot pool balls from tees at one end of table at ball pockets and bumpers located on the playfield. Ball pockets score from 1 to 5 runs each, with bumpers scoring base hits and moving light-up baseball figures around base paths on the backglass at the opposite end.

The playfield, as well as the backglass, is decorated with a baseball diamond and player figures. Ball pockets are scattered behind the diamond on the playfield.

**Pockets, Bumpers Score**  
Object is to sink balls in run holes and also hit bumpers for additional runs. Each run scores 10 points. Bumpers score singles, doubles and triples.

Highland Park, a North Shore suburb of Chicago.

Heller is one of the largest national firms dealing exclusively in commercial financing, including coin-operated machines.

A special double and triple feature increases value of balls sunk in pockets.

Shooting alternately, players must hit another ball on table on each shot to score. Balls are spotted one at a time on the playfield to begin game and continue to be spotted until all balls are removed from trough. Last ball on table must be banked for score.

According to Avron Gensburg, Genco vice-president, the game offers double action—bumper action on the playfield, pocket action when balls are sunk.

A bell sounds whenever a bumper is hit or a ball sunk. Scoring reels on the backglass record scores for two players or teams.

Players are penalized for failing to hit a ball on the table, deliberately attempting to score without hitting a ball or failing to bank last ball on the table.

**AVAILABLE**  
**BINGO, SHUFFLE AND BELL MECHANIC**  
Married, do not drink, best of references. Want regular hours, good working conditions, top salary.  
**BOX D-205**  
c/o The Billboard, Cincinnati 22, Ohio



## IT'S ALWAYS A MONEY MOVE to place Davis 6-Point Guaranteed Equipment in *Spring Locations.*

This *Spring* it will be equally wise to convert these vacation minded spots to *dime play.* Davis phonographs are available pre-set for *dime play*, if requested. Trade in now for **TOP DOLLAR** and insure **TOP INCOME** from your *Spring locations* with *dime play* and **DAVIS** rebuilt and reconditioned equipment. Write for "10c Play Fact Sheet."

SEEBURG		WURLITZER	
M100BL	\$475	1500-1550	\$295.00
M100C	575	1600-1650	375.00
3W1 HAMMERLOID WALLBOXES	55	3020 WALLBOXES	9.95
3W1 CHROME WALLBOXES	75	4820 WALLBOXES	15.95

AMI		ROCK-OLA	
D-80	\$319	1434	\$225
E-120	439	1436 FIREBALL 120	259

**ALSO many other late model phonographs**

**WANTED TO BUY**  
Wurlitzer Service Manuals  
1100-1250-1400... \$3.00 each

**WILL TAKE IN TRADE**  
Many Models of  
Used Phonographs  
Write—Wire—Telephone for Prices

Our Address in Europe:  
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403 Ave. Louise, Brussels, Phone 47.66.63  
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Western Export Distributing  
Exclusive Seeburg Factory Distributors  
738 Erie Boulevard East  
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

Private Western Union Wire    Cable Address "DAVDIS"    1/2 Dep. Required

### Your Dollar Buys MORE at NATIONAL!

Reconditioned 5-BALLS GOTTlieb		ATTENTION, No. Illinois and Iowa Operators!	
FRONTIERSMAN	\$245	<b>WE'RE SHIPPING SCORE BOARD</b> Gottlieb's New 4-Player Fast Action Thriller! Marks Up the Big Play!	
WISHING WELL	225		
SWEET ADD-A-LINE	210		
SOUTHERN BELLE	200		
CYPSY QUEEN	190		
TWIN BILL	175		
LADY LUCK	170		
FOUR BELLES	165		
STAGECOACH	165		
DIAMOND LILL	165		
HAWAIIAN BEAUTY	135		
JOCKEY CLUB	135		
MYSTIC MARVEL	135		
GREEN PASTURES	130		
LOVELY LUCY	130		
SHINDIG	115		
PINWHEEL	115		
POKER FACE	99		
QUINTEYETTE	99		
QUEEN OF HEARTS	99		
FLYING HIGH	99		
GUY'S-DOLLS	99		
GRAND SLAM	79		
WILD WEST	69		
SKILL POOL	69		

**VALLEY'S BUMPER POOL**  
Solid Custom Quality! Regular and King Size. Convertible 2 or 3 Hoop. Super-Level Built-In Top Adjuster.

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD Phone: Buckingham 1-6466 CHICAGO 14

### POOL TABLES

Now Delivering the Latest Models by UNITED—GOTTlieb—VALLEY—FISCHER. CONTACT US FOR THE VERY BEST DEALS

ARCADE EQUIPMENT	RIDES	SHUFFLE BOWLERS
Drivemobile \$150.00	Lane's Merry-Go-Round \$350.00	United Cascade... \$ 65.00
Balloon-O-Mat, F.S. 325.00	Lane's Suspended Horse 695.00	United Clipper 295.00
Bat-A-Score 65.00	Lane's Fire Engine 695.00	United Comet 295.00
Deluxe Baseball 145.00	Ex. Space Patrol 175.00	United Clover 75.00
Bear Gun 125.00	Decco Merry-Go-Round 350.00	United Chief 125.00
Bonus Gun 250.00	Sci. T.V. Ride 295.00	United Lightning 250.00
Bally Defender 125.00	Bally Moonride 250.00	United Leader 150.00
Coon Hunt 175.00	Bally Hot Rod Write Drive Yourself 395.00	United Leap Bow 140.00
Carnival Gun 225.00	Miss America Beat 295.00	United Mars 225.00
C.C. Pistol 80.00		United 11th Frame 195.00
PI. Hockey 85.00		United Rainbow 150.00
C.C. Hockey 75.00		United Royal 110.00
Evans Bat-A-Score 150.00		United Venus 325.00
Ex. Dale Gun 50.00		United Speedy 210.00
Ex. Gun Patrol 95.00		Team Bowler 150.00
Ex. Six Shooter 95.00		Olympics 75.00
Ex. Silver Bullet 95.00		Classics 100.00
Ex. Jet Gun 125.00		10th Frame 50.00
Genco Basket Ball 250.00		C.C. 10th Fr. Double 75.00
Goalies 95.00		C.C. Hi-Speed Tpl. 100.00
Harvard Metal Typewriter 85.00		C.C. 10th Fr. Triple 95.00
Heavy Hitter 35.00		C.C. Match Bowlers 45.00
Shoe Shine 125.00		C.C. Super Frame 195.00
Silver Gloves 150.00		C.C. Star Life 225.00
Shoe Brush Up, new 95.00		Holiday 350.00
Auto Photo 175.00		Criss Cross Target 225.00
Photomat 350.00		Bally Rockets 275.00
Voice Recorder 350.00		Bally Mystics 355.00
Periscope 100.00		Keeney Carnival 150.00
Genco Quarterback 350.00		
Panorams 250.00		

**CIGARETTE MACHINES**  
Mercury, 9 col., new \$210.00  
Lehi, 12 col., new 225.00  
Super Star, new 115.00  
Super Nine, new 155.00  
National 950, used 95.00  
National 950, used 110.00  
Electro, 8 col., used 125.00  
PX, 10 col., used 115.00  
PX, electric 85.00  
Kenny Elec. 9 col. 135.00  
30¢ Conversions available.

**WURLITZER DISTRIBUTORS**



**Cleveland Coin MACHINE EXCHANGE, INC.**  
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All Phones: Tower 1-6711  
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**USED POOL TABLES**  
RECONDITIONED  
VALLEY BUMPER POOL  
EX SKILL POOL  
WILLIAMS BANK POOL  
**WRITE**

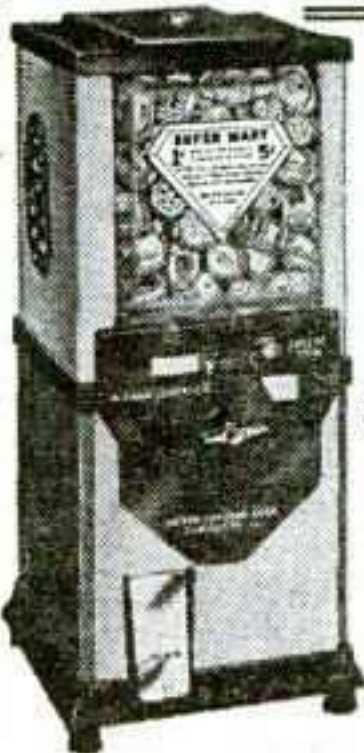
**UP TO \$8.00 TRADE-IN ALLOWANCE FOR YOUR OLD BALL GUM VENDORS ON THE NEW VICTOR SUPER MART**

**GOTTLIEB**

ARABIAN NIGHTS	\$145.00
GUYS & DOLLS	90.00
GYPSY QUEEN	195.00
MARBLE QUEEN	99.50
POKER FACE	125.00
QUARTET	90.00
QUEEN OF HEARTS	99.50
SHINDIG	115.00
SWEET ADD-A-LINE	210.00
TWIN BILL	205.00
BOWLING CHAMP	34.50
FOUR BELLS	195.00
JUBILEE	260.00

**WILLIAMS**

DEALER "21"	\$ 99.50
DISK JOCKEY	85.00
GUN CLUB	80.00
HAYBURNER	50.00
HONG KONG	84.50
PETER PAN	185.00
THUNDERBIRD	135.00
TIMES SQUARE	74.50
TWENTY GRAND	74.50
STRUGGLE BUGGIE	99.50
SKYWAY	149.50
STAR LITE	89.50
KING OF SWAT	325.00
SMOKE SIGNAL	325.00



**\$29.50**  
For Limited Time Only.

**EXCLUSIVE DISTRIBUTORS IN MICHIGAN FOR CHARMS UNLIMITED, INC.**  
LARGE ASSORTMENT OF CHARMS AND LEAF GUM IN STOCK.  
ORDER YOUR KANGAROO MOVEABLE CHARMS NOW



**Minnesota Ops**  
• Continued from page 93  
"We're finally coming to realize that the salvation of this business is conversion to 10-cent play," said one operator.

**Mass. Copyright**  
• Continued from page 94  
ful, the measure would save each Bay State operator as much as \$100 per year per machine in the event the juke box exemption was ever removed.

**Sunday Law**  
Discussing another measure of great interest to operators, House Bill 972, which would amend the Sunday law, Foster said it was still in the Mercantile Affairs Committee where there is some reluctance to report it favorably because of an estimated \$50,000 loss of revenue to the Commonwealth.  
Currently the State places a tax of \$2 a Sunday or \$50 a year on locations which have a juke box in operation on Sundays. In addition, most municipalities levy special Sunday juke box taxes. Thus in Boston the tax is \$2 a Sunday on the State level and \$2 on the local level.  
The bill is being championed by Representative Leo Sontag, of the General Court. It would remove the State license for Sunday juke box performance.

**LIEBERMAN SPECIALS**

SEEBURG MIOGA	\$215.00	BALLY YACHT CLUB	\$ 49.50
SEEBURG COON GUN	150.00	BALLY MOON RIDE—NEW	250.00
C. C. CRISS CROSS GUN	149.50	U-POP-IT POPCORN MACHINE	99.50

WRITE FOR OUR LIST OF USED PHONOGRAPHS AND GAMES OF ALL TYPES

**LIEBERMAN MUSIC COMPANY**  
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**Albert Pick Hotels**  
IN 20 MAJOR CITIES

CITY	HOTEL	Rooms with Bath from
Baton Rouge, La.	Heidelberg	\$5.50
Birmingham, Ala.	Banthead	4.00
Canton, O.	Balden	4.00
Chicago, Ill.	Congress	2.00
Cincinnati, O.	Fontaine Square	2.50
Cleveland, O.	Carter	2.25
Columbus, O.	Fort Hayes	6.00
Dayton, O.	Miami	4.75
Detroit, Mich.	Fort Shelby	4.00
Evansville, Ind.	Georgian	5.50
Fint, Mich.	Durant	4.50
Indianapolis, Ind.	Hollers	4.00
Pittsburgh, Pa.	Westview	2.00
St. Louis, Mo.	Mark Twain	4.00
Scranton, Pa.	Jerrym	4.50
South Bend, Ind.	Oliver	3.00
Toledo, O.	Fort Meigs	3.50
Topeka, Kan.	Kantson	4.00
Washington, D. C.	Lee House	5.00
Youngstown, O.	Pan-Ohio	4.50

Moderate Rates  
Convenient Parking  
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Delicious Food

Air-Conditioned Rooms  
Radio and Television  
No Charge for Children  
Beautiful Guest Rooms

**Free Teletype Reservations**  
Contact your nearest Pick Hotel for immediate teletype reservations at any other hotel in the Pick group.

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Watkins 9-9048  
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20 N. WACKER DRIVE • CHICAGO 4

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**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES**

**Panoram Operators! FOR SALE**  
We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.  
**Phil Gould**  
283 Market St. Newark 5, N. J.  
MArket 2-4275

Your key to **SALES RESULTS—**  
the advertising columns of **THE BILLBOARD!**

# Exhibit's NEW SKILL SCORE



ONE OF THE MOST BEAUTIFULLY DESIGNED GAMES EVER OFFERED TO THE COIN MACHINE INDUSTRY!

- "... A Game of Skill."
- "... The Shots Require Banking and Thinking."
- "... For 2 or 4 Players."
- "... Handsome, Modern Black and White Cabinet."
- "... A Completely New and Different Style of Play."
- "... Unique Light-Up Bumper Action."
- "... Mechanically and Electrically Well Built and Well Tested."

**NOT LUCK... BUT A GAME OF SKILL!**

**SKILL SCORE EXPERT'S SHOTS**  
GOOD SPOT BALL SHOTS

**TEE SHOTS**

**NO TROUBLE and MAKING TROUBLE**

**THE EXHIBIT SUPPLY COMPANY**  
ESTABLISHED 1901  
4218 WEST LAKE ST. • CHICAGO 24, ILLINOIS • PHONE: VA 6-3100

★★★ **ROYAL** ★★★  
DISTRIBUTING, INC.

GAYETY .....	\$150.00	FIFTH INNING DELUXE....	\$240.00
VARIETY .....	190.00	IMPERIAL.....	89.00
WURLITZER 1015 .....	50.00	TEAM BOWLER .....	125.00

**CLEANEST GAMES YOU'VE EVER SEEN!**  
**1/3 DOWN, THE REST "SIGHT DRAFT"**

Ask For Ben Mackie or Harold Hoffman  
3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

### Mutoscope Names General Vending Game Distributor

NEW YORK — The General Vending Sales Corporation, Baltimore, this week was named exclusive area distributor for all coin machines manufactured by the International Mutoscope Corporation, Bill Rabkin, Mutoscope president announced.

General's territory includes Delaware, Maryland, the District of Columbia, Virginia and upper West Virginia. Irvin Blumenfeld, George Goldman and Harry Hoffman are partners in General.

### Bally Appoints Ariz. Distributors

PHOENIX, Ariz.—Amusement Enterprises, 1454 E. Van Buren Street here, has been appointed Bally Manufacturing Company distributor for the State of Arizona.

Said Jack Nelson, Bally general sales manager, "Appointment of Amusement Distributors, with headquarters in Phoenix, including facilities for service and warehousing, will insure Arizona operators prompt delivery of games and kiddie rides."

### Minn. Pin Spots

Continued from page 98

government charged were used as gambling devices.

Heaviest fine levied Wednesday was \$2,500 against Kenneth Goldberg, of the Bloomington Inn, Minneapolis. His attorney asked Federal Judge Gunnar H. Nordbye to reconsider the fine because Goldberg was engaged in only a small operation.

However, Judge Nordbye pointed out that, on his report, Goldberg had taken in \$2,900 in one year on pinballs.

Fines of \$750 each were levied against Oliver K. Thurman and Isadore Berstein, partners in the Spot Cafe; \$500 on Joseph L. Percanksv, formerly of the Topper Cafe and \$150 on the cafe itself, a corporation; \$500 on Adolph J. Bosak, operator of Adolph's Place, a tavern; \$300 against Edward E. Rivkin of the Corral, a tavern.

All defendants were placed on probation for two years by Judge Nordbye, who indicated the probationary period might be shortened after they had settled their civil tax liabilities.

### L. A. Ops See

Continued from page 98

35 per cent. Mohr set his copper operation at 20 per cent.

Nickel operation at Schlender's is 15 per cent; Bertoli-Goodman, 50 per cent; Mohr, 60 per cent.

This trio of operators play to the kiddie trade with gun games. They report teen-agers go for the guns, grip machines and skeeball primarily, and adults are attracted greatly by skeeball and baseball games.

### Modern Arcade

Mohr, a veteran in the operating field, summed up the Arcade business this way: "You must operate a modern and up-to-the-minute Arcade with proper supervision. An Arcade cannot be a 'rough-house'; it must be a clean operation."

"We co-operate with the Parent-Teachers' Association. When the curfew is on, we insist that children go home. And children of school age are not allowed in the Arcade during school hours unless they can show a pass."

### Heart of City

Continued from page 98

the teen-agers heavy on baseball, says Schers.

Only a weight machine and a food vibrator are set on penny play. The other machines are split about evenly between nickel and dime-or-higher. The Arcade's voice recorder is the only one of its kind in the city.

### Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors  
2029 Prospect Ave. Cleveland, Ohio  
Tel. 1-6715  
Write for prices.

### BEST IN THE MIDDLE WEST

### USED POOL TABLES

\$135.00

Ready for Location

UNIVERSITY Coin Machine Exchange  
858 No. High St. Columbus 8, OHIO  
Tel: AXminster 4-3529

### BINGO CHEAPIES

PALM BEACH .....	\$ 35.00
STARS .....	45.00
RIO .....	60.00
HAWAII .....	95.00
HAVANA .....	125.00
YACHT CLUB .....	60.00
TAHITI .....	75.00
TROPICS .....	65.00
SINGAPORE.....	110.00
MEXICO .....	110.00

All machines guaranteed complete —just off locations. SHOPPED, \$20 EXTRA. We will trade for Bowlers, Arcade Equipment, Phonographs, etc.

LA BEAU NOVELTY SALES CO.  
1902 University Avenue  
St. Paul, Minnesota  
Phone: Midway 6-2826

# Most Powerful Attraction in Pool Games...



## ... the Challenging, Completely Satisfying SKILL PLAY of VALLEY'S PRO POOL

The CONVENTIONAL King Size Bumper Pool Game that's REALLY DIFFERENT! Gives the players what THEY want in exciting skill shots and ball action! Gives YOU all the famous VALLEY-QUALITY Features for dependable, care-free operating and "king size" earnings!

See Your Distributor or Write Direct

### VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH.  
PHONES 8587 or 8588

THE IDEAL "2nd" GAME!



Los compradores en el extranjero encontrarán estos aparatos libres de contratiempos a las más bajas precios de aquí.  
Exportamos juegos de bolos (pin games) y velleras (music machines) nuevas o reconstruidas listas para operación.



When you compare quality with price, Active is never under-sold!  
EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTLIEB & CO. in S. Jersey, E. Pennsylvania and Delaware.

### ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. FRemont 7-4495 Phila. 30, Pa.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

GIVE TO DAMON RUNYON CANCER FUND

**EXCLUSIVE FACTORY DISTRIBUTORS  
AMI-CHICAGO COIN-GENCO-EXHIBIT**

**BINGOS**

Crosswords	Write
Gaytime	\$325.00
Gayety	210.00
Big Time	350.00
Variety	210.00
Hi Fi	125.00
Surf Club	125.00
Palm Springs	125.00
Beauty	85.00
Yacht Club	85.00
Dude Ranch	110.00
Starlet	425.00
Pixie	375.00
Triple Play	310.00
Manhattan	275.00
Mexico	125.00
Hawaii	95.00
Jumping Jack	50.00
Golden Nugget	75.00

**SPECIAL PRICES on HUNTERS,  
BUGABOOS. Immediate Delivery**

**ARCADE**

Genco Super Big Top	Write
Genco Wild West	\$375.00
Genco Sky Rocket	375.00
Genco Sky Gunner	99.50
Bear Gun	125.00
Ccon Hunt	195.00
Chi Coin Pistol	50.00
Exhibit Six Shooter	94.50
Exhibit Gun Patrol	94.50
United Carnival	225.00
United Bonus Gun	275.00
Auto Shoots	150.00
Auto, Voice-o-Graph	350.00
Chi Coin 4-Player Derby	175.00
Chi Coin Basketball Champ	195.00
Set Shot Basketball (Used)	295.00
Chi Coin Goatee	90.00
Standard Metal Typex (Used)	275.00
Standard Metal Typex (New)	450.00
Genco 2-Player Basketball	195.00
Kirk Astrology Scale	74.50
Genco Champion Baseball	350.00
Bally Big Inning	85.00
Chi Coin Home Run	175.00
Chi Coin Super Home Run	195.00
Wms. Deluxe Baseball	125.00
Auto Photos	1,850.00
Kiddie Whip (New)	350.00
Exhibit Big Bronco	395.00
Super Jet	395.00
Bally Moon Ride	250.00
Midget Movies	100.00
Muto, Photomatics	250.00
Drivemobile	150.00
Bert Lane Steam Fire Engine	Write
Evans Ball-a-Score	145.00
Richman Air Hockey	325.00
Scientific Pithchem & Batem	175.00
Mercury Athletic Scale	45.00

**VENDORS**

Shipman 3-Column Stamp	\$ 14.95
Shipman 2-Column Stamp	15.95
U.S. Stamp Machine, 2-Column	7.95
Victory Stamp	7.95
PX 12-Col. Cigarette (New)	225.00
Mercury 9-Col. Cigarette (Like New)	Write
Silver King Hot Nut	9.00
Keeney Coffee Vendor (New)	425.00
Atlas Capsule Vendor (New)	12.50
Continental Coin Changer	86.00
Acorn 16 (New)	14.95
Stoner 9-Col. Cigarette (New)	Write
Eastern Elec. Cig. Vendor (Blonde)	125.00
Shinmaster	100.00
Rock-Ola Lo Boy Scale	49.50
Downey-Johnson Coin Counter	Write

**FOR SALE  
RECONDITIONED POOL TABLES  
\$135.00**

**BOWLERS**

CC Bowling Team, Close Out	Write
CC Score-a-Line	\$425.00
CC Hollywood	325.00
CC Bonus Score	345.00
CC Triple Strike	295.00
CC Fireball	250.00
CC Flash	150.00
CC Feature Frame	150.00
CC Super Frame	125.00
CC Criss Cross Bowler	125.00
CC Advance	110.00
CC King Bowler	115.00
CC Criss Cross Target	175.00
CC Bowl-a-Ball	95.00
Un. Clipper	295.00
Un. Lightning	250.00
Un. Banner	195.00
Un. Speedy	175.00
Un. Rainbow	150.00
Un. Mercurys	175.00
Un. Leader	125.00
Un. League	125.00
Un. Royal	100.00
Un. Olympic	75.00
Un. Cascade	60.00
Bally Victory	175.00
Bally Mystics	325.00

**WANTED TO BUY  
BALLY ABC BOWLERS**

**MUSIC**

AMI F-120	\$695.00
AMI Model A	99.50
Seeburg M100A	245.00
Seeburg 100A Hideaway	275.00
Wurlitzer 1250, 45 RPM	175.00
Wurlitzer 1100	125.00

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

**MONROE**

COIN MACHINE EXCHANGE INC.

2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

**4 Really EXCITING  
NEW GAMES**

Gottlieb's  
**4 PLAYER SCORE-BOARD**

An exciting multiple player game

Williams'  
**KLIK BILLIARDS**

Radically different—proving to be a sensation on location

Williams'  
**FOUR BAGGER**

An outstanding baseball game

Williams'  
**CRANE**

The Ideal amusement machine for opening new locations



**NOW ON DISPLAY AT  
TRIMOUNT**

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

**TRIMOUNT**

Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT

40 WALTHAM STREET  
BOSTON 18, MASS

**Beach Spots**

Continued from page 96

four 25-cent machines, 75 nickel devices and 196 penny units.

What kind of machine does the management look for in the future? "Self-participation machines," says Batt. "Manufacturers should give more consideration for the amusement park operators. We can and do adapt some of the general machines to use in our Arcade. However, novel and interesting machines should be designed in our behalf."

Batt pointed out that the play spot operates five months each year, and that machines lay dormant seven months.

Lincoln Beach boasts an ultra-modern dance center and restaurant, a big outdoor pool as well as scores of the latest rides.

The Arcade has 172 games: 50 penny pieces, 120 nickel devices and two quarter machines. In 1955 it had just 85 machines.

"Practically every one of our machines came to us via ads in The Billboard," said Emile Bruneau, managing director and president of the Lincoln Beach Corporation. "We expect the games to get a big play at our Arcade."

A. B. Chesser, former AMI field manager at Crowley, La., is in charge of the Lincoln Arcade. Last year the beach operated seven weeks; this season it expects to go 19 weeks, Bruneau said.

What types of machines do they want from the manufacturers?

"Contact machines," Bruneau asserted. "Punching bags, strength testers and the like all go over big with the Negro patrons."

**European Trade**

Continued from page 96

in Scandinavia, England and other countries.

As usual, the recent trade fair in Frankfurt, Germany, included a big automat section—the 11th of such displays—which really had elaborate exhibits of all types of coin machines, but was especially strong in juke boxes—mostly German and American—including AMIs (both U.S.A. and Denmark-made), Wurlitzers, Rock-Olas, and Seeburgs. International Mutoscope's Voice-O-Graph, the Cup-O-Matic, Cole-Spa and other American machines, including kiddie and Arcade items, were also on display.

Indicating how energetically and thoroly German interests are behind this expansion campaign is a study trip of coin machine specialists to the United States, May 5-June 3, which is being promoted by Automaten-Markt and the Hapag-Lloyd Travel Bureau of Frankfurt.

**POOL TABLES**

USED POOL TABLES—READY FOR LOCATION .....\$135.00

**SHUFFLE GAMES**

CLOVER UNITED	\$ 39.50
CRISS CROSS (CC)	69.50
CROWN (CC)	39.50
GOLD CUP	64.50
IMPERIAL (U)	69.50
JET (BALLY)	129.50
SHUFFLE POOL	39.50
STAR 10th FRAME (U)	29.50
SUPER (U)	29.50
10th FRAME BOWLER (CC)	29.50
CARNIVAL GUN (U)	195.00

**BOYLE  
AMUSEMENT CO.**

522 N.W. 3rd St. Oklahoma City  
REgent 6-5631

**GOTTLIEB PIN BALLS**

Flying High	\$ 50.00	Marble Queen	\$ 75.00
Guys & Dolls	60.00	Niagara	40.00
Gypsy Queen	175.00	Grand Slam	40.00
Happy Days	60.00	Queen of Hearts	55.00
Poker Face	90.00	Skill Pool	60.00
Add-a-Line	200.00	Spot Bowler	30.00
Frontiersmen	265.00	Joker	25.00
Hit & Run	30.00	Four Stars	40.00
Mystic Marvel	120.00	Twin Bill	175.00

Write for prices on Gottlieb 5 Balls—Seeburg—Rock-Ola—Wurlitzer Juke Boxes and Wall Boxes, Arcade Equipment—6-Player Shuffle Alleys—slightly used Stoner 5c Candy Venders with Change Makers.

**TRI-STATE MUSIC COMPANY**

1909 Eighth St.  
Phone: 2221  
Portsmouth, Ohio

**GUNS**

Biggest Stock in the Country

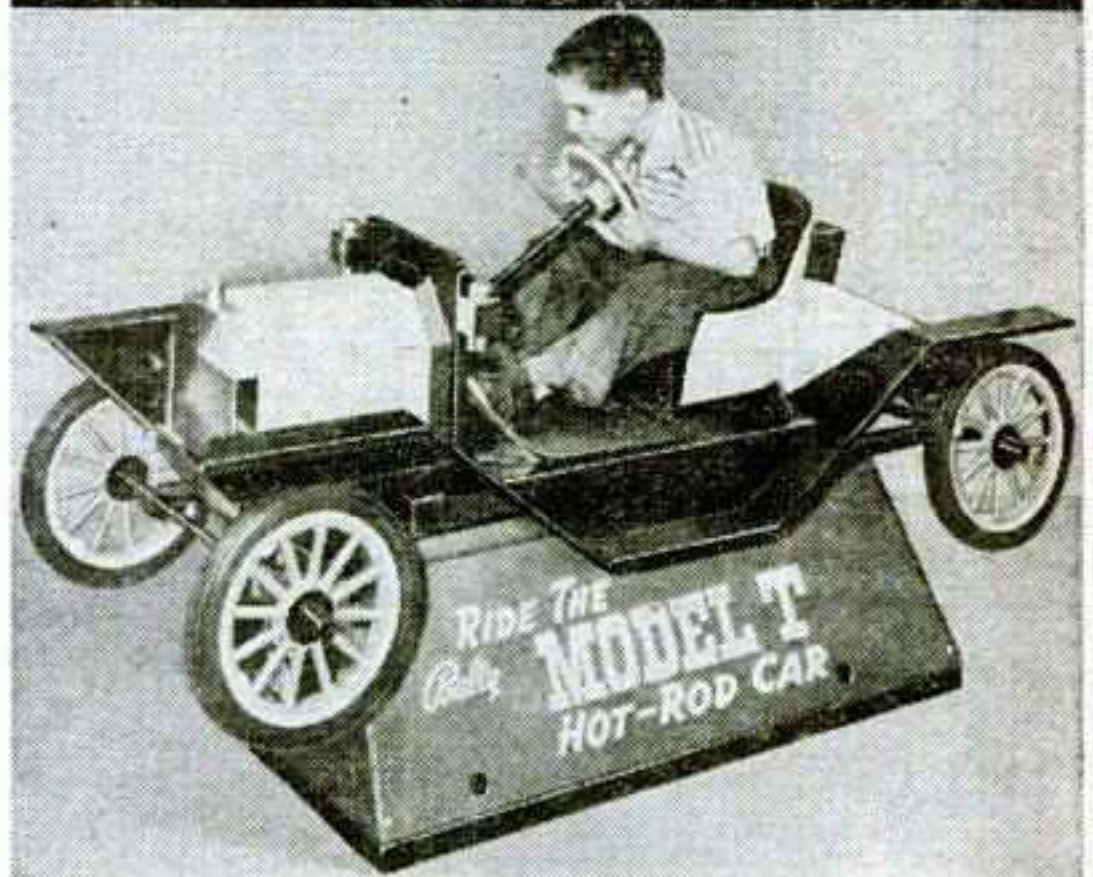
**BEST PRICES**

**DAVID ROSEN**

Exclusive A M I Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

*Bally* Kiddie-Rides  
**EARN BIGGEST PROFITS**

**MODEL T**  
COIN-OPERATED AUTO-RIDE



**THE CHAMPION**  
COIN-OPERATED HORSE-RIDE



**BULL'S EYE**  
COIN-OPERATED JUNIOR SHOOTING-GALLERY



BALLY MANUFACTURING COMPANY, 2640 BELMONT AVE., CHICAGO 18, ILL.

**Greater Than Super Slugger**  
**UNITED'S**  
**STAR SLUGGER**

Tremendous Appeal  
Immediate Delivery

**BINGOS**

<b>UNITED STARDUST</b>	Variety .....	\$195.00
Starlet .....	Hi-Fi .....	145.00
Pixies .....	Surf Club .....	125.00
Triple Play .....	Ice Frolics .....	125.00
Rio .....	Palm Springs .....	145.00
Tahiti .....	Dude Ranch .....	115.00
	Beach Club .....	115.00
<b>BALLY NIGHTCLUB</b>	Yacht Club .....	95.00
Gay Time .....	Palm Beach .....	95.00
Big Time .....	Bright Lights .....	95.00
Gayety .....	Bright Spot .....	95.00
	Evans Saddle and Turf Club .....	225.00

**GUNS**

<b>SUPER BIG TOP NEW</b>	Sky Gunner .....	\$145.00
Polar Hunt .....	Skyrocket .....	345.00
Big Top .....	Mauser Pistol .....	89.50
De Luxe Bonus Gun .....	Shooting Gallery .....	150.00
Jet Fighter .....	Rifle Gallery .....	225.00
Shoot the Bear .....	DeL. Sportsman .....	245.00
Coon Hunt .....	DeL. Carnival .....	245.00
Dale Gun .....		

**5 BALLS**

<b>GOTTLIEB SCOREBOARD</b>	4 Corners .....	\$ 90.00
Marble Queen .....	Chinatown .....	85.00
Arabian Nights .....	Diamond Lil .....	175.00
Stage Coach .....	Guys-Dolls .....	110.00
Mystic Marvel .....	Skill Pool .....	110.00
Happy Days .....	Queen of Hearts .....	100.00
Flying High .....	Mit 'n' Run .....	75.00
Southern Belle .....	Poker Face .....	125.00
Grand Slam .....	Pin Wheel .....	125.00
Quartet .....		

**WILLIAMS**

Big Ben .....	Fairway .....	\$ 90.00
Wonderland .....	Struggle Buggies .....	125.00
Jolly Joker .....	C.O.D. .....	115.00
Dealer .....	Disc Jockey .....	85.00
Grand Champion .....	Screamo .....	135.00
Lazy Q .....	Thunderbird .....	135.00
20 Grand .....	Cue Tee .....	125.00
Times Square .....		

**Greater Than King of Swat!**  
**WILLIAMS'**  
**DE LUXE FOUR BAGGER**

Features Galore  
Immediate Delivery!

**UNITED'S**

**ROTO-POOL**

One-End Play—Elec. Scoring  
Immediate Delivery

**SHUFFLE GAMES**

**UNITED REGULATION**

Spec. Top Notch .....	\$445.00
Clipper, High Score .....	275.00
Capitol, Match Score .....	325.00
Venus, High Score .....	295.00
Lightning, High Score .....	275.00
Comet, Match Score .....	225.00
Comet, High Score .....	195.00
Banner, Match Score .....	225.00
11th Frame, Match Score .....	225.00
Ace, Match Score .....	195.00
Mars, High Score .....	225.00
Speedy, High Score .....	195.00
Leader, Match Score .....	175.00
Team, Match Score .....	165.00
Imperial, Match Score .....	125.00
Royal, High Score .....	95.00
Olympic, High Score .....	75.00
Cascade, High Score .....	75.00

**CHICAGO COIN**

<b>BOWLING TEAM</b> .....	<b>WRITE</b>
Hollywood .....	\$325.00
Bonus Score .....	295.00
Cross Cross .....	175.00
Starlite .....	175.00

**BALLY**

Victory .....	\$195.00
---------------	----------

**ARCADE**

**WILLIAMS CRANE**

All Star Baseball .....	\$195.00
Big League Baseball .....	175.00
Bally Moon Ride .....	275.00
Sidewalk Engineer .....	195.00
Genco Quarterback .....	325.00
Grandma Horoscope, New .....	695.00
Std. Metal Typer .....	275.00
Hydro Duck .....	149.50
2-Player Basketball .....	195.00
Drivemobile .....	165.00
Telequiz .....	99.50
AA Gun .....	99.50
Space Ranger .....	295.00
Trigger Horse .....	375.00
Bronco Horse .....	375.00
Mustang Horse .....	350.00
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
Quarterback .....	79.50
Bat-A-Score .....	179.50
DeLuxe Baseball .....	150.00
Super World Series .....	99.50
Super Home Run .....	165.00
Star Series .....	89.50

**PHONOGRAPHS**

<b>EXPERTLY RECONDITIONED . . . GUARANTEED</b>	
<b>SEEBURG</b>	<b>AMI</b>
HF 100R .....	E120 .....
M100C .....	D80 .....
M100B .....	B .....
M100A .....	C .....
	<b>WURLITZER</b>
	1800, Like New .....
	1400 .....

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**2 WAY LIGHT-UP CONVERSION TOPS**  
\$49.50 Complete

**United Takes On Bert Lane Co. Coin Equipment**

MILWAUKEE — United, Inc., coin machine distributors here, has taken on the Bert Lane Company line for amusement games and Arcade equipment, according to Harry Jacobs, president.

Arrangements to handle the Bert Lane line in Wisconsin and upper Michigan were concluded by Harry Jacobs Jr. recently during a trip to North Miami, Fla., Bert Lane headquarters.

First samples of the new line have been delivered to United, Inc., headquarters for floor display. Samples include two kiddie rides, a hobby horse and fire engine.

Says Harry Jacobs Jr.: "This marks our re-entrance into the field as distributors of games. We intend to go back into games as strongly as we can. With operators now thinking in terms of diversification in order to hold their locations, we are adding new lines to keep our accounts."

United, Inc., until 1950 was an active distributor of games as well as music. In that year they placed all their emphasis on Wurlitzer music equipment.

**Correction: Bally Pool 2-Hole Game**

CHICAGO — Booster Pool, Bally Manufacturing Company's new coin-operated pool game, is a two-pocket game—not a four-pocket, as described in an earlier issue (The Billboard, April 7).

The game is designed to permit players to play for position, block opponent's balls, maneuver balls from ends of table around center-pins into scoring pockets at opposite ends of the table.

Your American Red Cross Is Always There After Disaster Strikes



Available at your Distributor Now!

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

# GOTTLIEB'S 4 PLAYER Score-Board

An Exciting New Approach in Multiple Player Amusement Machines!

- 1-2-3 or 4 Can Play at the Same Time
- Multi-Tilt Feature Permits Play to Continue if Some Players "Tilt-Out"
- 2 Separate Double Bonuses
- New Style "Wide-View" Cabinet
- Fast Play — 3 Balls Per Player
- Extra Heavy Duty All Steel Legs & Plated Side Rail Cigarette Holders

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE  
CHICAGO 51, ILLINOIS

**POOL CUES**  
HIGHEST QUALITY  
*Buy Direct From Manufacturer*  
Buy the best in cues at savings of 50% and more. Created especially for bumper pool games. 48" long, 1 1/4" butt, rubber cushioned, beautiful balance and taper. Made from select straight grained Northern hard maple for long life. Body milled, sanded and waxed to incredible smoothness. Two-tone finish. Quality leather tip. 12 to a carton. No less sold. Money-back guarantee. \$17.90 per doz., check or deposit with order.

**STATE CUE CO.**  
924 State St. Racine, Wis.  
Melrose 2-1951

**Tobacco Trade Doubles Heart Fund Donations**

NEW YORK—The tobacco industry's contribution to the New York Heart Fund Appeal this year was nearly double that of 1955, according to the NYHF chairman for the industry, Hugh Cullman, Philip Morris, Inc.

The tobacco trade gave \$4,900 this year, compared with \$2,505 a year ago.

**Edmonton, Alberta, Revises Coin Law**

EDMONTON, Alta.—Edmonton will no longer issue licenses for coin machines of the types considered illegal under provincial laws.

City council has amended the license bylaw so that "a machine, by the insertion therein of any coin, token or slug can be used for playing a game of skill, chance or mixed skill and chance" cannot receive a city license. Licenses now in effect for such machines will be canceled.

Before its amendment the bylaw provided for licensing of baseball, football, golf and skill-testing machines. City Solicitor A. F. Macdonald said these appeared to be illegal under the province's coin machine law.

Machines designed for the sole purpose of showing views, producing dialogues or testing strength still can be licensed for \$10 for the first, and \$5 for each additional machine on the same premises.

**SHAFFER PHONO SPECIALS RECONDITIONED GUARANTEED**

SEEBURG		WURLITZER	
M100-C	\$595.00	1800 (1955 Model), 104 Sel.	\$695.00
M100-B	475.00	1700	495.00
M100-A	249.50	1650	349.50
HM100-A	199.50	1250 (45 r.p.m.)	139.50
3W1 WALLBOX (100 Sel.)	59.50	5205 WALLBOX (104 Sel.)	39.50

AMI		ROCK-OLA	
E120	\$465.00	1438 COMET	\$495.00
C40	109.50	1434	149.50

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**Shaffer Music Co.**  
In the Coin Machine Business Over 25 Years

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PHONOGRAPHS AND ALL TYPES OF AMUSEMENT MACHINES  
EXPERIENCED — COMPETENT. TRAVEL 3 STATES.  
GOOD SALARY plus EXPENSES  
Call LEN MICON, EVerglade 4-2300  
WORLD WIDE DISTRIBUTORS, Inc.  
2330 N. WESTERN AVE. CHICAGO 47, ILLINOIS

**GET ON THE WINNING TEAM WITH THE BEST BASEBALL GAME of all time!**

**Williams DELUXE 4-BAGGER**  
REPLAY OR NOVELTY  
THE ONLY AUTHENTIC BASEBALL GAME WITH WILLIAMS ANIMATED BASE RUNNING UNIT!

PLAYERS ACTUALLY RUN THE BASES!  
BALL HITTING PLEXIGLASS CREATES ILLUSION OF BALL SAILING OVER THE FENCE!  
PITCHER ACTUALLY THROWS THE BALL!

HOME RUNS  
SINGLES! DOUBLES! TRIPLES! SACRIFICE HITS!

**4 ways to score REPLAYS:**

- TOTAL RUNS!
- SLUGGING AVERAGE!
- BEAT PREVIOUS HIGH SCORE!
- MATCH FEATURE!

Remember "King of Swat"?  
**4-BAGGER** is even BETTER!

**4 ALL NEW ADVANTAGES INCLUDE:**

- FORMICA PLAYFIELD
- National Slug Rejector Coin Chute
- Improved Bat
- New "SLUGGING AVERAGE" Feature

Previous High Score Remains On Backboard — A Powerful "Carry-Over"

**Williams MANUFACTURING COMPANY**

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

U.S. PATENT NUMBERS  
2459011  
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**Now IN PRODUCTION**

**Williams STAR POOL**      **Williams KLIK BILLIARDS**      **Williams CRANE**

**Williams 2-Way Special Deluxe and 2-Way SENIOR Deluxe BANK POOL**

**PURVEYOR'S SPECIALS**



Now delivering all models and all sizes of the latest Pool Tables

**SUPPLIES**

- Cue Sticks, Ea. . . \$2.50
  - Chalk, Gr. . . . . 3.50
  - Cue Tips, Per 100 1.75
  - 10-Minute Cement, Tube . . . . . 30
  - Cue Clamps, Ea. . . . . 25
  - Plastic Cups, red or white, Ea. . . . . 50
  - Coin Chutes, Ea. 10.80
  - Playfield Cloth . . . 9.50
- Write for Complete List.

**COME IN AND SEE OUR POOL TABLES**

**NEW—IMMEDIATE SHIPMENT**  
 ★ ★ **FLICKER** ★ ★ By KEENEY  
 Automatic Scoring—4 sided play. Flick the switch and play the original 2 hole game. Remove the plug and play the center 3 hole game.

★ ★ **ARCADE** ★ ★ By KEENEY  
 Automatic Scoring—All shots from one end.



**BINGOS**

Ice Frolics	\$115
Surf Club	100
Hi Fi	100
Dude Ranch	90
Beach Club	75
Beauty	75
Frolics	75
Palm Beach	60
Atlantic City	60
Yacht Club	40
Spot Light	30
Triple Play	295

**SHUFFLE GAMES**

Keeneey Speedlane	\$275
Keeneey American	225
Keeneey Century	195
Keeneey Diamond	140
Keeneey Carnival	85
Keeneey 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
C. C. Crisis Cross Target	180
C. C. Advance	100
C. C. Gold Cup	110
C. C. Triple Score	75

**MISCELLANEOUS**

9-Ft. American Bank Shot	\$150
18-Ft. Rock-Ola Shuffleboard	125
Genco Rifle Gallery	195
Ex. Gun Patrol	\$ 95
Genco "400"	45
Genco Silver Chest	110
Genco Quarter-back	Write

**CUE STICKS—\$1.85 in Lots of 12**

**GUNS**

Moving Targets	
Keeneey Ranger	\$295
Keeneey Sportsman	195
Seaburg Coon Hunt	175
Seaburg Shoot the Bear	125

**SPECIAL POOL GAMES**  
 Reconditioned Renovated  
**\$135.00**



4322-24 N. WESTERN AVE.  
 CHICAGO, ILLINOIS  
 JUNIPER 8-1814

**SPECIAL THIS WEEK**

**New Reconversion Playfields Complete**

**\$29.50** each in lots of 4 or more **\$32.50** each

NOVOPLY Beds covered with Imperial grade Rubberback Billiard Cloth. Lite-Up Bumpers—fined for 3 or 4-sided play.

**LITE-UP ELECTRICAL SYSTEMS**  
**\$9.50** per set

**FOR TOP QUALITY BUMPER POOL SUPPLIES, WRITE FOR OUR COMPLETE PRICE LIST**

PICK UP YOUR PHONE—FOR FAST SERVICE, ASK FOR CHARLIE

**MARVEL Billiard Supply Company**

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOntreal 6-8955

**GIVE TO DAMON RUNYON CANCER FUND**

**NOW** ... in **ONE GREAT GAME!**  
 all the **THRILLS** of **BASEBALL**  
 ... all the **SKILL** of **POOL!**

**GENCO'S** EXCITING NEW  
**BASEBALL POOL**  
 for 2 or 4 PLAYERS

**5 ELECTRIC WAFER BUMPERS**  
 score Singles, Doubles, Triples!

**6 PLAYFIELD HOLES**  
 score 1, 2, 3 and 5 Home Runs!

**NEW PATENTED ELECTRIC WAFER BUMPERS**  
 SCORE WHEN HIT

**BONUS SCORING**—Double and Triple Hole Scoring on Last 4 Balls!

**Live-action base running in backrack!**

**Instructions screened on playfield—no card necessary!**

**Guaranteed warp-proof playfield with Steel Anti-Warp Bars!**

HINGED PLAYFIELD—LEVELS—STEEL SHEATHED CASH BOX—TROUBLE-FREE MECHANISM—EASY-SERVICING

Plenty of action . . . plenty of skill and thrills with all the features of baseball . . . singles, doubles, triples, home runs, innings, etc. No wonder everybody wants to play Genco "BASEBALL POOL"!

**BE FIRST IN YOUR AREA** with this great ACTION GAME—See Your GENCO Distributor AT ONCE!

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue Chicago 14, Illinois

PLAYFIELD SIZE 36" x 52"



**ABC Report**

• Continued from page 85

pike, and the refreshment concession in the Los Angeles Coliseum. Business in motion picture locations increased during 1955, but the greatest expansion is seen in drive-in theaters.

A breakdown of operating expenses during 1955 reveals that the cost of goods sold—\$18,862,208—was the greatest item, with rentals, licenses and commissions, \$14,775,659, the second item.

**Other Costs**

The only other major expense was the selling, general and administrative cost, \$13,594,824. All other expenses were slightly more than \$100,000.

Current assets at the end of 1955 were \$15,057,323, compared with \$13,822,374 a year earlier. Biggest single increase was in the value of property and equipment, which jumped to \$13,375,334 from \$11,892,258.

The firm spent \$1,777,612 for new equipment, compared with \$1,215,915 in 1954. Net worth increased from \$9,655,046 to \$10,450,925. Dividends for 1955 were 80 cents a share, compared with 60 cents the previous year.



**START THE SPRING SEASON IN "FIRST" PLACE . . .**  
with "FIRST"-Class Reconditioned and Guaranteed Equipment!

**BINGO 5 BALLS**

BALLY	
GAYTIME	\$275
GAYETY	175
BIG TIME	325
VARIETY	185
SURF CLUB	125
ICE FROLICS	110
PALM SPRINGS	95
DUDE RANCH	95
YACHT CLUB	85
SPOTLIGHT	85

UNITED	
MEXICO	\$135
RIO	115

**BINKS ZIPPER  
PHENOMENAL  
COUNTER GAME**

3 Great Play Principles:  
1—Bingo Scoring  
2—High Scoring  
3—Steeple Chase (Zig-Zag Ball Action)  
Takes 1¢, 5¢, 10¢, 25¢.  
**Orig. NOW \$25**  
**\$79.50 ONLY**  
**BRAND NEW**

**ARCADE**

**FIRST-Conditioned**

Genco QUARTERBACK	\$325
MOON RIDE	250
ALL STAR BASEBALL, 4 PL.	225
2-PLAYER BASKETBALL	215
BIG LEAGUE BASEBALL	185
SIDEWALK ENGINEER Write BASKETBALL CHAMP	145
4-PLAYER DERBY	125
MIDGET MOVIES	135
UNDERSEAS RAIDER	115
BIG INNING	115
FLYING SAUCERS	95
GOALEE	95
TEN STRIKE	85

**TARGET GUNS**

**FIRST-Conditioned**

GENCO	
WILD WEST C.C.	\$375
RIFLE GALLERY	195
SKY GUNNER	115
UNITED	
DELUXE CARNIVAL	\$245
EXHIBIT	
500	\$295
SPORTLAND	225
SIX SHOOTER	95
DALE GUN	65

**SHUFFLE GAMES**

**FIRST-Conditioned**

CHICAGO COIN	
*BULL'S-EYE	\$325
*HOLLYWOOD	315
*ARROW	315
*THUNDERBOLT	295
*TRIPLE STRIKE	225
*PLAYTIME	195
*FLASH	185
*CR. CR. TARGET	185
*FEATURE	185
*STARLIGHT	175
*SUPER FRAME	165
*ADVANCE	135
*KING	120
*GOLD CUP	115
*TRIPLE SCORE—HI SPEED	95
*CROWN	85
*NAME	65

UNITED	
*Del. CAPITOL	\$335
*Del. CLIPPER	295
*Del. MARS	240
*Del. TARGETTE	185
*BANNER	215
*TEAM	155
*LEAGUE	155
*CHIEF	145
*CLASSIC	85

BALLY	
*JBT	\$235

KEENEY	
*DIAMOND	\$175
*BIKINI	150
*BONUS	135
*DOMINO CARNIVAL	75
10 PLAYER	85
6-PLAYER	45
*Indicates Match Play	

**"FIRST"—YOUR LEADING DISTRIBUTOR OF  
POOL GAMES**

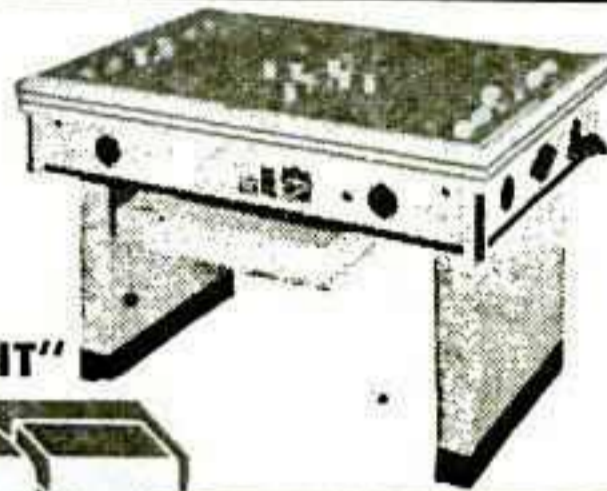
NOW DELIVERING 22 DIFFERENT MODELS WITH ALL THE LATEST FEATURES!  
THE GREATEST NAMES . . . "CHICAGO COIN" . . . "EXHIBIT"

Regular—King Size—  
Electric Models, Etc.  
**IMMEDIATE DELIVERY!**  
**TRADES ACCEPTED!**

**FIRST**

**COIN MACHINE EXCHANGE, INC.**

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

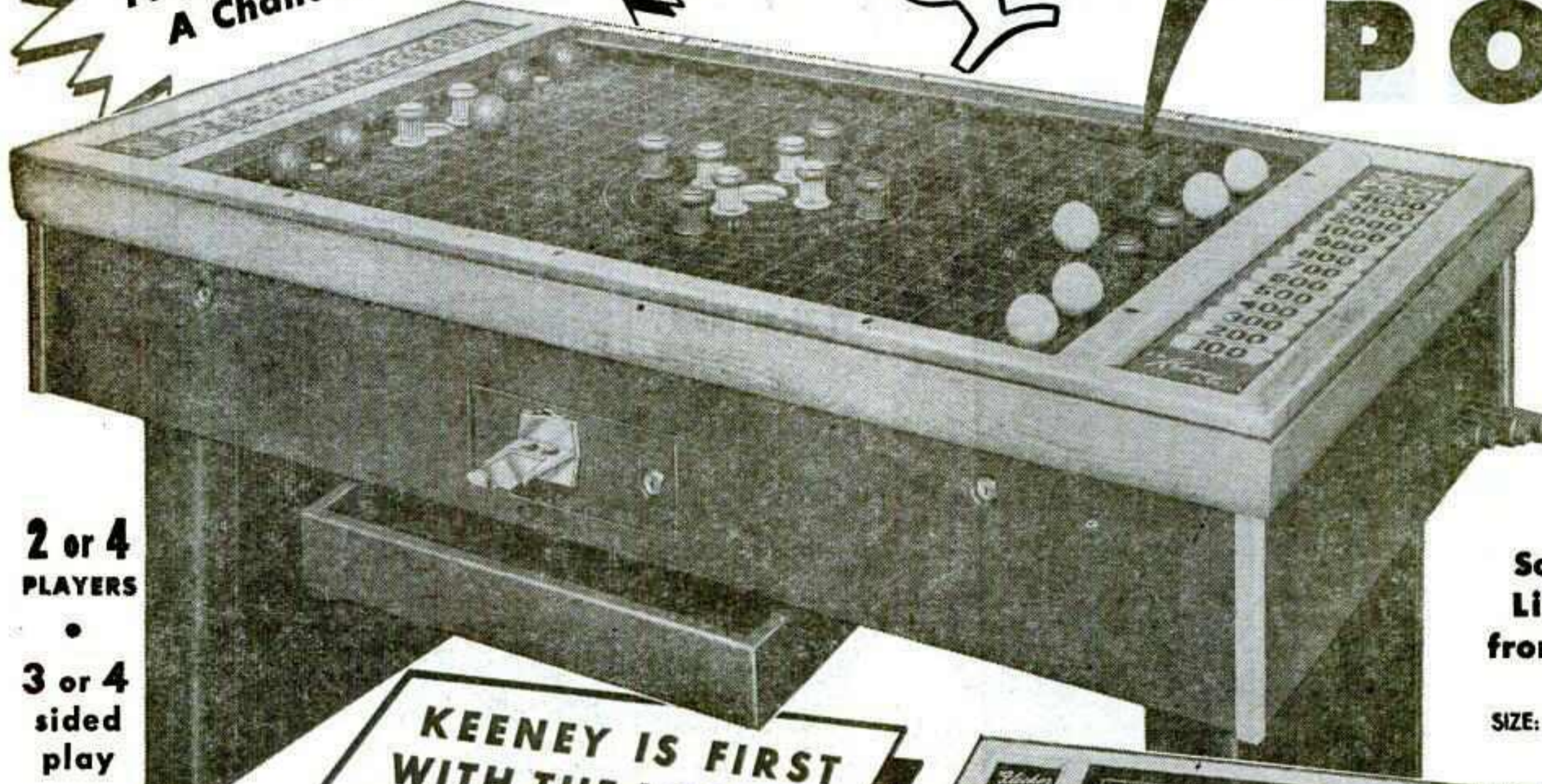


**A HIGH SCORE GAME**  
COMBINING  
**SKILL AND TIMING**  
Fascinating to Amateurs—  
A Challenge to Experts!

**KEENEY'S**



**Flicker  
POOL**



**HIGH  
SCORE  
WINS!**

Scores Vary as  
Lights Flicker  
from 100 to 600!

SIZE: 64" L x 36" W. x 32" H.

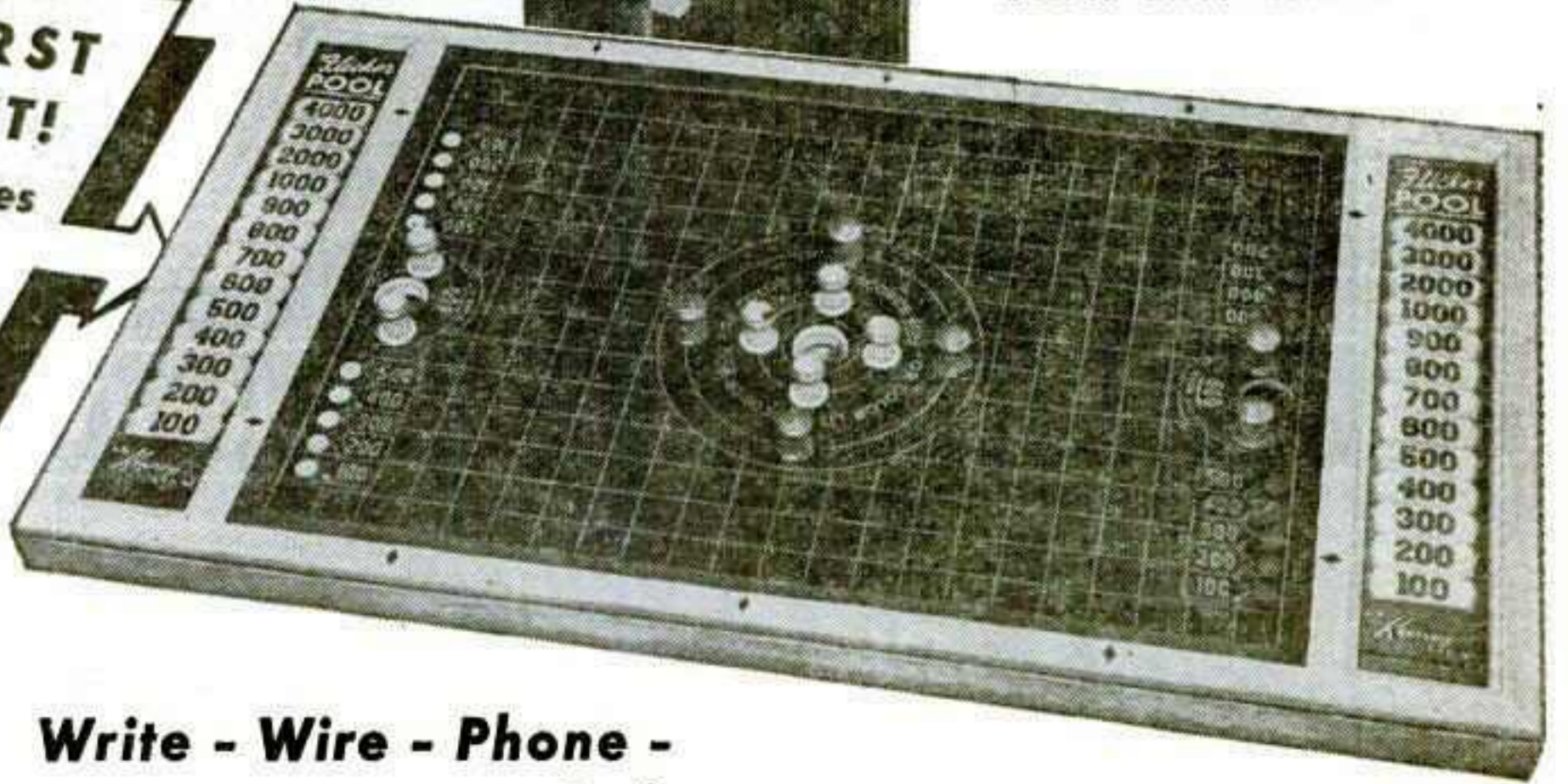
**2 or 4  
PLAYERS**

**3 or 4  
sided  
play**

**2 DIMES  
PER GAME!**



**KEENEY IS FIRST  
WITH THE LATEST!**  
3-Way Toggle Switch enables  
game to be played as  
**FLICKER POOL**  
or  
**FASCINATION POOL**



**OPERATE KEENEY'S  
FASCINATION  
POOL**

Regular or  
**JUMBO  
Models**



Write - Wire - Phone -

See YOUR **Keeney** DISTRIBUTOR!

# Bally<sup>®</sup> POOL-TABLES EARN TOP MONEY

## Pin-Pool

### STANDARD MODELS

52 IN. BY 36 IN.

WITHOUT LIGHTS, priced to permit blanket-coverage of all types of locations. 4-Point Stabilizer standard equipment.

LIGHT-UP BUMPERS for spots that demand extra flash. 4-Point Stabilizer standard equipment.

NEON-LIGHTS under side-cushions, flooding table with no-glare illumination. 4-Point Stabilizer standard equipment.

### SENIOR MODEL

68 IN. BY 36 IN.

Available with or without Light-up Bumpers. Heavy-duty 4-Point Stabilizer standard equipment.

## CONVERTIBLE 2 or 3 Pockets



## Booster-Pool

### AMAZING Color-Detector TOTALIZERS WITH AUTOMATIC REFEREE

Sink red ball in red pocket or white ball in white pocket... and clickety-click... correct totalizer immediately credits the shot to correct color. What happens when a ball drops in wrong-color pocket? Totalizers ignore the shot... but Automatic Referee promptly signals penalty for player who goofed.

Players are mystified but delighted by the uncanny ability of the Bally Color-Detector Totalizers to register each and every ball sunk in matching-color pocket... and to flash penalty-light when colors are mis-matched. Result is fast word-of-mouth advertising for Bally BOOSTER-POOL tables on location, attracting patrons to spots equipped with BOOSTER-POOL... producing bigger profits than operators ever dreamed of earning in pool-operation.

### EXCITING Progressive SCORES

ONLY pool-table with truly automatic scoring, Bally BOOSTER-POOL is designed to permit players to exercise all the cue-strategy of PIN-POOL. Fast play and fascinating play-appeal produce biggest profits ever earned in pool-operation.

52 IN. BY 36 IN. TABLE



**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

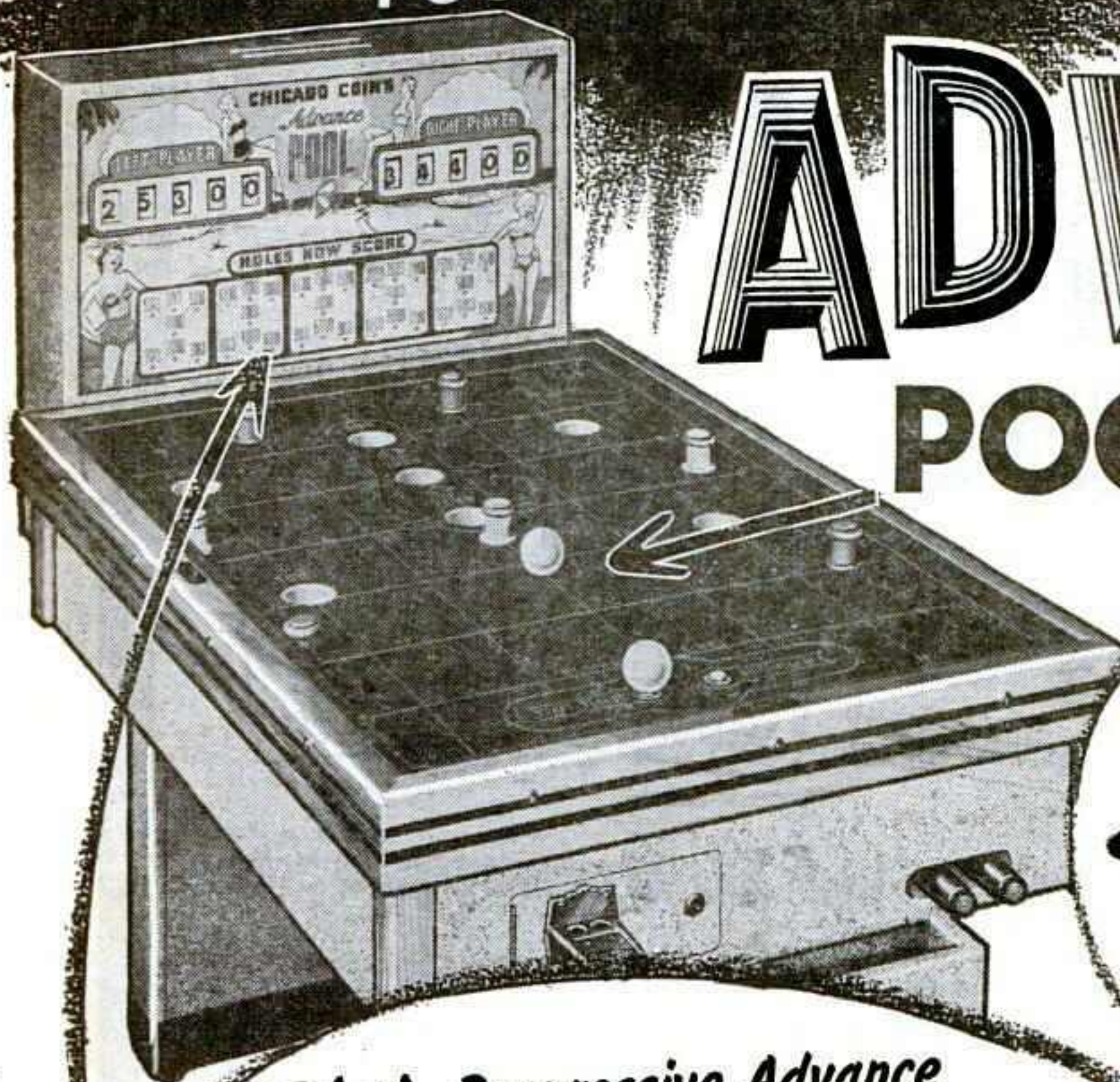
for best deals on biggest money-makers \$ \$ \$ \$ \$

\$ \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR

# chicago coin's FRONT END PLAY POOL TABLE

## Another FIRST!

# ADVANCE POOL



Featuring  
Three Pop Up Holes!  
..... Ball Pops Up!



Player by Shooting Into Super "Magic Hole" will also score in 2 additional holes!

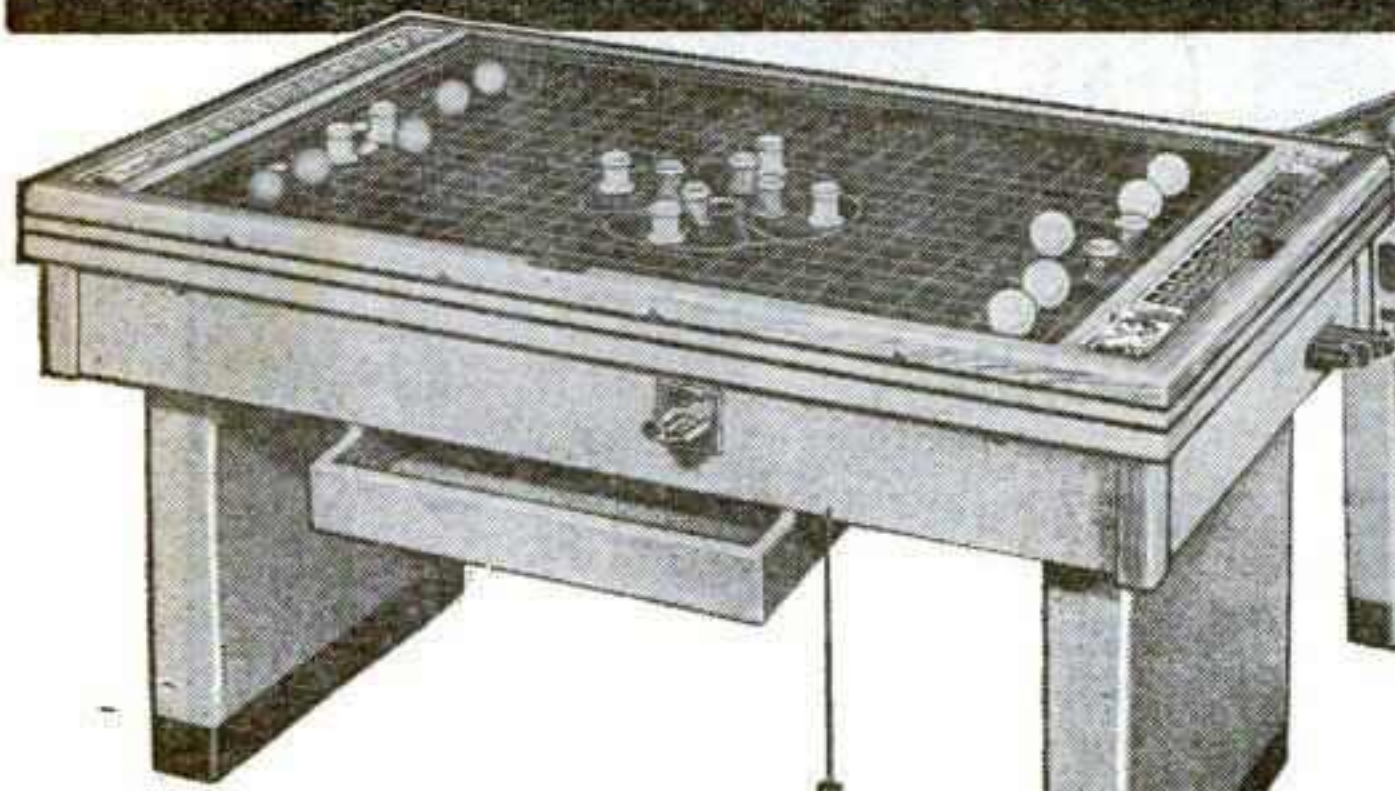
Plus Progressive Advance  
Scoring On The Back Rack Glass



All holes advance in scoring as game progresses. (5 scoring panels lite up progressively to show new scoring value of each hole.)

- Features Front Play!
- Features Automatic Scoring!
- Features Lite-Up Posts On Playfield!
- Unbreakable "Plexi-Glass" Back Glass!
- 5 Drum Scoring!
- "Level-Matic" Adjusters—Standard Equipment!
- Brilliantly Colored Cabinet!

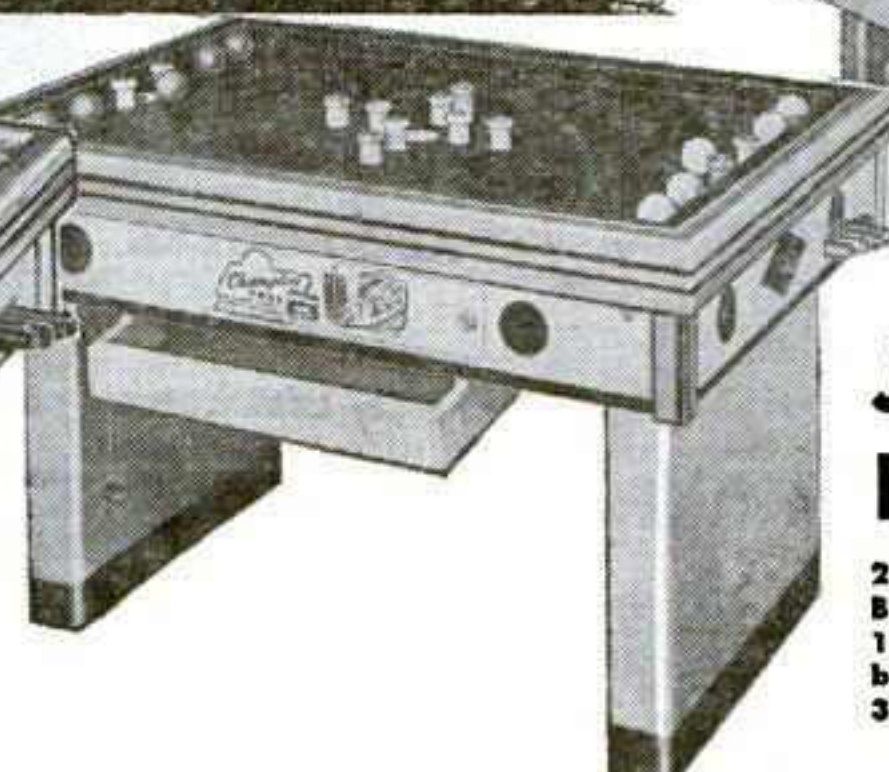
## TOPS IN PLAY APPEAL!!



### Clover Pool

★ Plus Clover Model 35

3 in 1 game which can be converted to 2 or 3 hole or automatic play at the flip of a switch. Automatic scoring with popular 4 sided play. New advance type scoring on all holes. Available with "Level-Matic" playboard adjusters.



### Champion Pool

★ Plus Champion Model 35

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!  
New Type Ball Drop Mechanism . . . Simple . . . Positive . . . Fool-Proof!  
End holes are located 4 inches closer to center!  
3 or 4 Sided play!



### Jumbo Pool

2 or 3 Hole Models With or Without Lighted Bumpers!  
18 inches longer than regular size (70 inches by 36 inches)!  
3 or 4 Sided Play!

# chicago coin

MACHINE COMPANY

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



Magic Squares  
SPOTTED 2 OR 18  
Advancing Scores  
CORNER SCORES  
Extra Balls  
BALLYHOLE

press buttons  
**BEFORE**  
shooting 4<sup>TH</sup> ball

press buttons  
**BEFORE**  
shooting 5<sup>TH</sup> ball

press buttons  
**AFTER**  
shooting 5<sup>TH</sup> ball

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.

**CROSS** Word-Puzzle  
Skill-Game  
*Bally* **WORDS**

Get your 5-ball  
spots back on a  
money-making  
basis now!  
Get Bally  
**CROSSWORDS**  
today!



**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# \$EE *Bally* POOL GAMES\$

GREATEST MONEY-MAKERS IN POOL CLASS

FULL PAGE ADVERTISEMENT  
PAGE 108 OF THIS ISSUE

# UNITED'S ROTO-POOL

with Rotation Lighting from Pocket to Pocket



LIGHTED  
POCKETS  
SCORE

100 EXTRA POINTS FIRST 5 BALLS  
200 EXTRA POINTS SECOND 5 BALLS

All Pockets Can Be Made by Skillful  
**STRAIGHT OR BANK SHOTS**

APPROX. SIZE 3 FT. BY 6 FT.

HINGED PLAYFIELD  
SIMPLE PLAYFIELD ADJUSTER  
ASSURES LEVEL PLAYFIELD  
EQUIPPED WITH  
UNITED'S FAMOUS SLUG-REJECTOR

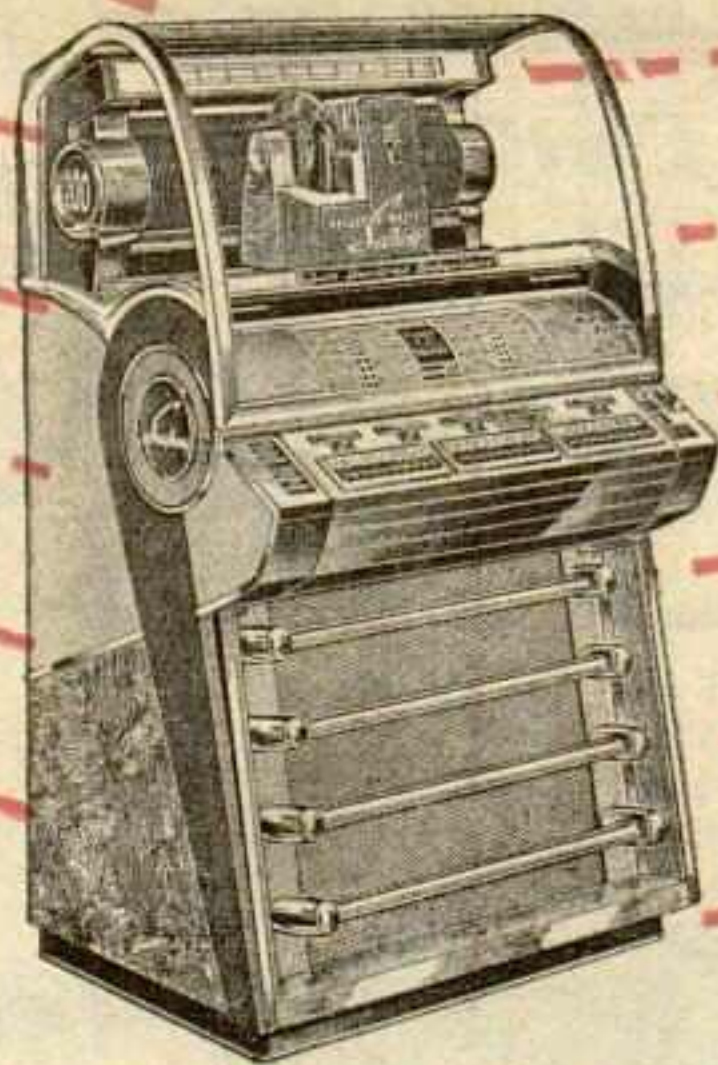
NO  
PENALTY SHOTS  
ONE OR TWO CAN PLAY  
10¢ PER PLAYER  
SEE YOUR  
DISTRIBUTOR

 **UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED  
OPERATORS  
ARE  
SUCCESSFUL  
OPERATORS

NOW AT YOUR DISTRIBUTOR

SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • STARDUST • TOP-NOTCH Shuffle-Alley • REGULATION Shuffle-Alley



## WHY THE WORLD'S FIRST DUAL MUSIC SYSTEM IS THE ANSWER TO PROPER PROGRAMMING

1. The earning power of a coin-operated music system depends upon how appealing its music is to the greatest number of people.
2. To create the widest possible appeal, a music system must offer "music for everyone"—from tots to teen-agers to old-timers. This is the basic reason for a 200 selection music system.
3. Therefore, the success of a coin-operated music system depends upon **PROPER PROGRAMMING**.
4. However, there's a revolutionary trend in the record manufacturing industry that must be faced. "Standard" music on 45 RPM — show tunes, all-time favorites, light classics and varieties — is gradually becoming available only on Extended Play Records.
5. The operator must program Extended Play Records that require approximately twice the playing time of a Single Tune Record. To do this profitably, the operator must be compensated for this additional playing time.
6. *The Seeburg V-200, the World's First Dual Music System, does just that — thanks to a Dual Credit System that plays 45 RPM Single Records at one price and 45 RPM E.P. Records at a proportionately higher price.*

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

*America's Finest and Most Complete Music Systems*