

Big Industry Courts Automatic Selling

Blue-Chip Firms Buy Vending Factories, Make or Sell Machines, Adapt Products

By BOB DIETMEIEK

CHICAGO, Jan. 14 .- U. S. business is busily courting a young industry which is showing it has what it takes to become a major factor potential in American marketing.

The suitors: Blue-chip firms. ranging in size from giants to medium-sized nanufacturers, which read like a cross-section of Who's Who in B' siness.

Wooing the vending machine industry most ardently are those firms which in fact have recently stepped into automatic selling. They have in one of three major ways:

Three Entrances

1. By buying outright an existing vending machine manufacturer,

2. By manufacturing and/or selling a new vending machine.

looking around for another business to enter.

Automatic selling provides them with a growing one with sparkling

Possibly the most significant, The industry: Automatic selling, and surely the biggest, of these entries into vending was Hoffman's purchase of Apco, Inc., a leader in the cup drink vending field, and its five affiliated companies. The move, involving one of the largest stock transactions in the history of vending, put into the industry a firm which did a \$40 million gross ir. 1954-., figure exceeded by only two firms in vending, the Automatic Canteen Company of America and ABC Vending Corporation.

What Happens

Apeo, Inc., which continues to operate as a division of Hoffman, grossed \$5 million in 1954. The acquisition gives Apco greater op-3. By developing with a vending portunities for expansion and demachine manufacturer a new ma- velopment of new equipment. Sam chine and supplying products to be Kresberg, president of Apco and its affiliates (and member of Hoffman's board), predicted that 1956 sales in vending machines will be between \$10 million and \$15 mil-Reasons for firms entering vending is pretty well summed up by Seth G. Atwood, president of Atwood Vacuum Machine, which bough A.B.T. Manufacturing Corporation, 37-year-old maker of Stating that A.B.T. production would be stepped ap thru the utilization of Atwood's facilities. At- ing field three years before making now in effect on the price front. wood said it "was purchased as a its move, sees great potential in the Last year at this time, a wave of

OLD TV PILOTS TO PROMOTE DANCE DATES

NEW YORK, Jan. 14.-A new use for old TV pilot films has been devised for the Ralph Marterie band by Mercury's artist and repertoire chief, Vice-President Art Talmadge. The film will be offered for promotional screening use to stations in cities where Marterie is booked for dance dates. Pay-off in each case, of course, will be an onthe-air TV plug for the band's appearance.

The movie will be made available to stations thru local promoters of the Marterie dances in each town, with the only charge to the outlets being for print costs and a 5 per cent fee to the American Federation of Musicians. In some cases, these costs may be carried by the promoter alone.

The pilot film is set up in three different open-end segments of three minutes each, so that stations may run the entire film as a 15-minute show (including time for two commercials) or in separate sections. Produced by Roy Rodde, Joni James' ex-manager, the film is tagged "First on Wax" and features a record-session format. Musical numbers performed by the Marterie band include "Bongo Guitar," "Dry Marterie" and "Crazy, Man, Crazy.

Disk Industry Heads For New High With **Rocket Start in Jan.**

Many Factors Predict Peak Year; All-Industry Pulse at Faster Beat

By REN GREVATT

NEW YORK, Jan. 14.-The pace of early January activity in the record business adds weight to predictions of a peak year for the industry in 1956.

Preliminary pulse-taking at all levels of the field this week showed feelings ranging from high enthusiasm among manufacturers and distributors to a traditionally cautious tone of optimism at the dealer level.

January business, according to record company execs, is humming along at a pace substantially above the same month a year ago and at a level close to the high marks set in December. A combination of factors appeared to be tied in with

downward price adjustments on packaged goods first became felt.

The optimistic note was further underscored when record firms pumped a near record number of name talent pop single sides into distribution the first week of the new year (The Billboard, January 14). Heavy releases of album packages have also been broken by all major manufacturers thi month.

To back up reports of a genuinely solid business framework, other reports indicate brisk activity at the custom record pressing level. Mercury Records, which operates entirely thru outside custom pressing plants, recently arranged for increased pressing services in the East and will also have additional facilities available in the South for its country records. Reports from Capitol and RCA Victor custom pressing divisions indicate current production is well ahead of last January. M-G-M Records' current outside business sets the pattern for an expected January increase of more than 10 per cent over last year, while Columbia custom pressing spokesmen, altho declining to make outright predictions, said that at this early date the pressing picture looks very good.

vended thru it.

Here are some of the recent entries, all at whom fall int one of these categories:

American Motors' Kelvinator Division; U. S. Hoffman Machinery Corporation, world's largest producers of laundry and dry cleaning equipment; Campbell Soup Company; H. J. Heinz Company; American Home Foods Corporation; F. L Jacobs Company, automotive mechanisms and rejectors. parts manufacturer; Ex-Cell-O Corporation; Norris Dispensers, Inc.; Atwood Vacuum Machine Company, automotive hardware manufacturer: Grand Rapids Textile and part of our firm's program to diver-Machinery Corporation.

Al. of these firms, except one, officially entered vending last year.

New Money Boom

The 1955 boom of new faces and new money into the industry continued throout the year.

In the closing weeks of the year, Advance Machine Company, 57year-old pioneer firm in the yending machine industry, was sold to the Harmon Machine Company, 25-year-old Wichita, Kan., contract manufacturer of tools, dies and parts for airplanes, air-conditioning units and stove companies.

Diversification and expansionthe present trend in American business-are responsible for new firms

Look, Not Leap Into Vending

CHICAGO, Jan. 14.-A bumper crop of manufacturers entered automatic selling during 1955, swept along with the national business trend to diversification and expansion.

But long studies are made of the field before entering. For example, the latest of these involved the purchase of an old-line vending machine manufacturer by a contract manufacturer of tools and dies.

Before moving, however, the latter firm studied the vending in-

ing point of view dovetailed nicely with A.B.T. operation. . . .

the healthy industry picture.

December Impetus

Foremost among reasons given for the current upsurge was the sales peak attained last month across the board by the phonograph industry. Reports indicate that standard and hi-fi equipment in all price brackets enjoyed a peak demand during the Christmas buying period. This was both a new and a replacement market, and by sify its activities . the facilities itself is credited with accounting and know-how from a manufactur- for a marked expansion of the disk market.

Another important reason, disk-Atwood, which studied the vend- ery men felt, is the relative quiet (Continued on page 82) insecurity hit dealers when sharp

Distributors Fine

Leading independent distributors here echoed the generally happy outlook of the disk firms. Elliot Blaine, of Cosnat, said the pace for his firm's January business was set last month. He added that during the week between the Christmas and New Year holidays, when his business ordinarily comes almost to a halt, his men this year were working overtime. Blaine said the pace has continued and that Cosnat's Newark, Philadelphia, Cleveland and Detroit out-lets all show similar action.

A leading Chicago distributor of classical packages declared that his business was particularly good now and that it continues to reflect the trend set by a 30 per cent dollar volume gain in 1955 over 1954. He felt that lower price adjust-(Continued on page 20)

Music Caters To Teen-Ager

NEW YORK, Jan. 14 .- The high World War II birth rate is now exerting its effect on the record business. Economists have long predicted that the flood of new babies born during the recent war would one day make themselves felt as a greatly inflated teen-age market. And this group, just now moving into teen-age brackets, is helping swell the teen-age influence on the single record market.

As if to tip its hat to this increasingly important disk-minded element, record companies have turned out platters on five differ-

NEWS OF THE WEEK

Hollywood Film Studios Offer Product for TV S

The cream of the falling into the T top sponsors for a Republic Pictures has earmarked three Technicolored extravaganzas for such sale, and Columbia Pictures is reported to be talking to Ford about some of the best pictures in its

Swing Reborn on Disk Packages as Victor, Decca Issue B. G. Releases . . .

The Benny Goodman revival, pegged to his forthcoming Universal-International film biography, "The Benny Goodman Story," started rolling into high gear this week as Victor and Decca announced special BG disk packages and promotions. Goodman meanwhile started organizing his new band for a February booking at the Waldorf-Astoria......Page 19

Cigarette Vending Machines Head for Biggest Year in '56 . . .

Cigarette vending machine operators should be looking forward to their most prosperous year, but many are finding whopping gross volumes will not reflect corresponding net profits. Price boosts and other costs will slice into receipts.....Page 82

MOA Execs to Map Juke Box Copyright Strategy for '56 . . .

The Music Operators of America executive advisory board has called a February meeting

Irked by Some Promotional Labels,

oks of some bels appears lain or short payments on mechanical royalties due. Problem may grow more seriour as new diskeries

European Acts Shun U. S.; Work at Home Is Fruitful . . .

With work plentiful and money good in England and on the Continent, European circusnovelty acts have thrown away the rosecolored glasses when viewing the United States as a work site. The demand abroad is such that many of the top acts are booked thru early 1957......Page 54

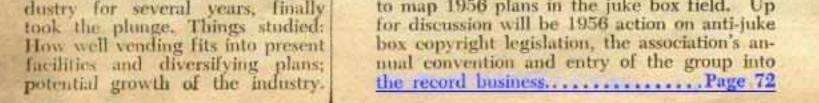
Minnesota State Fair Breaks Profit-Attendance Records . . .

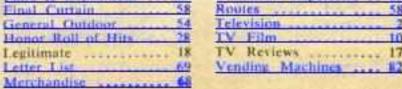
Profit of the record-breaking 1955 Minnesota State Fair at St. Paul was reported as \$186,615, compared to \$159,000 in 1954. The fair pulled 1,007,101 people in attendance, topping the million mark for the first time...... Page 60

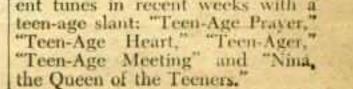
DEPARTMENTS AND FEATURES

Amusement Games	86	Music
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Coin Machine Market	. 88	Radio
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Drive-In Theaters		Rinks
Fairs & Expositions	60	Roadshow Repertoire

ipectaculars	Publishers Demand Full Royalties
e crop of feature films now	A more probing look at the boo
V market will be pitched to	"hit tune" promotional record lal
use as actwork spectaculars.	in the works, as publishers compl







Cepylighted male

TELEVISION

THE BILLBOARD

Communications to 1564 Breadway, New York 36. N. Y.

JANUARY 21, 1956

New Feature Pix on Market Lure to Sponsors of Specs

Best of Lot Earmarked for Sale **To Biggest National Bankrollers**

the spec sponsors are getting worried about the future supply of material for the big shows. Furthermore, many of the better new features are available at a considerably lower price than the top live spectaculars.

A sidelight of this is that the rush of new features is not expected to depress the syndicated film market to any great extent. The new pictures that do go up for station sales will probably find their way into existing feature film programs by and large, rather than induce the creation of additional movie shows in stations' schedules. That is the consensus of key industry figures queried here this week.

Hollywood Television service, which this week placed a new block of 76 Republic pix on the market, is offering the top three. all of them technicolor extravaganzas, to the cets for spees, with interested. Hollywood TV's president, Earl Collins, indicated that the web. the asking price would probably

juicy pickings for spectacular pro- was one of the first outlets to hold logues. grams out of the flock of new talks with Fox, but, for the time feature films currently descending being at least, has given up hope on the TV market. Almost invari- of coming to terms. Reason given than compete with the telepix, and ably the distributors of the new is that the price was too high for that they could have sold them in crops are holding out the cream for the quality available since the top the past, without reducing their sale to major national sponsors. 150 are being held out by General TV film sales, if they had had This development comes at a time Teleradio for national sale, and them. Screen Gems topper, Ralph when there is increasing talk that Fox is having clearance trouble on Cohn, for instance, is known to some of the others.

Expanding Catalogs

One interesting note is that all three of the syndication companies which have received feature packages from the parent companies,

Joan Davis and **ABC Sign Pact** As Net Bolster

NEW YORK, Jan. 14 .-- In what apparently is a new move designed to build up its roster of network personalities, ABC-TV this week to star in a new TV film series for

The deal was made with the

HOLLYWOOD, Jan. 14. - The package before buying. KRON- Interstate, are also in the process big network bankrollers will have TV. San Francisco, for instance, of expanding their TV film cata-

> In each case execs said that the features will complement rather have been staging a one-man campaign to convince Columbia to release the pix.

Fox and M-G-M, reportedly are also putting out feelers to release Screen Cems, Hollywood TV, and some, if not all, of their features, the former said to be willing to negotiate for the entire backlogsimilar to the General Teleradio deal-if the price is right.

Interstate Holds Up

The 26 pix which Interstate is obtaining from Allied Artists actually will not be put on the market quarter-hour show. The web's creright away, sales manager Bob Newgard said today, indicating derstood, are in the process of trythat he thought the market would jug to come up with some ideas for steady later in the year after the a different format, more as a proprimary sales pushes of Fox, Na- tective move than anything else. tional Telefilm Associates. Holly-

wood TV, and Screen Gems are the switch of the Coca-Cola acover.

CBS understood to be the most signed a contract with Joan Davis dicated that Republic's move was in the status of its Eddie Fisher prompted by the RKO-Fox sale, "Coke Time" show that airs three plus the belief that all of the ma- times a week in that time period. jors will now make their product Its Tony Martin once-a-week mube somewhere in the neighborhood William Morris Agency. Details as available. There are 24 "A" pix sic segment is already in trouble to format and producer of the in the Hollywood group-seven of following cancellation notification them post-1948 John Wayne fea. on the part of the alternate spon-An interesting sidelight to the top pix in its Columbia package of production on a film series until it's majors changing features policy 104 as seperaculars. The asking been sold to a sponsor, the web's is given by Kenneth Beggs. Stanford Research Institute exec. Beggs In the meantime, it's reliably re- calls for a pilot to be produced testified at the government's 16not have been economic for the Series for NTA majors to release to TV in the past. Later he said that this situation has been gradually changing, because of the increase in revenue possible from TV with a concomitant drop in that which can be gained from re-release, so that, for better pictures, within a very short time TV will be able to pay more than theater re-release will net. "B" pix, he added, is steadily



"DO YOU TRUST YOUR WIFE"-CBS-TV

First week it hit the air this new guiz stanza, starring Edgar Bergen as emsee, whammed its way into the top 10 rated network shows to tie for sixth place with "Dragnet." According to Trendex, both this show and "Dragnet" each scored a 29.3 rating. No doubt its success is at least partially due to the fact that it follows directly after "The \$64,000 Question." But neither can there be any doubt that "\$64,000 Question" viewers are taking the Bergea show more to their hearts than they did "My Favorite Husband." which was axed by Frigidaire.

"CHOOSE UP SIDES"-NBC-TV

Another new show that did alright for itself its first time on the air is "Choose Up Sides," a Goodson-Todman kiddie property which premiered this past Saturday. On the basis of its initial Trendex, a 9.6, which topped CBS "Big Top's" 8.7, the show is not going to remain sustaining for long.

Two other majors, 20th Century NBC Weighs Change In Type of 7:30 Show

NEW YORK, Jan. 14.-NBC-TV₁ sors, Webcor and Associated is giving some thought to switch- Foods.

ing its quarter-hour music strip, which it airs 7:30-7:45 p.m., next season in favor of another type of ative programming brains, it's un-

The web apparently feels that count from D'Arey to McCann-On the other hand, Collins in- Erickson could result in a change

If the web comes up with a

format that it feels could do better against the kiddle fare being programmed by CBS and ABC, it might, on its own initiative, start the ball rohing to switch from music to the new type show next season.

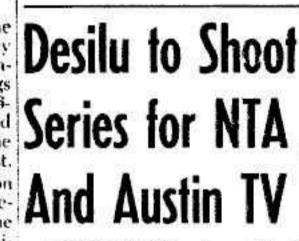
ABC-TV Raises 3 **Execs to Veepees**

NEW YORK, Jan. 14.-ABC-TV rewarded three of its executives with veepee stripes this week for their services on behalf of the

of \$150,000.

Screen Cems, in the meantime, series are still to be worked out. is understood to be negotiating In line with ABC's policy of not tures-and 52 others. with Ford for use of several of the committing itself to go into full price is believed to be \$125,000, deal with Miss Davis probably

ported that stations are taking a and sold before the series is mm. anti-trust trial that it would long look at Matty Fox's RKO assured of going on the air.



HOLLYWOOD, Jan. 14.-Production pacts with two Eastern companies for the filming of TV series have been set by Desilu. The firms are NTA and Austin TV.

First of the pilots, "Beesemeyer's Bungalow" (Austin TV) was shot this week, with Sid Dorfman handling the production chores. Show is a situation comedy dealing with Wm. J. Sachs. Exec. News Editor Cincinnati happenings around a bungalow murt.

Second pilot. "Sherift of Co-chise County" (NTA), an adult E w Evans contemporary Western, will be filmed during the next few weeks. It's understood that both series are for national sale.

TURMOIL

Profit Cues Hassle Over M-G-M Show

HOLLYWOOD, Jan. 14.-A rethat is garnering ratings in the mat, possibly by utilizing feature Presentation film on "High pix (The Billboard, January 14).

Robert Weitman, ABC-TV vice-

company.

Raise to vice-president status were: Bob Lewine, national program director of the web; Jim Stabile, director of business affairs, and Mort Weinbach, director of labor relations and personnel.

The lboard

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NEW YORK, Ltt. - 1/ihn Its concern is with public relations. The price being commanded by directors working in New York appear to be well on the way to organizing for collective bargaining purposes. A special "information" committee that was set up seven weeks ago at a meeting of

N. Y. Film Directors

Near Organization

some 40 directors will report back its recommendations at a meeting called for next Thursday (19) evening.

The committee, it is understood, has been studying three different organizational structures: Affiliation with the Radio-TV Directors Guild, the union of "live" directors here: affiliation with the Screen Directors Guild of America, Inc., the West Coast film minn; or creation of a new and independent union.

has been functioning here for the 8:30 p.m. The so-called "informapast 10 years will continue to func- tion" committee is headed by was filmed in Brazil. John Sutton ported \$1 million profit by M-G-M tion. But it is not a labor union. [Howard Magwood.

and education. About six years ago the SDG dropping in both media. debated entry into collective bargaining procedure, but rejected the

idea. The stumbling block seemed to be the diversity of film operations based here. Since then the rise of TV work, especially on commercials, has spurred some members to set up a union apart from the SDG.

with the SDGA in Hollywood, but the tie is rather ambiguous. When the former told the latter that it would not function as a labor union, the SDGA replied that it would repudiate their affiliation, but this was never formally done. The SDC has a membership of 120. The organizing group is holding its meeting at the Society The Screen Directors Guild that of Illustrators Club, convening at

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The SDG is technically affiliated Half-Hour Shows HOLLYWOOD, Jan. 14.-The Warner Bros. TV division will place four half-hour shows on the

market this year. Jack Warner Ir., who heads the operation, will fly East in February or March to begin the agency pitch.

First to have been completed is "Amazon Trader," much of which has the starring role in the half- on its TV operation, with a show hour pilot, lensed in color.

A 15-minute presentation film teens, this week precipitated a of "Port of Call," series dealing crisis between the sponsors, Amerwith the world-wide incidents oc- ican Tobacco and Ceneral Foods, curing in the life of a freighter and the producer, despite the latcaptain, went before the cameras ter's last-minute effort to stave it this week, with John Ireland in off by proposing to revamp the forthe lead.

Venture," flying series to be hosted by Bob Considine, will be made in president, said- today that no dethe next two or three weeks. Vince cision has been reached as to just Evans is to produce. Wendell what will be done, altho there may Corey, originally set for the show, be a resolution by early next week. will not be seen.

Warner Bros. to Push Its Four



ABC'S INCENTIVE PLAN

Gives Discounts on Fat Buys of Film Festivals NEW YORK, Jan. 14.-In an \$2,500 per spot would thereby get For Summer

designed to give bankrollers who thousand basis. kitch onto both shows before September some hefty discounts over and above those already in effect.

The new plan gives sponsors who buy 13 to 25 participations in the daytime show the oppor-'tunity of buying an equal number of spots in the nighttime program at \$6,000 per spot instead of the standard price of \$6,500 per spot. If a sponsor buys 26 to 38 spots in "Afternoon Film Festival," the web will sell him an equal number of "Famous Film" spots at \$5,500 each. And if a bankroller buys 39 or more spots on the daytime show, the network will sell him the same number of nighttime feature film spots at \$5,000 each.

The network points out that, on the basis of Nielsen AA ratings from October to December, "Famous Film Festival" has been providing advertisers with a cost-perthousand of \$3.44. If the ratings continue at their present level, the the cost-per-thousand for advertisers buying spots at \$6,000 would be \$3.18, at \$5,500 the cost-perthousand would be \$2.91, and at B&B Shoots P&G \$5,000 it would be \$2.65. The average half-hour evening pro-gram, according to the Nielsen Crest Film Plugs report for October, provided ad-

effort to encourage advertisers to a cost-per-thousand buy of \$2.12, buy big hunks of both its "After- while sponsors, who buy enough noon Film Festival" and "Famous spots to chop down their cost to TV's Comedy Development Pro-Film Festival" programs, ABC-TV less than \$2,500 per spot would has drawn up a new incentive plan pay even less on a cost-per-



TV's buy of Screen Gems' "Circus writers have been signed by CDP Boy" film series, consumated less to date. than 48 hours after the web brass viewed the pilot, enabled the distributor to heave a sigh of relief this week. The biggest problem blocking a potential national sale is always the clearance of time, and the NBC deal seems to assure Screen Cems that the network will open up a period for the series. An early evening time slot late in the week is regarded as the best.

Prior to the pacting of NBC, General Foods had evinced some interest in the series for a Friday night period on CBS, but then walked away from the deal.

NEW YORK, Jan. 14.-Benton of \$4.34. NBC's "Today," accord-ing an extensive series of TV film "Lassie," and topping such network ing to an ABC study, costs \$3.68 commercials for Procter & Gam-per thousand viewers; "Home" ble's new fluoride toothpaste, costs \$9.03; "Matinee" costs \$3.92 Crest. Announcer Don Morrow is and "Tonight" costs \$6.52. delivering the pitch on the live P&G will start plugging the new obtaining on stations and in time product soon on "I Love Lucy," slots where "Afternoon Film Festi-"Line-up," "It's Always Jan" and val" will be aired, that the feature "On Your Account." Filming is befilm show will draw a 5.0 Nielsen ing done at the Biltmore Studios

NBC Develops **Comedy Talent**

THE BILLBOARD

NEW YORK, Jan. 14. - NBCgram will have probably its biggest on-the-air flowering next summer. The title and time slot have not will probably direct the show.

Leonard Hole is director of the CDP, and Les Kolodny is in charge NEW YORK, Jan. 14. - NBC- of the writers. About 10 comedy



NEW YORK, Jan. 14.-It seems promotion can pay off. Nissen Bakery, sponsor of "Captain Gallant of the Foreign Legion," in Area to Get lant of the Foreign Legion, Bangor, Me., is quite happy with the ratings it pulled after making the ratings of the merchandising aids prepared by Television Programs of America and kicking off with a personal appearance by star Buster Crabbe.

In the November Telepulse for Bangor, "Gallant" pulled 26.3, topping the preceding and following parts. First, existing German sta-

NBC 'Window' Bids For Dep't Stores

TELEVISION

5-Minute Daytime Color Shopping Show Offered at \$2.35 Per Thousand Homes

NEW YORK, Jan. 14.-NBC this 1 Those daytime shows generally week came up with another color- pull a rating of around 3.0 Teleful invitation to department stores pulse in New York; representing to get into TV. The NBC owned about 135,000 homes. At the TV stations are offering a five- price "Window" is available on a been picked yet, but a major sum-mer replacement definitely will be color-called "Window," in which cost per thousand homes of the direct sell is integrated into approximately \$2.35. a musical comedy program to the direct sell is integrated into showcase the talent that has been editorial matter about merchanrecruited by CDP. A network dise. The prices are low. On source said that Tad Danielewski WRCA-TV here it is \$325 net big stores spend in newspapers. commissionable.

> National Retail Dry Goods Associshow was called "Wide, Wide Window." Arlene Francis, femsee, said they planned to place the "Window" segments adjacent to "To-day," Home" and "NBC Matinee Theater" at the outset. The offer becomes effective February 13.

West German

LONDON, Jan. 14.-Plans currently being mulled will likely bring commercial TV to West German screens in the near future. The scheme will operate in two tions will slide sponsored programs into their schedules to guage viewer reaction. This stage will probably operate for around two years, during which time the newly formed Deutsche Fernseh

Strictly on a cost basis, this compares very well with what the The New York Times, for instance, The plan was presented in a is understood to charge the major closed-circuit color show beamed stores about 65 cents a line, which to the annual convention of the comes to \$1,560 a full page, weekdays. Assuming the ad is noticed ation at the Statler Hotel here. The by the Times' full weekday readership of 540,000, the cost per thousand is about \$2.80. Of course, the full readership does not catch the ad, but estimates of how many actually do are hazardous.

For five "Window" segments a week, on a 13-week basis, WRCA-TV will charge \$1,300 a week. The price includes time, talent and production. The stations have earmarked special personalities to front these shows. On the closedcircuit presentation Pegeen Fitzgerald was femsee of the sample format.



ABC estimates, on the basis of action films. ratings that local shows currently AA rating. Advertisers paying here.

TWO H'WOOD NET SHOWS

UNDERGO REVISIONS . . .

conclusions have been reached.

SWIFT EYES BUY OF HALF

OF 'UNCLE COONS' . . .

The show is on Sunday, 7-7:30 p.m. there, plugging Holsum Bread. Only last month the sponsor ordered another bundle of buttons, prize packages and comic books.

Net May Seek 'Topper' Sub

NEW YORK, Jan. 14.-ABC-TV. whose only major weak spot in its 7:30 p.m. programming strip has been the reruns of "Topper," may soon be casting about for another program to go into the time slot.

Standard Brands, which sponsors half the show, reportedly is getting ready to call it quits, Rather than continue the show, which has done poorly against CBS' "Robin Hood" on a sustaining basis, ABC-TV will probably drop it from the programming roster.

QRI Delivers Ad, Show Polls With Speedy Dispatch

NEW YORK, Jan. 14.-Qualitative Research, Inc., the recently formed affiliate of Trendex, is matching the speed of its big sister to present a united front. in the delivery of its qualitative studies. It is offering to deliver Commercial Film Producers' Assocomplete reports on the audience ciation, made up of some dozen reaction to shows and commercials companies, is to be recognized as within 36 hours of airing. But a legal bargaining agent by the ORI has already done better than union. The Guild contends it will that. It recently made a study of negotiate only with individual proa Monday evening show. The re- ducers, and most of the producers port on the reception of one of the are refusing. A decision by the commercials, including verbatim NLRB, which held hearings on Derecall of its sales points, was in the cember 15, is pending. hands of the ad agency at 2:15 the next afternoon.

in the various cities wire in their Wolf. reports. The only extra charge for the fast report is the cost of the wires, which runs to \$50 for one commercial, said Jack Boyle, president of QRL.

Werbung (German Commercial Television) will ferret out costs and likely returns on a full-scale commercial service.

The second stage in the plan will be the construction of eight commercial transmitters in leading German cities, followed in the next two years by 19 more.

In the two years after that, 23 more stations would start operations and finally the whole country would be covered by a network of some 80 transmitters.

This more realistic plan follows one recently rejected in which the Germans were to have a commercial TV station supported by plugs which, instead of intermingling the programs, would have been crammed into one separate hour. For some reason advertisers didn't take to that one.

Strike Slows **TV Com'cials**

HOLLYWOOD, Jan. 14 .- Production of animated TV commercials slowed to a crawl on the West Coast this week with the Screen Cartoonists Guild striking one company, TV Spots, and six others promptly closing their doors

The dispute is over whether the

Affected, in addition to TV Spots, are Ray Patin Productions, Shamus-Culhane, Kling, Swiftplished by having the interviewers Chaplin, Academy and Raphael

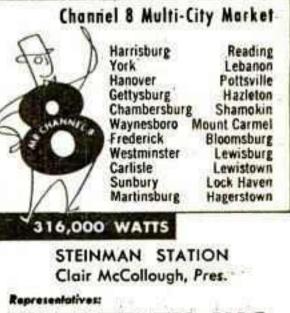
McCann-Erickson Sets Publicity Subsidary

NEW YORK, Jan. 14.-McCann-Erickson has formed a new subsidiary to handle all its publicity NEW YORK, Jan. 14 .- CBS-TV and public relations work. It is

* sales results in the Channel 8 Multi-City Market

WGAL-TV LANCASTER, PENNA. **NBC and CBS**

For sales results in this region -reach its 31/2 million people who own 912,950 TV . sets, have a yearly potential buying capacity of \$512 billion.



MEEKER New York Chicogo Son Francisco Los Angeles

NBC-TV. If the deal goes thru, the network will slot it Saturday, noon-12:30 p.m. and move "Children's Corner" to Sunday, 12:30-1 p.m.

CBS TO AIR 90-MINUTE

DRAMAS EACH WEEK . . .

CBS-TV will air a 90-minute dramatic show every week next season. 'It will be titled "Playhouse 90." Carey Wilson, formerly of M-G-M, will be executive producer of what will undoubtedly be the most ambitious live dramatic show on TV.

News in Brief

Two of the network shows produced by Hollywood majors are

Swift & Company was reported on the verge of buying half

sponsorship of the TV film series, "Uncle Johnny Coons' to air on

undergoing basic format revisions. "Warner Bros. Presents" will begin

running "Cheyenne" every other week instead of every third week. In

the alternate week it will run a new dramatic anthology interspersed with "King's Row" and "Casablanca." Also, a new emsee and format

for "M-G-M Parade" is being sought by the producer, but no

WILL ROGERS JR. TO STAR

ON 'MORNING' SHOW . .

Will Rogers Jr. will be the star of the program that will replace "The Morning Show" on CBS-TV, 7-8 a.m. daily. The switch is expected to take place in the middle of February.

METHODISTS TO ENTER TV

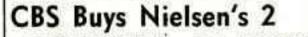
The Methodist Church is getting into TV with a new half-hour dramatic film series titled "The Way." The Methodist Radio & Film Commission has produced 13 segments at a cost of \$250,000. Stations can start airing it on a public service basis the week of February 13.

BAUER & BLACK JOINS KID

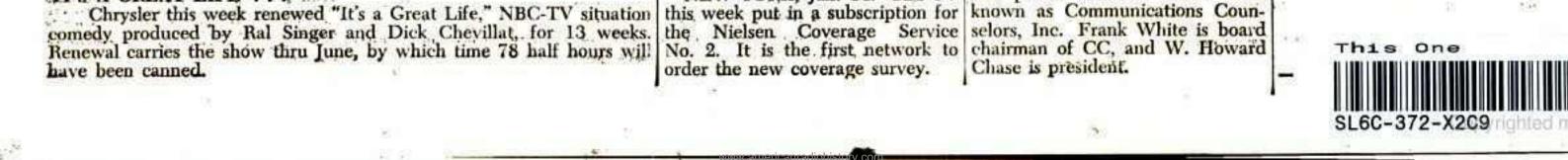
PARADE VIA 'KANGAROO' .

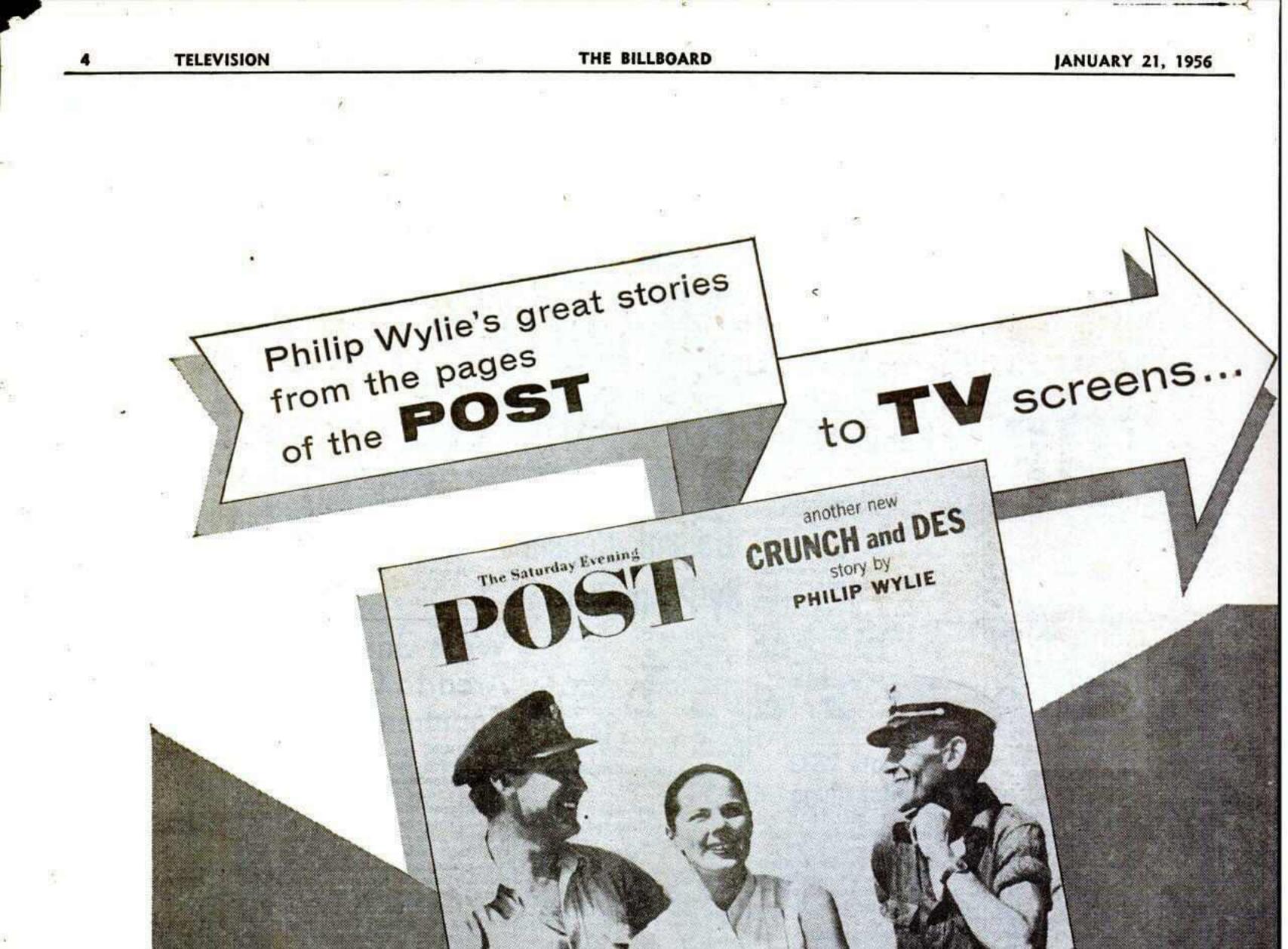
Bauer & Black this week hopped aboard the network TV bandwagon and joined the growing list of manufacturers of adult goods who are attempting to boost their business thru the sponsorship of kiddie shows on TV. The bankroller, which makes Cur-Aid bandages and other similar products, bought a piece of CBS-TV's "Captain Kangaroo" series and a quarter-hour segment, alternate weeks, of NBC's "Howdy Doody" for seven weeks spread over a 14-week period, effective March 16.

CHRYSLER RENEWS NBC'S **'IT'S A GREAT LIFE'**.



The speedy delivery is accom-





This brand-new series of 39 half-hour films is proving as popular with sponsors as the Philip Wylie CRUNCH and DES stories have been with readers of the POST for 17 years. And no wonder! They're wonderful stories of drama, romance, action, comedy, adventure...all realistically filmed on location in colorful Bermuda. Everything about this series adds up to a great popular success!

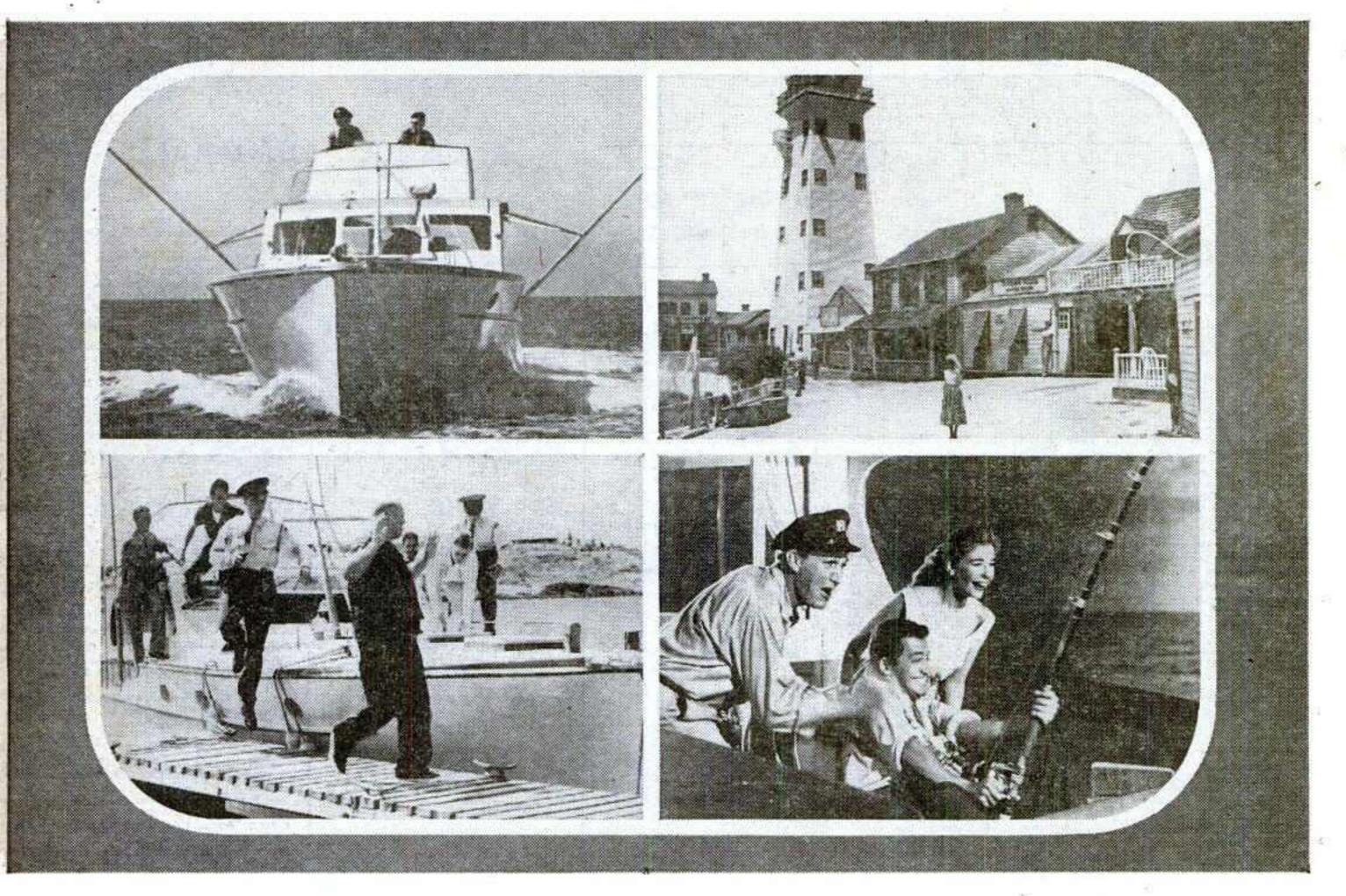
CRUNCH.





IN OVER 50 MARKETS THE FIRST TEN DAYS!

(and lots more since.)







starring **DES Starring FORREST TUCKER**

Your markets may still be available, but don't delay. Call or wire for an audition print...today.

NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset and Vine Sts., Hollywood, Calif. In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal



TELEVISION

IANUARY 21, 1956

Unique Contract Sees Fox Producing For Roach, Yet Filming Own Series

FOLLYWOOD, Jan. 14. - A' two pilots under his own produc- with Allied Artists, will begin prounique contract, believed to be the tion banner.

first of its nature in TV, has been signed between Hal Roach Jr. and Producer M. Bernard (Ben) Fox. Fox, creator and half owner of "Waterfront," will produce for Roach, and, at the same time, film series thru his own newly formed company, Ben Fox Production, Inc.

As such, the pact resembles some of the deals made in the feature motion pic business more than anything which has been done in TV in the past. Roach indicates that the move is one of the first in the expansion of the studio into a coast-to-coast operation.

Negotiations are now under way, he said, for the purchase of a stu-dio in New York. This will principally be used for commercial production, but there is a strong possibility that a new TV series may be filmed there also Once the New York operation is under way, offices will probably be set up in other cities also.

One is "Forest Rangers," series dealing with the U.S. Forest Service, from which he has obtained rights to the organization's stories. The pilot will be shot in the San

Bernardino National Forest. The second show is "Harbor Inn," a character-adventure program, which will use seaside hotels and harbors as the springboard for its stories.

In signing Fox, Roach topped several other offers the "Waterfront" producer has had since the completion of the latter series. One of these called for a guarantee of \$300,000, believed the highest ever proffered in TV film.

ing his creative staff, there is a named Bishop Associates as its very strong possibility that the public relations rep on the West studio will enter the live TV pack- Coast. TPA's p.r. director, Jerry aging field. Also preparation is under way on a filmed magazinetype show for daytime TV.

Fox is immediately taking over re-entering the feature pix field. upped to manager of the newly the production reins of "Code Part of the deal with Fox calls completed NBC Film Exchange in Three," semi-documentary series for the producer to make two fea-being done in co-operation with tures, one of them centered around trols distribution, storage and inthe Los Angeles sheriff's depart- the Coast Guard Academy in New spection of TV film and kinescope ment. In February he will lense London. Roach himself, together prints.

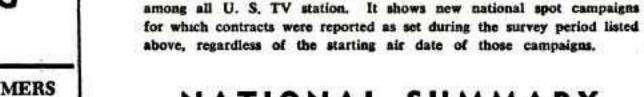
duction of a "Racket Squad" feature in April at the Culver City lot.

REVOLVING DOOR

By CHARLOTTE SUMMERS

Cy Donnegan, vice-president in charge of sales for UM&M and Minot-TV, has resigned.... Barry Lee Cohen has resigned as associate general counsel of Guild Films to become associated with the New York law firm of Greenbaum, Wolff & Ernst. . . . Televi-Roach said that, after complet- sion Programs of An.erica has Franken, is headquartered in New York.

Theodore H. Markovic, supervisor At the same time, the studio is of the NBC film library, has been



NATIONAL SUMMARY

• New TV Spot Campaigns

Future National Spot Drives-

Contracts Being Signed Now

(Campaigus placed in more than one region)

This tabulation is the result of a survey made by The Billboard

Product and Advertiser

Anahist Tablets, Anahist Co. Arrid Deodorant, Carter Products Bab-O, B. T. Babbitt, Inc. Ben Gay, Thomas Leeming & Co. Blue Bonnet Margarine, Standard Brands Bobbi Home Permanent, Toni Co. Bruce Wax, E. L. Bruce Carter's Pills, Carter Products Chase & Sanborn Coffee, Standard Brands Colgate Dental Cream, Colgate-Palmolive Crest Toothpaste, Procter & Gamble Dromedary Food Products, Hill Brothers Eveready Batteries, National Carbon Folger's Coffee, J. A. Folger Ford Cars, Ford Motors Gleem Toothpaste, Procter & Gamble Hacksaw, A. Meyerhoff Honey Wheat & Rice, National Biscuit Ivory Flakes, Procter & Gamble Lava Soap, Procter & Gamble Lectric Shave Lotion, J. B. Williams Co.

Product and Advertiser

Deals Set During Two Weeks Ending January 7

Marlboro Cigarettes, Philip Morris Nabisco, National Biscuit Nestle Instant Coffee, Nestle Co. Nytol, Block Drug Oxydol, Procter & Gamble Pamper Perfume & Shampoo, Toni Co, Philip Morris Cigarettes, Philip Morris **Pillsbury Products, Pillsbury Mills** Post Toasties, General Foods Prom Home Permanent, Toni Co. Raleigh Cigarettes, Brown-Williamson Reader's Digest, Reader's Digest Assa. **Rise Shave Lotion**, Carter Products Risione Oil Alloy, Shaler Co. Rolaids, American Chicle Saginaw Power Steering, General Motors Salad Mixer, Ratner Promotions Shredded Wheat Juniors, National Biscuit

Super Lanolin, Charles Antell Tootsie Rolls, Sweets Co. Vaseline Preparations, Chesebrough Mfg. Co.

REGIONAL SUMMARIES

Eastern

Alemite Lubricating, Stewart Warner Corp. Arrid Deodorant, Carter Products **B** & B Mushrooms, Grocery Store Products Bab-O, B. T. Babbitt, Inc. Beauty Preparations, Charles Antell Ben Gay, Thomas Leeming & Co. Benson Bread, Benson Bread Co. Blue Bonnet Margarine, Standard Brands Carter's Pills, Carter Products

Instant Maxwell House Coffee, General Foods Ivory Flakes, Procter & Gamble Lava Soap, Procter & Gamble Lectric Shave, J. B. Williams Co. Marlboro Cigarettes, Philip Morris Morton's Frozen Foods, Morton Packing Nabisco, National Biscuit Nestle Decaf, Nestle Co. Nestle's Instant Coffee, Nestle Co. Nytol, Block Drug Oxydol, Procter & Gamble Philip Morris Cigarettes, Philip Morris Prom Home Permanent, Toni Co. Reader's Digest, Reader's Digest Assa, **Rise Shave Lotion, Carter Products** Roto-Broil Broiler, Roto-Broil Corp. Royal Desserts, Standard Brands Saginaw Power Steering, General Motors Saran Wrap, Dow Chemical Co. Sealy Mattress, Sealy, Inc. Seat Covers, Rayco Co. Sperry Pancake & Waffle Mixes, General Foods Spray Gun, Labor Savers, Inc. Toni Deep Magic, Toni Co. Vaseline Preparations Chesebrough Mfg. Co.

LAST CALL The Billboard's 18th Annual

PROMOTION COMPETITION

for TV Stations and TV Film Distributors FINAL DEADLINE FOR ENTRIES-FEBRUARY 10

To reserve a place for your entry please fill in and mail

THE BOARD OF JUDGES

ADVERTISERS

Albert R. Stevens, Adv. Mgr., American Tobacco Co. James MacWithey, Dir. of Pub. Relations, Bristol-Myers Co. Harry Henshel VP. Bulova Watch Co. Frank Patterson, Asst. Adv. Dir., Campbell Soup Co. Robert D. Kesner, Radio-TV Mgr., The Coca-Cola Co. George T. La Boda, Dir. Radio-TV, Colgate-Palmolive Co. Lee Mack Marshall, Adv. Mgr., Continental Baking Co. Stanley H. Pulver, Media Mgr., Radio-TV, Lever Bros. Co. William L. Dye, Adv. Mgr., Liebmann Breweries, Inc. William M. Ramsey, Dir. Radio-TV, Procter & Gamble **Robert L. Schaus**, Adv. Mgr., Quality Bakers of America Richard C. Rettig, Dir. of Adv., Whitehall Pharmacal Co. James E. Hagen, Pub. Relations, U. S. Steel Corp.

coupon below immediately.

COMPLETE RULES:

L. PURPOSE:

To give recognition to the best audience promotion-designed to stimulate viewing of TV shows by the public during the calendar year of 1955

IL CATEGORIES OF ENTRANTS:

- A. TV Stations will compete against other stations in these categories: 1. One-station markets
 - 2. Two-or three-station markets
 - 3. Markets of four or more stations
- 8. TV Film Distributors of Series and/or Feature Films
- C. TV Networks (rules and categories to be announced)

III. AWARDS:

Entries in each category are eligible to compete in any or all of the following awards:

- A. TV STATIONS. A separate entry is required for each award division entered.
- 1. Audience promotion of any single network program aired
- 2. Audience promotion of any single syndicated film program or feature film program aired
- 3. Audience promotion of any other local program aired B. TV FILM DISTRIBUTORS may
- enter one or both of the following award divisions. A separate entry is required for each division entered:
- 1. Audience promotion of a single series or feature film package 2. Audience promotion on behalf
- of an entire catalog

IV. FORM OF ENTRIES:

A separate entry must be sent for each award division entered. Entries will take the form of presentation explaining and illustrating promomotion work done, and may include samples of promotions. However only uality of the promotion will count: size and elaborateness of presentation do not enter into judging. Presentation should be limited to minimum size and weight possible, and should not exceed five pounds in weight. Intention to enter must be declared by sending in coupon below or forwarding the information in the coupon in typewritten form. Entries will be returned if so requested.

V. DEADLINE FOR ENTRIES:

All entries must be received by The **Billboard's Promotion Competition on** or before February 10, 1956.

VI. HOW TO ENTER:

Fill out entry reservation coupon below and mall NOW. When entry is ready, send to TV Promotion Competition, The Billboard, 1564 Broadway, New York 36, N. Y. If you enter more than one award division, a separate entry is needed for each division. These entries may be sent separately.

VII. ANNOUNCEMENT OF WINNERS:

The judges will meet to make their selection on February 20. 1956. Winners will be announced in The Billboard issue of March 19, 1956.

RESERVATION COUPON FOR ENTRANTS

(Please fill in and mail NOW if you plan to submit entries)

We plan to enter The Billboard's 18th Annual Promotion Competition in the following category and with entries in the following divisions:

FOR TV STATIONS

- A. CATEGORY (Check one only)
 - One-station market

Company name _

Address

- 2 or 3-station market
- Market of 4 or more stations

B. DIVISION (Check as many as you plan to enter with separate presentations)

- Promotion of a single network program
- Promotion of a single syndicated film or feature film program
- Promotion of other local program

FOR ALL ENTRANTS:

Name of General Manager -

ADVERTISING AGENCIES

James McGarry, Asst. to Pres., BBDGO Thomas J. McDermott, VP. Benton & Bowles Peter A. Krug, VP, Calkins & Holden Roger Pryor, VP, Foote, Cone & Belding William B. Templeton, VP, Bryan Houston Hal Davis, VP. Kenyon & Eckhardt Maxfield S. Gibbons, AE, Ketchum, McLeod & Grove Myron P. Kirk, VP, Kudner Agency Nicholas F. Keesely, VP, Lennen & Newell Dorothy B. McCann, VP, McCann-Erickson George Wolf, VP, Ruthrauff & Ryan Harry J. Deines, VP, J. Walter Thompson Harry Rauch, VP, Young & Rubicam

Chase & Sanborn Coffee, Standard Brands Chunky Candy, Chunky Chocolate Corp. Cookies & Crackers, Keebler Biscuit Cookies & Crackers, National Biscuit Crest Toothpaste, Procter & Gamble Delsey Toilet Tissues, International Cellucotton Dromedary Food Products, Hills Brothers Folger's Coffee, J. A. Folger Gleem Toothpaste, Procter & Gamble Great Seal Cough Syrup, Styron Beggs Co. Hacksaw, A. Meyerhoff Hazel Bishop Lipstick, Hazel Bishop, Inc.

Honey Wheat & Rice, National Biscuit

Southern

Amm-I-Dent Tooth Paste, Block Drug Anahist Tablets, Anahist Co. Arrid Deodorant, Carter Products Beech Nut Gum, Beechnut Packing Blue Bonnet Margarine, Standard Brands Bobbi Home Permanent, Toni Co. Bread, Dander Bread Co. Bruce Wax, E. L. Bruce Bull of the Woods Tob., American Snuff Co. Carter's Pills, Carter Products Chase & Sanborn Coffee, Standard Brands Colgate Dental Cream, Colgate-Palmolive Conoco Gasoline, Continental Oil Co. Crest Toothpaste, Procter & Gamble Dr. Pepper Soft Drinks, Dr. Pepper Co. Dromedary Food Products, Hills Brothers Felso Cleaners, Fels & Co. Folger's Coffee, J. A. Folger Ford Cars, Ford Motors Fritos, Frito Co,

Gleem Toothpaste, Procter & Gamble Hacksaw, A. Meyerhoff Honey Wheat & Rice, National Biscuit Lava Soap, Procter & Gamble Marlboro Cigarettes, Philip Morris Mayonnaise, Blue Plate Foods Mounds Candy Bar, Peter Paul Nabisco, National Biscuit Nytol, Block Drugs Pamper Perfume & Shampoo, Toni Co. Petroleum Products, Pan Am. Southern Corp. **Rise Shave Lotion**, Carter Products Rislone Oil Alloy, Shaler Co. Rolaids Antiacid Products, American Chicle Shredded Wheat Juniors, National Biscuit Snowdrift Wesson Oil, Snowdrift Sales Co. Sweet Peach Snuff, American Snuff Co. Tootsie Rolls, Sweets Co. Vaseline Preparations, Chesebrough Mfg.

Midwestern

Co.

Airlines, Delta All Products, Kellogg Co. Arrid Deodorant, Carter Products Bayer Aspirin, Bayer Co. Bab-O, B. T. Babbitt, Inc. Bobbie Home Permanent, Toni Co. Boone Bell Cosmetics, Boone Bell Boron Gasoline, Standard Oil Buick Motor Cars, Buick Motor Div." Chrysler Cars, Chrysler Div. Clorets, American Chicle Colgate Dental Cream, Colgate-Palmolive Crest Toothpaste, Procter & Gamble Deep Rock Petroleum Products, Deep Rock Oil Dentyne Gum, American Chicle Doan's Pills, Foster-Milburn Co. Dromedary Food Products, Hills Brothers Eveready Batteries, National Carbon Fertilizer, Smith-Douglas Fluffo Shortening, Procter & Gamble Folger's Coffee, J. A. Folger Food Plan, Parliament Food Plan Frenchette Salad Dressing, American Dietads Co. Gleem Toothpaste, Procter & Gamble Gloss Tex Liquid Starch, Tidy House Products Hacksaw, A. Meyerhoff Honey Wheat & Rice, National Biscuit Hudson Napkins & Towels, Hudson

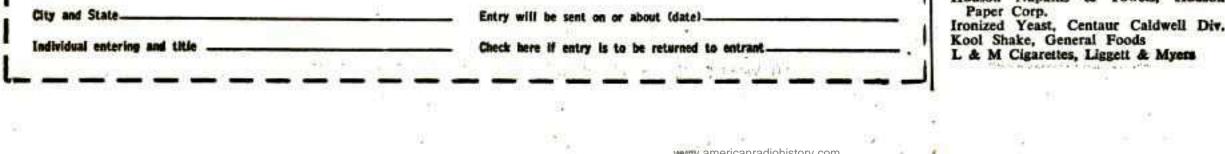
Manchester Cookies, Manchester Biscuit Marlboro Cigarettes, Philip Morris Miss Wisconsin Cheese, Armour & Co. Nash's Coffee, Nash Coffee Nestle's Instant Coffee, Nestle Co. Oldsmobile Cars, Oldsmobile Div. Oxydol, Procter & Gamble Pabst Blue Ribbon Beer, Pabst Brewing Pamper Perfume & Shampoo, Toni Co. Park Products, American Meat Inst. Philip Morris Cigarettes, Philip Morris Pillsbury Products, Pillsbury Mills Poli Grip, Block Drug Post Toasties, General Foods Prom Home Permanent Raleigh Cigarettes, Brown Williamson Reader's Digest, Reader's Digest Assn. **Rise Shave Lotion, Carters Products** Rislone Oil Alloy, Shaler Co. Roddiscraft, Roodis Plywood Corp. Rolaids, American Chicle Saginaw Power Steering, General Motors Salad Tea & Tea Bags, Salads Tea Co. Salad Mixer, Ratner Productions Skybar Candy, Necco Special "K" Kellogg's St. Joseph Calendars, Plough Sales Super Lanolin, Charles Antell "Tarantula" (Movie), Universal International "The Harder They Fall" (Movie), Columbia Pictures Tootsie Rolls, Sweets Co.

A. DIVISION

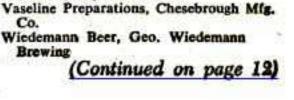
FOR TV FILM DISTRIBUTORS

Promotion of single series or feature film package

Promotion of entire catalog



Name of Promotion Manager -



18

A

OF

5

TRADITION

QUALITY...

In keeping with our policy of offering the finest in quality feature film entertainment for television...we are proud to announce that through arrangements with Mr. David O. Selznick, NTA has acquired a gallery of masterpieces by some of the premier motion picture producers of our time...

THE SELZNICK STUDIO

> Mr. Alfred Hitchcock Mr. Dore Schary

Mr. David O. Selznick

These incomparable films will be offered under the title of

"Selznick Presents ... "

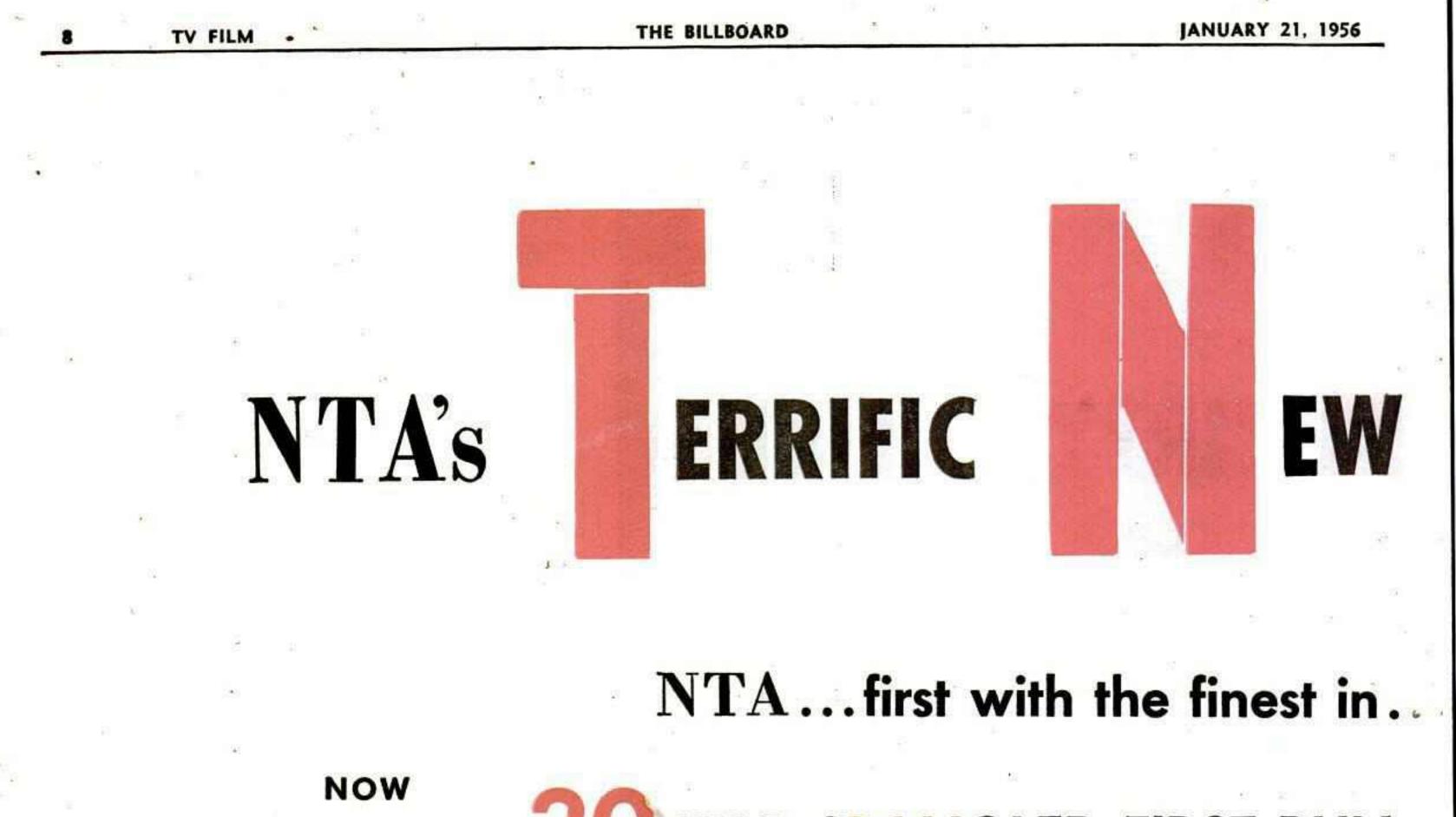
truly a milestone in television entertainment.

In a tradition of quality...another step by NTA in bringing the finest in motion picture entertainment to the television audiences of America.

Ely A. Landau, Pres. National Telefilm Associates, Inc.

Since You Went Away I'll Be Seeing You Notorious The Paradine Case Bill Of Divorcement Portrait of Jennie The Farmer's Daughter Intermezzo The Spiral Staircase Garden Of Allah





BRINGS YOU ... 30 STAR-SPANGLED FIRST RUN



Crazy House

and 14 more famous films

Bursting WITH Top Name Talent

- Jack Benny
- Martha Raye
- Abbott & Costello
- Claudette Colbert
- Maureen O'Hara
- Farley Granger
- Dana Andrews
- Broderick Crawford
- David Niven
- Paul Muni
- Anne Baxter
- Olsen & Johnson
- Don Ameche
- Adolphe Menjou
- Walter, Brennan

"FABULOUS 40"

Rita Hayworth

and many more leading stars

NTA first with the record-breaking

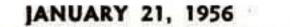
IN 96 MAJOR MARKETS

NOW SOLD IN 96 MAJOR MARKETS

RECORD-BREAKING AUDIENCE RATINGS

- "FABULOUS 40" has been breaking time-sales records (Participations) for feature films.
- "FABULOUS 40" has been breaking audience-rating records for feature films.
- "FABULOUS 40" has been breaking selling records for participating sponsors.





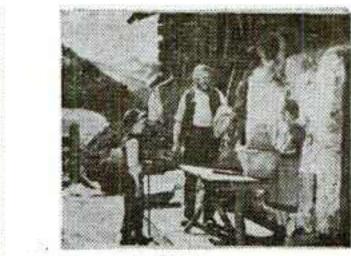
HIRTY...rs DYNANITE!

FEATURE FILM Television Entertainment

FULL-LENGTH FEATURE FILMS FOR TELEVISION!









HELLZAPOPPIN'

GUEST WIFE

COURT MARTIAL

HEIDI



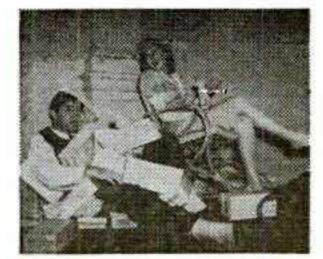
STRANGER ON THE PROWL



THE BOYS FROM SYRACUSE



BUTCH MINDS THE BABY



TIGHT SHOES



IT'S IN THE BAG

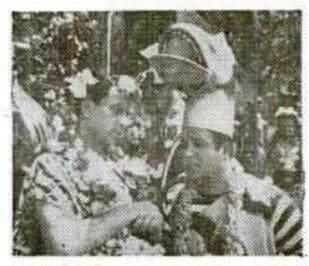


ACP.

THE WELL



LAST CHANCE



PARDON MY SARONG

For Details, Audition Prints, and prices call-write-wire today!

ational Telefilm Associates, INC.

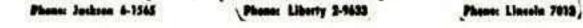
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HAROLD GOLDMAN, V.P. CHARGE OF SALES

CHICAGO, ILLINOIS 612 H. Michigan Avenue Phone: Michigan 2-5561 HOLLYWOOD, CALIFORNIA 8721 Senset Bird. Phone: Creative 1-1191 MONTREAL, CANADA 1434 St. Cotherine St. Phone: University 6-9495)

MEMPHIS, TENNESSEE 2605 Storick Building BOSTON, MASS. Statler Hotel Office Build MINNEAPOLIS, MINNESOTA 1107 Curris Avanue





3



Copyrighted material

TV FILM 10

JANUARY 21, 1956

SOCONY IN 55 MARKETS

Compton's Success Proves Prime Time Can Be Cleared

By JACK SINGER

widespread belief that prime time is all but impossible to clear for nationally spot booked film shows has been shaken by the success that the Compton advertising agency has had in securing choice time periods for a half-hour film series that Socony Mobil Company is sponsoring on a coast-to-coast spread of over 55 important markets. The series, a dramatic anthology which Socony is calling "The Mobil Theater," was purchased from ABC Film Syndication.

Of the 54 markets that have been cleared to date, Compton successfully picked up time periods the markets, 7-7:30 p.m. time pe-6:30-7 p.m. time periods in three of the markets. All of the stations cleared are network affiliates and are VHF outlets or, in several cases, UHF stations in an all-UHF area. Included among the cities where 7:30-10:30 p.m. time pe-riods were cleared by Compton are: Chicago, Cincinnati, Des Moines, Detroit, Kansas City, Mo.; Milwaukee, Minneapolis and other important market areas.

Open Opportunity

one offering a desirable time pe- good, it was learned this week. riod got the contract.

it decides, a short while later, to clearing was done after October take it.

time. A 13-week firm commitment the start of the fall season. is much in demand by a station with an available prime time slot, because it puts the outlet in a strong position to turn down a network's request that it clear that time for a network show. A station, of course, receives greater revenue from a spot-booked show than it does from a network feed.

Despite Hurdles

between 7:30-10:30 p.m. in 45 of ingly enough, was accomplished dia director; Tom Carson, media despite the disadvantages of supervisor, and Al Ritter, time riods in six of the markets and launching its clearance drive at a buyer.

offered time slot often finds the time during the year when such an NEW YORK, Jan. 14. - The time slot no longer available when operation is most difficult. All the 15, while stations were being Another factor that helped in swamped with local and regional obtaining the choice periods is that advertising for Christmas selling Compton was willing to make a and the networks had already firm 13-week commitment on the firmed up their station line-ups for

> The clearance job was handled mainly from Compton's New York office, with an assist from the agency's Chicago office. The work was done directly between Compton and the station reps, the occasionally Compton contacted a station to iron out a specific problcm. Compton New York personnel involved in clearing the time Compton's clearance, interest- were Martin Hansen, associate me-

RCA SERVICES BUY OF NBC FILM OFF

Pres. Sarnoff Puts Nix on Deal as Money Talk Breaks Down After Long Huddles

NEW YORK, Jan. 14. -The "Steve Donovan, Western Mar-The procedure Compton fol- on-again-off-again and oft-denied shal." Regional deals were made the show as a replacement for "The lowed was to give all acceptable buy out of the NBC Film division on these shows to Langendorf stations in a market equal oppor- by RCA Recorded Program Serv- United Bakeries, Hekman Biscuit tunity to get the business; the first lices is off-this time apparently for Company, Lucky Lager Brewing,

NBC President Bob Sarnoff put Company. One of the important factors that the final nix on the deal after sev- In the last few weeks of the Rapids, Ia,; KGNC, Amarillo, Tex., contributed to Compton's excellent eral months of sporadic negotia- year, NBC turned loose its newest and KATV, Little Rock. line-up was the agency's willing- tions. Inability of the two outfits

SET FAST PACE ON FORD BLURB

NEW YORK, Jan. 14. -Roland Reed TV must have set something of a speed record in the production of the commercial on the "Ford Star Jubilee" tonight. Reed shot the commercial on a testing track on the West Coast Monday (9) and Tuesday (10). The completed film reached New York Thursday (12) and was on the air tonight. J. Walter Thompson had placed the last-minute order with Reed's office here.

This was probably the first commercial order taken by Reed since Gross-Krasne broke away from the operation. Last year, when Reed moved into G-K's California Studios, they set up Reed - Gross - Krasne Commercials. Last week G-K decided the blurb business wasn't for them. Reed is continuing the commercial operation.

property, "Des and Crunch," which now has been sold in over 60 markets. Among the regional buyers of the series are: Lucky Lager Beer, which will air it on 36 stations located in nine Western States, Alaska, and Hawaii; Regal Beer for five markets in the Southeast, Schmidt's Brewing for three markets and Drennon Auto Company and Pittsburgh Brewing Company for an additional number of markets. Lucky Lager bought Great Gildersleeve.'

Among the stations that have bought the series are KLZ-TV, Colonial Stores and Brock Candy Denver; KTSM, El Paso, Tex.; Company. WSIX, Nashville; KCRG, Cedar

Bulova to Run **Another Co-Op** Plug Campaign Picks 'Studio 57' Pix From MCA;

One Title for Unit

NEW YORK, Jan. 14. - The Bulova Watch Company will run another co-op sponsorship campaign with its dealers thruout the country beginning around March 20. The sponsor this week made a deal with MCA-TV for 13 films out of the "Studio 57" series. The films chosen are understood to be those that started the series in the fall of 1954 on some 50 stations via Du Mont and spot bookings, sponsored by H. J. Heinz.

Bulova was reported to be paying about \$7,500 per film.

The co-op plan differs in only one important respect from the one Bulova used on the reruns it bought from Screen Gems for a 13-week campaign up to last Christmas. This time the show will have the same title in every market, "Bulova Showtime." How-ever, there will be a blank in the opening billboard in which the dealer can put in his own plug.

Bulova will send the films to the dealers with its own midcommercial. The dealer pays for the time and gets the opening and closing commercials. The show will be fully merchandised by Bulova headquarters here and its agency, McCann-Erickson.

'CONFIDENTIAL'

ness to make instantaneous deci- to reach an agreement on how sions in grabbing up a proferred much money RCA Thesaurus time slot. Past experience has should pay the network for the shown that choice time slots do not film division's properties was the remain open loag, and an agency point on which the talks broke that dallies on making a decision down. Both firms, of course, are as to whether or not to take the subsidiaries of Radio Corporation

L. A. Outlets Peddle Added Syndicate Pix

HOLLYWOOD, Jan. 14. - The two principle network stations here, KNXT and KRCA-TV, are expanding the amount of syndicated film on their schedules as the result of sponsor deals made this week. American Home Products bought Guild's "I Spy" to air on the latter outlet. Sav-On Drug will sponsor CBS Film's "Amos 'n' Andy," and Lincoln Savings and Loan will sponsor CBS Film's "Life With Father" on KNXT.

Also on the sales front here, the Southern California Edison Company bought Ziv-TV's "The Man Called X" from KHJ-TV. And Rheingold Beer finally firmed its deal for "Code Three," which Ben Fox will produce for the Hal Roach Studios. "Code" will be further distributed by ABC Film Syndication.

of America, but each operates as an autonomous entity within the parent RCA framework and strives to put its own books into as profitable a position as possible.

In a statement issued this week, Carl Stanton, NBC Film division's vice-president, said that the division's sales were 20 per cent greater in 1955 than they were the year before. The statement was made on the eve of the firm's move to expand quarters at 659-663 Fifth Avenue, where it will occupy two floors. Stanton also said that sales in 1955 were greater than any other year of the outfit's existence. The film division was organized almost three years ago.

In another move this week, the film division appointed Dowd, Redfield & Johnstone as its advertising agency effective January 16. Up to now, the Grey agency has been handling the TV film firm's advertising. Grey will continue as the agency for the NBC network operation.

New Programs

to its property list in 1955 were Intelligence Agency. The theme of "The Great Gildersleeve" and the campaign is "Our first line of



made up for "I Led Three Lives" and "Highway Patrol."

That makes three separate promotion kits that Ziv is giving sponsors of "X." There is, of course, the regular kit containing the basic publicity, photos, mats and announcement copy. Then there's the "enthusiasm" kit, designed to help the sponsor stir up interest in the show within his own organization. "X" is the third Ziv show to get an "enthusiasm" kit. This gimmick was started with "Science Fiction Theater."

The public service campaign that Ziv is suggesting for "X" is a salute to the nation's intelligence New programs the firm added services, particularly the Central

NEW YORK, Jan. 14. - A kit defense." That's how it's billed on detailing a special public service the posters and streamers that Ziv promotion campaign has become is offering. In addition the dispractically standard equipment on tributor has prepared three broeach of Ziv-TV's new releases. It chures. One, titled "Top Secret," is apparently designed to cash in is about the CIA. Another, titled on the documentary slant in most "Heroes of American Intelligence" of Ziv's shows. Ziv's current re- is a brief history of the service lease, "The Man Called X," is the beginning with the Revolutionary third for which sponsors are get-ting up such a kit. They are also to show the viewer whether he would make a good intelligence agent.

Underwood Gets **New Roach Post**

managing director of the Hal Roach ror editor, Jack Lait. commercial division. Underwood, TPA plans to put at least the formerly TV-radio director of the pilot of four new series before the Warwick & Legler Agency and at cameras within the next month. one time NBC West Coast radio The other three are "The Last of

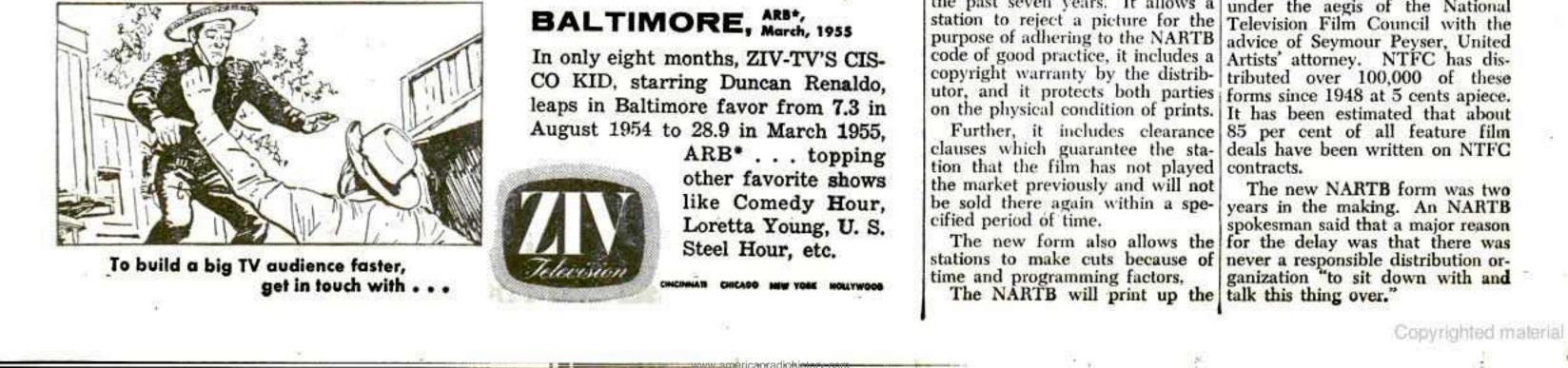
L. Mortimer To Narrate **Film Series**

NEW YORK, Jan. 14. - Lee Mortimer will personally pitch the inside dope in the TV film version of his best-seller, "New York Confidential." Television Programs of America has signed the Hearst columnist to be Lost-narrator of the show, which it plans to start shooting on location here around February 6. Edward Small, TPA board chairman, made the motion picture "New York Confidential" a couple of years back with Broderick Crawford and Marilyn Maxwell. TPA is currently dickering with a documentary producer here to handle the filming of the TV series.

Mortimer co-authorized the se-HOLLYWOOD, Jan. 14.-Cecil ries of best-selling "Confidential" Underwood today was appointed books with the late New York Mir-

network manager, fills a newly the Mohicans," "One False Step" created post. and "Tugboat Annie."





NARTB Film Contract Okayed; Patterned After NTFC Paper

WASHINGTON, Jan. 14.-The new forms and send them to stanew film exhibition contract that tions in about a week. Of course, was finally approved by the TV this represents no basic agreement film committee of the National As- between stations and distributors. sociation of Radio and TV Broad- This, like the form that has been casters this week appears to follow in use, is only a suggested conthe same general lines as the form tract. that has been so widely used over the past seven years. It allows a

The existing form was prepared under the aegis of the National



OF MUNIE GENEDIU

co-starring GEORGE DOLENZ and NICK CRAVAT

The new, exciting "TPA Tops" costume-adventure series, based on the greatest selling novel

of all time. Racking up top ratings wherever it's playing . . .

Buffolo	Son Diego
54 (1)	
Norfolk 41.82	Albuquerque 20.3'

sold in 59 top markets

for such top advertisers as Montgomery Ward, United Gas, Maison Blanche, Pepsi Cola, New England Bakeries, W. P. Fuller & Co., Petri Wine.

Some choice markets still available. Wire us collect today to have your TPA representative call.

Television Programs of America, Inc.

brings you the Top Programs of America

NEW YORK: 477 MADISON AVE. . CHICAGO: 360 N. MICHIGAN AVE. . LOS ANGELES: 5746 SUNSET BLVD.

"The Billboord Dec 17. 1955

Contractioned addition of

November Pulse



TV FILM

12

4

JANUARY 21, 1956

Ziv Warns Syndicate Film Clients To Beware 'One-Season Wonders'

NEW YORK, Jan. 14.-Frederic

'Advertisers should be cautious of buying a syndicated film series, no matter how good it is, when the NARTB NIX production of the series is likely to be limited to only a season's output," he declared

According to Ziv, the trend among the blue chip syndication sponsors is to stick with a vehicle over a number of seasons in order to build up sponsor identification and keep its time franchise secure. "But too often," he pointed out, "sponsors in syndication will find TV film distributors will not set up that a film series with which they exhibits at this year's convention are completely satisfied, or which of the National Association of Rathey have bought at a bargain ho and TV Breadcasters. A group SET BY ZIV-TV price, will fizzle out after a single of leading distributors are reported season."

Ziv's 'Science' Gets Renewal

HOLLYWOOD, Jan. 14 .- Ziv-TV's "Science Fiction Theater" has been renewed by Bromo-Seltzer for 17 markets in which it amount of business they attracted. is spotbooked throut the United States. Filming on 26 new half hours of the Ivan Tors produced series will probably get under way in February.

At the same time Bromo-Seltzer renewed another Ziv show, "I Led Three Lives," for several markets. Lennen & Newell is the agency.

Denmark Filmers Get Disney Order

Many Film Distribs to Skip Exhibs

NEW YORK; Jan. 14. - Many to have met here Wednesday (11) evening, at which time this idea was the main topic. They will register at the convention, to be, sure, but they will probably do no more than open hospitality suites.

This has been a sore point with many distributors since last year's convention in Washington. Many felt then that the exhibits were not appreciated by NARTB and the stations and that the cost of the exhibits was not worth the small

Wednesday's get together was not officially a meeting of the proposed National Association of TV Film Distributors. As far as could is obtaining enough supportbe learned no distributors have acing actors and actresses for its tually filed membership applications yet, and no significant move to space such appearances has been made in the past two widely. weeks to move the organization further toward formalization. While almost all distributors still agree that an association would be a good thing, there is a widespread impression that the move is peterwood. ing out. TV FILM SALES ASSOCIATED ARTISTS BADGE 714-C WTOC. Savannah, Ga.: Star Laundry & PRODUCTIONS Dry Cleaner MOVIELAND WNHC, New Haven, Conn.: Cott Bever-WBEN, Buffalo; WBZ, Boston; KENI, age and Ehlers Coffee Alaska; WTAR, Norfolk: Adv. TBA BADGE 714-B SHERLOCK HOLMES FEATURES WKZO, Kalamazoo, Mich.: National KTNT, Tacoma, Wash.; WBTV, Char-**Bohemian Beer** lotte, N. C.: Adv. TBA THE FALCON WCSC. Charleston, S. C.: Adv. TBA KAKE, Wichita, Kan.: Adv. TBA CAPTURED MCA-TV WRDW, Augusta, Ga.: Adv. TBA WATERFRONT KROD, El Paso, Tex.: Federal Jewelry KERO, Bakersfield, Calif .: Albers Milling VICTORY AT SEA KHQ, Spokane: Albers and Potlatch WITV/ Fort Lauderdale, Fla .: Adv. TBA CITY DETECTIVE LIFE OF RILEY-D KWWL, Waterloo, Ia.: Falstaff Brewing KFYR, Bismarck, N. D.: Adv. TBA MAN BEHIND THE BADGE HOPALONG CASSIDY-HALF-HOUR-B WREX, Rockford, Ill .: Humphrey Cadil-WBAL, Baltimore: Adv. TBA lac and Oldsmobile RCA RECORDED PROGRAM FOLLOW THAT MAN WBBM, Chicago: Adv. TBA SERVICES MAYOR OF THE TOWN TOWN AND COUNTRY TIME WABD, New York: Adv. TBA WLVA, Lynchburg, Va.: Gunther Brewing MINOT TV WNCT. Greenville, N. C.: Smith-Douglass PARIS PRECINCT Company WTOC. Savannah, Ga.: Beerman Realty WPIX, New York: Adv. TBA OFFICIAL FILMS Corporation FOREIGN INTRIGUE ZIV TELEVISION PROGRAMS WPIX, New York: "Snowy" and "Glass CISCO KID Wax" (one-half sponsorship) WABC, New York: Walter H. Johnson NBC FILM DIVISION Candy THE GREAT GILDERSLEEVE SCIENCE FICTION THEATER WTVY, Dothan, Ala.: Adv. TBA -WGTH. Hartford, Conn.: Popular Stores DI WNHC, New Haven, Conn.: Savarin MAN CALLED X Coffee **KEYED**, Minneapolis: Adv. TBA

Ziv did not cite any examples of beautiful ratings with "The Man W Ziv this week issued a warning such involunta. drop-outs. But Behind the Badge" and would to syndicated film sponsors to be- clearly such was the experience of have continued to ride it but that ware of the "one-season wonders." Ohio Oil, which had been getting the producer decided against making any further episodes. Ohio this week debuted Ziv's "The Man Called X.

> The position of the board chairman of Ziv TV Programs is that if sponsors want continuing production of a successful vehicle they'll have to forego bargains. "Sponsors should remember," he concluded, "that if the price cannot be obtained the program cannot be produced."

TALENT SEARCH

HOLLYWOOD, Jan. 14 .-A program of talent auditions, the first to be regularly scheduled by any TV film production company, is being instituted by Ziv-TV. The syndication company will hold the auditions twice monthly for newcomers.

Some 25 performers will be screened at each audition, with production chief Maurice (Babe) Unger expecting to place approximately 250 newcomers in shows during the coming year. One of the problems Ziv has had in the past series, since company policy is

Producer-Director William Castle is supervising the program, aimed especially at Eastern performers trying to establish themselves in Holly-

Films to Watch

DEATH VALLEY DAYS-Pacific Coast Borax

One of the longest running national spot programs, "Death Valley Days," never dies. In three of the six cities listed in this week's "Scoreboard," it is among the top 10 syndicated shows. In last week's breakdown of syndicated Westerns, the show's weighted average Telepulse of 8.6 in October stood it fifth in this category. As Westerns go, it has stronger adult appeal than most. It was the top syndicated Western among men, drawing 81 per hundred sets tuned in (the second Western had 69 men per hundred sets). It was second among women, 72 per hundred viewing homes (the top fem Western had 79). In November, according to this week's "Scoreboard," the national average Pulse on "Valley" went up to 13.1, ninth among all syndicated shows.

SUPERMAN-Flamingo Films

Another long running national spot deal, "Superman" has been playing well over 100 markets for Kellogg's for over three years. It still pulls super ratings. In the breakdown of syndicated adventure shows appearing in this week's "Scoreboard," "Superman's" November national average Telepulse of 13.7 is tops. It is tied for top adventure among teen-agers. Among all syndicated shows, it stands sixth, according to average weighted ratings. It always ranks among the top 10 syndicated shows in New York, where it has all this time been entrenched in the Monday, 6-6:30 p.m. slot on WRCA-TV. In the December Telepulse, it was the second ranking syndicated show in New York.

New Television Co. Formed by Four Former SG Execs

NEW YORK, Jan. 14.-A new TV film commercial production firm, East Coast Television, has been formed by four executives 157 East 69 Street here, and is in who resigned from Screen Gems. the process of renovating it. Other the resignations were th result of officials of the company are a new decision by Screen Gems, William Huston and Ezra Baker, apparently based on economic fac- executive vice-prezidents, and Ben tors, to withdraw from active kranz, treasurer and production solicitation of new commercial pro- manager.

duction business, and turn out commercials only for sponsors of Screen Gems shows and perhaps a few other selected advertisers.

East Coast Television, which has already shot one commercial for Pall Mali, 's headed by John Cilmour, president. The firm has leased the Stage Rental Studio at



COPENHAGEN, Denmark, Jan. 14.-The Nordisk Film Junior studio, in the suburb of Valby, which produced a number of black and white shorts for ABC-TV's "Disneyland," has received orders for 10 color films, to be produced under the direction of Ove Sevel.

Among the films for the Disney program will be shots of the popular Tivoli Guards, the fast-stepping boys' band, drum corps and rifle squad of Copenhagen's Summer Tivoli and shots of animal groups KAKE, Wichita, K of the Circus Benneweis.





• New TV Spot Campaigns

Continued from page 6

Southwestern

Bardahl Oil, Bardahl Mfg. Ben Gay, Thomas Leeming & Co. Borden's Evaporated & Malted Milk, Borden Co. Bruce Wax, E. L. Bruce Dromedary Fool Products, Hills Brothers Eveready Batteries, National Carbon Folger's Coffee, J. A. Folger Ford Cars. Ford Motor Hostess Cakes, Continental Baking

Kraft Cottage Cheese, Kraft Foods Mission Fruit Juices, Mission Dry Corp. Reader's Digest, Reader's Digest Assn. **Rise Shave Lotion, Carter Products** Salad Mixer, Ratner Promotions Schlitz Beer, Schlitz Brewing Shredded Wheat Juniors, National Biscuit Super Lanolin, Charles Antell Viceroy Cigarettes, Brown & Williamson

Rocky Mountain & West Coast

Anahist Tablets, Anahist Co. Arrid Deodorant, Carter Products Crest Toothpaste, Procter & Gamble Dairy Products, Challenge Creamery Dairy Products, Golden State Dairy Ford Cars, Ford Motors Great Northern Rail Travel, Great Northern Railroad Hep Aerosol Insect Killer, Bostwick

Labs. Ivory Flakes, Procter & Gamble Ladies' Home Journal, Curtis Publishing

Nabisco, National Biscuit Nair Lotion, Carter Products Nutrean Dog Food, Nutrean Mills Pacific Meats, Pacific Meat Co. Phillip's Milk of Magnesia, Sterling Drug Pillsbury Products, Pillsbury Mills Post Toasties Cereal, General Foods Raleigh Cigarettes, Brown Williamson Reader's Digest, Reader's Digest Assn. Rise Push Button Shave Lotion, Carter Products

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)

10.52			1271	
Sponsor, Product & Agency (Show, If any)	No.	(Seconds)	Type (C-Color	Commercials Producers
COFFEE, TEA, COCOA			112432494419	5 V406.04786.947
Manor House Coffee, Earle Ludgin The Nestle Co., Decaf Coffee, Dancer,				
Fitzgerald, Sample	5 (60), 2 (20)	LA, SA	Lalley & Love
CONFECTIONS (Syrups, Ice Cream, etc.)				
The Nestle Co., Nestles Chocolate Bar, McCann-Erickson	1 (20)	LA	Lalley & Love
DAIRY AND MARGARINE				
Reddi-Whip, Whip Cream, W B. Doner and Ruthrauff & Ryan, American Dairy Assn., Dairy Foods, Campbell-Mithun (Lone Ranger,	4 (»	NA	Storyboard
Hellman's Mayonnaise, Dancer, Fitz-	4 (60		. FA .	Reed-Krasne
gerald, Sample Borden Co., Ice Cream, Milk, Cheeses,	ID		NA	Shamus Culhane
Young & Rubicam	6 (60		NA	Sound Masters
Lever Bros., Imperial Margarine, Foote, Cone & Belding	3 (20	. 60)	LA, SA	, JTransfilm
Lever Bros., Spry, Foote, Cone & Belding (Lux Video Theater)		1.1		
DENTIFICES, SHAVING CREAMS (Mon	thwas	hes, Tooth	Brusbes)	1
American Safety Razor, Gem Razors, McCann-Erickson,		S Soltan		Lalley & Love
Lambert Pharmacal Antizyme Lam-				a the second

American Safety Razor, Gem Razors,			Sec. Com		2525	555	16:35:3	0 D/ PC
McCann-Erickson	2	(20),	2 (80)	••	LA,	FA	Lalley	& Love
Lambert Pharmacal, Antizyme, Lam-								
bert & Feasley	1	(20)			NA		Bill	Sturm
Lever Bros., Pepsodent, Ruthrauff		0.717.04.00					1.1	
& Ryan	3	(60).	3 (20)		LA.	SA	Cinema	Service
Block Drug Co., Super Amm-i-Dent,		1063480	14250703108		35300			
Harry B. Cohen	1	(20)		••	LA,	SE	Fletcher	Smith

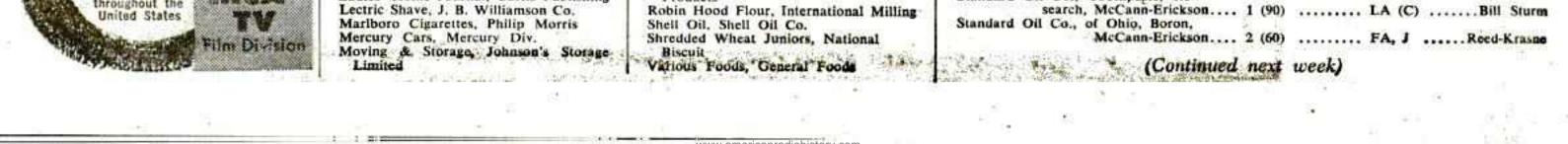
DRUGS AND DRUGSTORES

Citroid Compound, Cold Combatant,				
Dowd, Redfield	1 (60)	NA	Sound Mast	ers
Grove Laboratories, Four Way Cold	P25052225	202		uses.
 Tablet, Harry B. Cohen 	1 (60)	LA	Fletcher Sm	ith
vitalis, Hair Dressing, Donerty, Chi-				
ford, Steers & Shenfield		farmer FA	, LA., Shamus Culha	ne

FINANCIAL, INSURANCE AND BANKS

방법에 비싼 것 같은 소설에서 집에 가지 않는 것이 없는 것이 있는 것이 가지 않는 것이 같이 있는 것이 없는 것이 있는 것이 있는 것이 있는 것이 없는 것이 없다.					
Albany Savings Bank, Woodard &	348	100		-	
		(00)	********	LA	С.Т.М.
American N'tl. Bank of Denver, Colo.,		10.00			and a second second second
Galen E. Broyles Co	z	(20)		LA,	FA Alexander Film
Prudential Insurance Co. of					
America, Calkins & Holden					
(You Are There)	5	(30	to 150)	LA.	A Lux Brill
Blue Cross, Medical, Hart-Conway			95004590445074450		
(Waterfront)	1	(60)		LA	
18 S					
GASOLINES AND OILS					
Richfield Oil Corp., Rich Heat,					
Hixson & Jorgensen	1	(20)		FA	Ray Patin
Speedway Gasoline, W. B. Doner	1	1000		seed.	-
and Ruthrauff & Ryan	4	()		NA	Storyhoard
Standard Oil, Various					
Junuary Or, Threadern Threadern	a	(00)			lding, Kling, Chi-
					cago Firm
Sinclair Refining, Gasoline & Motor					THE TIME
	6	760	6 (20)	T.A.	DA Harden

Standard Oil Co., Toothpaste, Re-



TV FILM

13



GENE AUTRY Star of THE GENE AUTRY SHOW



PAT BUTTRAM Featured as Pat in THE GENE AUTRY SHOW



ROCKY LANE Star of RED RYDER



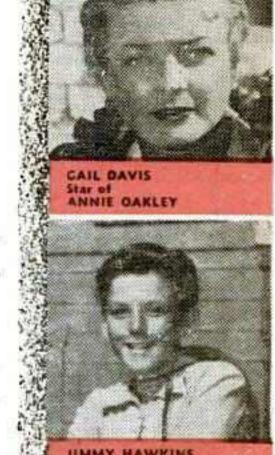
To the **78 SPONSORS**

and Their Advertising Agencies

To the **221 TV STATIONS**

Covering Every Major Market in the U.S.

... and To Their







BARRY

AT Ricky in THE ADVEN

50,000,000 WEEKLY

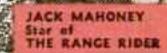
The Stars of These Outstanding Shows* and



Extend many thanks to all those who helped our company become the foremost producers of adventure Television Film entertainment.

*All shows distributed by CBS Television Film Sales, Inc.









(CBS)	A TAX STORE	2 Red Skelton (CBS)	20*The Millionaire, Colgate (CBS)
7. Captain Gallant, H. J. Heinz (NBC)	7. Adventures of Champion,	4. Your Hit Parade (NBC)	21*Robin Hood, Wildroot, J&J (CBS)
8. Gene Autry, Wrigley (CBS)65	Cust (Cus) 1.971	 *Disneyland (ABC)	22Lux Video Theater, Lever (NBC)
9. Adventures of Champion, Sust.	9. Rohm Hood, Wildroot, J & J	6. *Dragnet (NBC)29.3	23*Four Star Playhouse, Singer, Bristol-Myers (CBS) 30.3
(CBS)		8. Ed Sullivan (CBS)	24*Life of Riley, Gulf (NBC)
(CBS)		10. Perry Como (NBC)27.5	24*Line-Up, Brown & Williamson (CBS)

The Billboard Scoreboard

The Pulse Audience Composition Studies

Syndicated Film Adventures

Avg.

NOVEMBER RATINGS

AMONG MEN

AMONG WOMEN

Women Per 100 Homes Tuned In

Rank	Shuw	8	Distrib.	Nor. Rig.	Rank	Show	& Distr	180 Home rib. Tuned I
 So Pa Pa Wa W	perman ssport t derfron Led Thr unit of 2	(Fl o D t (N ee l	Distrib. amingo) anger (ABC ICA) Lives (Ziv). te Cristo ('I rol (Ziv)	13.7 C)13.4 13.1 12.3 (PA).11.6	1. Fo 1. 1 3. Cl 3. Th	reign Iu Led Thr dua Smi de Falco	trigne ce Live th (NT n (NB	rib. Tuned I (Otficial)8 es (Ziv)8 "A!
8. Jun 9. 1 S	ngle Jin iearch f (Bagnal	n (S or / l) .	ortune (MC creen Gem Adventure Jungle (TI	s) 8.7	7. Pa 8. Se 9. So	essport to cret File ddiers of	Dange , U.S., Fortu	A. (Official)7 A. (Official)7 ne (MCA)7 Cristo (Ziv)6

VIEWERS/100 HOMES

A REPORT OF A R	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Viewers P 100 Hom Rank Show & Distrib, Tuned I	100 Homes
1. Highway Patrol (Ziv)22	4 1. Foreign Intrigue (Offical)94
2. I Led Three Lives (Ziv)22	3 2. Dangerous Assignment (NBC), 90
3. Soldiers of Fortune (MCA)22	1 3. I Led Three Lives (Ziv)88
4, Foreign Intrigue (Offical)22	0 4. Waterfront (MCA)
5. China Smith (NTA)21	4 5. Count of Monte Cristo (Ziv)81
6. Dangerous Assignment (NBC).20	5 6. Biff Baker U.S.A. (MCA)79
6. Waterfront (MCA)20	5 6. Highway Patrol (Ziv)79
8. Secret File, U.S.A. (Official) 19	4 8. The Falcon (NBC)
9. Count of Monte Cristo (Ziv)19	2 9. China Smith (NTA)
10. The Falcon (NBC)19	1 10. Passport to Danger (ABC)75

	AMONG TEENS		
Men Per 180 Homes Tuned In	Teens Per 100 Homes Rank Show & Disteib. Tuned In		
d)85	1. Superman (Flamingo)28		
	2. Foreign Intrigue (Offical)25		
82	2. I Search for Adventure (Bagnall)25		
82	4. Count of Monte Cristo (Ziv)24		
NBC).79	5. Soldiers of Fortune (MCA)23		
	6. Jungle Jim (Screen Gems)22		
177	6. Passport to Danger (ABC)22		
icial)75	6. Waterfront (MCA)22		
Al70	9. Highway Patrol (Ziv)20		
(iv)67	10. I Led Three Lives (Ziv)19		

AMONG TEENS

AMONG CHILDREN

Ran	Children Per 100 Homes k Show & Distrib. Tuned In
1.	Ramar of the Jungle (TPA)96
1.	Superman (Flamingo)96
3.	Jungle Jim (Screen Gens)79
4.	Soldiers of Fortune (MCA)65
5,	Highway Patrol (Ziv)41
6.	China Smith (NTA37
7.	I Led Three Lives (Ziv)31
8.	Secret File, U.S.A. (Official)27
9.	Biff Baker, U.S.A. (MCA)24
10.	I Search for Adventure (Bagnall)

SYNDICATED FILM PROGRAMS

Pulse Top 25 Non-Net Shows

November Ratings of **Leading Film Shows**

This breakdown of non-network film ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage, please consule The Pulse, Inc., 15 West 46th Street, N. Y. C.

aw & Distributor

Rank

1 Mr. District Attorney (Ziv)
2 Life of Riley (NBC)
2 Man Behind the Badge (MCA)
4 Mayor of the Town (MCA)
5Badge 714 (NBC)
6Superman (Flamingo
7 Passport to Danger (ABC)
8Range Rider (CBS)
9 Waterfront (MCA)
9 Death Valley Days (Pacific Borax)
9Eddie Cantor (Ziv)
12 Douglas Fairbanks Jr. Presents (ABC)
13I Led Three Lives (Ziv)
14Count of Monte Cristo (TPA)
15City Detective (MCA)11.4
15Highway Patrol (Ziv)
17Annie Oakley (CBS)
18Cisco Kid (Ziv)
19Little Rascals (Interstate)
20 Amos 'n' Andy (CBS)
20Wild Bill Hickok (Flamingo)
22Science Fiction Theater (Ziv)
23 Confidential File (Guild)
23Dr. Hudson's Secret Journal (MCA)
25Sherlock Holmes (UM&M)
20 9.0

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America's no.1 country music television show **CELEBRATING OUR...**



No.1! OZARK JUBILEE has led all other programs in viewers per set with a decisive 3.40. (ARB, 1955). No other program in television attracts a more even percentage of men, (31%), women, (38%), children, (31%), than the OZARK JUBILEE!

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ABC TELEVISION NETWORK

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SPRINGFIELD, MO. "Crossroads of Country Music"

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TV FILM

The Billboard Scoreboard

PULSE LOCAL RATINGS DECEMBER

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

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

Complete ratings are published over a span of one month's weekly

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www.americanradiohistory.con

......5 STATIONS

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.

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

1. \$64,000 Question, WBRC, T	9. Meet Millie, WBRC, T
2. Ed Sullivan, WBRC, Su	10. Jack Benny, WBRC, Su
3. I Love Lucy, WBRC, M	11. December Bride, WBRC, M
4. Red Skelton, WBRC, T	12. G. E. Theater, WBRC, Su
5. Godfrey's Talent Scouts, WBRC, M 39.8	12. Millionaire, WBRC, W
6. I've Got a Secret, WBRC, W	14. Disneyland, WABT, W
7. George Gobel, WABT, S	15. Lassie, WBRC, Su
7. Two for the Money, WBRC, S	15. Line-Up, WBRC, F

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

1. *Dinner Theater, WABT, MF	5. *Pattl Page, WABT, MF
2. News Caravan, WABT, MF	6. *Circle 6 Theater, WBRC, MF
3. *News, Sports, Weatherman (6:30 p.m.), WABT, MF	
4. Mickey Mouse Club, WABT, MF	19. Bob Crosby, WBRC, MF

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Rank Title (Distributor) Station, Day-Time Rating	Rank Title (Distributor) Station, Day-Time Rating
 Badge 714 (NBC), WBRC, F10:00	15. †Patti Page (Oldsmobile), WABT, M., F10:00
 Passport to Danger (ABC), WBRC, F9:3028.0 Dr. Hudson's Secret Journal (MCA), WBRC,	 Mr. and Mrs. North (ATPS), WBRC,
Th9:30	T10:30
 Stories of the Century (Hollywood), WABT,	 Files of Jeffery Jones (CBS), WBRC,
W9:30 Amos 'n' Andy (CBS), WBRC, Th10:0023.5	S10:00 Abbott and Costello (MCA), WBRC, F6:00.14.5 †Andy's Gang (Brown), WABT, S10:30u13.8
 Highway Patrol (Ziv), WBRC, T10:0022.8 †Death Valley Days (Pacific Borax), WABT,	24. Steve Donovan, Western Marshal (NBC),
S10:00	WABT, Su5:00
 Ramar of the Jungle (TPA), WBRC, Su5:30.22.8 Waterfront (MCA), WABT, Su9:30	W6:00
13. Science Fiction Theater (Ziv), KABT,	27. Buffato Bill Jr. (CBS), WABT,
Th7:30	S12:00 Noon
13. Stars of the Grand Ole Opry (Flamingo),	28. Facts Forum (Facts Forum, Inc.), WBRC,
WABT, M9:30	Su,-11:30 6.5

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

ux Video Theater, WNBK, Th
roucho Marx, WNBK, Th
limax, WXEL, Th
ord Theater, WNBK, Th
urns and Allen, WXEL, M
in Tin Tin, WEWS, F
V Playhouse, WNBK, Su

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

1. Mickey Mouse Club, WEWS, MF	6. *One o'Clock Playhouse, Misc., WNBK,
2. *Little Rascals, WEWS, MF	MF
3. *Ramar of the Jungle, WNBK, MF 11.9	6. Reporter; Sports (11 p.m.), WXEL, MF 11.1
4. *Texas Jim, WEWS, M., W., F. 11.6	8. Dinah Shore, WNBK, T., Th
5. *Hilltes of the News (6:30 p.m.), WEWS,	9. Strike It Rich, WXEL, MF
MF	10. Arthur Godfrey, WXEL, M.,-Th

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Passport to Danger (ABC), WXEL, T10:30.22.9	18. Ethel Barrymore Theater (Interstate), WNBK,
Range Rider (CBS), WEWS, Su7:0021.4	87:0012.4
Amos 'n' Andy (CBS), WNBK, F7:0020.9	19. Ramar of the Jungle (TPA), WNBK,
Death Valley Days (Pacific Borax), WXEL,	МF6:00
F 7:00	20. Dr. Hudson's Secret Journal (MCA), WEWS,
Annie Oakley (CBS), WXEL, S6:3017.4	F9:0011.5
Wild Bill Hickok (Flamingo), WEWS,	21, Studio 57 (MCA), WXEL, Th10:3011.4
16:00	22. Uncommon Valor (Gen'l Teleradio), WNBK,
Badge 714 (NBC), WXEL, F7:0016.9	M10:3010.4
Cowboy G-Men (Flamingo), WNBK, M7:00.16.4	23. Liberace (Guild), WXEL, Su7:00 9.9
Doug. Fairbanks Jr. Presents (ABC), WNBK, W7:0015.4	24. Looney Tunes (Guild), WXEL, MS6:00 9.8
WNBK, W7:0015.4	25. Paris Precinct (UM&M), WXEL, M7:00 9.4
Little Rascals (Interstate), WEWS, M F4:30	26. Little Theater (Sterling), WNBK, Th11:15., 9.3
F4:30	27. Greatest Fights of the Century (Craftsman),
Buffalo Bill Jr. (CBS), WXEL, S5:3014.5	WNBK, W11:15 8.7
Cisco Kid (Ziv), WXEL, Th7:0014.5	27. Confidential File (Guild), WEWS, Su10:30 8.7
Follow That Man (MCA), WEWS, F10:3014.2	29. †Patti Page (Oldsmobile), WXEL, W.,
Soldiers of Fortune (MCA), WNBK,	F6:30 8.5
Th7:0013.5	30. Little Rascals (Interstate), WEWS,
Hopalong Cassidy (NBC), WXEL, S6:00 12.9	S10:15 a.m 8.0
Superman (Flamingo), WEWS, Th6:0012.7	30. Science Fiction Theater (Ziv), WNBK,
Great Gildersleeve (NBC), WXEL, W7:0012.5	T7:00 8.0

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

BOSTON

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

1. Ed Sullivan, WNAC, Su	8. Millionaire, WNAC, W
2. \$64,000 Question, WNAC, T	9. Fireside Theater, WBZ, T
3. Climax, WNAC, Th	10. Honeymooners, WNAC, S
4. Groucho Marx, WBZ, Th	12. Playhouse' of Stars, WNAC, F
5. I've Got a Secret, WNAC, W	13. Perry Como, WBZ, S
6. Four Star Playhouse, WNAC, Th	14. Godfrey's Talent Scouts, WNAC, M31.7
7. I Love Lucy, WNAC, M	15. Our Miss Brooks, WNAC, F

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

1. *Carnival, WBZ, MF	6. News Caravan, WBZ, MF
2. Mickey Mouse Club, WNAC, MF 19.8	7. Dinah Shore, WBZ, T., Th
3. *News, Weather (7 p.m.), WNAC, TF 15.5	8. Howdy Doody, WBZ, MF
4. *Patti Page, WNAC, W., F	8. *News, Mise. (11 p.m.), WBZ, MF 12.3
5. Eddle Fisher, WBZ, W., F	10. Arthur Godfrey, WNAC, MTh11.7

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Mr. District Attorney (Ziv), WNAC, T10:30	16. Steve Donovan, Western Marshal (NBC), WNAC, W7:30	
2. Man Behind the Badge (MCA), WNAC, Su10:30	17. Dangerous Assignment (NBC), WNAC, M11:00	
3. Superman (Flamingo), WNAC, F6:3022.7	18. Superman (Flamingo), WNAC, S9:30 a.m. 14.0 19. The Falcon (NBC), WNAC, Su11:0013.8	
4. Range Rider (CBS), WBZ, Su7:0022.4 4. Wild Bill Hickok (Flamingo), WNAC,	20. Stories of the Century (Hollywood), WNAC, T6:00	
T6:30	21. †Andy's Gang (Brown), WNAC, S10:00 a.m	
 Badge 714 (NBC), WNAC, W. 6:30	21. Dangerous Assignment (NBC), WNAC, T7:30	
 †Death Valley Days (Pacific Borax), WNAC, F10:30	21. Life With Father (CBS), WBZ, Su2:0013.4 24. Cisco Kid (Ziv), WNAC, S10:00 a.m12.9	
10. Waterfront (MCA), WNAC, Su7:0019.9 11. Highway Patrol (Ziv), WBZ, W10:3017.2	24. Gene Autry (CBS), WNAC, M6:0012.9 26. Amos 'n' Andy (CBS), WNAC, Su2:3012.8	1
12. Buffalo Bill Jr. (CBS), WNAC, S11:30 a.m. 16.7 13. Sherlock Holmes (UM&M), WNAC,	27. Heart of the City (MCA), WNAC, Su4:3012.7 28. Mr. and Mrs. North (ATPS), WNAC,	1
Th10:30	W11:00	1
F7:15 15. Studio 57 (MCA), WBZ, T10:3015.2	Su4:00	1

CINCINNATI3 STATIONS

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

1. \$64,000 Question, WKRC, T	8. Ford Theater, WLW_T, Th
2. Disneyland, WCPO, W	9. Perry Como, WLW-T, S
3. Groucho Marx, WLW-T, Th	10. TV Playbouse, WLW-T, Su
4. George Gobel, WLW-T, S	12. Big Story, WLW-T, F
5. Dragnet, WLW-T, Th	12. Medic, WLW-T, M
6. Robert Montgomery, WLW-T, M	12. Your Hit Parade, WLW-T, S
7. Lux Video Theater, WLW-T, Th	15. I Love Lucy, WKRC, M

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

1. Mickey Mouse Club, WCPO, MF	6. *Three City Final (11 p.m.), WLW-T,
2. *50-50 Club, Misc. WLW-T, MF	MF
3. *Our Gang, WCPO, MF	7. *Pantomine Parade, WCPO, MF
4. News Caravan, WLW-T, MF	9. Eddle Fisher, WLW-T, MF
5. Dinah Shore, WLW-T, T., Th	10. *Toyland Party, WCPO, M., W., F 10.8

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

I. Mr. District Attorney (Ziv), WLW-T, M10:30	18. Wild Bill Hickok (Flamingo), WLW-T, W6:00
2. I Led Three Lives (Ziv), WLW-T, F9:3023.9	19. Superman (Flamingo), WLW-T, M6:00 9.7
3. Cisco Kid (Ziv), WCPO, Su6:0020.4	20. Celebrity Playhouse (Screen Gems), WCPO,
4. Highway Patrol (Ziv), WLW-T, Th8:30,,20.2	T10:30
5. Racket Squad (ABC), WKRC, W9:0017.0	22. †Death Valley Days (Pacific Borax), WKRC,
6. Amos 'n' Andy (CBS), WCPO, T9:3016.7	S6:30 8.9
 Stories of the Century (Hollywood), WKRC, T10:30	22. Ramar of the Jungle (TPA), WLW-T,
8. Badge 714 (NBC), WLW-T, T10:3014.4	F6:00
9. Paris Precinct (UM&M), WCPO, F10:3013.7	WKRC, Th7:00 8.2
10. Annie Oakley (CBS), WLW-T, T6:0013.0	24. Mayor of the Town (MCA), WKRC, T7:30. 8.2
11. Man Behind the Badge (MCA), WCPO,	26. Judge Roy Bean (Screencraft), WKRC,
Th7:0012.9	W6:00 7.9
12. Studio 57 (MCA), WCPO, Th10:3012.2	26. Victory at Sea (NBC), WKRC, T7:00 7.9
13. Confidential File (Guild), WCPO, S -7:30 11.9	28 Honalong Cassidy (NBC) WVDC 8 5.00 18

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1. \$64,000 Question, KNXT, T	8. Jack Benny, KNXT, M
2. Ed Sullivan Show, KNXT, Su	9. Burns and Allen, KNXT, M
3. Groucho Marx, WRCA, Th	10. This Is Your Life, KRCA, W
4. What's My Line? KNXT, Su	12. George Gobel, KRCA, S
5. I Love Lucy, KNXT, M	13. Dragnet, KRCA, Th
6. Climar, KNXT, Th	14. G. E. Theater, KNXT, Su
7. Disneyland, KABC, W	15. Alfred Hitchcock Presents; KNXT, Su 21.2

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

1. Mickey Mouse Club, KABC, MF11.1	6. Queen for a Day, KHJ, MF
2. *News, Geo. Putman, (6:45 p.m.), KTTV,	7. *Big News (10:30 p.m.), KNXT, MF 7.7
MF 8.9	7. *Life With Elizabeth, KTTV, MF 7.7
3. *News, Jack Latham (11 p.m.), KRCA, MF., 8.6	9. News Caravan, KRCA, MTh
4. *Stories of the Century KTTV, MF 8.4	10.*News-George Putman (11 p.m.), KTTV,
5. Art Linkletter, KNXT, MF 8.2	MF

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Ooug. Fairbanks Presents (ABC), KRCA, V10:30	16. Celebrity Playhouse (Screen Gems), KNXT, T10:00
[19] YELLER CHERRY CHERRY CONTRACTOR STATES AND CONTRACTOR STATES TO CONTRACTOR CONTRACTOR CONTRACTOR STATES AND A CONT	17. Jungle Jim (Screen Gems), KTTV, M7:0010.9
이 가지에 잘 잘 잘 잘 잘 했다. 것 같아요. 같이 많은 것이 같이 많이 잘 못 하는 것이 않는 것이 같아요. 아이들 것이 같아요. 아이들 것이 가지 않는 것이 같아요.	18. Superman (Flamingo), KTTV, S7:0010.8
HT 25 THE TO THE ALL NEEDED TO THE TO AND A THE TO A THE REAL AND A THE TO A THE THE THE THE THE THE THE THE T	19. Star and the Story (Official), KTTV, F10:00
	20. I Married Joan (Interstate), KTTV, M9:30, .10.6
이 방법을 하고 수가 있었다. 그는 것은 이 방법을 것 같이 것 같이 것 같아요. 이 집에서 집에 집에 집에 가지 않는 것을 것 같아요. 이 집에 집에 집에 집에 집에 집에 집에 있는 것을 가지 않는 것을 하는 것을 수가 있다. 것을 하는 것을 하는 것을 하는 것을 하는 것을 수가 있는 것을 하는 것을 수가 있다. 것을 하는 것을 수가 있는 것을 수가 있다. 것을 하는 것을 수가 있는 것을 수가 있다. 것을 수가 있는 것을 수가 있다. 것을 수가 있는 것을 수가 있다. 같이	20. The Whistler (CBS), KNXT, W10:0010.6
cience Fiction Theater (Ziv), KTTV,	 ¹Death Valley Days (Pacific Borax), KRCA, S7:00 Amos 'n' Andy (CBS), KNXT, Su5:3010.2
A CARLES AND A C	24. Highway Patrol (Ziv), KTTV, M9:00 9.9
	25. New Orleans Police Dept. (UM&M), KTTV,
THE FRAME PARTY AND TRANSPORT AND A CONTRACT OF THE SECOND AND A DESCRIPTION OF THE SECOND AND A DESCRIPTION OF	F9:00 9.3
fr. District Attorney (Ziv), KNXT, M10:00.12.5	26. Mr. and Mrs. North (ATPS), KTTV, S5:30. 9.1 27. Great Gildersleeve (NBC), KRCA, F8:30., 8.9
Led Three Lives (Ziv), KTTV, S8:3012.3	27. Paris Precinct (UM&M), KTTV, S9:00 8.9
Search for Adventure (Bagnall), KCOP,	27. Dr. Hudson's Secret Journal (MCA), KTTV,
h7:30	Su9:00 8.9
mos 'n' Andy (CBS) VNVT C 7.20	30. Top Plays of '55 (Screen Gems), KRCA,
and a Andy (CD3), KNA1, 57:3011.4	Su8:00 8.6
	V10:30

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

1. \$64,000 Question, WCBS, T	9. Red Skeiton, WCBS, T
2. Ed Sullivan, WCBS, Su	10. Perry Como, WRCA, S
3. I Love Lucy, WCBS, M	11. Godfrey's Talent Scouts, WCBS, M
4. Disneyland, WABC, W	12. Climax, WCBS, Th
5. Groucho Marx, WRCA, Th	12. Robert Montgomery, WRCA, M
6. Honeymooners, WCBS, S	14. Lux Video Theater, WRCA, Th
7. Phil Silvers Show, WCBS, T	15. Caesar's Hour, WRCA, M
8. Person to Person, WCBS, F	16. December Bride, WCBS, M

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

1. News and Weather (11 p.m.), WRCA MF., 13.5	6. Arthur Godfrey, WCBS, MTh 8.6
2. Mickey Mouse Club, WABC, MF 12.4	7. CBS News, WCBS, MF.
2. *News, Weather and Sports (11 p.m.), WCBS, MF.	8. Bob Crosby, WCBS, MF
4. *Looney Tunes, WABD, MF 9.0	9. Art Linkletter, WCBS, MF
5. Big Payoff, WCBS, MF 8.7	9. Howdy Doody, WRCA, MF

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Doug. Fairbanks Jr. Presents (ABC), WRCA, W10:30	16. Jungle Jim (Screen Gems), WRCA, F6:00 7.2 16. Star and the Story (Official), WRCA,
2. Superman (Flamingo), WRCA, M6:0011.7	S7:00
3. Highway Patrol (Ziv), WRCA, M7:0010.1	18. Waterfront (MCA), WABD, T7:30,
4. †Andy's Gang (Brown), WRCA,	19. †Death Valley Days (Pacific Borax), WRCA,
S9:30 a.m 9.9	W7:00 6.8 20. Badge 714 (NBC), WPIX, W8:30 6.7
5. Gene Autry (CBS), WABC, Su6:00 9.4	21. Science Fiction Theater (Ziv), WRCA,
6. The Goldbergs (Guild), WABD, Th7:30., 9.3	F7:00 6.3
7. Annie Oakley (CBS), WCBS, S5:30, 8.8	22. Wild Bill Hickok (Flamingo), WRCA,
8. Capt. Z-Ro (Atlas), WRCA, Su11:30 a.m., 8.6	W6:00 5.9
8. City Detective (MCA), WPIX, Su9:30 8.6	23. Highway Patrol (Ziv), WPIX, W9:30, 5.7
10Guy Lombardo (MCA), WRCA, Th7:00, 7.9	23. Cisco Kid (Ziv), WABC, S6:00 5.7
11. Great Gildersleeve (NBC), WRCA, T7:00 7.7	23. The Whistler (CBS), WPIX, Su10:30 5.7
12. Little Rascals (Interstate), WPIX, M	26. Buffalo Bill Jr. (CBS), WPIX, S6:00 5.6

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S.-5:00.. 7.5 13. Range Rider (CBS), WLW-T, Th.-6:00.....11.9 29. Championship Bowling (W. Schwimmer), 15. Texas Rasslin' (Sterling), WCPO, M.-7:00, ... 10.9 WKRC, Su.-1:00 7.4 16. (Patti Page (Oldsmobile), WCPO, W.-7:00...10.3 30. Little Rascals (Interstate), WKRC, M., T., 17. Lone Wolf (MCA), WKRC, W.-7:00......10.2 Th., F.-6:15 7.0

Dep't of Justice Gets ASCAP Logging Plaints

Investigations Not **Based** on Number **Of Recent Filings**

WASHINGTON, Jan. 14. - A Department of Justice spokesman this week confirmed that many complaints against the distribution policies of the American Society of Composers, Authors and Publishers had been filed with his office.

Judge Stanley N. Barnes, assistant attorney general of the department's anti-trust division, admitted that "we have received a good many complaints," altho he would not say whether or not the department was considering taking action on the beefs. He added that the number of complaints had "sharply increased since announcement of the January 1 change in distribution."

ASCAP's decision to reduce the ABC-Par. Label value of network sustainer plugs, a move strongly condemned as "discriminatory" by band leaders and some small publishers. At the Plans Series of same time, ASCAP broadened its level, to reflect better the present day facts of the music business Jazz Albums and the greater income the Society derives from local stations as against the radio networks.

complaints doesn't necessarily determine if an investigation will be taken," he said. He asserted that the department does not "respond to pressure" but weighs complaints on their merits and the legal considerations involved.

BIG 3 HOPPING WITH BIG 3 IN HOT CATEGORY

NEW YORK, Jan. 14.-For the first time in a long while each of the Big Three music firms have potentially hot properties on the docket at the same time, and the pubberies' professional men are hopping.

For Robbins Music, it's "I'll Cry Tomorrow," recorded for M-G-M Records by Susan Hayward, who stars in the film of the same name. The tune "Reserved," publishec by Miller Music, has been cut by Gisele MacKenzie for Vik Records. The thrush will air the tune on the NBC-TV Chevrolet show, Tuesday (17).

Feist Music has "Forever Darling," cut for M-G-M Records by Desi Arnaz, who stars in the film bearing the same title. Arnaz with frau Lucille Ball, takes off shortly on a disk jockey our to plug the disk. The Ames Brothers have also cut "Forever" for RCA Victor.

Royalty-Minded Publishers Eye Low-Cost Record Output

Charge Improper Accounting of Sales; Uncle Sam Chiseled, Too

By JOEL FRIEDMAN HOLLYWOOD, Jan. 14.-The continued growth of bargain basement record firms, cheap labels who market their product thru mass radio-TV advertising (i.e., "16 hit tunes for \$1.98") has resulted in a ground swell among some music publishers who feel that proper accounting of disk sales

hasn't been made.

MUSIC-RADIO

Communications to 1564 Broadway, New York 36, N. Y.

the target of some rather sly | The problem of accounting for to clarify the excise tax laws.

it is known, are paying publishers, with the latter often receiving

Uncle Sam has apparently been welcome revenue, from this source.

New Col Plan Calls For Guarantees on Single Pop Records **To Benefit Distributors, Dealers;** 500,000-Record Reserve Pool Set

NEW YORK, Jan. 14 .- A unique be uncertain about ordering heavplan calling for guarantees of sing- ily, may order disks in any quanle pop recordings has been put tity from his guarantee fund up to NEW YORK, Jan. 14 .- One of into operation by Columbia Rec- an amount not exceeding his althe most ambitious jazz projects ords, with dealers and Columbia location. Following an intensive Judge Barnes refused to indicate undertaken by a non-specialist distributors expected to gain wider sales period, the distributor may what action, if any, his department record company is now in the latitude in ordering merchandise then return any unsold records, on its LP cover art, with pracis contemplating. "The volume of works at the young ABC-Para- as a result of the program. with said return deducted from tically all new albums (including A reserve pool of an estimated his original allocation. Should the EmArcy and Wing) scheduled to distributor not have a return even carry four-color covers. This will 500,000 records has been eartho he has drawn from the pool marked by Columbia as guaranteed pitch while presenting a wide disk merchandise, with distributor he would be credited with the number of records guaranteed and allocations prorated and based Under the direction of jazz upon the company's quota system. ecording chief Creed Taylor, an In effect, here's the way the allowed to use the maximum number of records in his pool again. (Continued on page 22) plan works: A distributor who may their area. The "guarantee fund" is in addition to specific recordings otherwise guaranteed from time to time by Columbia. The move is seen as an effort on the part of Columbia to overcome any dealer or distributor reluctance to order and stock in sufficient quantities and also offers the dealer and distributor an incentive to order. Additionally, the move will conteract guarantees of similar nature' made by both other major firms and numerous indie labels.

chicanery, too, with some "hit tune" mechanical royalties due music firms adding a new wrinkle in an publishers has become increasingly effort to circumvent the payment difficult, according to agent Harry of excise taxes. As a result, record Fox, by virtue of the nature of the manufacurers here have requested hit tune label business. Too few the Internal Revenue Department of these firms, said Fox, keep records of any kind. Part of the job Not all hit tune firms have in assuring publishers of proper ducked royalty obligations. Some, mechanical accounting consists of educating these labels by installing bookkeeping systems common to the record industry. The list of labels in the hit tune business has continued to grow, he said, and will continue to do so as the record industry prospers.

THE BILLBOARD

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"It's not our intent to put any (Continued on page 42)



NEW YORK, Jan. 14. - In a move to further strengthen its current drive on albums, Mercury Records is putting new emphasis mark the first time the label has used four-color covers for its jazz LP line. At the same time, Mercury has new four-color covers in the works Distributors would pass on their for many of its current catalog LP guarantees to record dealers in items, which are being converted from 10-inch to 12-inch this year. According to a.&r. chief Art Talmadge, the label will release more than 50 four-color 12-inch albums during the next six months, including 15 pop LP's, 25 EmArcy jazz packages, 10 classical LP's and at least five Wing sets. Mercury has surveyed the album cover field carefully and some of its conclusions on new trends (art and copy-wise) will be utilized by (Continued on page 22)

Defense Wins Platters' Suit

NEW YORK, Jan. 14.-An action filed in Federal Court here late last year by the Platters, rhythm and blues vocal group. against King Records and Federal Records was settled this week in favor of the defendants.

ters sought to have the diskeries keyed to his forthcoming Universaltune for Mercury Records.

the court held that the plaintiffs mental Goodman packages of their coinciding with the opening of his had not sustained their burden of own. Both companies will issue proof. It was also held that by packages entitled "The Benny virtue of an agreement between Goodman Story," and Victor has Tony Williams, lead singer of the given the King of Swing its spegroup, and Federal Records, dated cial \$24.95 multi-disk limited edi-June 2, 1953, "it may well be that tions treatment. the defendants, rather than the Universal - International meanplaintiffs, are the aggrieved party." while has lined up an unusual va-

mount outfit. The venture is labeled "Know Your Jazz," and it embodies a strong educational variety of contemporary styles.

recording chief Creed Taylor, an

Pushes on Goodman **Reach Giant Scale**

Columbia, Cap, Victor, Decca All Tie in With U-I's Forthcoming Biography Pic

NEW YORK, Jan. 14. - The riety of promotional tie-ins on sev-In the original action, the Plat- Benny Goodman revival push, eral commercial fronts.

enjoined from further issuance of International film bio, is mush- the throes of organizing a new edicopies of the group's hit disk, rooming into fantastic proportions. tion of his historic swing band for "Ony You." It was alleged that In addition to the big Goodman his month-long engagement at the King was continuing to issue the record pushes already launched by Empire Room of the Waldorfdisk after the group had recut the Columbia and Capitol, RCA Vic- Astoria here. The booking, his first tor and Decca now have gotten at the spot in about 16 years, will In the decision handed down, into the act with several monu-

MUSIC IN MOVIES "

Foreign Filmers Catch on To Potentials in U. S. Disks

NEW YORK, Jan. 14.-Foreign | contains two tunes tailored to disk film producers grow increasingly length, which have already aphip to the American music business. peared on the RCA Victor label A good illustration of this is the here. Sophia Loren, star of the music activity of Ponti-DeLauren- film, does the title song, also tiis, produce. of "Woman of the known as "Mambo Bacan," backed River," which is scheduled to be with "Nives." The writers are the released in the United States in late same songsmiths who did "Anna," April or May.

"Anna" created a stir in music acquired by the same publisher circles last year thru the Sylvana who acquired "Anna," Howard S. Mangano sound track version of Richmond's Hollis Music.

namely, Franco Giordano and Ro-The producing firm, whose film man Vatro. The tunes have been

And the "King" himself is in commence February 9, virtually film at the Capitol Theater.

Victor Releases

Victor, in view of the intense BG activity, moved its own Goodman releases up to a late January shipping date after originally schedul- wood's major motion picture stuing them for March. The company's dios are currently considering speleading item will be the \$24.95 cific employment proposals from special entitled "Benny Goodman, the Composers & Lyricists Guild the Golden Age of Swing." This of America, the sole remaining will consist, like the earlier Glenn creative group working in motion Miller special, of five 12-inch LP's pictures without a collective baror 15 EP's. The 60 selections in- gaining agreement. cluded were selected by BG himself from disks cut while he was Guild, said the proposals include contracted to Victor between 1935 minimum fees for work of both Bob Scobey & Band and 1939.

to be limited to a run of 60,000, conditions which were sent earlier a total of both speeds, altho the this week to the members comidea of opening up for an addi- panies of the Motion Picture Protional run has not been ruled out. ducers' Association.

the flick, and featuring the original a per minute basis and payments minimum one 12-inch LP per year recordings of tunes revived for use for songs on a per song basis, he for the next three years. in the film. According to the disk- declared. The Guild represents its ery, the sound of all the BG re- members in employment relation- according to Koenig. Dixie Star issues has been "enhanced con- ships only. siderably."

Decca this week confirmed last that the Guild would seek to cover label. Both pacts are non-exclusive.

CLGA Employm't J. Teagarden Plans Mulled By Hwd. Studios

HOLLYWOOD, Jan. 14.-Holly-

Leith Stevens, president of the free lance and staff composers and Present plans call for the set cleffers, and a code of working

Capitol Signs

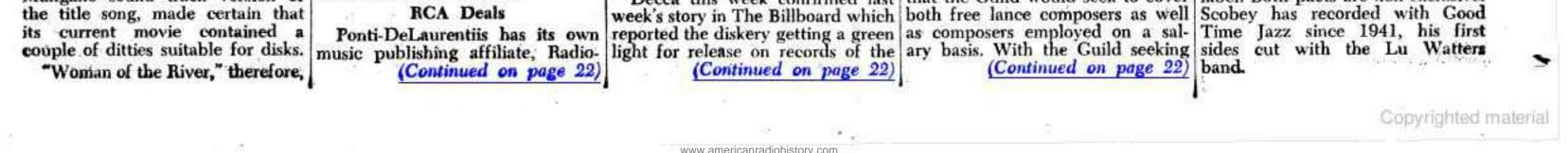
HOLLYWOOD, Jan. 14.-Capitol : Records continues adding to its already bulging talent roster, inking veteran trombonist Jack Teagarden to a term recording contract this week. Teagarden's first effort under the new agreement will be an album produced by repertoire staffer Dave Cavanaough, for which recording sessions are scheduled to begin this week.

Eddy Akridge has also been signed to a new pact for the firm's country and western roster. Ken Nelson will produce these sessions.

Good Time Repacts

HOLLYWOOD, Jan. 14.-Lester Koenig, president of Good Time Jazz, this week clarified the recording status of Bob Scobey and his Frisco band, with Scobey re-In addition, Victor will have a The proposals cover payment maining with the label under a new regular \$3.98 single LP named for for musical scoring for a film on pact calling for the release of a

Scobey will record jazz only, was recently inked by Norman Until now it was not known Granz for the latter's Down Home



THE BILLBOARD

A FLYING START

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c.

MUSIC-RADIO

Jan. Sets Pace for Record Year in Record Business

Continued from page 1

definitely helped his business.

Altho spot checks among dealers influencing the sales picture. brought forth various complaints record clubs to the effects of the week. weather, the picture generally was very favorable. Colony, leading ing year within the industry itself an almost certain record industry RCA's Recorded Broadway outlet here, reported Ianuary business so far is up over last year and follows a very heavy Christmas selling period. Here, it was felt, release of more and more colorfully packaged album repertoire was spelling the plus difference in business.

reported December sales peaks in disks as well as in all types of phono equipment, and indicated that movement of the latter was now felt to be keeping record sales moving briskly. Record Bar, of Durham, N. C., altho declining comment on January activity, reported December packaged goods sales 25 per cent over December,

Columbia Will Release More European Pops

NEW YORK, Jan. 14.-More frequent release of European originated pop album material by Co-

eral economic health of the nation. eral rise.

ments in the classical field have 1954. Steadily increasing demand | In addition to the fact that spendfor classical packages was cited as able per capita income is now the highest ever, leading economists Similar views were expressed by have predicted a general rise in ranging from alleged inroads of other dealers contacted during the over-all business activity of up to 5 per cent.

The outlook for a record-break- Heavy January disk activity cues was further bolstered by the gen- participation in the expected gen-

Trust Suit Filed Perdue Radio, Montclair, N. J., ported December sales peaks in Vs. ASCAP, BMI

Life Music Sues License Orgs, Others For \$7,500,000; Monopoly Is Charged

Young's longtime hassle with the and performance to any material department; Al Sambrook, manmajor music licensing organizations in which BMI, ASCAP or Sesac blossomed forth this week into a exercise control or have interests; full-scale legal attack on "blanket halt the practice by record comlicensing," with the filing of a panies of indicating the licensing \$7,500,000 anti-trust action nam- organization (BMI or ASCAP) on ing as defendants Broadcast Music, disk labels; restrain BMI or its of-Inc.; the American Society of ficers from offering its licensees Composers, Authors and Publish- rebates or discounts, or offering ers; Sesac, Inc.; the Radio Cor- "any service other than a title poration of America, the Columbia clearance service"; enjoining BMI Administration, will also attend. Broadcasting System, and the rec- from paying its affiliates (publishord and publishing affiliates of ers presumably) any compensation the cited networks.

by Young and D. M. Fox.

ble damages and further requests of such members or affiliates." the Federal Court here to enjoin the licensing orgs from offering datory injunction" directing NBC blanket license deals to music users. The petition asks that ASCAP, BMI and Sesac be required to offer music users a per-use-per-selection deal with rates "fairly and reasonably fixed." The injunction sought by Life against the defendants covers a long list of alleged abuses.

NEW YORK, Jan. 14.-Barney priority in recording, publication "based upon guarantees or other Plaintiff is Life Music, headed arbitrary considerations regardless of actual performance or use of Life asks the \$7,500,000 as tre- the musical works and compositions

2,000 GAIN IN '55 COPYRIGHTS

WASHINGTON, Jan. 14 .-The Library of Congress has reported an increase of more than 2,000 copyright registrations for fiscal 1955 over 1954, chiefly for books, periodicals and music. Grand total for 1955 was 224,732. The Library's collection of phonograph recordings reached 456,000, while "volumes and pieces of music" totaled 2,041,000.

Program Services To Meet in Miami

NEW YORK, Jan. 14.-Starting Monday (16), the RCA Recorded Program Services department will hold its annual four-day sales planning meeting at the Empress Hotel, Miami.

Attending the meet this year will be the entire exec line-up from the New York offices and between 15 and 20 field men. The local contingent includes Jim Davis, manager of the Custom Record ager of Recorded Program Services; Ben Selvin, artist and repertoire head; Frank O'Donnell, advertising and promotion chief, and Paul White, advisor on TV film. Emmett Dunn, former RCA Victor Record Division controller, who last week was named manager of the Custom Records

Col, Epic Distrib Shifts HOLLYWOOD, Jan. 14 .-- Coumbia and Epic Records this week

completed a series of distributor changes in the Northwest, Paul Pepin representing the parent company and Bob Demain for Epic.

Supreme Court For Ballentine, De Sylva Case

NEW YORK, Jan. 14.-The U. S. Supreme Court has decided to determine the issue in the Marie DeSylva vs. Marie Ballentine case -involving the crucial question of whether a child has equal rights with the widow in the disposition of renewal rights.

The case is considered one of the most important in the annals of the music business.

The appeal to the Supreme Court has been spearheaded by Sidney and Philip Wattenberg, attorneys for the Music Publishers' Protective Association, whose brief charged that the decision of the lower courts would be damaging to the traditional mode of operation of the music business and would jeopardize the copyrights of many publishers who secured the assignments from widows. The lower court ruling held that a child has equal rights with a widow.

Interested Parties

The music business rallied strongly to the attitude of MPPA, as expressed in the brief of the Wattenbergs, and various groups have been granted permission to file briefs as amici curiae-including the American Society of Composers, Authors and Publishers, Songwriters' Protective Association and the Motion Picture Association of America.

Sidney Schreiber, counsel for the Motion Picture Association, expressed the belief that the case would reach the Supreme Court in 40 to 60 days.



Jumbia Records is expected as a result of recent talks held abroad with Philips execs by George Avakian, Columbia pop and jazz album chief.

Avakian, back from a month-long business trip in Europe, held confabs with Philips reps in England, Germany, France, Sweden, Italy, Denmark and Holland. He also met with a Norwegian Philips exec while abroad.

Nature of the conversations dealt with procedural techniques to speed the exchange of suitable material on both sides of the Atlantic. Each diskery can call on the ma-terial of the other. Also Philips in Out at MCA terial of the other. Also Philips in setting its recording schedules will now give more consideration to Corporation of America made sevoriginating packages likely to appeal to American consumers as well affecting its band, acts and small as its own public in Europe.

Avakian, a jazz man from way back, also was impressed with the Bob Coburn both exited the sic business becomes increasingly The ditty is also on the flip of Tony amount of jazz activity abroad and agency. Talan, special'st in acts, international-minded. Common Bennett's Columbia disk "Sing, You the quality of the musicians. He was succeeded by Roy Davis, who singled out for special mention was brought in from MCA's Chi- itues, idlers outside the Turf and Swedish jazz artists Putte Wick- cago office. Coburn, who handled in publisher circles includes "It's month, The Billboard noted that man, Ove Lind, Arne Domnerus, the Eastern band routes together a hit in Scotland," or "here's an- Capitol launched its "Capitol of Lars Gullin and Bengt Halberg. In with Howard McElroy, has no suc-Holland Avakian found the Dutch cessor as yet. Swing College Band, Wes Ilkun and Tony Vos among the top talents.



NEW YORK, Jan. 14.-Jackie **Gleason** is mulling over a plan to off with an unabridged waxing of Dickens' "A Tale of Two Cities." The dramatizations will be accompanied by original musical scores. If the series is recorded on LP,

story in 18 12-inch packages.

When queried about the project, a Capitol spokesman said "no comment.

In the absence of Gleason and recording dates. his manager, Bullets Durgom (on any knowledge of any immediate to packed houses in spite of a local gal, which connotes musically such in fact a recorded history of the and Fiedler, and music, of course,

Among those are requests to enjoin the defendants from giving

Talan-Coburn

units departments.

and CBS, and their affiliates, to 'divest themselves" of any stock or interest in BMI. The same directive should go out to other broadcasters who may have interests in BMI, the petition states.

BRILL FOREIGNERS

Tunes From Afar Hit New U.S. High NEW YORK, Jan. 14. - Music eral personnel changes last week,

NEW YORK, Jan. 14.-The in-1 "Capri in May," a French item flux of tunes from far away places published here by Bourne, Inc., MCA veterans Jack Talan and is reaching a new high as the mu- and recorded by Jackie Gleason. verbiage among Brill building hab- Sinners." other sleeper from Portugal," etc. the World" series, the idea of

The trend, of course, has been which is to release here imported developing for years, but whereas masters (acquired from Cap's parseveral years ago foreign-derived ent company, Electric & Musical tinental ditties every few weeks.

Here's a sampling of the overseas orientation in the pop field. Columbia Records has just released a Percy Faith disk containing "Valley Valparaiso," backed with "Bluebell." The first-mentioned, published here by Broadcast Music, Inc., is a big seller in France. The latter, acquired by Howard S. Richmond, actually had a sale of some 70,000 disks among hills and braes of Scotland-a big figure for a small area.

Capitol Disks

Capitol has just released some disks with foreign-derived melodies. These include Les Baxter's ork's reading of "The Poor People of Paris," a French item known cording dates. Meanwhile, Garner opened at Ray Anthony's version of "Ma- The "sampler" actu

Columbia shifted its line from Edwards Distributing Company to Standard Supply Company in Salt Lake City, while Epic assigned its franchise to the Zion Distributing Company in both Salt Lake City Still further, the complaint asks and Denver from Edwards and B. (Continued on page 22) K. Sweeney respectively.

Oberstein Disk Label for 100G

NEW YORK, Jan. 14. – Eli Oberstein's Record Corporation of America became involved in another legal entanglement this week, when the diskery was sued in Federal Court here for \$100,000 by band leader Ralph Elanagan.

In the complaint, Flanagan charges that the defendant, in July, 1955, issued, sold and published a commercial recording bearing the plaintiff's name. According to the suit, Flanagan claims he did not perform on the record or authorize the use of his name. This, it was stated, constituted a violation of the rights of privacy. Because of the alleged embarrassment and humiliation suffered on this score, Flanagan asks \$50,000.

Flanagan, who has a recording pact with RCA Victor, also charged that statements made on the defendant's record were false and defamatory and that the record material represented a tiny frag- Industries) which have struck pay was of inferior quality. Flanagan ment of the pop business, it has dirt abroad. The first release, in also asks damages of \$50,000 on now reached the point where there December, was an instrumental these counts, because of the these counts, because of the is excitement on a flock of Con- waxing by Willie Schoebben of alleged damage to his reputation

(Continued on page 22) as a band leader.

Going back just about one

RCA Readies 75th Anni. of Hub Symph

Victor is set to start firing its big late Serge Koussevitsky, the prespromotional guns this week in cele- ent maestro Charles Munch and bration of the 75th anniversary of Boston "Pops" conductor Arthur the Boston Symphony. A "sam- Fiedler. The story of the ork is pler," special new releases, adver- narrated by Milton Cross, Leslie tising on all levels, point of sale Rogers and Fiedler. The LP itself material and, in many instances, is called "75th Anniversary-A Muspecial price concessions to retail- sical History of the Boston Symers on Boston merchandise are all phony and the Boston 'Pops'."

NEW YORK, Jan. 14. - RCA which the ork is conducted by the

Simultaneously, the company is The "sampler" actually resem- issuing a special 49-cent EP enlocation in Florida), a spokesman Baker's Keyboard Lounge in De-f : the Cleason office here denied troit last week, where he is playing notes this ditty comes from Portu-it is priced at 98 cents retail. It is 'Pops'," with narration by Cross

and the Tip Toppers. Merc., Garner In Pact Hassle

NEW YORK, Jan. 14.-Mercury Records and Erroll Garner are produce a series of dramatic-read- hassling over the latter's contract, ing albums on the classics, kicking with the pianist wanting out and the label asking the American Federation of Musicians to look into the situation.

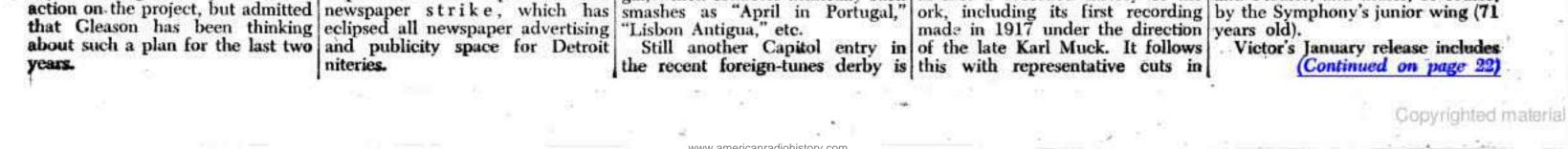
In the small units division, Mike

Barker was hired away from Mer-

cury Artists. Making the switch

with him was a block of Mercury talent, including the Gur Drops

According to a spokesman for Mercury, the label has had diffi-Gleason will wrap up the Dickens culty in pinning Garner down to definite dates for recording, and consequently has refused to pay the pianist until he agrees to give them a "guaranteed" schedule of to the Gallic music business as "La



MUSIC-RADIO

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DECCA RECORDS is pleased to announce that, effective Monday, January 16, we will accept orders from Record Dealers on our forthcoming album: The Original Sound Track from the UNIVERSAL-INTERNATIONAL TECHNICOLOR MOTION PIC-TURE—"THE BENNY GOODMAN STORY"— Starring STEVE ALLEN and DONNA REED, with GENE KRUPA, LIONEL HAMPTON, BEN POLLACK, TEDDY WILSON, EDWARD 'KID' ORY, and Guest Stars HARRY JAMES, MARTHA TILTON, ZIGGY ELMAN—and the Clarinet of BENNY GOODMAN! **Recorded in Superb High Fidelity**

Included in two individual 12-inch Long Play albums (with Extended Play 45 counterparts) are such great titles as: LET'S DANCE, DOWN SOUTH CAMP MEETIN', KING PORTER STOMP, IT'S BEEN SO LONG, ROLL 'EM, BUGLE CALL RAG, DON'T BE THAT WAY, YOU TURNED THE TABLES ON ME, GOODY GOODY, 'SLIPPED DISC, STOMPIN' AT THE SAVOY, ONE O'CLOCK JUMP, MEMORIES OF YOU, CHINA BOY, MOONGLOW, AVALON, and THE ANGELS SING, JERSEY BOUNCE, SOMETIMES I'M HAPPY, SHINE, and SING, SING, SING.

Now the authentic Musical Score from one of the greatest musical stories ever to reach the screen is available EXCLUSIVELY on HIGH FIDELITY DECCA RECORDS.

LONG PLAY: I	DL	8252	(Vol. I)	\$3.98*	
		DL	8253	(Vel. II)	\$3.98*

EXTENDED	PLAY	'45:	ED	797	(Part	Ŋ	\$2.93* (2 Records)
= *			ED	798	(Part	II)	\$2.93* (2 Records)
			ED	799	(Part	III)	\$2.93* (2 Records)

ORDER

TODAY!

*Suggested List Prices—Including Federal Excise Tax



We also give you the BIG-SELLING Sound Track album of "THE GLENN MILLER STORY."



Goodman Pushes in Giant Scale

Continued from page 19

22

cording contract.

Decca LP's

Decca will make the track available on two LP's, Vols. 1 and 2, each selling at the suggested list of \$3.98. It also will be available on EP. The film itself stars Steve Allen and Donna Reed, while the musical stars who actually perform | • Continued from page 19 include Gene Krupa, Lionel Hampton, Ben Pollack, Teddy Wilson, Kid Ory, Harry James, Martha Tilton, Ziggy Elman and, of course, BG himself.

Altho the personnel of Goodman's new band is far from set, he plans a short break-in tour prior to Victor here secured the same sound it provides a lot of additional playhis New York opening, probably in New England. He is known to be entertaining the idea of a tour following the Waldorf stint, an idea which several agencies have been trying to make irresistible to the maestro.

Promotion-wise, Victor is preparing a campaign of ads and TV plugs for its albums, including features and spots on such shows as "Today" and "Home." "Monitor" will feature the entire line-up of Victor recordings.

Paper Serial

The Universal studio is offering a five-part serialization of Goodman's life to newspapers. It also and the film grossing \$4,500,000, has deals with Eagle Clothes, the Fred Astaire Dance Studios and a national fashion-in-rhythm campaign. The latter will be launched in February via stores associated with the Irene S. Johns buying offices in 56 key markets.

his nightly web TV-er "Tonight." The second will be built around a series of major network appearances of both Allen and BG, including a spectacular this month. Goodman's press agent, Virginia

actual film sound track. Norman Wicks, is laying plans for an old-Granz, who holds exclusive con- fashioned-type mob scene, sending tracts with several of the film's out a call for all female vocalists musical stars, gave U-I releases on who aspire to a job with the band. these in return for the release of The date set is Wednesday (18) at Ella Fitzgerald from her Decca re- the Broadway Nola Studios between 1 and 3 p.m. Gals are advised to bring resumes, records and pictures. In the old days this sort of thing often produced pure pandemonium.

Musc in Movies

ri musica. This firm has already secured foreign disks on th . tunes. i one deal, the sound track was leased to RCA Italiana. RCA in France also secured a license, and track. It is expected that cover ing time for r.&b. talent; secondly, versions by other American labels will be out shortly.

It is interesting to observe that in the case of "Anna" no less than geographical - area 34 records were released by United States labels, of which 22 were singles. A comparable amount of versions were release? in England, this batch including many of the included in the circuit are Hobo-American-produced disks released thru reciprocal arrangements, as well as British-made disks.

as against an expected gross of \$750,000.

LOCAL CHAINS Intra-City R&B **1-Night Tours On Upswing**

NEW YORK, Jan. 14. - The practice of selling a rhythm and blues package to a theater chain in one city-for a series of consecutive one-night appearances in different sections of that city, or in nearby towns-is growing strongly. The Sl., w Artists Corporation, for instance, now has such an arrangement covering district theaters in Virginia, Detroit and in New Jersey. The deal is advantageous from several points of view. Firstly,

it enables the theater operator to get a package at a bargain rate and to show it to a very large total audience within a concentrated

The New Jersey deal was just oncluded with the Stanley-Warner chain, and the first show is scheduled to go into its theaters the week of February 13. Towns ken. Orange, Bayonne, Paterson, nizabeth and Passaie. Talent for this string of dates include Jesse Powell, Al Sear:, Sam (the Man) Result: Performances a-plenty Taylor, the Cadillacs, the Valentines, Gloria Mann and others.

Korman Clisin

In Detroit a similar showcase Publishers and indie film pro- for r.&b. talent has been set up by ducers are carefully watching what the Korman Theater chain, with hearts and the Flamingos will happen in the case of the packages scheduled to play five Sophia Loren film-music business theaters in seven days. From Janunschluss, "Woman of the River," ary 27 thru February 2, Shaw art- type of operation. The practice Two special radio and TV pushes with the same film producer, same ists set for this group of dates there is to bring in the r.&b. packhave been mapped for the flick it- American publishers and same included Dakota Staton, Nolan ages twice a month and play them self, one involving Steve Allen thru cleffers. Lewis, Sunny Till and His New in theaters in Richmond, Ports-

Foreign Tunes Hit U. S. High • Continued from page 20

"Trumpet Tango" and "Pony Parade"-a best-seller in Holland. has been strongly oriented to the versions of "Arriverderci Roma"; European pop scene from a talent note too the activity on publisher standpoint, as evidenced by the and diskery levels on behalf of Caterina Valente disks released Sophia Loren's "Woman of the here thru the diskery's deal with River." Deutsche Grammophon, is also sampling current foreign song ma-

terial. Owen Bradley's version of "Lights of Vienna," published by Bolgian publisher Lagrance Klugar Belgian publisher Jacques Kluger, has just come out on the back of "Moritat." Decca, too, has just released a Danny Kaye disk, which also features his daughter Dina, titled "The Little Child," a French ditty which is also out this week by Gisele MacKenzie on Vik.

The last-named ditty, incidentally, had its first disk release in America several years ago via a Columbia waxing cut by Frankie Laine and Jimmy Boyd. Published by E. H. Morris, the tune was then known as "The Little Boy and the Old Man." From this English lyric, the French wrote their own version, "L'Homme et L'Enfant." Eddie Constantine and his daughter, Tania, recorded this version in France. The version has been released here by Kapp records, who bought the master and signed Constantine. Kapp, too, has released the latest version of the song ("The Little Child"), by Eddie Albert and Sondra Lee. "The Little Child"-an English adaptation of the French adaptation-is also published by E. H. Morris.

Orioles, the Charms, the Sweet-

The Virginia district theaters for quite a while have been doing this mouth, Norfolk and Newport News. Talent making the rounds at these spots this weekend includes Chuck Willis, Choker Campbell, Donna Hightower, the Charms and others.

Many other foreign tunes are coming into contention in the pop Decca, which for the past year field. Note for instance the many

NEW YORK, Jan. 14.-A longterm agreement between the Mercury Record Corporation and Pye, Ltd. (and its affiliate Nixa Records), England, has been signed, whereby the latter will manufacture and distribute the Mercury line, including EmArcy and Wing, in Great Britain and parts of the British Empire.

At the same time, Mercury's licensing contract with its present Great Britain distributor, Oriole Records, Ltd., which still had a year to run, has been terminated by "mutual consent," according to Mercury's President Irving Green. The Mercury-Pye deal has been on the fire for some months.

Westminister Records has a longterm pact to release the Nixa classical line here, which presumably precludes any exchange deal between Mercury and Pye.

Leo & Ed Mesner **Bow Ultra Diskery**

HOLLYWOOD, Jan. 14.-Leo Mesner, president of Aladdin Records, this week revealed the formation of a new label, Ultra Records. The new firm, in which both Leo and Eddie Mesner are principals, is not a subsidiary of the parent company. The Mesner brothers, however, will direct its operation along with other stockholders. Distribution is currently being set,

Hub Symphony • Continued from page 20

two specially-cut LP's - one each by the Symphony and the "Pops" orks. The former is a coupling of the highly popular Beethoven's Fifth and Schubert's "Unfinished' symphonies, both conducted by Munch. The "Pops" presentation offers Fiedler conducting two popular ballet scores - Chopin's "Les Sylphides" and Strauss' "Graduation Ball."

Along with the new issues, Victor has singled out three other recent issues for major plug activity. These are the coupled Ferdi Grofe's "Grand Canyon Suite" and Aaron Copland's "El Salon Mexico' by the "Pops," plus Berlioz' "Symphonie Fantastique" and Ravel's "Daphuis and Chloe" by the Symphony.

The company's ad campaign, which starts this week on the trade level, will fan out to many of the important musical and consumer publications. Dealers will get liberal allotments of cc-op ad money, window material, counter merchandisers for the special=priced disks, plus a supply of 28-page complete discographies o. the Boston orks. There also will be TV promotions, radio spots and special segs by Red Seal disk jockeys.

Household Names

Victor is determined to make Munch as much a household name as was Koussevitsky.

It also is known that the company has given its distributors generou: concessions in purchases of the plug packages, and that most of the distribs independently are passing certain advantages on to thei: own dealers. Several, for example, are allowing an extra discount on all Boston Symphony and "Pops" packages, others just on the plug items. Other distribs are passing their own savings on to dealers in the form of extra advertising, or in gratis supplies of the 98-cent

Trust Suit Vs. ASCAP, BMI

• Continued from page 20

the proper governmental agency to bring such other and different least 10 per cent of all uses of proceedings as may be necessary BMI material were Life copyrights and proper for the dissolution of prior to its separation. In 1953 the defendants, BMI, ASCAP and Life earnings from BMI exceeded Sesac.

Bulk of the Life complaint con- plaint. cerns itself with attempting to prove that the defendants "combine to restrain trade . . . and to establish a monopoly," and to show the dependence of the music business on records and their exposure via radio and television.

The complaint alleges that Life, after its separation from BMI the end of 1953, found all attempts to enter into separate licensing deals with broadcasters futile. None would buy the performance rights to Life's copyrights at a "reasonable" fee, it states.

announcing . . .

The complaint claims that at \$250,000, according to the com-

The document does not indicate whether this payment was for actual performances logged or included payment as part of the Life-BMI contract settlement.

Life's complaint asserts that the Young firm has evidence to show that per-use-per selection payment is practicable. It is contended that such a procedure would result in complete logging of ali musical performances.

The Billboard's 1956 Spotlight on

RHYTHM &

Life's attorney is Sidney W. Rothstein here.

CLGA Employment • Continued from page 19

an agreement that would cover free lance writers, the possibility existed that some writers could be forced to join the union. Ostensibly, a writer who entered into a contract to clef a given picture, Others in that group will be deand who was not a member of the Guild, could be prohibited from working unless he joined.

Film composers and lyricists employed in nine major studios voted for Guild representation last August. The nine studios are Allied Artists, Columbia, Loew's, Paramount, Republic, RKO, 20th Century - Fox, Universal-International and Warner Bros.

ABC-Par. Plans Continued from page 19

initial group of one dozen 12-inch LP's will be cut, of which some will be devoted to particular instruments used in varied contexts. voted to arranging styles, and at lease one to jazz vocals. The first four sets in the series will be issued simultaneously in March.

The first LP to be cut in the project concerns piano styles, and the artist will be Billy Taylor, who signed with the label Thursday (12). Taylor had been with Prestige for several years. In addition to "Know Your

Jazz," ABC-Paramount will issue regular jazz sets on a routine basis. The first releases, due by February 1, feature Dave McKenna, the Urbie Green Sextet, the Bobby Scott Trio and the Don Elliott Sextet.

Cover Art Continued from page 19

Talmadge in making up the new LP line. For instance, the exec notes that titles of tunes are rarely listed on front album covers today. He also observes that photographs (particularly color shots) apparently have more sales power than drawings today, so Mercury will use plenty of live models and candids.

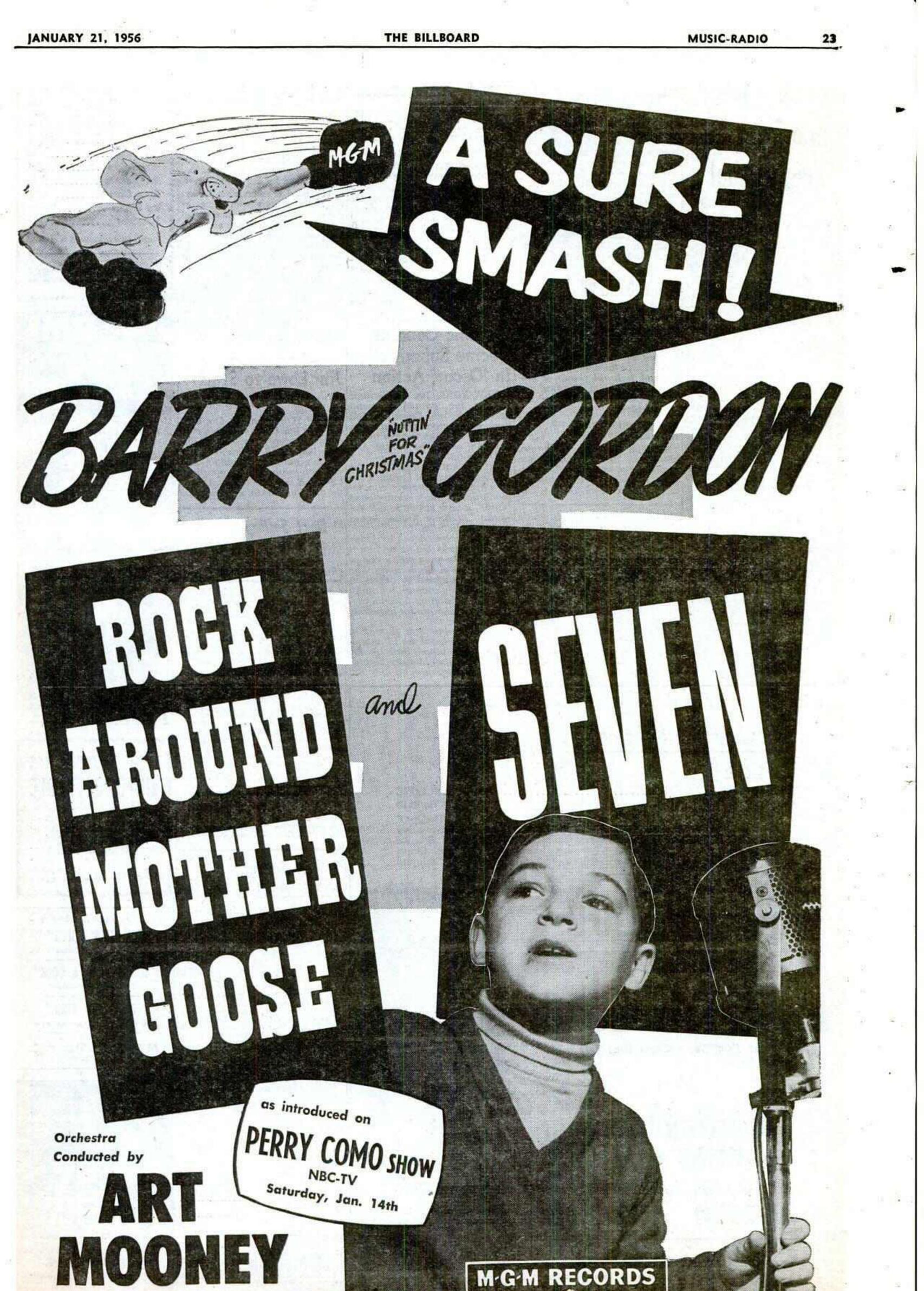
The new four-color artwork will naturally be more expensive than the old two-color and black and white jobs, but Talmadge expects it will more than pay off in expanded sales. A break down of average costs on black and white covers today includes from \$50 to \$100 for the photo (usually a candid), another \$100 for the plate, and from \$15 to \$20 per 1,000 average run for printing. A fourcolor cover job, on the other hand, requires at least \$200 for the photo

Records, Talent and Tunes

BLUES

A special section of the February 4 issue including useful lists and feature articles that review the progress and prospects in the field of Rhythm and







MUSIC-RADIO 24

Not TOTAL

JANUARY 21, 1956

OBERSTEIN

Moving Back Into Pops on Venus Label

NEW YORK, Jan. 14.-Eli Oberstein, the man who is often credited with writing the book on contemporary pop artists and repertoire patterns, is heading back into the pop singles business. Oberstein's move, considered inevitable by tradesters for many months, is slated to take place "within a couple of weeks."

The veteran disk mogul's newest venture is the Venus Record was assistant manager of the record Corporation, an outfit owned solely and phono marketing section of by Oberstein, unlike the Allegro- RCA International, joined Bethle-Varsity-Royale disk works, in which hem Recerds last week as produche has partners. While the latter tion manager His role with the outfit will continue to operate jazz-oriented indie will be the hanacross the river in New Jersey, the dling of technical phases of pronew Venus label will open offices duction exclusive of a rtists and repin Manhattan.

Altho the American Federation by Red Clyde. of Musicians has not yet put its official seal on a recording license for Venus, Oberstein reportedly RELEASES 1ST SIDES has a quantity of material in his catalog that he has been saving headed by Richard Davis, was for his single records entry, including masters purchased from Derby and other defunct diskeries.

Oberstein also envisions his new pop label as an active outlet for his various copyright holdings, contained in his Venus Music Company. This catalog contains such standards as "Jealous," "I'm Always Chasing Rainbows," "Can't You Hear Me Calling Caroline," "Hin-

MUSIC AS WRITTEN

AL CALDER JOINS SHAPIRO-BERNSTEIN . . .

Al Calder this week signed to handle promotion for Shapiro-Bernstein and Columbia Pictures Music Corporation. Calder, who reports to Shapiro-Bernstein professional manager Al Gallico, will headquarter in New York, and cover the East and Midwest, altho Lenny Wilson will continue to handle the firm's road work out of Chicago. Calder formerly acted as a record exploitation man for Porgy Music, and prior to that was with Avas Music.

J. P. MURANYI JOINS BETHLEHEM LABEL . . .

Joseph P. Muranyi, who formerly ertoire. A.&r. chores are handled

BEE JAY RECORDS

Bee Jay Records, Hollywood, launched last week, with the company releasing its first sides by singer Don Michael. Davis is cur-

like any other pop disks thru orthodox record outlets. If any of his artists show individual strength, they will eventually cut albums, altho no packages are planned at the outset.

dustan" and "Mary Lou." Venus disks will be issued on a from a six-week business trip to the Academy's attorneys within 10 regular bi-weekly release sched- Europe. While there he worked days all of the original album covule, but Obie intends to test each out deals with several large book ers now in existence for immediate coupling via special deejay routes distributing firms for the setting up destruction. The defe He emphasized that this line will ing out of Switzerland, Italy and retain the master of the LP record.

rently setting national distribution. Davis will not ink name talent for the new pop label, but will seek to build their own roster from new artists in the field.

HONOR BLEYER, ERWIN AT COLUMBIA PARTY . . .

Mike Flesch, owner-operator of Grandview Inn, Columbus, O., played host to area deejays, music men and press reps at a cocktail session and buffet honoring Cadence Records' bossman, Archie Bleyer, and Pee Wee Erwin, veteran Dixieland leader and trumpeter. Bleyer, his wife, Janet, and Erwin planed in from New York for the occasion, which celebrated the release of Erwin's new Ca-

(Continued on page 81)

Oceanic Consent Decree Submitted In 'Oscar' Action

NEW YORK, Jan. 14.-Oceanic Records, Inc., entered a consent decree in Federal Court here this week in connection with an action originally filed last October by the Aca lemy of Motion Picture Arts and Sciences.

Action was brought by the Academy because of Oceanic's use on a record album cover of a reproduction of the motion picture 'Oscar" award statuette and the words: "Academy (Oscar) Award Song Hits 1939-'53."

In the decree, signed by Judge Alexander Bicks, the record firm is enjoined from using such a title or reproduction of the statuette. The For Week Ending January 7 Oberstein returned last week diskery also agreed to deliver to

Cap. Dusting Off 'Football'

NEW YORK, Jan. 14.-Capitol Records has its eye on a new sales goal for Andy Griffith's two-yearold comedy monolog "What It Was, Was Football," now that the artist has scored a success on Broadway in "No Time for Sergeants."

The label is reservicing deejays across the country with copies of the platter, and is readying an ad campaign, with special emphasis on promotion in the North and Midwest, since the disk only sold big in the South and the Southwest its first time around.

Capitol's decision to start pushing the disk again was largely determined by its current sales success in Detroit, where WGR deejay Marty McNeilly is credited with singlehandedly plugging the platter into local sales prominence.

Jim Lowe to Start **Own WCBS Show**

NEW YORK, Jan. 14 .- Dot Record star Jim Lowe starts his own morning deejay show over WCBS here January 16. In line with the station's policy of blending live warbling with platter spinning, Lowe will do some live singing on the daily program in between disks.



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

(Miller)

THESE HAN	DS
Recorded by:	
Tex Ritter-Nelson Riddle Lefty Frizzell Jeffrey Clay Jerry Jericho Mac Wiseman Johnny Oliver Lew Dressler Hank Snow Records fisted alphabetically by	Columbia Coral Daffan Dot M-G-M Mercury A-Victor
HILL & RANGE S	ONGS
ANOTHER BA	Л
PIN-UP"	

HIT

ANGELS IN

THE SKY

Recorded by

THE CREWCUTS Mercury

GENE AUTRY., Columbia

....Victor

TONY MARTIN

HGRB & KAY

ADAMS



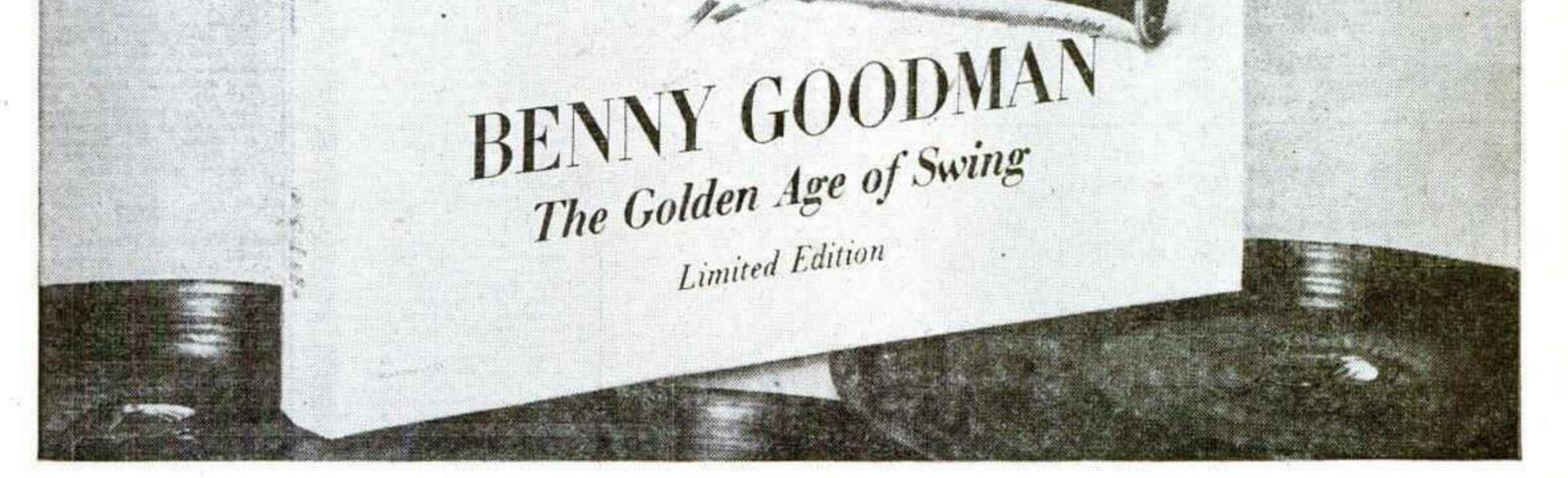
The defendant was allowed to

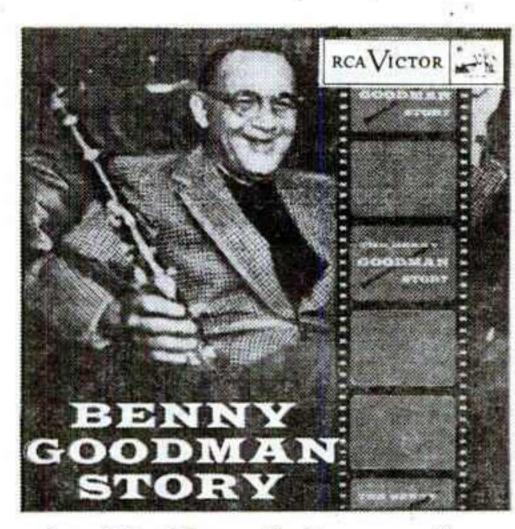


MUSIC-RADIO

25

WORTH WAITING FOR! THE RCA VICTOR BENNY GOODMAN ALBUMS





the original Benny Goodman recordings that inspired the score of "THE BENNY GOODMAN STORY" ... original Benny Goodman Orchestra

Here's the perfect "partner in profits" to the Limited Edition album! Brings your most budgetminded customers the Original Goodman - in the only complete Benny Goodman Limited Edition Album...

REAVICTOR

PT-6703

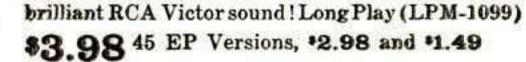
from the label that brought you the fabulous Glenn Miller Albums!

60 all-time Swing Hits by the Benny Goodman Orchestra, Trio & Quartet!

Here's the album you'll want to feature above all ... a history-making Limited Edition of the one and only King of Swing during his greatest era ... featuring Berigan, Elman, James, Teagarden, Musso, Freeman, Stacy, Hampton, Krupa and Wilson: all in brilliant RCA Victor Sound! Remember-every one of these exclusive Limited Editions you sell brings you *five times* the profit of a single Long Play album sale! Long Play (LPT-6703) 45 Extended Play (EPOT-6703) **\$24.95**

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Review Spotlight on . . .

ALBUMS

26

Classical

SHOSTAKOVITCH: VIOLIN CONCERTO (1-12")-David Oistrakh, Violin; New York Philharmonic; Dimitri Mitropoulos, Cond. Columbia ML 5077

Likely to be one of the really big concerto sellers of the new year, and certainly the biggest of any featuring an "up-to-the-minute" modern work. Combined are the excitement attendant on the introduction of an important new composition, and the phenomenal appeal generated by Oistrakh. Serious nature of the Shostakovitch opus-the subject of much critical comment in the musical press-will also attract the more studious connoisseur element. On all counts, a major disk release that will earn loot for all who stock it.

MOZART: THE MARRIAGE OF FIGARO (4-12") - Glyndebourne Festival Orchestra: Vittorio Gui, Cond. RCA Victor LM 6401 A couple of weeks ago it was the London version of "Figaro." RCA Victor and dealers shouldn't be surprised if both sell unusually well. No two collectors ever agree on an ideal cast, and both issues will find their adherents. In the Victor, association with the glamor of Clyndebourne will pull extra attention. Too, it's cheaper than the London, tho it doesn't include the vocal score and the packaging is on the routine side, except for the fine notes by specialist Edward J. Dent. A long term seller.

CHAUSSON: POEME; SAINT-SAENS: IN-TRODUCTION AND RONDO CAPRIC-CIOSO; BERLIOZ: ROMEO AND JULIET (EXCERPTS) (1-12")-David Oistrakh, Violin; Boston Symphony; Charles Munch, Cond. RCA Victor LM 1988

Here are two of the most popular extended short" pieces in the violin literature, done to a turn-both technically and tonally-by the Soviet fiddler. It's got to sell, and big, to a wide group of disk buyers. The Berlioz, tho it occupies a full side, is mere filler stuff taken from a complete Munch performance issued on LP earlier.

Poco Fa," "Shadow Song," "Les Filles de Cadiz" and the "Blue Danube Waltz."

PERGOLESI: SIX CONCERTINI FOR STRINGS; SONATA IN THE STYLE OF A CONCERTO; SINFONIA FOR VIOLONCELLO AND STRINGS (2-12")-I Musici. Angel ANG 3538 ...73

Thoroly charming early 18th Century music performed by this worthy group of specialists and recorded with ideal sound. Connoisseurs will grab this up. To be recommended to all fanciers of the Vivaldi-Corelli-Scarlatti school.

MOUSSORGSKY: PICTURES AT AN EXHIBITION: WAGNER: SIEG-FRIED IDYLL (1-12")-Berlin Philharmonic; Igor Markevitch, Cond. Decca DL 978272

Two warhorses of different aspect, but both well suited to Markevitch's personality and conducting abilities. His attack in "Pictures" is broad and powerfully dynamic, making the most of the contrasting sonorities and the possibilities for dramatic development. Markevitch's reading does not have the incisiveness and beautifully articulated detail of the Toscanini version, however. The "Siegfried Idyll" is presented in the German tradition: slow, reflective, and with utmost delicacy. Very good sound.

BRAHMS: CLARINET SONATA NO 1 IN F MINOR; CLARINET SONATA NO. 2 IN E FLAT (1-12")-Reginald Kell, Clarinet; Joel Rosen, Piano. Decca DL 963971 This supersedes Kell's own earlier versions of these lovely late-Brahms works issued five or so years ago by Mercury. The clarinet has more presence here and there's better balance with the piano. Rosen is more explosive than was Horszowski on piano, but the emergence of Kell's musical, singing tone is all-important here. Sounds as tho the clarinetist is in love with the music and with his instrument. Good merchandise in its class.

BURNS NIGHT: SONGS AND POEMS OF ROBERT BURNS (1-12")-Saltire Music Group; Hans Oppenheim, Director. Angel ANG 3525669 Here is a class package suitable for smart shops in urban centers, and for dealers located in educational centerscollege towns, etc. This collection of the poems and songs by Scotland's national poet is flawlessly recorded by the Saltire Music Group. In addition to the singers, there are two speakers, Ian Gilmour and Meta Forrest, who declaim the verses, The package is a distinghished addition to the broadening areas of culture now considered a proper activity for the record industry.

Reviews and Ratings of New Classical Releases

CHOPIN: LES SYLPHIDES: JOHANN **STRAUSS: GRADUATION BALL** (1-12")-Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 1919, .82

Here's a package with solid sales appeat Continuing his successful forays into the ballet music field ("Gaite Parisienne," etc.). Arthur Fiedler and the Boston Pops offer an unusual coupling of the oft-recorded "Les Sylphides" and the tarely waxed (only London has an LP version on the market) "Graduation Ball." Performance-wise, the sprightly comedy-ballet music by Strauss Jr, and the old fashioned romantic stylings of Chopin are presented in Fiedler's usual high caliber manner; while the cover-a peek-a-boo photo of a coy ballerina wearing one toe shoe and what appears to be her birthday suit-should pack the same display wallop carried by "Gaite Parisiphony; Charles Munch, Cond. RCA

Here is extremely popular classical material, superbly performed and recorded. Additionally, this is the first coupling of these two selections, strange as it may seem. The package, therefore, can be assured of a large sales and it should be stocked by all dealers carrying classical inventory.

BEETHOVEN: PIANO CONCERTO NO. 5 (EMPEROR) (1-12") - Wilhelm Kempff, Piano; Berlin Philharmonic; Paul van Kempen, Cond. Decca DL

bility of meeting top hi-fi standards, let it now be put to rest. A couple of years ago an ill-fated issue by the label of all five Beethoven concertos by Kemplf cut

peror." satisfying in all respects. Collectors will probably demand the release of the other Kempfi performances with equivalent engineering. May be recommended to the most demanding.

MOZART: PIANO CONCERTO NO. 20 **IN D MINOR: PIANO CONCERTO** NO. 25 IN C (1-12")-Walter Gieseking, Piano; Philharmonia Orchestra; Hans Roshaud, Cond. Angel 3521576

For many, the peaking Mozart celebration would be less than complete without some new concerto diskings by Gieseking. Here they are, and the reception should be enthusiastic, especially since they exhibit a warmer approach than the pianist's most recent solo etchings. Disk is the first to couple the two works, with the D Minor a "must" in any collection, and the C Major only slightly behind in popularity. A strong Mozart package.

LILY PONS GALA (1-12")-RCA Victor

It was 25 years ago that the petite diva made her Metopera debut, and a number of highly publicized events have marked the milestone. But Columbia's collection

Reviews and Ratings of New Popular Albums

THE ONE-THE ONLY KAY STARR....83 (1-12")

Victor LPM 1149

A collection of a dozen standards that Kay Starr has not recorded previously, done in her characteristic style: earthy, blues-touched, sung from the heart. The tunes range from "The Prisoner's Song" and "My Buddy" to "Jump for Joy" and "Glad Rag Doll." Riding the crest of a new surge of popularity, the singer stands to cash in with this satisfying anthology of favorites.

MUSIC FROM THE SOUND TRACK OF "THE GLENN MILLER STORY"

Universal - International Orchestra; Joseph Gershenson, Cond.; Louis Armstrong and the All Stars (1-12") Decca DL 8226

Decca's sound track LP from the The Irish Festival Singers' first album 1954 hit movie "The Glenn Miller grabbed off its full share of sales in Story" was an all-time best seller for the label, and it should chalk up an its specialized market. This LP impressive record this second time should fare equally well, with its cover-a green-hued scenic photo of around. Formerly available on a the peaceful Ireland countryside-a 10-inch LP, Decca has turned out a 12-incher this time, adding two spedecided plus. Under the guidance of Kitty O'Callaghan, the singers procial items by Louis Armstrong and vide fresh charming vocal pictures in the All-Stars; "Basin Street Blues." simple arrangements of music by "Otchi-Tchor-Ni-Ya," which were performed by Satchmo in the picture, some of Ireland's greatest composers --Charles Villiers Stanford, John F. and issued on a separate disk origi-Larchet, and Sir Hamilton Harty and nally. The Miller-carbon-copies include all his greatest hits, "String of Thomas Moore, (e.g., "The Last Rose Pearls," "Moonlight Serenade," "In of Summer." etc.) Expressive solo warbling by Veronica Dunne, Dermot the Mood," etc. Troy, and Austin Gaffney. Guy Lombardo and his Royal Canadi-Jazz ans (1-12") Decca DL 8135 Altho Lombardo and Decca have parted after all these years, the label (1-12") this week brought out not one but Vanguard VRS 8504 Winner of a 1955 critics' poll as the three albums by the veteran band best new trumpet player, Ruby Braff leader. This package spotlights the dependable, danceable trademark here reasserts the legitimacy of his title. He plays a clean, soaring horn tempo and should chalk up the usual Lombardo sales performance. Among reminiscent of Hackett, with the relaxed, solid swing of Eldridge and a the 12 nostalgic standards are "All gift of improvisation inspired by Armthe Things You Are," "If I Had My Way." "With a Song in My strong. Braff is handsomely seconded by Vic Dickenson on trombone and Heart" and "I'll See You in My Dreams." The cover, featuring a Samuel Margolis on tenor and clarinet. Walter Page on bass, Jo Jones glowing redheaded beauty cuddling a on drums and, above all, Nat Pierce silky Persian cat, is one of the most delectable display items out this on piano are wonderful. Solid unpretentious music-making that will recseason. commend itself to almost the full range of jazz customers. David Rose and his Orchestra (1-12") M-G-M E 3289 Chet Baker Quartet (1-12") The spotlight is on strings in this masterful collection of romantic items Pacific Jazz PJ 1203 all tied together with the deft David This was taped from a concert session at the University of Michigan in Rose touch. Every tune is a "serenade" of some sort-le., Gaucho, 1954, which accounts for the unusually "live" atmosphere of the pro-Penny, Puppet, Sunrise, Donkey, ceedings. The boys were blowing for Moonlight and Lovers' and it adds up an appreciative and excited audience, to a pretty parcel of listening, espea factor that brought out their best. cially for those romance bound. A swinging piece of cool wax, definitely worth an ear. Ella Fitzgerald (1-12") MUSIC WITH FEELING: Decca DL 8149 BEN WEBSTER WITH STRINGS 76 Fitzgerald fans, whether pop or jazzbent, should find something to their (1-12") Norgran MG N-1039 taste on this LP. It's a collection of Webster's suavely molded, huskily some of her best efforts over the intimate tone blends well with strings; years, including "How High the Moon," "Oh Lady Be Good," in her his solos in this program of standards warmly affectionate take - off on are beautifully expressive, and the average listener can be easily capti-Satchmo singing "Basin Street Blues," vated. Ralph Burns arrangements are and the swinging title song. Cover, sweet and languorous. Unusual mood with a striking action photo of the music. thrush, is highly effective display-wise. Louis Armstrong (1-12") Teddi King (1-12") Decca DL 8211 Victor LPM 1147 This is the 12-inch edition of a The major label has landed a potencollection of pop-tune vocais, previtial major pop vocalist in Miss King, ously out on 10-inch, and before then who for some reason has been most of the numbers were issued as identified with the jazz world. Gal is singles. It's actually a pop package, one of the warmest and most distincfor those who have had their fill of tive thrushes around, as this package pop crooners and don't mind an illustrates. She's at her best in the amused and amusing approach to show tunes, like the title song. "I Can't Get Started," and especially in such items as "I Get Ideas," "Cold, Cold Heart," etc. Jazz fans, except "That Old Feeling." A couple of for addicts of the man's vocal art, weaker items sneaked in, too, but may not show much interest. there's enough class here for a heliy sale. Good, sometimes jazz-driven backings by Al Cohn. (1-12") EmArcy MG 36040 The best showcase so far for Geller's Frank Weir and his Orchestra (1-12") Parker-inspired alto sax. Also accept-London LL 1248 able-to-good solos by Conte Candoli Weir titles this lush mood album after on trumpet, Ziggy Vines on tenor and his biggest single record hit, "The Happy Wanderer," altho the material Mrs. Geller on piano. Fine bass work

are not particularly well known except for the "Stein Song," "Story of a Starry Night" and "Lily of Laguna," but every bit of it makes charming listening.

Leroy Holmes and his Orchestra (1-12") M-G-M E 3288

Here's a package of mood music for romantic moments of the present, and likely to evoke-among older listeners-romances of the past. The performance of Holmes and ork is lush and imaginative, featuring such tunes as the title song, "My Silent Love," "Amour." "Flamingo," "Poinciana," etc.

THE IRISH FESTIVAL

(1-12")

Angel ANG 65025

BEETHOVEN: SYMPHONY NO. 5; SCHUBERT: SYMPHONY NO. 8 (UNFINISHED) (1-12")—Boston Sym-	enjoyment severly thru sonic inferiority. But it was all there on the tape, as this superior disk amply demonstrates. We now can hear that Kempff's reading, is one of the finest available of the "Em-	of representative coloratura waxings will be most appreciated in the long run. Fo her many fans the 11 arias and song presented here will be a prized keepsake Included are "Bell Song," "Una Voc
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I A A A A A A A A A A A A A A A A A A A	2" Long Play Albums	_ \$3.98
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	8 RPM Singles	98
11	Federal Tax Included—Local Ta DS 451 NORTH CANON DRIV	







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ELECTRICAL TRANSCRIPTION: Bill Walker Ock. Standard

THE BILLBOARD

JANUARY 21, 1956

5

RECORDS, ALBUMS AND SHEET MUSIC-POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

HONOR ROLL OF

TRADE	ALADIZ	DEC
TRADE	MARK	REG.
	1411 11/12	ILC.

THE NATION'S TOP TUNES For survey week ending January 11

This Week	L	ast cek	Weeks on Chart	This Week	Last Week		en Chart
1.	Memories Are Made of This By Gilkyson-Dehr-Miller-Published by Moniclare (BMH) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Stacm, Doc 15436, ELECTRICAL TRANSCRUPTIONS: Todds, Lang-World; Bitt Walker Ork, Standard	1	7	5.	By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler. Decca 29660; McGuire Sisters, Coral 61591. RECORDS AVAILABLE: K. Armen, M-G-M 12078; G. B. Shea, Victor 20-5292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ock. Lang-Worth; Sunshine Boys, Lang-Worth.	5	18
2.	Sixteen Tons By Merle Travis-Published by American Music (BME) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: J. Desmand, Caral 61529; Marvin & The Chirps, Tip To 202; R. Sovine. Dec 29739.		н	7.	Moments to Remember 3 By Stillman & R. Allen-Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads. Col 40539. RECORDS AVAILABLE: L. Armstrong. Dec 29694; L. Ballad, Bell-1107. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ock. Lang- Worth.	5	20
3.	Great Pretender By Buck Ram-Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020	10	G	8.	Autumn Leaves By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORDS: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singera, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; M. Miller, Col 50033; T. Russo, Bell 1106; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Atlen Roth Ork; The-	7	22
4.	It's Almost Tomorrow By Buss Adkiason-Published by Northern Music (ASCAP) BEST SELLING RECORD: Dream Weavers, Dec 29583; J. Stafford, Col 40595. RECORDS AVAILABLE: D. Carroli, Mercury 70717; S. Lanson, Dot 15424; L. Well Coral 61524. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		n	9.	saurus; Henry Jerome Ork, Lang-Worth.	3	16
5.		11	8	10.	Love and Marriage By Sammy Cahn and James Van Heusen—Published by Barton (ASCA?) BEST SELLING RECORD: F. Sinatra, Cap 3260, RECORDS AVAILABLE: H. Grayco, X 0168; Homer & Jethro, Vic 20-6374; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266. ELECTRICAL TRANSCRIPTIONS: Billy May Ork, Standard; Henry Jerome Ork,	6	1,4

ELECTRICAL TRANSCRIPTIONS: Billy May Ork, Standard; Henry Jerome Ork, Lang-Worth.

second len

11.	Rock and Roll Waltz By Dick Ware and Shorty Allen-Published by Sheldon (BM() BEST SELLING RECORD: K. Starr, Vic 20-6359.	14	3	16.	Love Is a Many-Splendored Thing 13 By Sammy Fain & Paul Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: J Bradley, Mercury 70716; D. Cornell, Coral 61467; Bon, Dick & Jimmy, Crown 158; W. Harman, Cap 3202; J Holiday, Dec 29709; J. Loco,	22
12.	Only You By Buck Ram-Published by Wildwood (BME)	8	17		Col 40591; D. Rose, M-G-M 30883, P. B. Ruiz, Vic 20-6341; T. Russo, Bell 1196. ELECTRICAL TRANSCRIPTIONS: David Lewinter Ork, Standard; Henry Jerome Ork, Lang-Worth.	
	BEST SELLING RECORDS: Platiers, Mercury 78613; Hillitoppers, Dot 15423, RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dec, Wing 90815; B. Pi Bell 1109. ELECTRICAL FRANSCRIPTION: Barnara Carroli, Standard.	rank,		17.	Tender Trap By Sammy Cahn and J. Van Heusen-Published by Barton (ASCA?) BEST SELLING RECORD: F. Sinatra, Cap 3290, RECORDS AVAILABLE: E. Fitzgerald, Dec 29746; D. Reynolos, M-G-M 12066, ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard,	5
13.	Lisbon Antigua By Galhardo-Vale-Portela-Published by Southera (ASCAP) BZEST SELLING RECORD: N. Riddle, Cap 3287. RECORD AVAILABLE: A. Date, Coral 51553. ELECTRICAL TRANSCRIPTIONS: Todda, Lang-Worth; Bitt Walker Ork, Stand	16 dard.	4	18.	Are You Satisfied? 26 By Wooley & Escamelia—Published by Cordial Music (BMI) BEST SELLING RECORD: R. Draper, Mercury 70757. RECORDS AVAILABLE: T. Arden, Vic 20-6346; C. Francis, M-G-M 12122; J. Wakely, Dec 29756; S. Wooley, M-G-M 12114.	3
14.	Teen-Age Prayer By Riechner & Lowe-Published by Lx Salie (ASCAP) BEST SELLING RECORDS: G. Storm, Doi: 15436: G. Mann. Sound 126. RECORDS AVAILABLE: Robin Houd, M-G-M 12138; D. Cooper, Modern 977 White, Mercury 70750	12 : K	5	622-6220	Angels in the Sky 20 By Dick Glasser—Published by Ridgeway (BMI) BEST SELLING RECORD: Crew Cuts. Mercury 70741. RECORD AVAILABLE: Monarchs, Wing 90040. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.	G
15.	Dungaree Doll By Ben Raleigh & Sherman Edwards-Publisher by E. B. Marka (BMI) BEST SELLING RECORDS: E. Fisher, Vic. 29-6337; Rock Brothers, King 4851.	17	3	20.	Woman in Love 21 By Frank Loesser—Published by Frank Music (ASCAP) BEST SELLING RECORDS: F. Laine. Col 40583; Four Aces, Dec 29725. RECORDS AVAILABLE: M. Brando-J. Simmons. Dec 29783; G. MacRae, Cap 3284, ELECTRICAL TRANSCRIPTION: George Cook, Standard.	8
		- 1	hira	l Ter	· · · · · · · · · · · · · · · · · · ·	
21.	Cry Me a River By Arthur Hamilton-Published by Saunders (ASCAP) RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; D. Gol Dootone 384; J. London, Liberty 55006; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTIONS: Airlane Trio, Lang-Worth; George Cook, Stand	South Mart	9	26.	See You Later, Alligator - By Robert Guidry-Published by Arc Music (BMI) RECORDS AVAILABLE: B. Haley, Dec 29791; R. Hall, Dec 29785.	1
22.	Suddenly There's a Valley By C. Meyer & B. Jones-Published by Warman-Hill & Range (BMI) RECORDS AVAILABLE: P. Andrews, Cap 3228; B. Adams, Bell 1108; K. Ar M-G-M 12078; G. Grant, Era 1003; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-4 Mills Brothers, Dec 29636; J. Stafford, Col 40599. ELECTRICAL TRANSCRIPTIONS: Russ Cariyle, Standard; Henry Jerome Ork, I Worth; Sunshine Boys, Lang-Worth.	тел, 6257;	19	27.	Burn That Candle 28 By Winfred Scott-Published by Roosevelt (BMI) RECORDS AVAILABLE: C. Arthur, Vic 20-6297; Cues, Cap-3245; B. Haley, Doc 29713. ELECTRICAL TRANSCRIPTION: Airlane Trio, Lang-Worth.	T
23.	Daddy-O By Gore Abner & Innis-Published by Mac-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428; E. Ru R. Eberle, Bell 1111. ELECTRICAL TRANSCRIPTION: Airlane Trio, Lang-Worth.		11	27.	Everybody's Got a Home But Me – By Rogers & Hammerstein—Published by Chappell (ASCAP) RECORDS AVAILABLE: E. Fisher, Vic 20-6337; R. Hamilton, Epic 9132.	1
23.	All at Once You Love Her By Rodgers & Hammerstein-Published by Chappell (ASCAP) RECORD AVAILABLE: P. Como. Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork., Standard; George Cook, Stan- Henry Jerome, Lang-Worth.	21 dard;	8	27.	Go On With the Wedding – By Arthur Korb, Charley Putvis, Milt Yakus-Published by Pincus (ASCAP), RECORDS AVAILABLE: K. Kallen-G. Shaw, Dec 29776; P. Pago; Mercury 70766; Modernaires, Coral 61555.	1
25.	Shifting, Whispering Sands By M. Gilbert & V. Gilbert-Published by Gallatia (BMI) RECORDS AVAILABLE: L. Ballad, Beil 1107; R. Draper, Mercury 70696; Hom Jethro, Vic 20-6342; Johnson Family, Vic 20-6243; B. Vaugha, Dot 15409, ELECTRICAL TRANSCRIPTION: Henry Jerome Ock, Lang-Worth.		19	30.	Chain Gang By Quasha, Yakus-Published by Pincus (ASCAP) RECORDS AVAILABLE: B. Scott, ABC Paramount 9658; J. Oliver, M-G-M 12164.	1

WARNING-The title "BONOR ROLL OF HELS" is a registered trade-mark and the listings of the

14

The Honor Roll of Hits comprises the nation's top tunes according

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to record and sheet sales, disk jockey and juke box performances hits has been copyrighted by the Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard as determined by The Billboard's weekly nationwide surveys. at The Billboard, 1564 Broadway, New York 36, N. Y. 14 141

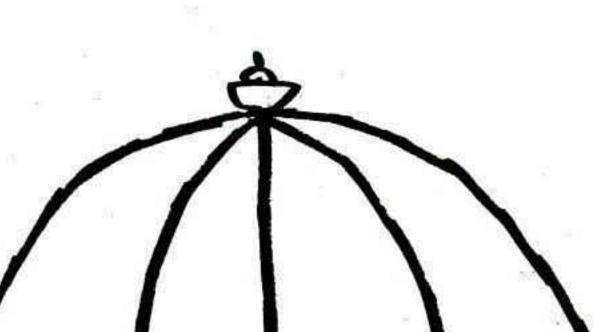
THE POOR PEOPLE OF PARIS"

C'EST MAGNIFIQUE!

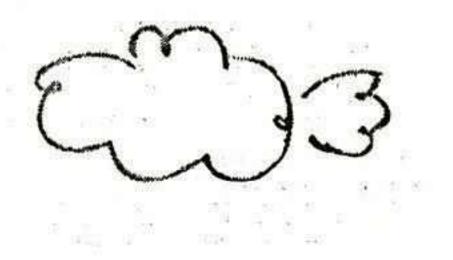
JANUARY 21, 1956

Les Baxter scores another solid hit with the French tune fascinating as the streets of Paris! (original title: "La Goualante du Pauvre Jean")

THE BILLBOARD

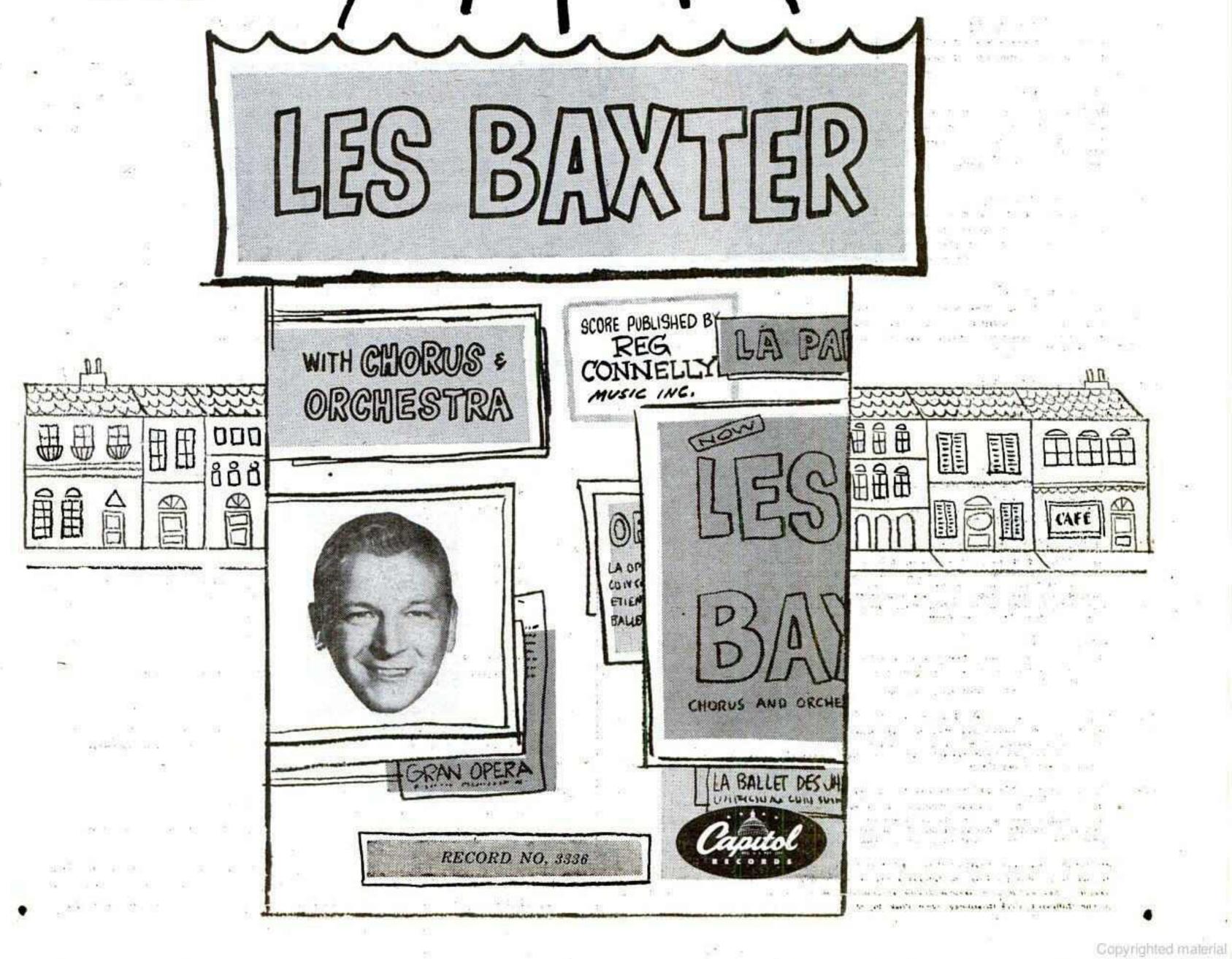


C'EST FORMIDABLE!



MUSIC-RADIO

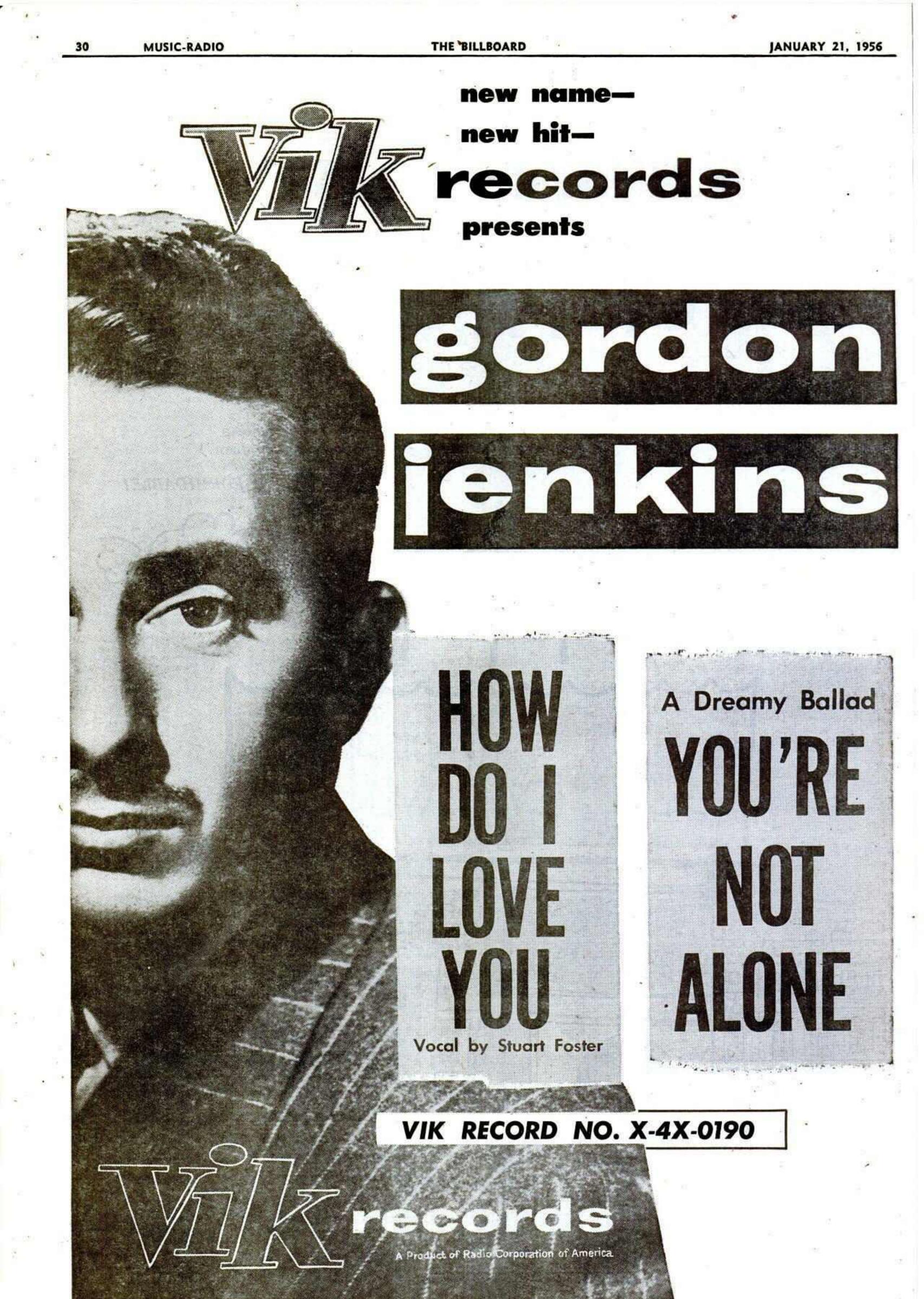
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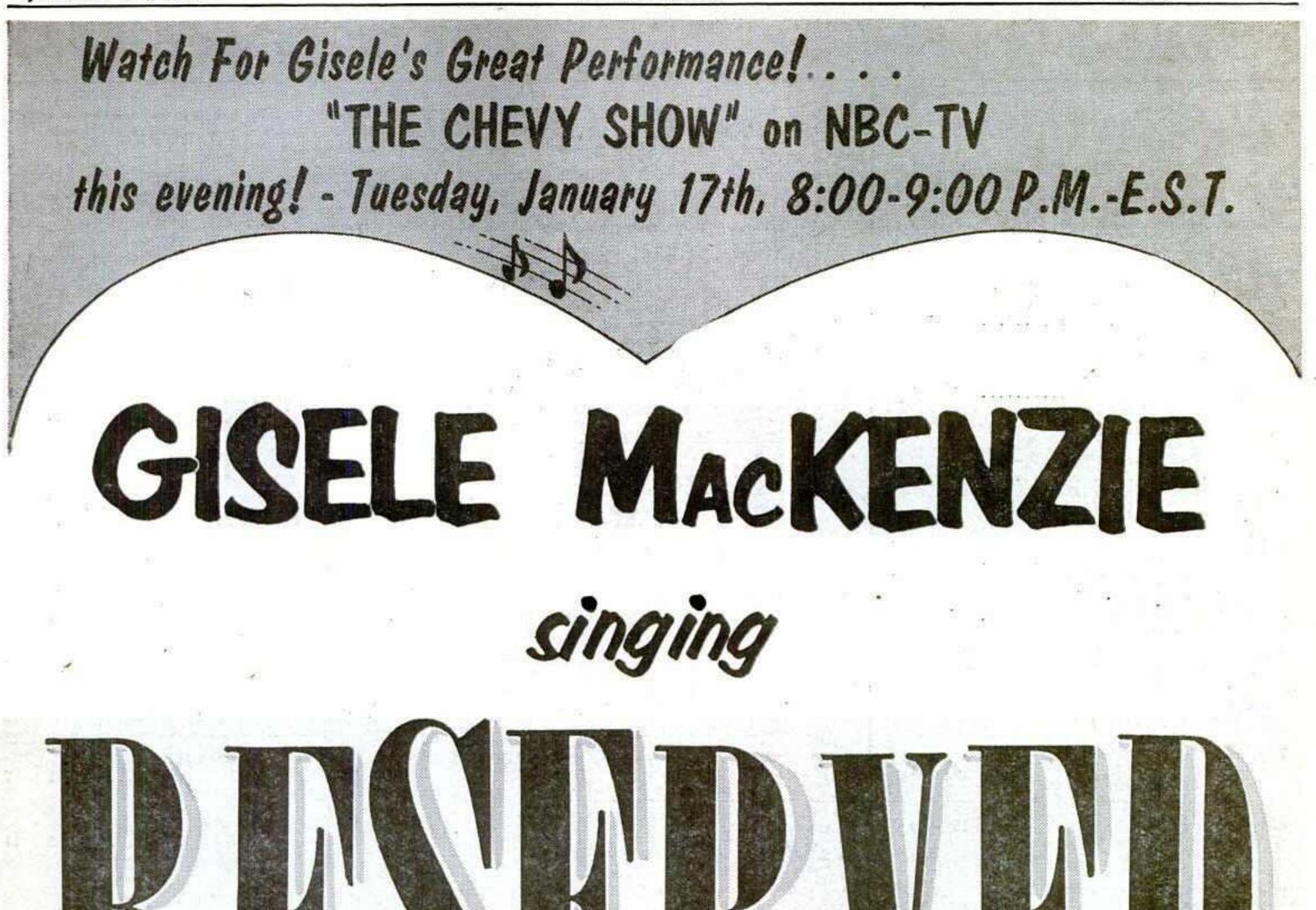




THE BILLBOARD

MUSIC-RADIO

31



Words by ALICE SIMMS

Music by LEONARD JOY

b/w The Little Child

Orchestra and Chorus Conducted by SID BASS



Record X/4X-0189



32 MUSIC-RADIO

JANUARY 21, 1956

The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending January 11

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 very important market When significant action is reported on both sides of a stca. record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the Wecks This 1.85 Week leading side on top. Week Chart **1. MEMORIES ARE MADE OF THIS** (BMI)-D. Martin..... 1 8 Change of Heart (BMI)-Cap 3295 2. SIXTEEN TONS (BMI)-Tennessee Ernie..... 11 You Don't Have to Be a Baby to Cry (ASCAP)-Cap 3262 3. GREAT PRETENDER (ASCAP)-Platters I'm Just a Dancing Partner (ASCAP)-Mercury 70753 4. LISBON ANTIGUA (ASCAP) N. Riddle..... 11 4 Robin Hood (ASCAP)-Cap 3287 5. BAND OF GOLD (BMI)-D. Cherry.. 5 7 Rumble Boogie (BMI)-Col 40597 6. ROCK AND ROLL WALTZ (BMI)-3 I've Changed My Mind a Thousand Times (ASCAP)-Vic 20-6359 7. I HEAR YOU KNOCKIN' (BMI)-G. Storm..... 4 14 Never Leave Me (ASCAP)-Dot 15412 8. DUNGAREE DOLL (BMI)-E. Fisher. 15 4 Everybody's Got a Home But Me (ASCAP)-Vic 20-6337 9. IT'S ALMOST TOMORROW

• THIS WEEK'S BEST BUYS

THEME FROM "THE THREE-PENNY OPERA" ("MORITAT") Harms, ASCAP - Dick Hyman Trio-M-G-M 12149

It was this version of "Moritat" that occasioned the wave of competing covers of the tune, and Hyman has been reaping the benefits of his time handicap. The M-G-M disk is now rated strong in New York, Philadelphia, Providence, Cleveland, Milwaukee, Detroit and Baltimore. It is also selling well in Boston, Atlanta, St. Louis and Chicago. Considering the current excitement over the tune, some of the other versions that are now beginning to establish themselves may also become strong chart contenders. Flip of the Hyman record is "Baubles, Bangles and Beads" (Frank, ASCAP). A previous Billboard "Spotlight" pick.

NINETY-NINE YEARS (Oxford, ASCAP) - Guy Mitchell-Columbia 40631

Mitchell's latest record has taken off with remarkable speed, and easily shapes up commercially as his most potent entry in a long According to sales reports in key markets, the following recent releases are recommended for extra profits:

POPULAR RECORDS

time. Among the territories indicating strong sales are Pittsburgh, St. Louis, Chicago, Milwaukee and Cleveland. Good reports were received from Baltimore, Boston, Detroit, Durham and Atlanta. Operators and onestops have been particularly pleased with the disk's performance in the boxes. Flip is "Perfume, Candy and Flowers" (Hawthorne, ASCAP).

EXTENDED PLAY

SONGS FROM "GUYS AND DOLLS"-Marion Brando-Decca EB 2332

This EP has intrigued enough of the legion of Brando admirers to make it a surprisingly big seller in the first weeks it has been available. Retailers sampled in New York, Chicago, Cleveland, St. Louis, Milwaukee, Philadelphia and Durham reported exceptional volume. Tunes in the set are: "Luck Be a Lady," "If I Were a Bell," "Woman in Love" and "I'll Know." These are also available as two single records.

Most Played in Juke Boxes

For survey week ending January 11

5

You Don't Have to Be a Baby to Cry (ASCAP)-Cap 3262

3. I HEAR YOU KNOCKIN' (BMI)-

	indica by source	12
fhis	For survey week ending Janua are ranked in order of the greatest number of pla disk jockey radio shows through the country Results are based on The Billboard's weekly survey among the nation's disk jockeys. Last The reverse side of each record is also listed. Week	1. The second
	EMORIES ARE MADE OF THIS . (BMI)-D. Martin 1 Change of Heart (BMI)-Cap 3295	7
	XTEEN TONS (BMI)- Tennessee Ernie	11
3. G	REAT PRETENDER (ASCAP)- Platters	4

Most Played by Jockeys

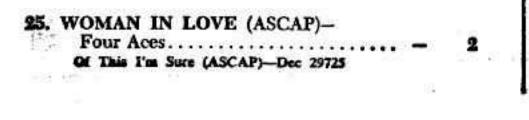
You	Got Me Wondering (ASCAP)-Dec 29683		
· F.	E AND MARRIAGE (ASCAP)- Sinatra atient Years (ASCAP)-Cap 3260	6	11
(As Drea	IENTS TO REMEMBER SCAP)—Four Lads m On, My Love, Dream On (ASCAP)— of 40539	8	21
R.	UMN LEAVES (ASCAP)- Williams Care (BMI)-Kapp 116	12	23
Contract of the second s	(BMI)—A. Hibbler ze (ASCAP)—Dec 29660	7	17
Cr MOS	ELS IN THE SKY (BMI)- ew Cuts TLY MARTHA MI)-Mercury 70741	13	6
	Y YOU (BMI)-Platters	10	17
R.	YOU SATISFIED (BMI)- Draper	18	3
G. MEN	N-AGE PRAYER (ASCAP)- Storm MORIES ARE MADE OF THIS MI)-Dot 15436	17	. 4
(B	YOU LATER, ALLIGATOR MI)-B. Haley er Boy (ASCAP)-Dec 29791	25	2
G.	N-AGE PRAYER (ASCAP)- Mann sy Lady (BMI)-Sound 126	21	3
	(BMI)-McGuire Sisters	21	13
21. CHA Sha	AIN GANG (ASCAP)-B. Scott drack (ASCAP)-ABS-Paramount 9658	-	1
Unt	Y YOU (BMI)-Hilltoppers	. — 1 ³	10
TI	TE IS A MANY-SPLENDORED HING (ASCAP)—Four Aces ae On, Harvest Moon—Dec 29625	19	21
	MAN IN LOVE (ASCAP)-F. Laine king the Night Away (ASCAP)-Col 40583	-	3

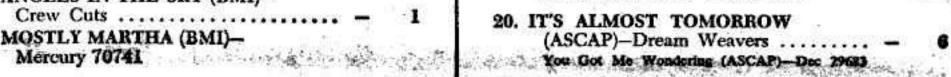
G. Storm Never Leave Me (ASCAP)-Dot 15412	3	13
4. MOMENTS TO REMEMBER (ASCAP)-Four Lads Dream On, My Love, Dream On (ASCAP)- Col 40539	4	15
5. ONLY YOU (BMI)-Platters Bark. Battle and Ball (BMI)-Mercury 70623	5	14
6. TEEN-AGE PRAYER (ASCAP)- G. Storm MEMORIES ARE MADE OF THIS (BMI)-Dot 15436	6	4
7. IT'S ALMOST TOMORROW (ASCAP)-Dream Weavers You Got Me Wondering (ASCAP)-Dec 29583	8	7
8. GREAT PRETENDER (ASCAP)- Platters I'm Just a Dancing Partner (ASCAP)- Mercury 70753	15	3
9. LOVE AND MARRIAGE (ASCAP)- F. Sinatra Impatient Years (ASCAP)-Cap 3260	7	7
10. HE (BMI)-A. Hibbler Breeze (ASCAP)-Dec 29660	9	13
11. DUNGAREE DOLL (BMI)- E. Fisher Everybody's Got a Home But Me (ASCAP)- Vic 20-6337	11	2
12. ROCK AND ROLL WALTZ (BMI)- K. Starr I've Changed My Mind a Thousand Times (ASCAP)-Vic 20-6359	18	2
13. AUTUMN LEAVES (ASCAP)- R. Williams Take Care (BMI)-Kapp 116	11	19
14. BURN THAT CANDLE (BMI) B. Haley ROCK-A-BEATIN' BOOGIE (ASCAP)- Dec 29713	9	7
14. ONLY YOU (BMI)-Hilltoppers Until the Real Thing Comes Along (ASCAP)- Dot 15423	13	10
16. CRY ME A RIVER (ASCAP)- J. London S'Wonderful (ASCAP)-Liberty 55006	15	6
16. DADDY-O (BMI)-Fontane Sisters Adorable (BMI)-Dot 15428	19	7
16. BAND OF GOLD (BMI)-D. Cherry Rumble Boogie (BMI)-Col 40597	-	1
19. SHIFTING, WHISPERING SANDS (BMI)-R. Draper	13	14
19. ANGELS IN THE SKY (BMI)-		

	Platters	3	4
	I'm Just a Dancing Partner (ASCAP)- Mercury 70753		
4.	ROCK AND ROLL WALTZ (BMI)-		22
	K. Starr	8	3
	Pre Changed My Mind a Thousand Times (ASCAP)-Vic 20-6359		
5.	LISBON ANTIGUA (ASCAP)-	10.962	
	N Riddle	12	3
6.	TEEN-AGE PRAYER (ASCAP)-	31	
	G. Storm	16	3
7.	LOVE AND MARRIAGE (ASCAP)-		- 5
	F. Sinatra 'mpatient Years (ASCAP)—Cap 3260	6	12
0	PAND OF COLD (DM) D C	78	
a ,	BAND OF GOLD (BMI)-D. Cherry Rumble Boogie (BMI)-Col 40597	9	4
9.	MOMENTS TO REMEMBER	-92	72.51
	(ASCAP)-Four Lads Dream On, My Love, Dream On (ASCAP) Col 40539	4	19
0.	I HEAR YOU KNOCKIN' (BMI)-		223
19220	G. Storm	7	13
	Never Leave Me (ASCAP)-Dot 15412		
1.	TENDER TRAP (ASCAP)-F. Sinatra Weep They Will-Cap 3290	11	6
2.	MEMORIES ARE MADE OF THIS		
	(BMI)-G. Storm Teen-Age Prayer (ASCAP)-Dot 15436	5	4
502	SPORT RESISTERY IN CONTRACTOR CONTRACTOR	Π.	
3.	HE (BMI)-A. Hibbler Breeze (ASCAP)-Dec 29660	18	15
4.	ONLY YOU (BMI)-Platters	10	13
	Bark, Battle and Ball (BMI)-Mercury 70633		
5.	DUNGAREE DOLL (BMI)-		-
	E. Fisher Everybody's Got a Home But Me (ASCAP)-	-	1
	Vic 20-6337		
6,	BAND OF GOLD (BMI)-K. Carson Cast Your Bread Upon the Waters (ASCAP)- Cap 3283	14	6
7.	CRY ME A RIVER (ASCAP)-		
0.07	J. London	15	8
	S'Wonderful (ASCAP)-Liberty 55006		
8,	ALL AT ONCE YOU LOVE HER		12
	(ASCAP)-P. Como Rose Tattoo (ASCAP)-Vic 20-6294	17	7
9.	ANGELS IN THE SKY (BMI)-		
1995	Crew Cuts	10	

Mostly Martha (BMI)-Mercury 70741

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(Mercury) have the hits happening NOW! PREDICTED! SPOTLIGHTED! DISKED! SLEEPERED! BEST BETTED! and SELLING!



THE THEME FROM

"THE THREE PENNY OPERA" coupled with "I'll Be With You In Apple Blossom Time"

RICHARD HAYMAN and JAN AUGUST

MORITAT or THREE PENNY OPERA... no matter how you look at it... TOP VERSION!

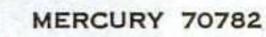


"SEVEN DAYS"

coupled with "That's Your Mistake"

THE CREWCUTS

33



"THESE HANDS"

coupled with "Chain Gang"



MERCURY 70774

"BOOGIE BLUES"

coupled with "Lookout Mountain"

CHUCK MILLER

MERCURY 70767

"THE GRASS IS GREEN"

coupled with "Where The Wind Blows"

RALPH MARTERIE AND HIS ORCHESTRA

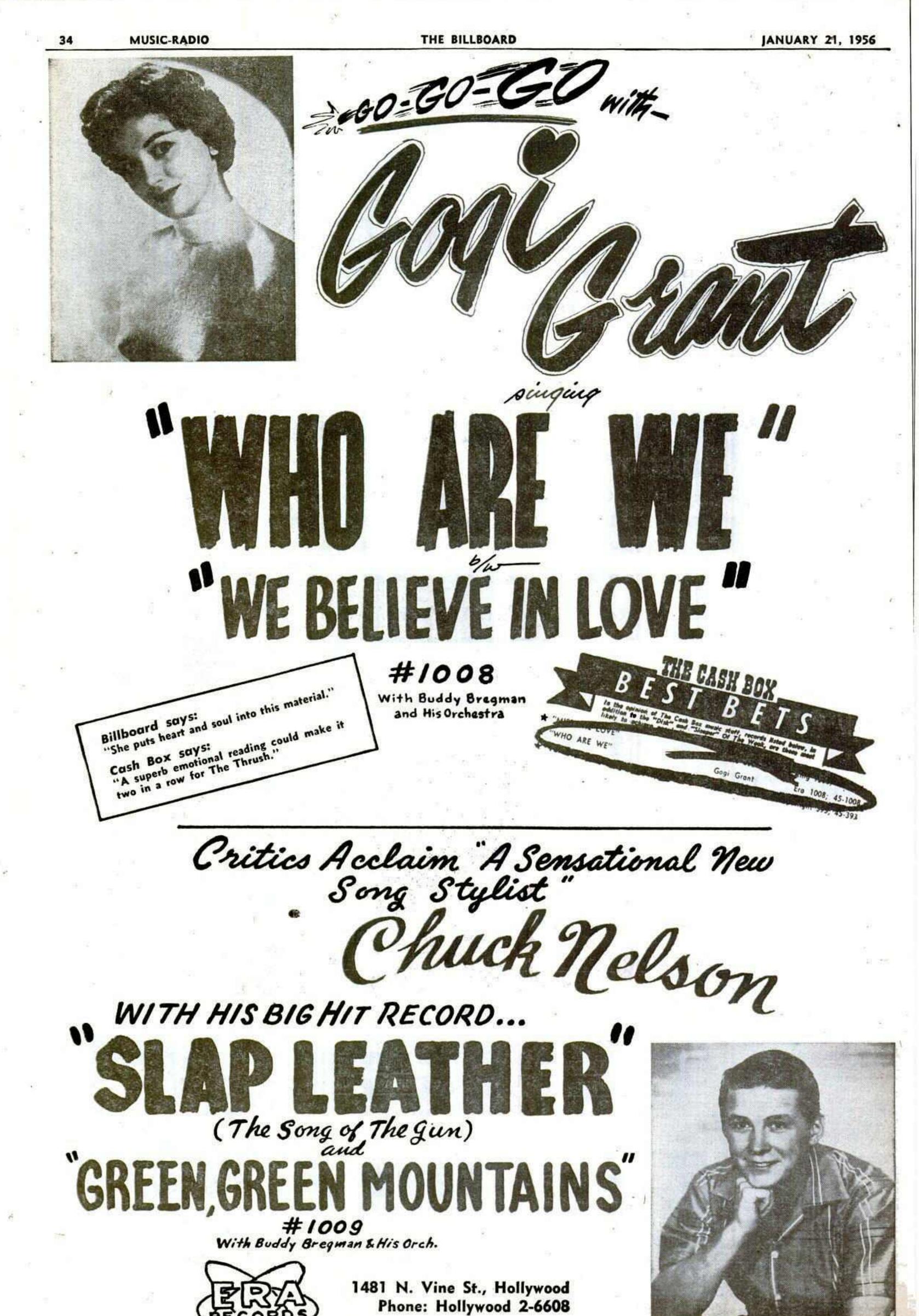
MERCURY 70771

CASHIN (0)



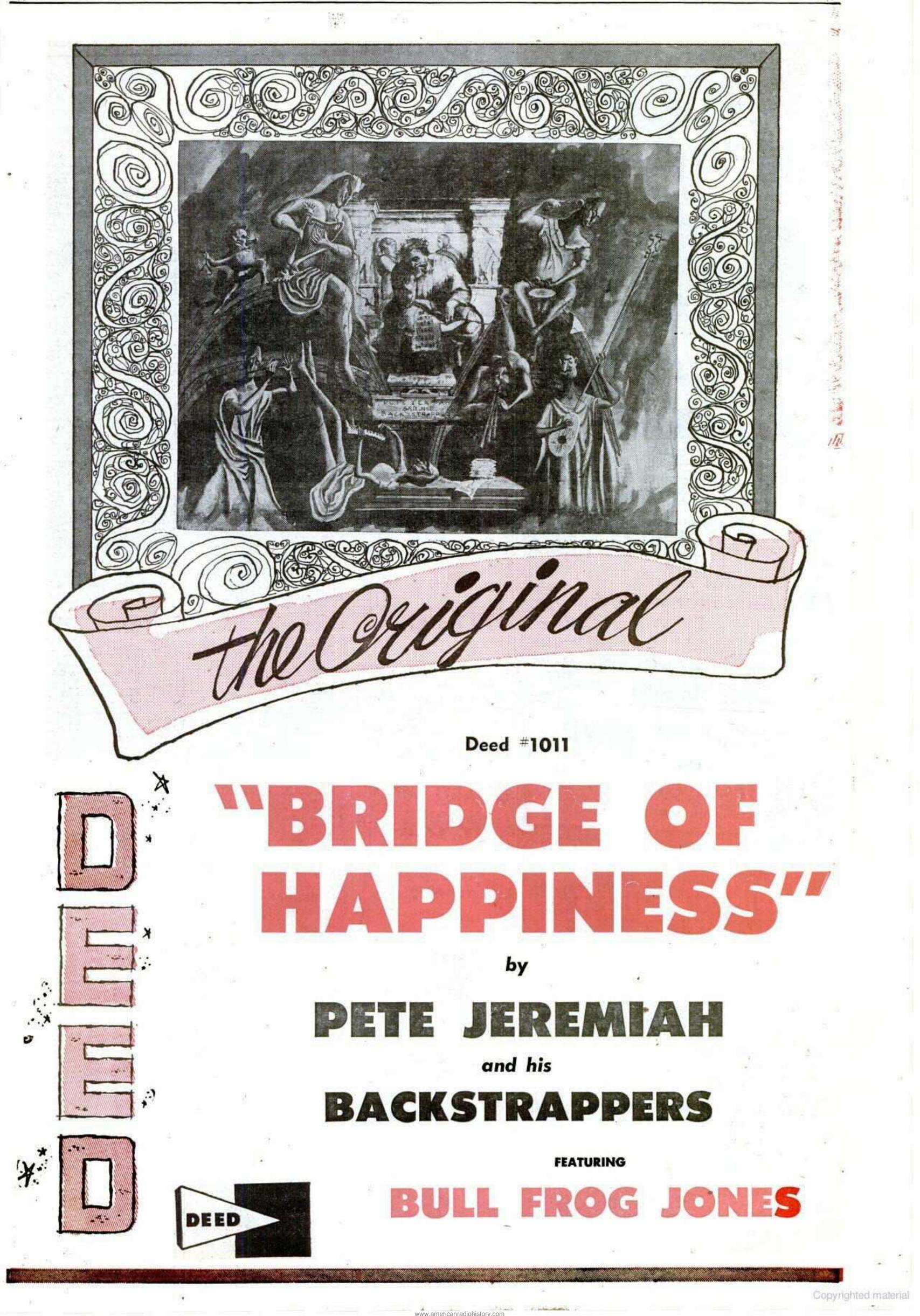
CHICAGO 1, ILLINOIS





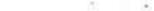


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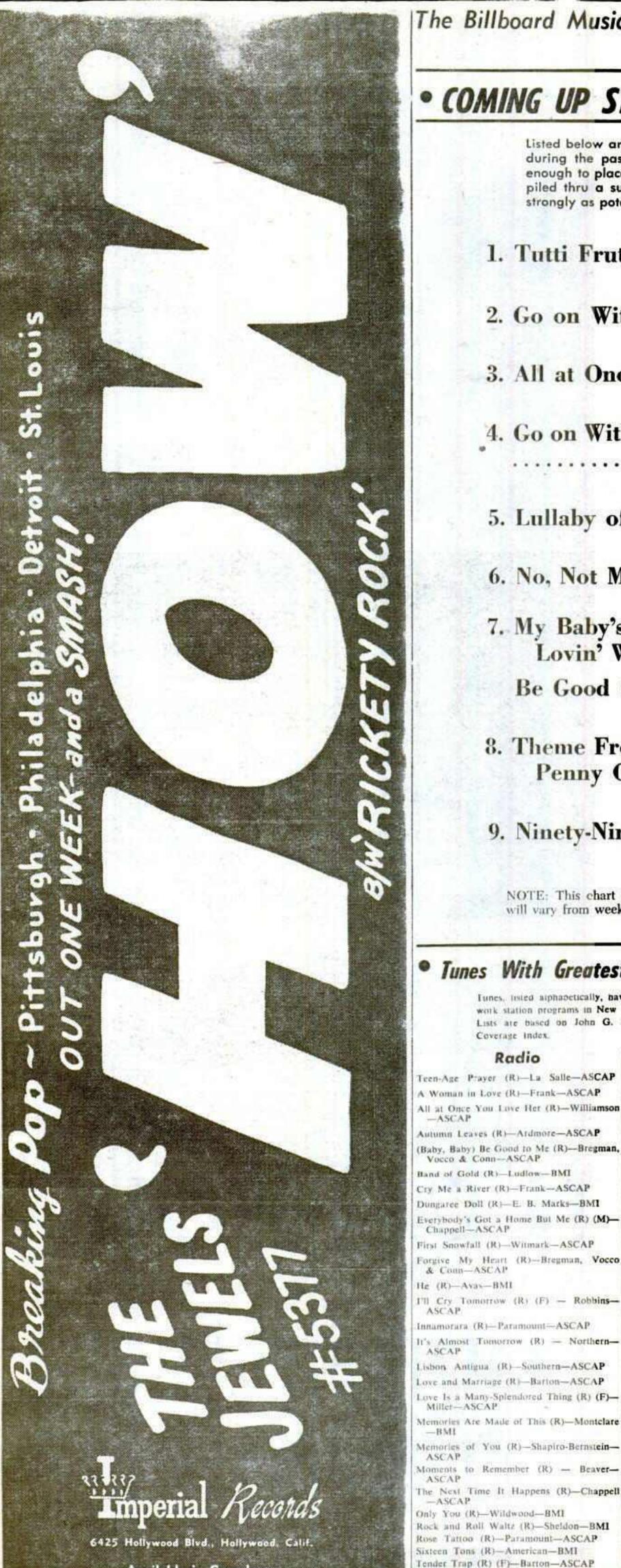


"New Orthophonic" High Fidelity recording



38

JANUARY 21, 1956



The Billboard Music Popularity Charts POPULAR RECORDS

• COMING UP STRONG

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. Tutti Frutti Little Richard (BMI) Specialty 561

2. Go on With the Wedding Patti Page (ASCAP) Mercury 70766

3. All at Once You Love Her ... Perry Como (ASCAP) RCA Victor 6294

4. Go on With the Wedding Kitty Kallen & Georgie Shaw (ASCAP) Decca 29776

5. Lullaby of Birdland The Blue Stars (BMI) Mercury 70742

6. No, Not Much The Four Lads

(ASCAP) Columbia 40629

7. My Baby's Got Such Lovin' Ways

Be Good to Me The McGuire Sisters (ASCAP); (ASCAP) Coral 61532

8. Theme From "The Three

Penny Opera" Dick Hyman Trio

(ASCAP) M-G-M 12149

9. Ninety-Nine Years Guy Mitchell

(ASCAP) Columbia 40631

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

Tunes With Greatest Radio - TV Audience

lunes, 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

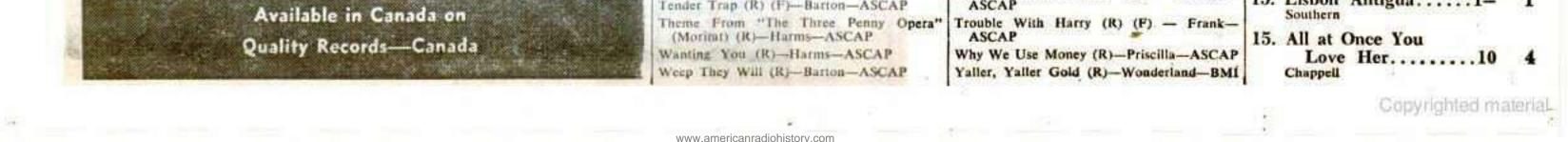
Television

A Horse, of Course (R)-Durante-ASCAP 1 Manuarian Ann Made A Woman in Love (R)-Frank-ASCAP Autumn Leaves (R)-Ardmore-ASCAP Cry Me a 'River (R)-Frank-ASCAP Dungaree Doll (R)-E. B. Marks-BMI Eleventh Hour Melody (R) - Paxton-ASCAP Everybody's Got a Home But Mc (R) (M)-Chappell-ASCAP First Snowfall (R)-Witmark-ASCAP Forever Darling (R)-Miller-ASCAP Get a Load o' Me (R)-Bourne-ASCAP Go on With the Wedding (R)-Pincus-ASCAP He (R)-Avas-BMI I'm in Favor of Friendship (R)-Garland-ASCAP It's a Man (R)-Shapiro-Bernstein-ASCA It's All Right With Me (R)-Chappell-ASCAP It's Almost Tomorrow (R) - Northern-ASCAP Lisbon Antigua (R)-Southern-ASCAP Love and Marriage (R)-Barton-ASCAP Love Is a Many-Splendored Thing (R) (F)-Miller-ASCAP Memories Are Made of This (R)-Montclar -BMI Moments to Remember (R) - Beaver-ASCAP My Bonnie Lassie (R)-Leeds-ASCAP Pussy Cat Polka (R)-Disney-ASCAP Rose Tattoo (R)-Paramount-ASCAP Sing You Sinners (R)-Famous-ASCAP Sixteen Tons (R)-American-BMI Stick With the Winner (R) - Durante-

Best Selling Sheet Music

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

	1.	Memories Are Made of This 2 Montclare	5	
	2.	Sixteen Tons 1	10	
+	3.	Autumn Leaves 3	19	
1000	4.	He 4	17	
<u>5</u> 2	5.	It's Almost Tomorrow. 6 Northern	6	
Sec. 2	6.	Moments to Remember 5 Beaver	17	
	7.	Love and Marriage 7	12	
1	8.	Band of Gold11	4	
	9.	Love Is a Many- Splendored Thing 8 Miller	20	
	10.	Dungaree Doll –	1	
re	п.	Rock and Roll Waltz	1	
17	12	Suddenly There's a Valley	19	
	13.	Tender Trap13 Barton	3	
	14.	Great Pretender	1	
-	15.	Lisbon Antigua1-	1	



THE BILLBOARD

MUSIC-RADIO

39

it's "V" day for Columbia

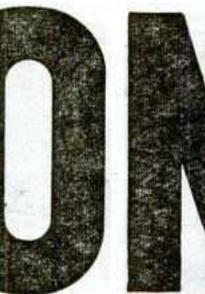


Singing . . .



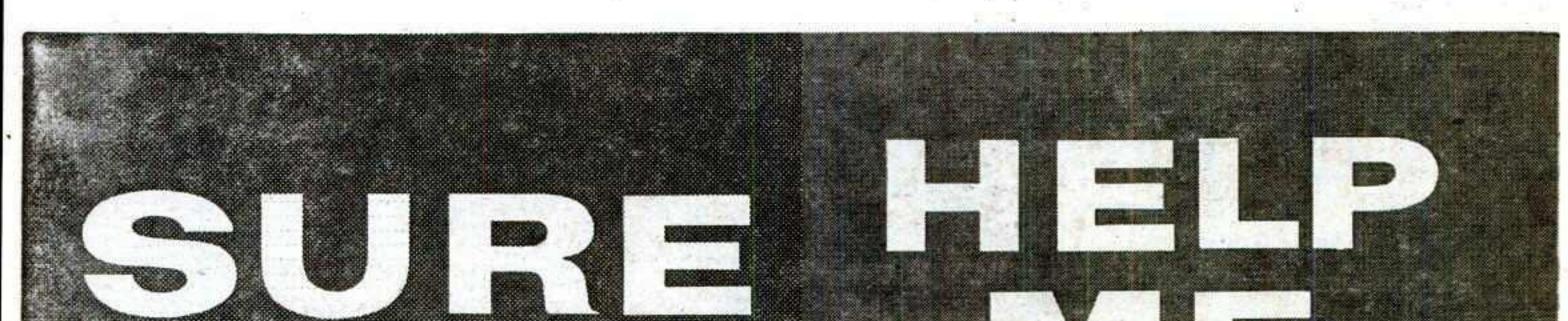








at his Best



Orchestra under the direction of ... PAUL WESTON

Columbia 40630 • 4-40630







MUSIC-RADIO

ANUARY 21. 197



The Billboard Music Popularity Charts POPULAR RECORDS THE TOP 100

For survey week ending January 11

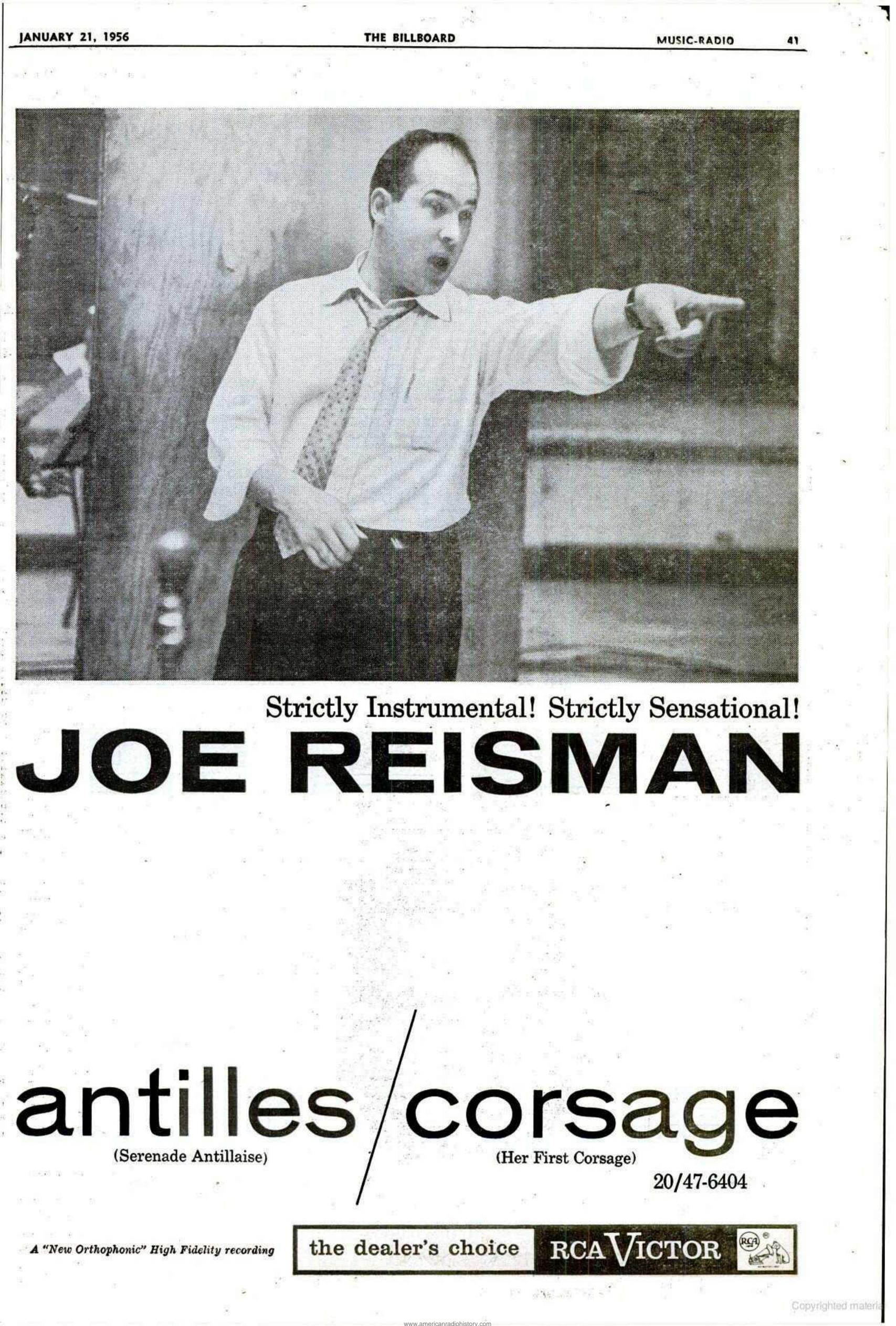
A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give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

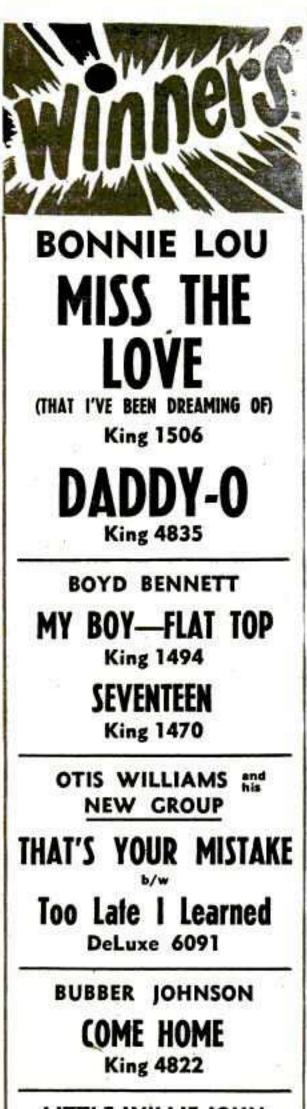
0		23 0	Last
Pos. Song	Artist 22	Label	Week
1. MEMORIES ARE MADE OF THIS 2. SIXTEEN TONS	.D. Mattin	Capitol .	1 2
3. GREAT PRETENDER	Platters	Mercucy	. 6
4. 1 HEAR YOU KNOCKIN' 5. ROCK AND ROLL WALTZ	.G. Storm	.Dot	3
6. MOMENTS TO REMEMBER	.Four Lads	,Columbia	4
7. LOVE AND MARRIAGE		Capitol	
9. TEEN-AGE PRAYER	.G. Storm	Dot	. 12
10. ONLY YOU	Platters	Mercury	
11. DUNGAREE DOLL 12. IT'S ALMOST TOMOREOW	Dream Weavers.	Decca	
13. HE	A. Hibbler	Decca	8
14. AUTUMN LEAVES	N. Riddle	Capitol	30
16. ANGELS IN THE SKY	Crew Cuts	Mercury	18
17. ONLY YOU 18. CRY ME & RIVER	J. London	Dot Liberty	24
19. ARE YOU SATISFIED?	R. Draper	Mercury	19
19. IT'S ALMOST TOMORROW	.G. Munn	Sound	25
22. HE	McGuire Sisters	Coral	21
22. LOVE IS A MANY-SPLENDORED THING 24. DADDY-0		Decca	
25. TENDER TRAP	.F. Sinatra	Capitol .	26
26. WOMAN IN LOVE	Four Aces	Decca	22
28. BAND OF GOLD	K. Carson	Capitol .	28
29. ALL AT ONCE YOU LOVE HER	.P. Como	Victor	27
31. GO ON WITH THE WEDDING	.P. Page	Mercury	38
31. MY TREASURE	Hilltoppers	Det	52
33. MOSTLY MARTHA 34. MEMORIES OF YOU			
35. GEE WHITTAKERS	.P Boone	Dot	35
35. YOU ARE MY LOVE	.F. Laine	Columbia	32
38. C'EST LA VIE	.S. Vaughan	Mercury	47
39. SHIFTING, WHISPERING SANDS			
41. SEE YOU-LATER, ALLIGATOR		monat	81
42. EVERYBODY'S GOT A HOME BUT ME	.B. Haley	Eois	43
43. AT MY FRONT DOOR	P Boone	Dut	36
44. CROCE DI ORO (CROSS OF GOLD)	P. Page	Mercury	- 42
46. LOVE AND MARRIAGE	.D. Shore	Victor	56
47. EVERYBODY'S GOT A HOME BUT ME 48. LULLABY OF BIRDLAND	E. Fisher	Victor .	50
49. WHEN YOU DANCE	.Turbans	Herald	33
50. FORGIVE MY HEART	Nat (King) Cole.	Capitol .	
52. PEPPER-HOT BABY	J. P. Morean	Victor	
52. JAPANESE FAREWELL SONG	.K. C. Jones	Marquee	
54AUTUMN LEAVES 54. NO. NO, NOT MUCH	S. Allen	Columbia	45
56. IT'S ALMOST TOMORROW	.S. Lanson	.Dot	. 44
56. WHAT IS A WIFE	.D. Collins	Coral	60
59. APRIL IN PARIS	.C. Basie	Clef	
60. NOT ONE GOODBYE 60. SHIFTING, WHISPERING SANDS	.J. P. Morgan .B. Vauehn	Dot	48
62. AUTUMN LEAVES	.M. Miller	Columbia	53
63. AUTUMN LEAVES 64. TAKE ME BACK TO TOYLAND	Nat (King) Cole	Capitol	74
65. SIXTEEN TONS	J. Desmond	Coral	69
66. NINETY-NINE YEARS 67. ROCK A BEATIN' BOOGIE	.G. Mitchell	Columbia Decua	61
67. I'M GONNA LAUGH YOU RIGHT OUT			
OF MY LIFE 67. IT'S ALMOST TOMORROW	.Nat (King) Cole, D. Carroll	Mercura	
70. THEME FROM THE THREE PENNY OPERA.	D. Hyman	M-G-M	
71. GO ON WITH THE WEDDING	and the second s	Dente	
71. SOMEONE YOU LOVE	Nat (King) Cole.	Capitot	
73. TOO LATE NOW 73. DON'T GO TO STRANGERS	De Castro Sisters	Abbott	66
75. MEMORIES ARE MADE OF THIS	.M. Carson	.Columbia	70
76. CHARMAINE 77. SUDDENLY THERE'S A VALLEY	Four Freshmen.	Capitol	80
78. YOU DON'T HAVE TO BE A BABY TO CRY.	T. Ernie	Capitol.	
79. NO ARMS CAN EVER HOLD YOU	.P. Boone	.Dot	65
81. MY BELIEVING HEART	.J. James	M-G-M	. 49
82. KEY TO MY HEART 83. NO ARMS CAN EVER HOLD YOU	R Clooney	Columbia	
R3. LET IT RING	Doris Day	Columbia	. 76
85. SUDDENLY THERE'S A VALLEY	.Mills Brothers	.Decca .	
87. FLL KNOW	.S. Davis Jr	Deces	
88. DADDY-0	B Lou	Kine	51
88. THERE SHOULD BE RULES	.D. Charles-		
	Singing Dogs.	Victor .	67
AL LOVE IS A MANY SHITTER STORES	13 43	Dot	71
91. LOVE 15 A MANY-SPLENDORED THING 91. ADORABLE	Fontane Sisters .		
91. ADORABLE 91. TEEN-AGERS WALTZ	. Fontane Sisters . E Howard	Mercury	
91. ADORABLE 91. TEEN-AGERS WALTZ 94. SUDDENLY THERE'S A VALLEY	.Fontane Sisters . .E. Howard J. LaRosa	.Mercury .Cadence	-
91. ADORABLE 91. TEEN-AGERS WALTZ 94. SUDDENLY THERE'S A VALLEY 94. IF YOU DON'T WANT MY LOVE 94. TWENTY-FOUR HOURS A DAY	.Fontane Sisters . .E. Howard .J. LaRosa .J. P. Morgan .G. Gibbs	Mercury Cadence Victor	
91. ADORABLE 91. TEEN-AGERS WALTZ 94. SUDDENLY THERE'S A VALLEY 94. IF YOU DON'T WANT MY LOVE 94. TWENTY-FOUR HOURS A DAY 97. MY BOY—FLAT TOP	. Fontane Sisters . .E. Howard .J. LaRosa .J. P. Morgan .G. Gibbs B. Bennett	Mercury Cadence Victor Mercury King	
91. ADORABLE 91. TEEN-AGERS WALTZ 94. SUDDENLY THERE'S A VALLEY 94. IF YOU DON'T WANT MY LOVE 94. TWENTY-FOUR HOURS A DAY 97. MY BOY-FLAT TOP 98. WAKE THE TOWN AND TELL THE PEOPLE. 99. C'EST LA VIE	.Fontane Sisters . .E. Howard J. LaRosa J. P. Morgan .G. Gibbs .B. Bennett .L. Baxter .S. Gale	Mercury Cadence Victor Mercury King Capitol Victor	
91. ADORABLE 91. TEEN-AGERS WALTZ 94. SUDDENLY THERE'S A VALLEY 94. IF YOU DON'T WANT MY LOVE 94. TWENTY-FOUR HOURS A DAY 97. MY BOY—FLAT TOP 98. WAKE THE TOWN AND TELL THE PEOPLE. 99. C'EST LA VIE 99. SUDDENLY THERE'S A VALLEY	.Fontane Sisters . E. Howard J. LaRosa G. Gibbs B. Bennett L. Baxter S. Gale P. Andrews	Mercury Cadence Victor Mercury King Capitol Victor Capitol	
91. ADORABLE 91. TEEN-AGER5 WALTZ 94. SUDDENLY THERE'S A VALLEY 94. IF YOU DON'T WANT MY LOVE 94. TWENTY-FOUR HOURS A DAY 97. MY BOY-FLAT TOP 98. WAKE THE TOWN AND TELL THE PEOPLE. 99. C'EST LA VIE	.Fontane Sisters . E. Howard J. LaRosa G. Gibbs B. Bennett L. Baxter S. Gale P. Andrews D. Cornell B. Hamilton	Mercury Cadence Victor Mercury King Capitol Victor Capitol Coral Enic	

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







XOX JOX

By JUNE BUNDY

OFF MIKE: Our recent feature on outside activities of deejays sparked reports from other jocks on their extra curricular chores. Kenny Vincent, WEOL, Lorain, O., for instance, is now writing a record review column for a local newspaper. . . . Beecher Frank, WKLO, Louisville, recently ap-peared as narrator (of Don Gillis' "The Man Who Invented Music") with the Louisville Symphony Orchestra. . . Johnny Michaels, WOKY, Milwaukee, manufactures Polish language disks and appears on his own label as an artist..... Carey Deckard, KVET, Austin, Tex., has also turned artist on the Vincent label . . . Jack Gale, Pittsburgh, writes more than a dozen record columns for various publications, handles record promotion for artists in his territory, acts as personal representative and does publicity for several singers.

GIMMICKS: Tom Edwards, WERE, Cleveland, has been taking color shots of stars who appear on his show for the last six months and is now ready to introduce a new gimmick at his record hops. The deejay plans to bring along a portable screen and a slide projector and show his color photos during dance intermissions. In line with this, Edwards says he needs "two by two color transparencies" of record stars, and asks artists (those whose photos he hasn't already taken himself) to send them to him if they want to be represented in picture at the hops. It's pretty big for a "gimmick"

but Lou Barile received a brand

Roy Carr has resigned from WLOL, Minneapolis, after 11 years with the station to join WTCN, same city. Carr will appear on both radio and TV for WTCN.... Ernie Gotthilf has left WTTH, Port Huron, Mich., to join KTLW, Texas City, Tex., where he has a three-hour "wake up show" every morning, plus a two-hour Saturday afternoon airer. ... Tom Carney has stepped from school into a staff position at WKTY, La Crosse, Wis. . . . Two new spinners at KWNA, Winnemucca, Nev., are Bill Howard and Tom Gray.... Apologies to Bob Martin, WTBO, Cumberland, Md., whose name was misprinted in a recent Vox Jox column. A 20-year-old deejay, Martin has two shows-a Saturday afternoon airer, "The Social Calendar With Music," for teen-agers and an evening show, "Robins Roost," with an imaginary night club format.

YESTERYEAR'S TOPS-The nation's top tunes on records as reported in The Billboard **JANUARY 19, 1946** 1. Symphony 2. I Can't Begin to Tell You 3. Let It Snow! Let It Snow! Let It Snow! 4. Chickery Chick 5. It's Been a Long, Long Time 6. It Might As Well Be Spring 7. Waitin' for the Train to Come In 8. Some Sunday Morning

9. Doctor, Lawyer, Indian Chief

10. Aren't You Glad You're You?

11. I'm Always Chasing Rainbows

12. Dig You Later (A Huba-Huba-Huba

13. In the Middle of May



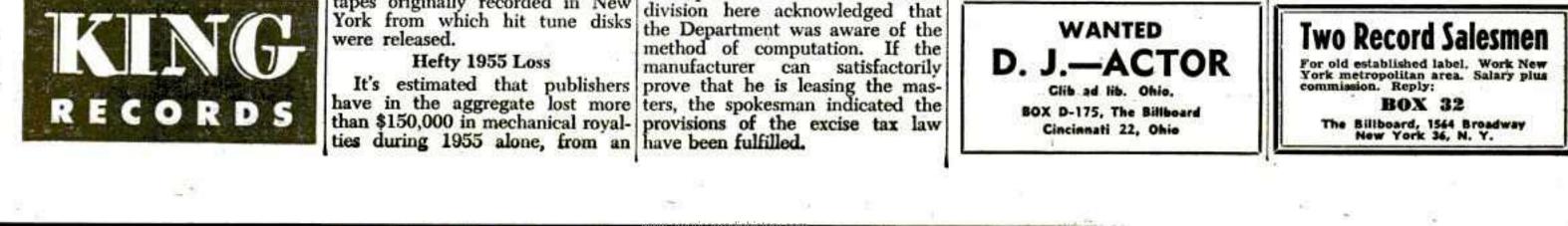
LITTLE WILLIE JOHN **NEED YOUR LOVE** SO BAD b/w HOME AT LAST King 4841 **ALL AROUND** THE WORLD King 4818 **ROCK BROTHERS**

DUNGAREE DOLL King 4851

NEW RELEASES!! BOYD BENNETT **RIGHT AROUND** THE CORNER PARTNERS FOR LIFE King 4874

BUBBER JOHNSON A WONDERFUL THING HAPPENED **KEEP A LIGHT IN THE** WINDOW FOR ME King 4872

EARL (CONNELLY) KING TIME WILL TELL HERE I STAND King 4862



new 1956 automobile from his sta-14. That's for Me tion, WKAL, Rome, N. Y., on his sixth anniversary with the outlet. .. Dick Drury, WFIN, Findlay, O., recently had a lot of fun and gained some new listeners, via a cookie baking contest for local housewives. Cookie contestants were asked to bring their entries into a local music show (from which Drury's show emanates), and the jockey sampled each cookie before he decided on the winner. The rest of the pastry was distributed to local charity homes.

- 15. Just a Little Fond Affection JANUARY 20, 1951 1. Tennessee Waltz 2. My Heart Cries for You
- 3. The Thing
- 4. Harbor Lights 5. Nevertheless
- 6. Bushel and a Peck, A
- 7. Be My Love
- 8. Thinking of You
- 9. The Roving Kind
- 10. You're Just in Love

Eye Low Cost Record Output

• Continued from page 19

and intend to collect for the pub- (and four publishers) per side. lishers we represent."

severe to publishers not represent- Department here this week aced by Fox. Too frequently, pub- knowledged that "payments are lishers who collect their own me- being made in two different ways." chanical royalties try to deal with According to the excise tax law as some hit tune labels directly, and it applies to phonograph records, invariably wind up with little or taxes (10 per cent) are computed no payment at all.

alarmed at the growth of these operators, some of whom reputedly do a volume that runs into millions of units annually.

Specifically, the publishers are concerned with knowing just which labels are in the hit tune business, and in locating them. The firms change labels all too frequently, partially to avoid royalty payments and also as a means of regenerating consumer interest in their product. Licenses to record are seldom issued, nor do publishers actually receive a statement from these firms.

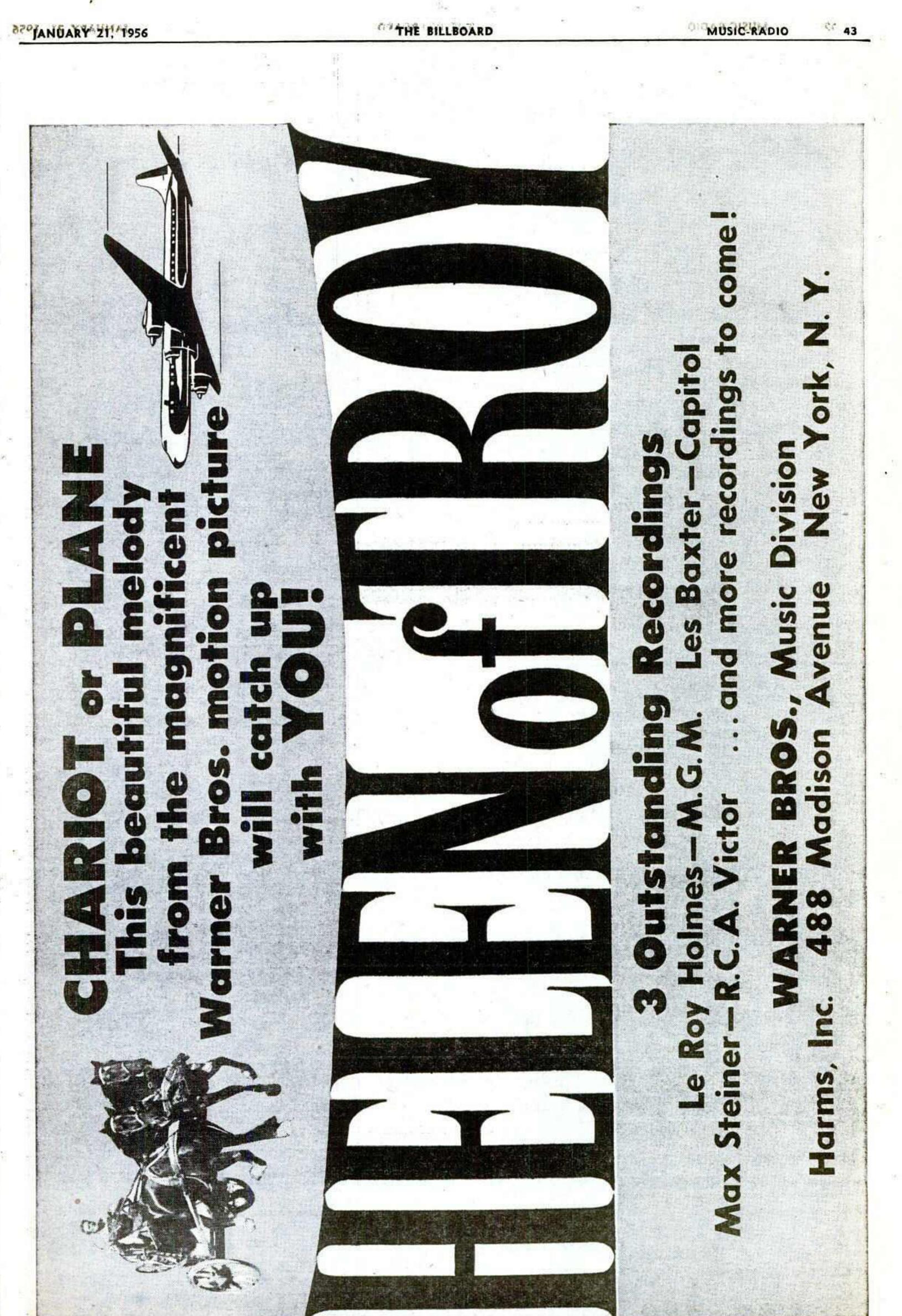
To complicate the situation even more, it is reported that some hit tune firms participate in the use of the same tape. One firm in Los Angeles is known to have used tapes originally recorded in New

of these firms out of business by estimated 8,000,000 records sold threatening litigation, Fox de- via the mails on radio and televiclared. We are interested in pay- sion. The disks are generally miment of mechanical royalties as crogroove recorded 78's and 45's stipulated in the Copyright law, featuring in most cases four tunes

With respect to the payment of The problem becomes even more excise taxes, the Internal Revenue at the manufacturer's selling price. The publishers are becoming A manufacturer has been defined as one who owns the master re-

cording. Some of the hit tune labels skirt ownership of masters by allegedly "leasing" masters from a record pressing plant, thus paying excise taxes on the cost of pressing rather than the selling price. The effort is at best reputed to be one that will be short-lived according to responsible parties here. With the exception of the hit tune labels paying taxes in this manner, and those who brazenly make no payment at all, virtually the entire industry pays a tax of approximately four and a fraction cents per record. The savings involved is enormous to these hit tune labels, quite often representing the difference

between profit and loss. A spokesman for the excise tax



the second se





MUSIC-RADIO

THE BILLBOARD

IANUARY 21, 1956

RECORDS

The Billboard Music Popularity Charts

Review Spotlight on...

RECORDS

TONY BENNETT....Columbia 40632.....SING YOU SINNERS (Famous, ASCAP) THI Here's one of Tony's best efforts to date. On top is a lusty, gusty, swinging version of the famous old show-stopper, currently revived via the Lillian Roth biopic, "I'll Cry Tomorrow." On the flip there's some warm and tasteful warbling of a fine ballad. NAT (KING) COLE....Capitol 3328.....NOTHING EVER CHANGES ASK ME The "King" comes thru again with another pair of sock sides. On top is a lovely, melodic ballad delivered in that sincere and genuine Cole fashion. "Ask Mc" is a subtly swinging, beguine-tempoed opus that's just as effective. Solid support is indicated for both efforts. AL HIBBLER. . Decca 29789..... 11TH HOUR MELODY so (Paxton, ASCAP) The tune, which is used as a theme by NBC-TV's 11th Hour Theater gets a most attractive interpretation here. The warbler delivers those tender, tremulous tones in fine, expressive style. This could be the big follow-up to his "Unchained Melody" smash. Flip FR is "Let's Try Again." a graceful and touching ballad (Paco, ASCAP). FERCY FAITH....Columbia 40633.....VALLEY VALPARAISO (Broadcast, BMI) Here's a jush and beautiful nostalgic-type melody set to a very stylish arrangement that has the feel of "Moulin Rouge." Lyric is sung in quietly, tasteful fashion by the chorus. This is an unusually appealing job with strong commercial potential. The flip is "Bluebell," a happy instrumental (Hollis, BMI). TALENT BIL JOHN LESLIE....ABC-Paramount 9666......FORTUNE TELLER (Gil, BMI) MY IMPOSSIBLE CASTLE.....(Remick, ASCAP) A most distinctive vocal talent gets its disk kick-off with these two fine sides. Leslie shows a sincere and genuine feel for a lyric in his emotional warbling on "Fortune Teller." On the flip there is some equally impressive chanting of a pleasant ballad. The label has a strong chunk of talent in this lad and more good sides should be in the offing.

The record number of Moritat, theme from "The Three-Penny Opera," by Richard Hayman and Jan August, was listed incorrectly last week. The correct number is Mercury 70781.

click, "I Want You to Be My Baby." Lacks the contagion of the latter, but could do okay if it gets plugged enough. (Sheldon, BMJ) hat's the Only Way to Live71 Tune is a close relation to "That's All I Need." Typically uninhibited rendition by the thrush in a sound that is more for vaude than for disks. (Tee Kaye, ASCAP)	teresting vocal talent in this first waxing for the label. (Regent, BMI) Little Mistakes72 Another pleasant warble, revealing further the warm pipes of the thrush. (Bregman, Vocco & Conn, ASCAP) NAN WYNN Thirteen Black Cats
E GAYLORDS Ioliy-O	cheerfully to gimmicky backing. Nov- elty flavor will pull spins. (Trinity, BMI) Kiss and Run72 Steady beat in the ork supports the canary's sultry vocalizing aptly. A listenable side. (Reis, BMI) THE TRENIERS Rock 'n' Roll Call
Voman of the River-Mambo75 VICTOR 6385-This performance of the title song of the film is an excit- ing one. The instrumentation, and the vocal by Sophia Loren have a primitive, driving quality. (BMI) ANK GIORDANO COMBO Syves-Mambo Suby71 Another mambo from the same film. A good side. (BMI) NNY GALE II My Devotion	"16 Tons" flavor in a rock and roll context. (Mobile, BMI) JACK SHAINDLIN Pie-in-the-Face
A the Way to Your Heart74 Sentimental ballad, chanted effec- tively and backed attractively, makes for another good Sunny Gale entry. (Southern, ASCAP) LY ECKSTINE onely Avenue	THE BLUE SIOUX CITY FIVE In the Mood
TTY MADIGAN aithful and True	out of the common groove, melodic- aily. Interesting programming item. This was one of Billie Holiday's bigger numbers on the same label.

Reviews of New Pop Records

BATINGS-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.

AL TERCEK ORK

BUDDY 153-A pleasant group vocal on a folksy waltz theme, reminiscent of "Good Night Irene" and "Tennessee Waltz." If this disk gets some exposure it might show some speed. (Reserve, BMI)

Oom-Pa-Dee-Aye-Ay. . 69

A catchy polka theme, with some nice vocalizing. However, flip is the side to watch. (Reserve, BMI)

SNOOKY LANSON

DOT 15445-Clvde McPhatter's original is showing pop strength, and Dorothy Collins' version has a good head start, but the Hit Parader has a sock rendition and figures to cash in on the action. (Progressive, BMI)

Tippity Top....75

Lanson covers the upcoming r.&b. item cut originally by the Rays. A strong entry that figures to pay its way. (Arc, BMI)

PEGGY KING

COLUMBIA 40638-Cute ditty has an infectious appeal in this sweetly delivered vocal by the thrush. Peggy King has a strong entry here and it could move ahead.

Kiss and Run. .74

Another mighty ingratiating warble, this, too, could generate some attention for itself.

TERRI STEVENS

VICTOR 6393-A beautiful song in waltz time gets a tender reading by the thrush, with standout backing by Winterhalter and ork. Watch it. (Mellin, BMI)

0- 49, Poor

90-100, Tops

70- 79, Good

80- 89, Excellent

50- 59, Limited

60- 69, Satisfactory

RUBY WRIGHT

- KING 4870-Here's a catchy ditty with novelty lyrics, and the gal belts it out with style. Deejays will like this disk. (Lois, BMI)
- Don't Take Me for Granted 75 Miss Wright elaborates on the theme in the title. She puts emotion and zest into the song. (La Salle, ASCAP)

THE BENNY GOODMAN SEXTET WITH ROSEMARY CLOONEY

COLUMBIA 40625 - Benny Goodman's perennial closing theme, which gets special attention in his forthcoming biofilm, is blown prettily by the clarinetist and vocalized caressingly by Miss Clooney. Figures to get attention. (La Salle, ASCAP)

A Fine Romance....74

An instrumental by the Sextet, whose members are not identified on the label. Pleasant, unarranged jamming with okay trumpet, trombone and clarinet. (Harms, ASCAP)

OWEN BRADLEY ORCHESTRA Moritat (Theme from

DECCA 29816-Excellent instrumental cover of the oncoming Kurt Weill tune, altho the Dick Hyman version will be hard to dislodge. Colorful organ work by Bradley should inspire spins. (Harms, Inc., ASCAP)

Lights of Vienna....72

Lovely, lilting Viennese-type waltz is played appealingly by organ, guitar, etc. Danceable and listenable coin-grabber. (Zodiac, BMI)

Phillipaires, (Kahn, ASCAP) -Pocahontas....72

A pleasing vocal treatment by Ravenscraft and the girls on an okay novelty with a good beat. (Windy City, ASCAP)

recent historical tomes of the patriotic pioneers. (Brighton, ASCAP) To You, My Love 73

her fashion. March tempo smacks

Properly devoted mood comes thru here as Miss Madigan sings in charming ballad style of her love. Gal exudes sincerity. (Leeds, ASCAP)

JACK PAAR AND JACK HASKELL Jack Paar and Jack Haskell, a member of his afternoon program, team up on a corny but cute novelty with a clever lyric gimmick. The disk is bound to get plenty of plugging on the Paar network show, which should hypo cross-counter sales considerably. (April, ASCAP)

JACK HASKELL AND AUDREY MARSH Good Luck, Good Health, God Bless You....72

Two members of Paar's TV program duct attractively on a wholesometype little ditty with upright pacing and strong family appeal. (Dart-mouth, ASCAP)

CHAMP BUTLER

multiple track warbling-on a catchy theme about a guy who's had one too many and "got home" but doesn't know how. (Tee-Kaye, ASCAP)

I've Reached the

Point of No Return....72 Butler sings with warm sincerity on a moody ballad, but flip is better showcase for his talents. (T-C, BMI)

LOLA DEE

WING 90052-A gay beat-modified rock and roll with Latin bits-paces a happy disk effort by Miss Dec. Many will like it. It's a cover of the El Dorados' slicing on Vee Jay. (Tollic, BMI)

Sentimental love ballad is sung

THE TOPPERS

Honey, Honey (Bless Your Heart)74 ABC-PARAMOUNT 9667 - Very pleasant, old-fashioned tune gets barbershop quartet treatment from a fine male group with ork. Could sell in the family market if it can get exposed. (Roncom, ASCAP) George Washington 74

Painless history lesson could register with the moppets, and certainly figures to get plenty of air play every February 22d. (Coliseum, BMI)

ART MOONEY ORK

- some of the flavor of this r.&b. item in this cover version, with vocal by Ocie Smith.
- You Can Take My Heart 73 A tender ballad gets a relaxed per-

leafs.

LEROY HOLMES ORK

- M-G-M 12157-Motion picture theme music is attractively scored for ork and chorus. (Harms, ASCAP) Madeira....71
- Insistent Latin beat pervades this colorfully orchestrated instrumental. Makes nice background listening. (Ardmore, ASCAP)

BERNADINE READ

enough job by Miss Read on an intensely wrought pleader. (Coliseum, BMD

Let Me Give

You One Last Kiss....71 Lilting walte tune gets an earnest reading by the thrush. (Boland-Leng, ASCAP)

THE COMMODORES

group warbles brightly on the r.&b. rhythm bit. The boys blend smartly behind the effective vocalizing of their lead singer. The disk is a trifle late but should grab off considerable play. (Rush, BMI) Whole Lotta Shakin' Goin' On 71

Jaunty-paced, spirited reading on a verveful rhythm tune with a solid, bouncy beat. Good juke material, (Maryin, BMI)

WILDER BROTHERS

- the swingy South African folk oldie wrapped up in an uninhibited arrangement. Good juke wax. (Folkways, BMI)
- Love That Melody 70

The boys warble good-naturedly on an okay rhythm ditty, lyric gimmick being that the "melody" they culogize is the wedding march. Has possibilities for jockey chatter angles. (Manning, ASCAP)

DESI ARNAZ ORK

show plugs and the performer's popularity, this title tune from the forthcoming Arnaz pic should get its share of action. Pied Pipers add to the impression. (Miller, ASCAP) The Straw Hat Song 70

The former Latin band leader offers a lighthearted little item with a calypso flavor. Pipers are featured again. (Mood, ASCAP)

JO ANN MILLER

- SCOPE 1957-Plea for romantic chit chat is delivered intimately by the thrush. Good listening. (Midway, ASCAP)
- A Brand New Man 70 Bouncy effort with an intriguing beat, it has a bit of novelty appeal. Flip is more solid, tho. (Studio, BMI)
- JERRY MERCER ORK
- **MERCURY** 70783-The band swings on this one, a remake of an old melody that knew great popularity at a jug of brown hue. (Pere, BMI)

formance, with vocal by the Clover-CAROL RICHARDS

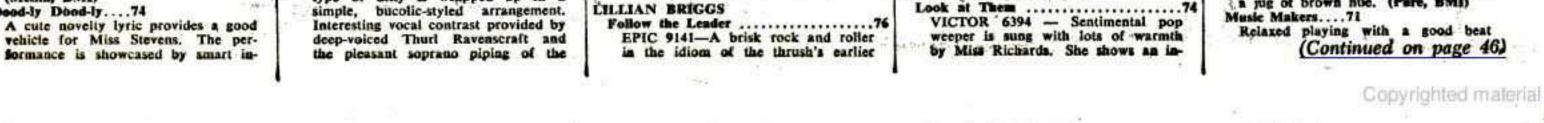
Ma Petite.....71

sweetly. Real nice wax. (Gordon, BMD

strumental backing by Hugo Winterhalter. (Mid, BMI) TEDDY PHILLIPS ORK

DOT 15438 - A folksy Swiss-Alps

type of ditty is whapped up in a



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Monte's the most!

Lou Monte

sings PONY TAIL

NINA, THE QUEEN OF THE TEENERS

20/47-6403

"New Orthophonic" High Fidelity recording





MUSIC-RADIO

46

THE BILLBOARD

JANUARY 21, 1956



THE BILLBOARD

For Real

Country Style

By a Full

Country

Mile

M-G-M 12157

Con a contra



This Week's Best Buys

TENNESSEE TODDY (Acuff-Rose, BMI)-Marty Robbins-Columbia 21477

A solid seller for Robbins thruout Southern and Western territories, where he is a traditional favorite. The Carolinas, Richmond, New Orlans and Nashville indicated top sales. Flip is "Mean Mama Blues" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

I'M MOVING IN (Hill & Range, BMI)-Hank Snow-RCA Victor 6379 The available in most territories two weeks or less, this disk has taken strong hold and should make its way to the charts with little delay. It already has a wide spread of sales reports. New England, Middle Atlantic and Middle Western reports were, in many cases, as good as Southern ones. Flip is "These Hands" (Hill & Range, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on ... RECORDS

JOHNNIE AND JACK-RUBY WELLS

Feet of Clay (Hill & Range, BMI)-RCA Victor 6395-Here's a solid performance in waltz time of an interesting weeper, which should chalk up plenty of spins. Ruby Wells adds a third voice to the duet of Johnnie and Jack, and results pay off in a fine, expressive trio. Flip is "I Want to Be Loved" (Acuff-Rose, BMI).

JIM REEVES

That's a Sad Affair (Redd Stewart, BMI) If You Were Mine (Delmore, ASCAP-RCA Victor 6401 -Reeves warbles personably on an appealing novelty, "That's a Sad Affair," which chronicles the "romance" of two youngsters (three and five) in an amusing lyric vein. The flip is a pretty ballad, sung smoothly and with feeling by Reeves. Latter side could also go pop.

Reviews of New C & W Records

HAWKSHAW HAWKINS

VICTOR 6396-If things ain't right, he don't want 'em-that's the gist. put into a flock of cute verses and sung at a bright, springy clip, Has

attract air plays and with a push could win good sales, too. (Acuff-Rose, BMI) Except....69

Ballad is well-constructed, and Collie delivers it sincerely. BMI)

fine possibilities. (Starrite, BMI)

It's somebody's love he's borrowing. Pleasant, but not extraordinary material, (Harpeth, Hills, BMI)

LEFTY FRIZZELL

COLUMBIA 21488-Frizzell does a real fine job with this powerful ballad. Should do right fine in the market place, the competition will keep the side from realizing its full potential. (Hill & Range, BMI)

First to Have a Second Chance 77

Another real fine interpretation by Frizzell. His fans will reach for it caperly. (Cedarwood, BMI)

BUD DECKELMAN

Yesterday, Today and Tomorrow77 M-G-M 12162 - Deckelman penned this affecting weeper, and he reads it with great feeling. A good strong beat in the backing gives his performance additional impact. (Acuff-Rose, BMI)

Darling, I'll Keep Trying 75

In a change of pace and mood, the singer breezily runs thru this material, again making a good impression. Two attractive sides that will please Deckelman's fans. (Acuff-Rose, BMI)

CARL PERKINS

SUN 234-Perkins contributes a lively reading on a gay rhythm ditty with strong r.&b. styled packing. Fine for the jukes. (Hi Lo, BMI)

Honey, Don't 76 Same comment. (Hi Lo, BMI)

JIMMY AND JOHNNY

DECCA 29772-A sweet-singing daddy took his baby for a ride. That's the theme of this lively ditty sung by Jimmy and Johnny. Ditty is Webb Pierce's, and he intros it with a few notes. A strong side. (Cedarwood, BMI)

Trust Me 74

An authentic sound gives this weeper an attractive quality. (Cedarwood, BMI)

THE MILLER SISTERS

SUN 230-The girls pipe sweetly and appealingly on a gentle ballad with expressive lyrics. (HI Lo, BMI) There's No Right Way to Do Me Wrong. ... 74 Warm, altractive thrushing on an effective weeper. (Southern, ASCAP)

GENE AUTRY

You've Got to Take the

COLUMBIA 21481-Autry has a nice side here-a lively ditty which expounds a happy philosophy. Merits good deejay exposure. (Tru Blue, ASCAP)

Two Cheaters in Love 73 Autry belts out a piece about the trials-and travail-which beset cheaters. Tune-is a strong weeper. (Golden West, BMI)

JIMMY COLLIE

FLOYD CRAMER

Dixle 73 M-G-M 12161-A coupling that may raise eyebrows, Cramer has something of interest for fans of his rag-time piano stylings on both sides of the Mason-Dixon line. (Acuff-Rose, BMI)

Battle Hymn of the Republic 71

Like the reverse, this is a jaunty reading that is easy to fall for. The banjo and rhythm backing punches out a merry beat all the way. (Acuff-Rose, BMI)

WERLY FAIRBURN .

COLUMBIA 21483-Plea for romance is the message here. It's a Fairburn original, and he sings it appealingly. Real listenable. (Golden West, BMI)

Broken-Hearted Me 68

Slow, tuneful weeper is handed a sympathetic reading by Fairburn. (Mallory, BMI)

ZEKE CLEMENTS

You're Free Again72 DOT 15440-This is another of those hymns of the hurt heart, but in this case it swings, and there's a real hot bit of country fiddling in the middle section. (Hill & Range, BMI)

Blue Mexico Sky 69

Here's one of those lopin' cowboy items that tells about "the gal from Dayton who's waitin'." Clippety-clop rhythm sound adds to the flavor. (Cole, BMI)

DICK MILLER

My Tennessee Baby72 M&M 3031-Miller does some highpowered weepin' and wailin' on this waltz-styled plea for the lady's return. (Tuisa)

Humpty Dumpty Love.....69

A cute bit of romantic whimsy based on Humpty's famous fall. Miller sings in stylish country tones. (Talsa)

BOBBY ROBERTS

I'm Pullin' Stakes and Leavin' You71 KING 4868-The cheatin' gal gets told off, Competent cleffing and warbling by Roberts. (Mar-Kay, BMI) Her and My Best Friend....68

A common theme, expressed in routine lines. (Mar-Kay, BMI)

SPENCE BARE

MCI 1001-Another novelty, this one with a boogie beat. Bare knocks out a good vocal here. (Desert Palms, BMD

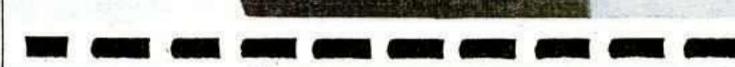
Kiss and Retreat..... 68

A novelty ditty about one technique of love, implied in the title. The vocal is fair. Pop-ish in flavor. (Desert Palms, BMI)

RITA FAYE

M-G-M 12163-The talented child star does a bang-up job on this popular Hank Williams song. She is given fine rhythm support.

Lovesick Blues....68



ADam Low Down Blues"

4Where Do

From Here"



48

JANUARY 21, 1956



RECORDS are ranked in order of the greatest number of plays in juke boxes thruout



THE DAVIS SISTERS

Don't Take Him For Granted Blues For Company

JIM REEVES

If You Were Mine That's A Sad Affair 20/47-6401

JIMMIE RODGERS

with Chet Atkins and members of The Rainbow Ranch Boys

Never No Mo' Blues Daddy and Home



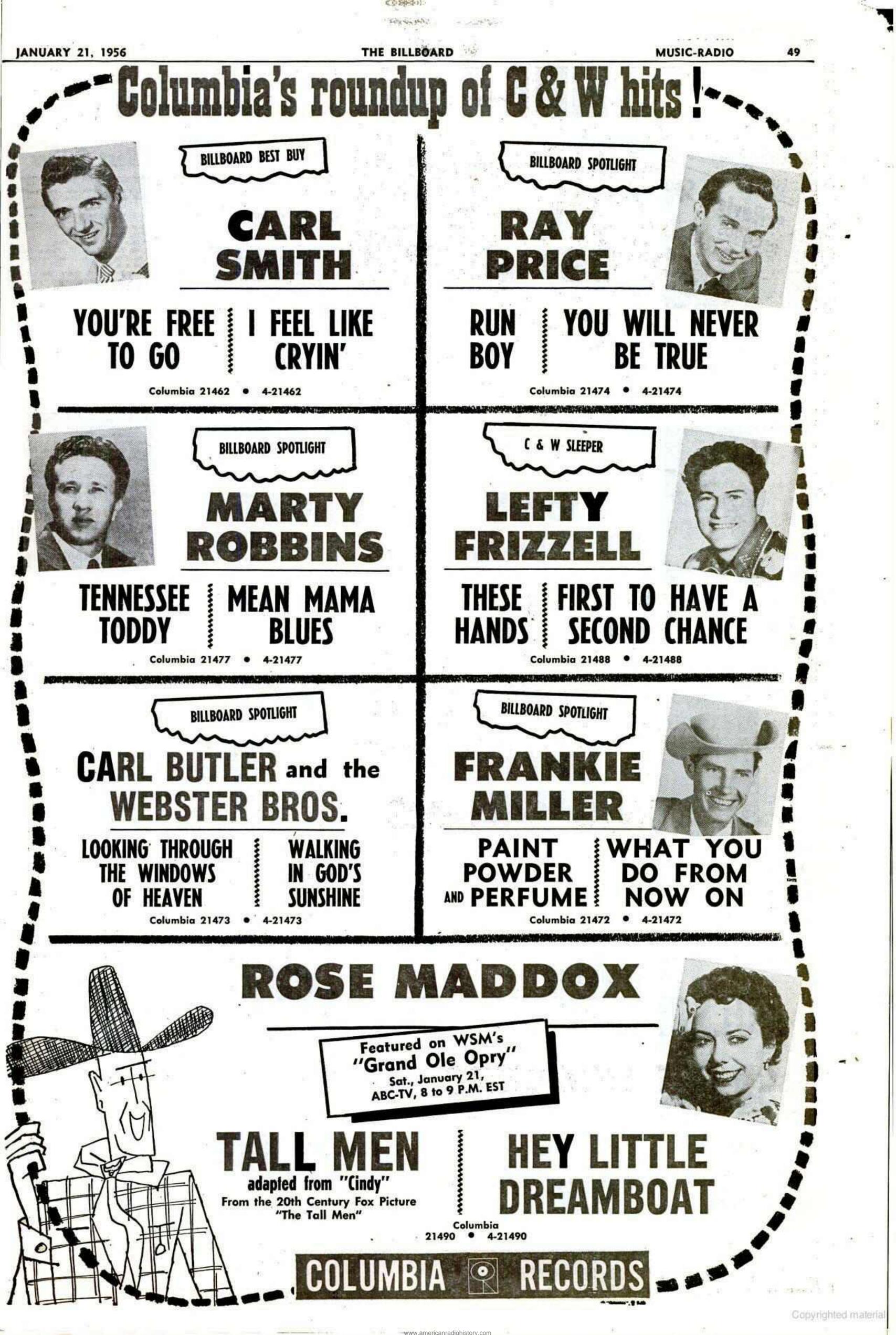
This		Last Week	Weeks
1.	SIXTEEN TONS (BMI)-Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)-Cap 3262	. 1	9
2.	LOVE, LOVE, LOVE (BMI)-W. Pierce	. 2	16
3.	I FORGOT TO REMEMBER TO FORGET (BMI)- E. Presley	. 3	10
4.	JUST CALL ME LONESOME (BMI)-E. Arnold That Do Make It Nice (BMI)-Vic 20-2198	. 5	21
5.	EAT, DRINK AND BE MERRY (BMI)-P. Wagoner Let's Squiggle (BMI)-Vic 20-6289	- 4	6
5.	WHY, BABY, WHY? (BMI)-R. Sovine & W. Pierce Missing You (BMI)-Dec 29755	6	2
7.	YOU'RE FREE TO GO (BMI)-C. Smith I FEEL LIKE CRYIN' (BMI)-Col 21462	. 9	2
8.	WHY, BABY, WHY? (BMI)-G. Jones Seasons of My Heart (BMI)-Starday 202	. 8	10
9.	BORN TO BE HAPPY (BMI)-H. Snow MAINLINER (BMI)-Vic 20-6269	. 9	9
10		0 1	7

_	CELEMON AND AND AND AND AND AND AND AND AND AN	100	10.00	1	CHARLES & STATES	100	(Lat.)
8	11-		DI	aved	h	lac	Love
-	MOS		~ 1	uveu	UV	JULI	KEV3

I Thought of You (BMI)-Cap 322

Most Played by Jockeys For survey week ending January 11

SIDE This Week	S are ranked in order of the greatest number of plays on disk shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.	jockey Last Week	Weeks	200
1.	SIXTEEN TONS-Tennessee Ernie	. 2	10	
2.	LOVE, LOVE, LOVE-W. Pierce	. 1	17	
3.	WHY, BABY, WHY?-R. Sovine & W. Pierce Dec 29739-BMI	. 3	6	
4.	I FORGOT TO REMEMBER TO FORGET- E. Presley Vic 20-6357, Sun 223-BMI	. 4	15	
5.	EAT, DRINK AND BE MERRY-P. Wagoner	. 5	8	
11.000	IT'S A GREAT LIFE-F. Young	A TONN	8	
7.	YOU'RE FREE TO GO-C. Smith	. 8	7	
	WHY, BABY, WHY?-G. Jones		9	
9.	I DON'T BELIEVE YOU'VE MET MY BABY- Louvin Brotners Cap 3300-BMI	. 11	2	
10.	RUN, BOY-R. Price		2	
11.	JUST CALL ME LONESOME-E. Arnold	. 7	21	
12.	I FEEL LIKE CRYIN'-C. Smith	. 11	4	
13.	YOU'RE NOT PLAYING LOVE-Wilburn Brothers.	. –	1	
14.	ALL RIGHT-F. Young.	. 15	23	



50

JANUARY 21, 1956



HANDSOME AND YOUNG JOHNNY CASH

CRASHES THROUGH WITH

RED HOT!! FOLSOM PRISON BLUES

SO DOGGONE LONESOME

SUN #232

(STILL HOT-"CRY, CRY, CRY")

Order From Distributor or

"America's No. 1 Country & Western Label"

SUN RECORD CO., Inc., 706 Union, Memphis, Tenn.

Abiline, Tex., Thursday (19) and Odessa, Tex., Friday (20).

Wilf Carter (Montana Slim), who underwent surgery in New York last week, is slated to return to his home in Orlando, Fla., early next week. Mail addressed to P. O. Box 5381, Orlando, will reach him. Jenny Viehman, wife of **Bill Viehman**, is recuperating at their Orlando home following a recent kidney operation. The Viehmans will entertain Bill Carlisle, Martha Carson and Mack Wiseman when the latter appear in Orlando January 19.

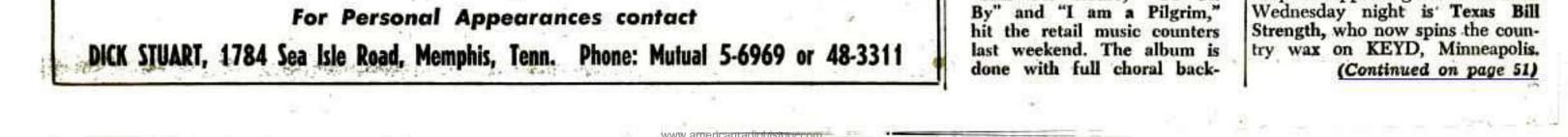
Don Reno and Red Smiley, with the Tennessee Cutups, report good turnouts for personals in North Carolina, Virginia and Maryland following the holidays. The King Records' group is now appearing Saturday nights on "Town and Country Time," WMAL-TV, Washington, and on their own Monday night half hour on WXEX-TV, Petersburg, Va. Reno and Smiley have established offices and residence in Richmond. Herb Clarke continues as their manager.

Martha Carson's new RCA Victor LP album, "Journey to the Sky," which features such tunes as "Satisfied Mind," "The Bible Tells Me So," "This Ole House," "Go On

Circle H. Ranch, Atlanta. Roy also spins the country wax over WEHS, Atlanta, and is featured in an hour show over WLWA-TV, that city, each Saturday. . . Jess Willard and the Cochran Brothers, currently on tour in the San Francisco Bay area, are set indifinitely with Farmer Red Ladner at the Dream Bowl, Napa, Calif.

Clay Eager heads up "Boone County Jamboree," which returned to the air over WLW-Radio, Cincinnati, last Saturday (14). "Boone County" will be heard from 7-8 p.m. and 10-11 p.m. each Saturday henceforth, featuring members of the Crosley station's vast country talent brigade. The program, popular on WLW-Radio several years back, will be available for fair bookings the coming season.

Dave Dudley, King recorder, has just concluded a promotional tour of the Northwest with his new platter, "Cry, Baby, Cry" b.w. "This Is the Last Time." His new release, out next week, is "Ink Dries Faster Than Tears" b.w. "Waiting for You." . . . Jimmy and Ardis Wells and Their Dakota Round-Up, along with the Royal Rangers, are holding forth nightly at the Flame Supper Club, Minneapolis. Appearing with them each



THE BILLBOARD

MUSIC-RADIO

FOLK TALENT & TUNES

Continued from page 50

Jimmy and Ardis and their combo are heard on the Joyce label. . . . Johnny T. (Tally) From Tennessee and His Crazy Tennesseens appear each Thursday night at Marigold Gardens, Minneapolis, Johnny T. is also a deejay on KEYD.

Smiley Burnette has been set for a spring tour with Ben Alexander, the Officer Frank Smith of "Dragnet.". . . Helen Hall, of "Big D Jamboree." Dallas, has a new release on Coral, "That Kind of Guy" b.w. "Unwanted Love, Unwanted Heart." Helen, with her husband and two-vear-old daughter, moved into their new Fort Worth home last week. . . . Ramblin' Tommy Scott and his group pulled a comfortably filled house at City Auditorium, Sarasota, Fla., Monday night of last week (9).

making a tour of the Orient,, writes night TV-er beamed over WROMunder recent date: "It's another TV. Rome, Ga. Emseed by Jake lovely day in Fornosa. Gee. it's Armstrong, who spins the country green and pretty here. The Chi- wax over WROM, the show also nese have a great sense of humor features the Dixieland Drifters, and are so friendly Just like down Jim Odom, the Georgia Boys and South at home. We're leaving for the Dixie Cowboys. Korea now (about 22.000 feet up). Kind of hate to say goodbye to With the lockeys these folks. Madame Chang Kai Chek was so friendly, and General Chang gave us a big dinner and had Chinese dresses made up for us. They presented them to us backstage, and asked us to wear them in the finale. You've never seen such a sight as that blue satin dress draping down toward gold cowboy boots. They got a big laugh out of it, and so did L"

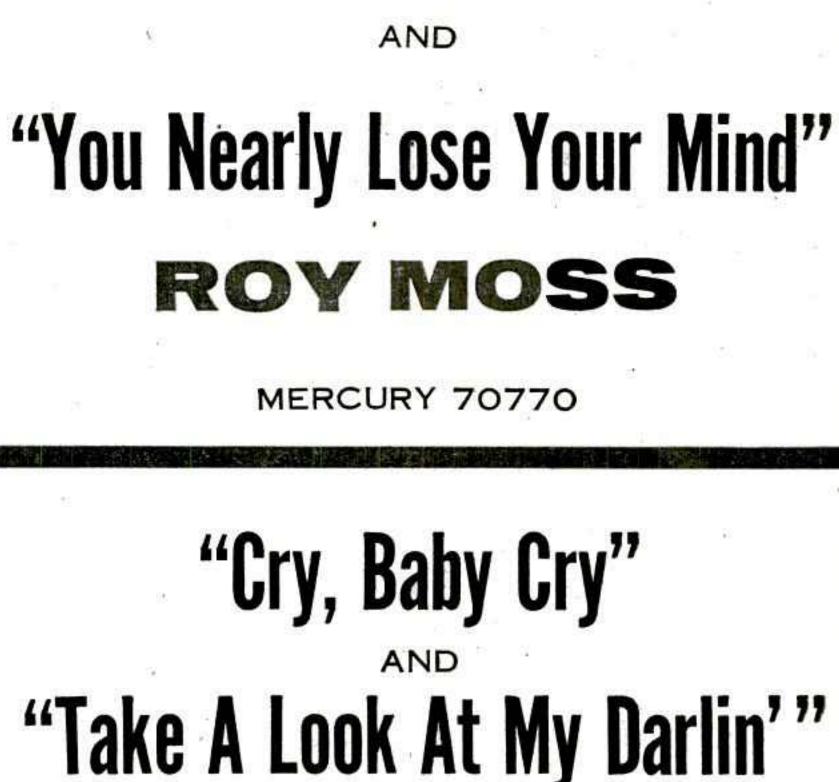
Sonny James and Charline Arthur will be on A. V. Bamford's upcoming tour of the Southland, starting late this month. This will be the second time around for Sonny and Charline. James' new Capitol release, on which the firm plans to pour more than the usual amount of promotion, is due out in February. . . . Leon Payne will be next Saturday's (21) guestar on "Big D Jamborce," Dallas. . . . Johnnie Ford and Buddy Young last week cut eight sides for Buddy Records, Marshall, Tex. Four of the ditties were penned by Buddy, and the other four were done by Willard Bryan, of KENT,

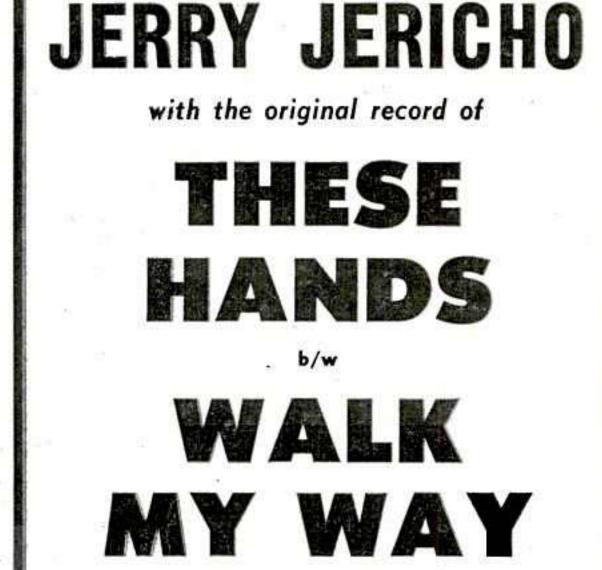
Shreveport, La. Backing up the boys on the recordings are Johnnie Meadows, fiddler, and Sonny Trible, steel guitarist. Buddy, who recently returned from Japan, where he spent two years with the Air Force, has 13 more months to serve, which he'll put in at Eglin Air Force Base near Pensacola, Fla.

Kenny Wilder and His Rhythm Wranglers closed a month's tour of one-nighters thru the Eastern States and Canada at Kingston, Out., Tuesday night of last week (10). Wilder reports that the trek was a winner down the line. . . . Jerry Osborn and His Riders of the Rockies do a daily 30 minutes over KLAK in Lakewood, Denver subarb, and follow a bit later with a similar stint over TV on KTVB, Channel 2, Denver, a dozen miles away. . . . Leon Sutton, formerly with the Louvin Brothers, Carolina Colton, now with a unit is now a regular on a Saturday

Uncle Herm Reavis, WRIS, Roanoke, Va., shoots: "I'm wondering if some of the larger record companies have given their mailing lists to the smaller ones. It certainly seems that way. My service from Decca and RCA has been terrible for about three months now. It's bad business when a deejay has to purchase records that are on the bestseller charts. I told my listeners a few weeks ago why I wasn't playing some of their requests, and was criticized by the record salesmen." . . . The following folks send out an SOS for platters from both the majors and the indies: Mary McCoy, KMCO, Conroe, Tex.; George Strait, WDCF, Dade City, Fla.; Slim Coxx, WVKO, Springfield, Mass.; Sleepyhead Cliff, KASM, Albany, Minn.; Al Hallaman, WBVP, Beaver Falls, Pa., and Dick Bradley, WLAM, Lewiston, Me. . . . Tom Perryman, of KSIJ, Gladewater, Tex., says he hasn't had a reg-(Continued on page 52)







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MUSIC-RADIO

52

THE BILLBOARD

The Billboard Music Popularity Charts

• This Week's Best Buys

CRYING WON'I HELP (Modern, BMI)-B. B. King-RPM 451

With three records by King released in rapid succession, it has taken more than the usual time for this disk to assert its weight. The "Sixteen Tons" backing also has been more a hindrance thana help. In the last two weeks "Crying" has been taking off in a big way, however. Now on the Los Angeles territorial chart, it is also a strong seller in Nashville, Memphis, New Orleans, Atlanta, Dallas, Cleveland, St. Louis and Buffalo.

DEVIL OR ANGEL (Progressive, BMI)-The Clovers-Atlantic 1083

Up and down the Atlantic seaboard, strong retail reaction on the group's latest waxing has been reported. New York, Philadelphia, Baltimore and Washington (where "Devil or Angel" appears on the territorial chart this week) were unusually enthusiastic. The Clovers are also doing nicely in St. Louis, Nashville, Cleveland and Durham, among others. Some territories also like the flip, "Hey, Doll Baby" (Progressive, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

.

10

JOHNNY ACE

I'm Crazy Baby (Lion, BMI)

So Lonely (Lion, BMI) - Duke 148 - The late great Johnny Ace lives on as the label brings out two fine sides cut shortly before his death. On top is an exciting, emotion-packed love ballad. The flip contains some wonderful blues sounds in the typical Johnny Ace style. These are two classy efforts with loads of commercial appeal.

FATS DOMINO

Don't Blame It on Me (Reeve, BMI)-Imperial 5375

Fets Domino warbles in his usual sock, showmanly style on an attractive rhythm ditty with a steady, insistent beat. The tune is strongly reminiscent of Domino's big hit "Poor Me" and should move out smartly with jocks, jukes and cross-counter sales. Flip is "Bo Weevil" (Reeve, BMI).

THE FIVE ROYALES

Right Around the Corner (Jay & Cee, BMI)-King 4869 -The boys contribute a bouncy, good-natured vocal interpretation of a catchy rhythm novelty with an infectious beat and slightly suggestive lyrics. The disk should grab off considerable juke play, and could very well go pop. Flip is "When You Walked Thru the Door" (Jay & Cee, BMI).

Rhythm & Blues Notes

- By PAUL ACKERMAN -

The r.&b. personal appearance field is always slow for several weeks prior to Christmas, and the dull period lasts until two weeks after the New Year. But things are picking up. Shaw, Gale and other agencies report bookings are pouring in. Also a new area of employment is broadening. This is the practice of selling a package to a theater chain for a string of one-nighters in one city, or in adjacent towns. Shaw Artists has just set such a deal with the Stanley-Warner chain in New Jersey (see separate story), and similar arrangements are already effective in Virginia and Detroit.

Arthur and Red Prysock will play one of their rare joint engagements. They go into the Crossing Inn, Trenton, N. J., for the weekend starting February 17. . . . Illinois Jacquet is set for the Howard Theater, Washington, for a week starting January 27, followed by a week at the Royal Theater, Baltimore, February 3. On February 15 Jacquet, Ella Fitzgerald and other artists fly to Europe to tour in the Norman Granz package.

B. B. King has started his series of 30 one-nighters in Florida. . . Dick Boone, head of Universal Attractions, is soaking up the sunshine on a West Indian cruise. . . . Herbert Hardesty, who left Fats Domino some time ago to form his own band, has now rejoined him.

Little change in the national best-selling charts this week with regard to new entries. The Turbans' "When You Dance" made the list, but they had been on and off previously. Herald is working on another disk with great enthusiasm. This is the fine recording by Faye Adams, "Teen-Age Heart," backed with "Witness to the Crime." Fastest-moving item on the charts is Clyde McPhatter's Atlantic disk, "Seven Days." This has moved up from ninth to fifth position and is also selling strongly in the pop field.

RHYTHM & BLUES RECORDS

• R & B Territorial Best Sellers

For survey week ending January 11

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. Speedoo, Cadillacs, Jse. 2. Steamboat Drifter, Atl. 3. Seven Days, C. McPhatter, Atl. 4. Tutti Frutti, Little Richard, Spe. 5. Great Pretender, Platters, Mer. 6. Sugar Sweet, M. Waters, Chs, 7. Witchcraft, Spiders, Imp. 8. Adorable, Drifters, Ati. 9. Hands Off P. Bowman-J. McShann, VJ. 10. Poor Me, F. Domino, Imp.

Charlotte

- 1. Great Pretender, Platters, Mer. 2. Tutti Frutti, Little Richard, Spe. 3. Seven Days, C. McPhatter, Atl. 4. Witchcraft, Spiders, Imp. 5. Hands Off P. Bowman-J. McShann, VJ. 6. 1 Wanna Do More, R. Brown, Atl. 7. Adorable, Drifters, Atl. 8. See You Later, Alligator
- B. Charles, Chs. 9. All Around the World
- L. W. John, Kng.
- 10. Steamboat, Drifters, Atl.

Chicago

- 1. When You Dance, Turbans. Her.
- 2. Great Pretender, Platters. Mer. 3. Smokey Joe's Cafe, Robins, Ato.
- 4. Yes Sir, That's My Baby
- Sensations, Ato,
- 5. Tutti Frutti, Little Richard, Spe. Cincinnati

- 1. Hands Off P. Bowman-J. McShann, VJ.
- 2. At My Front Door, El Dorados, VJ
- 3. Tutti Frutti, Little Richard. Spc. 4. Blackjack, R. Charles, Atl.
- 5. Poor Me, F. Domino, Imp.

Detroit

- 1. Great Pretender, Platters, Mer.
- 2. Tutti Frutti, Little Richard, Spe. 3. That's Your Mistake
- O. Williams. Del.
- 4. Need Your Love So Bad
 - L. W. John, Kng.
- 5. Way You Dog Me Around Diablos, Fin.

Los Angeles

- 1. Great Pretender, Platters, Mer.
- 2. Jivin' Around, E. Freeman, Cas.
- 3. Need Your Love So Bad
- L. W. John, Kng.

5. Poor Me, F. Domino, Imp. 6. Cryin' Won't Help You B. B. King, RPM New Orleans

4. Tutti Frutti, Little Richard, Spe.

- 1. Great Pretender, Platters, Mer.
- 2. Poor Me, F. Domino, Imp. 3. Seven Days, C. McPhatter, Atl.
- 4. Feel So Good, Shirley & Lee, Atl.
- 5. Tutti Frutti, Little Richard, Spc.
- 6. Hands Off
- P. Bowman-J. McShann, VJ.
- 7. Morning and Night, J. Turner, Atl.
- 8. See You Later, Alligator B. Haley, Dec.
- 9. Play It Fair, L. Baker, Atl,

New York

1. Great Pretender, Platters, Mer. 2. Speedoo, Cadillacs, Jse. 3. When You Dance, Turbans, Her. 4. Play It Fair, L. Baker, Atl. 5. Only You, Platters, Mer. 6. Come Home, B. Johnson, Kng.

Philadelphia

- 1. Great Pretender, Platters, Mer. 2. Come Home, B. Johnson, Kng. 3. Jivin' Around, E. Freeman, Cas. 4. Seven Days, C. McPhatter, Atl.
- 5. Witcheraft, Spiders, Imp.
- 6. Yes Sir, That's My Baby Sensations, Ato.

St. Louis

- 1. Tutti Frutti, Little Richard, Spe.
- 2. Feel So Good, Shirley & Lee, Ala.
- 3. Great Pretender, Platters, Mer. 4. Hands Off
- P. Bowman-J. McShann, VJ.
- 5. Speedoo, Cadillacs, Jse.
- 6. All Around the World L. W. John, Kng.
- 7. Sugar Sweet, M. Waters, Chs
- 8. April in Paris, C. Basie, Clf.
- 9. Great Pretender, Platters, Mer.
- 10. Smokey Joe's Cafe, Robins, Ato,

Washington, D. C.

- 1. Great Pretender, Platters, Mer.
- 2. Tutti Frutti, Little Richard, Spc. 3. Seven Days, C. McPhatter, Atl.
- 4. Poor Me, F. Domino, Imp.
- 5. Hands Off
- P. Bowman-J. McShann, VJ.
- 6. In My Diary, Moonglows, Chs. 7. Devil or Angel, Clovers, Atl.

JIMMY REED

Ain't That Lovin' You, Baby (Conrad, BMI)-Vee Jay 168-Reed belts out a flavorsome, authentic-sounding blues in Deep Southern style and warm understanding. The platter should equal the successful sales results chalked up by some of his best past disks. Flip is "Baby, Don't Say That No More" (Conrad, BMI)

SPIRITUAL

THE DIXIE HUMMING BIRDS

Devil Can't Harm a Praying Man (Lion, BMI)

Poor Pilgrim of Sorrow (Lion, BMI)-Peacock 1757-The peerless group has two entries here that can hardly miss in the field they have long dominated. Ira Tucker is the sensitive, inspiring lead on both. The first a rhythmic item, brilliantly arranged and executed, and the flip a slow chant in which all parts fall gently into place in a most soul-satisfying manner.

Reviews of New R & B Records

FAYE ADAMS

HERALD 470-In contrast to the flip, this is a searchingly intense styling of a simple tune that needs no pyrotechnics to put across its message. It has a direct, sentimental appeal that hits its teen-age target squarely. (Wemar, BMI)

Witness to the Crime 79

To a wild, breakneck tempo reminiscent of "Speedoo," Faye Adams spells out the dramatic symbolism of this lyric with maximum impact. The dynamic presence of the singer is accurately captured here. (Dreyer, ASCAP)

EARL KING

ACE 514-King belts out a vitalitypacked vocal on a catchy, up-tempo blues with a solid beat. (Ace, BMI) My Love Is Strong....78

Magnetic wailing by King on a slow moving, effective blues with a steady, insistent beat. (Ace, BMI)

THE ROYAL JOKERS



ATCO 6062-Slower blues pattern for this group shout, with another strong lead and tantalizing-type beat. (Progressive, BMI)

Don't Leave Me, Fanny 77

Great bounce item by the new hot group, which has been enjoying territorial success with "It Tickles Me. Baby." Fine follow-up here, featuring high lead. (Progressive, BMI)

THE FOUR FELLOWS

GLORY 238 - The lead soulfully assures his girl that he is not going to hold her past against her. A powerful lyric set in a prettily harmonized frame. A good commercial hunk of wax. (E. B. Marks, BMI) Hold 'Em Joe....72

The familiar Calypso in a spirited reading by the group. This material has perennial appeal, and makes for good programming. (Bryden, BMI)

THE MONTA'GUE

Yours and Mine77 VEE-JAY 167 - This non-sectarian plea for church attendance is narrated superbly by the Detroit deejay, Organ backing is appropriate, and the entire effect is mighty strong. Could sell lots of copies. (Conrad, BMI) Where Is My Mother?....75

Another recitation full of sentiment and religious feeling. (Courad, BMI)

EARL PHILLIPS

VEE-JAY 158-A happy beat and a joyful, carefree warble add up to an expert slice of wax that should enjoy good action on the coin boxes. (Conrad, BMI) Nothing but Love....73

Southern-type chant is handed a pleasant reading by Phillips. A good, slow blues-ballad for relaxed listening. (Conrad, BMI)

ERNIE FREEMAN COMBO

over a simple, repetitious harmony rhythm figure, somewhat in the vein of Freeman's current hit, "Jivin' Around." Should tack good sales as a follow-up. (Cash, BMI) Our Love 67

Bobby Relf sings on this side, but if there's to be any action, it will be on the flip.

SONNY BOY WILLIAMSON

ACE 511-A highly effective instrumental with a primitive beat and standout harmonica solo work. Good juke box material. (Globe, BMI)

No Nights by Myself 73 A moving reading on a mournful blues with plaintive instrumental backing. (Globe, BMI)

FRANKIE MARSHALL BAND

- ATCO 6061-Contagious material and rhythmic chanting by Marshall should inspire some fair business on this entry. (Tiger, BMI)
- Song From My Heart 74 Good ballad material, but the singer himself is more effective on the flip. (liger, BMI)

JOHNNY LEE HOOKER

VEE-JAY 164 - Lovers of Deep Southern style blues will like this side by Hooker, an old favorite. Fine, funky sound. (Conrad, BMI)

Mambo Chillun....73 A flavorful side-a mambo beat coupled with Deep Southern sound and performance. (Conrad, BMI)

DAVE BARTHOLOMEW

An Old Cowhand From a Blues Band. . 72 IMPERIAL 5373-New switch here brings the country feel to the r.&b. field. Cute novelty idea takes off on "Old Cowhand From the Rio Grande." His own stuff, the singer gives it an enthused reading. (Reeves, BMD

Shrimp and Gumbo....72 On this side it's the mambo that gets into the act. Straight rhythm band stuff, except for fish peddler type shouts and a generous share of those mambo grunts. (Reeves, BMI)

THE JEWELS

How? 71 IMPERIAL 5377-Some pretty wild

FOLK TALENT AND TUNES

Continued from page 51

ular shipment of Decca records in three months.

added to Jake Gahm's "Plow Jockey" heard over WLMJ, Jack- from 9:30-11 a.m. with "Laura son, O. New time is 12:30-2 p.m.; with the final half-hour devoted to hymns. Gahm says he can use She's the only gal deejay in Housall the c.&w. hymns and sacred records he can lay hands on. Zeke Clemmens, formerly sign-on man Saturday, over KWRE, Warrenat WLMJ, is now on the air daily from 4:30-5 p.m. with country every Sunday. During the summer, wax. . . . Ed Hamilton recently Shaffer also runs Timberlake, a journeyed from KRUS, Ruston, La., hillbilly park in Mexico, Mo. to Nashville to helm a "Mr. Deejay, U.S.A." show over WSM. . . . Cliff Rodgers, c.&w. twirler at WHKK, Akron, recently presented Hank Snow with WHKK's annual Country Music Award, which the artist won by garnering over 10,-000 votes from the station's listeners. The award was presented on a "Grand Ole Opry" show in Nashville.

Dean Wiskersham, c.&w. spinner at WRDW, Augusta, Ga., recently became the father of a daughter. . . . Curly Sanders, WBRT, Bardstown, Ky., has signed a five-year contract with Abbott Records. Sanders will use Rangers band on the recordings. . . . Bob Turbeville is doing a new, sponsored 15-minute sacred show over WFGN, Gaffney, S. C. On the air seven days a week, the show has been getting good response, infos Turbeville.

so mean?" Solo voice nearly takes off in the high soprano type incantation. (Commodore, BMI)

Rickety Rock 70 The group makes with the swinging

rhythm sounds here, and the results add up to fine rock 'n' roll terp material. (Reeves, BMI)

THE JAGUARS

AARDELL 0006-This tune is uptempoed to the point where the group has trouble handling it. Side has its rough edges. (Teresa, BMI)

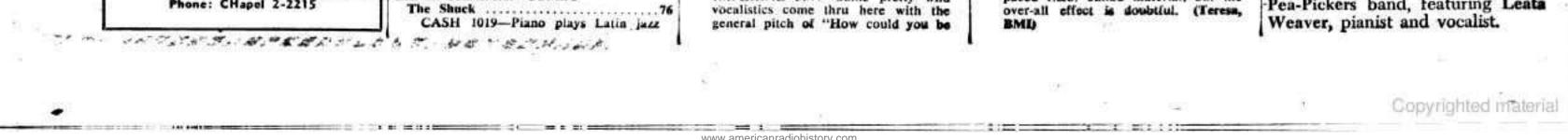
You Don't Believe Me? 64

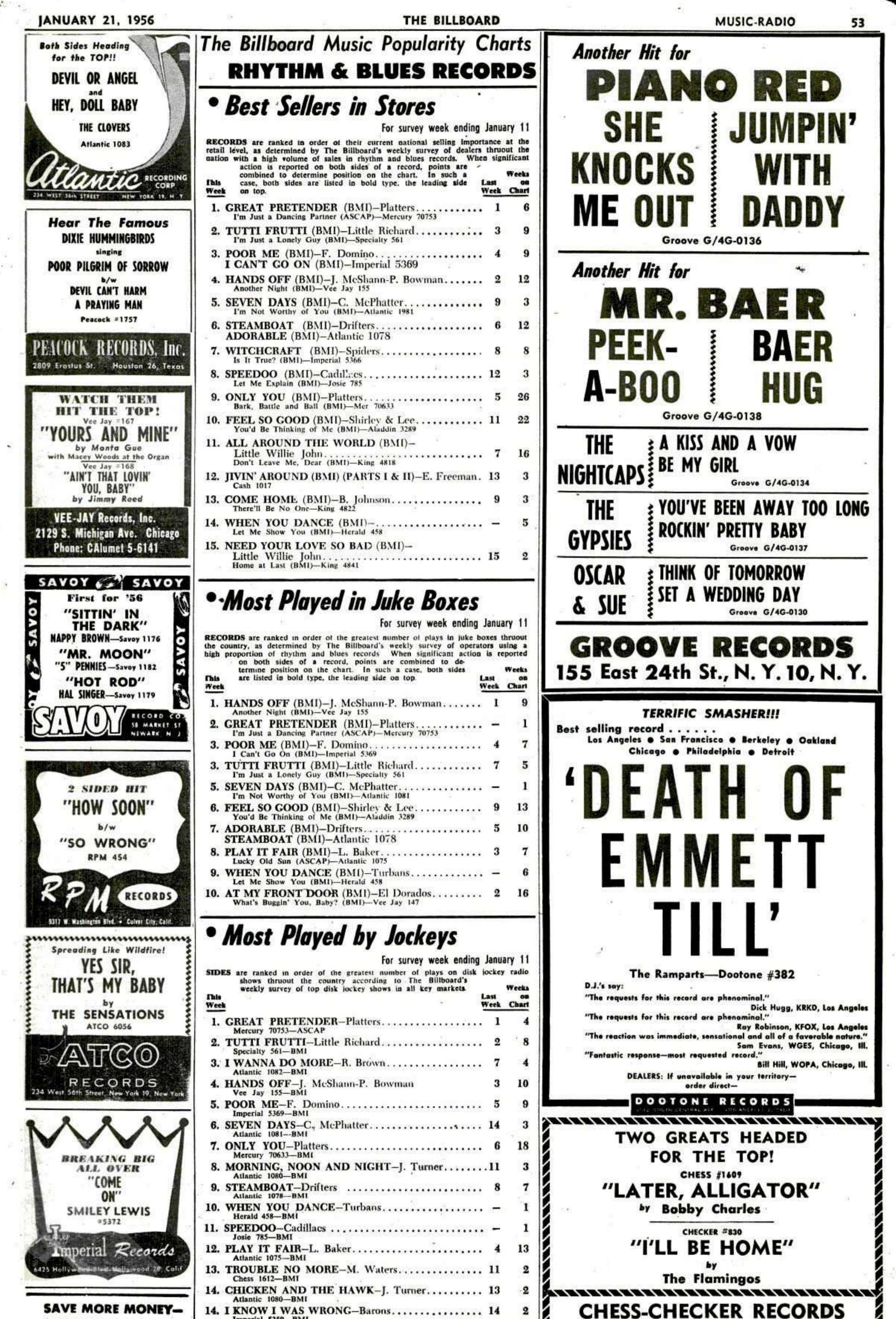
The group trys hard here with slowpaced r.&b. ballad material, but the

Laura Lee McBride, former vocalist with Bob Wills, is now doing all the c.&w. spinning over KNUZ, An additional half hour has been Houston. With the station five years, Laura is on the air daily Lee's Ranch," and from 7-9 p.m. with her "Houston Hoedown." ton. . . . Roy Shaffer is spinning a two-hour show, Monday thru ton, Mo., and also three hours

> Dink Embry, in his ninth year at WHOP, Hopkinsville, Ky., is helming a two-hour daily record show. Embry also works TV shows over KFIE-TV, Evansville, Ind. . . . Gil Wallace is twirling 28 and a half hours of the country stuff weekly over WVMC, Mount Carmel, Ill. . . . Red Kirk, WLEX, Lexington, Ky., recently signed a recording pact with Republic Records. His first platter under that label is "Red-Lipped Girl" b.w. "Davy Crockett Blues."

Gregg Hunter, formerly of Springfield, Mo., and now a songwriter on the West Coast, talked over old times with Fred Lynn recently on the latter's "Hillbilly Heaven" over KWTO, Springfield. Songs penned by Hunter include "Sign on the Door," "Left-Over Love," and his latest, "Mood Music.". . . According to Cuzzin Bill Hamby, WONE, Dayton, O., a "Grand Ole Opry" show booked into the Dayton University Field House New Year's Day by Oscar Davis, Nashville, pulled better than 10,000 paid admissions in two shows. Cast included Red Sovine, Goldie Hill, Cowboy Copas, George Morgan, Kitty Wells and Johnny and Jack. Tommy Sutton, WPFB, Middletown, O., was emsee. Sovine appeared on Hamby's "Skyland Ranch" several times. Hamby and Davis are planning another show for the field house soon, to be headed up by Hamby and his

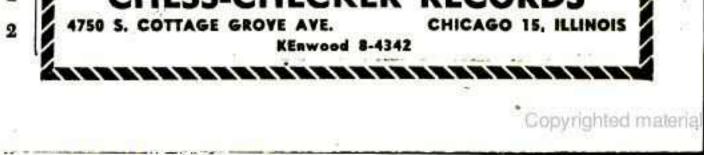




termine position on the chart. In such a case, both sides	anna -	Weeks
are listed in bold type, the leading side on top.	Last Week	Charl
HANDS OFF (BMI)-J. McShann-P. Bowman	. 1	9
GREAT PRETENDER (BMI)-Platters		1
POOR ME (BMI)-F. Domino.	. 4	7
TUTTI FRUTTI (BMI)-Little Richard	. 7	5
SEVEN DAYS (BMI)-C. McPhatter	=	1
FEEL SO GOOD (BMI)-Shirley & Lee	. 9	13
ADORABLE (BMI)–Drifters STEAMBOAT (BMI)–Atlantic 1078	. 5	10
PLAY IT FAIR (BMI)-L. Baker	. 3	7
WHEN YOU DANCE (BMI)-Turbans		6
AT MY FRONT DOOR (BMI)-Herata 438 What's Buggin' You, Baby? (BMI)-Vee Jay 147	. 2	16
For survey week endin	- C.C	
DES are ranked in order of the greatest number of plays on disk shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.	jocke	
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14. MY BOY-FLAT-TOP-B. Bennett. King 1494-BMI



OUTDOOR

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, III.

STRONG LURE

Ky. State Fair Inks Ice Capades to Open **Spacious Coliseum**

Icer Booked for Three-Day Stand; **Olson Shows Repacted for Midway**

following the reorganization of the in the stadium. fair board.

Dates for the '56 event were set for September 7-15. Dao Baldwin Company of America) again was contracted for the midway, and "Icc-Capages" were booked for a six-performance, three-day stand in the fair's new Coliseum.

The icer will be the first attractraditionally a big feature of the fair here, will be presented in the

None of the attractions for the new 21.200-capacity stadium has been signed. Baldwin said Friday

LOUISVILLE. Jan. 14.-Plan- lowed by a revue for four nights, ning for the 1956 Kentucky State and a thrill show for matinee and Building has been pulling strong Fair, to be held at the new multi-million dollar fair plant here ware days of the fair. Matinees on the ger, reports. million dollar fair plant here, were day the fair offers a night revue thrown into high gear this week will be given over to special events feet, is being operated by William

is open to book a rodeo, revue and and was reported to have cost upthrill show. While contracts have ward of \$92,000. In addition to not been signed, he indicated that the rink, 500 permanent seats have was renamed fair manager, the Ol- the Sunday pro football game been installed for speciators, a son Shows (the former Amusement would be between the Baltimore modern refreshment stand is being Colts and the Chicage Cardinals. | operated and daily classes are con-

Construction on the new plant ducted in figure skating, is progressing on schedule and The establishment is the first there is every indication it will be of its kind to be operated in completed in advance of the fair's Atlanta and is creating consideropening, Baldwin said.

cently on the first floor of the Southeastern Fair's Administration

ice skating rink, which opened re-

Indoor Ice

The rink, which is 70 hv 120 H Barg and Mary Bohland, for-Baldwin said that the fair now mer skaters in major ice shows.

able enthusiasm, Carteron said.



ST. PAUL, Jan. 14.-The Min-| resented by adults the additional ATLANTA, Jan. 14:-Aa indoor nesota State Fair showed a profit revenue would be only \$30,000. of \$186,615-in 1955-its first one- H3 said ideal weather aided the million attendance year.

Douglas K. Baldwin, secretary, told that to the Minnesota State the fact that one bad day could Agricultural Society in annual ses- ruin attendance," Baldwin said, sion in Hotel St. Paul here Wednesday (11).

in conjunction with the annual sesjoint banquet and funfest Tuesday parking space was filled. in the hotel's Continental Room.

T. H. Arens, farmer and implement dealer from Aitkin. Minn., was elected president of the State society at Wednesday's closing session, succeeding Henry Swenson, of Chisago City, who served two sented on days when attendance vears.

Birney Wilkins, of Brainerd, farmer and secretary of the Crow Wing County Fair, was elected to the State Fair board of managers from the 6th congressional district to succeed Arens.

Income at the 1955 State Fair, Baldwin told the meeting, was \$1,240,296 and expenses \$1,053,-481, compared with \$1,212.142 income in 1954 and \$1,052.842 expenses. Profits in 1954 were \$159,300.

Baldwin said the society's res turces now total \$9,384,173.

Tops Million

Altho the 1955 paid attendance neared, it was withdrawn and he hit 1,007,101-first time over the million mark-Baldwin cautioned it finished the regular season. Forstall has been a California was only 60,000 over that of '54 (Continued on page 66) and had .. II that increase been rep-

record-shattering attendance.

JANUARY 21, 1956

"Because of all these things, and "sound business judgment dictates that budgeting for the future must The State Fair meeting was held be kept on the conservative side."

He pointed out that again, as in sion of the Minnesota Federation of several recent years, it was neces-County Fairs. The two organiza- sary to close the gates to cars on tions teamed up for their annual two days because all available

"We face two problems if we are to make any substantial gain in attendance from now on," Baldwin said. "First, we must construct more parking space. Then we must find new features that can be prenormally is lowest."

Swenson, in his farewell address as retiring president, also touched on the acute parking situation.

Declaring that while he believes (Continued on page 58)





(13). Current planning calls for Jan. 14.-Theo Forstall, veteran a rodeo for the first three nights executive of Ringling Bros. and and two afternoons, with a pro Barnum & Balley Circus, has termifootball game Sunday (17), fol- nated his connections with the cir-

cus and this week joined the staff the Ringling show for 17 years,

NORTH HOLLYWOOD, Calif., is designated as the No. 1 unit and is under the management of J. Frank Warren Jr.

Rumors that Forstall was planning to leave Ringling were circulated last season when the show of Crafts Shows. Forstall was with played two weekends here. As the deadline for his resignation

54

Sarasota Fair To Get New 160G Armory

feet.

were also discussed but no definite Baker, formerly with Pan American board which turned the problem munity's events almost entirely, residents living near the fairgrouds, unit to be booked for these dates

the last eight as road treasurer, and will serve as auditor of Crafts 20 Big Shows, which this year will play a specialized route of community celebrations.

He is the fifth addition to the Crafts staff within the past three SARASOTA, Fla., Jan. 14.-The months. After the decision was City Board of Zoning Adjustment reached to play sponsored dates, on the grounds of the Sarasota fered committees for exhibit booths County Fair here. The structure and stage presentations. At the will have an arena or drill floor time Ted Levitt, veteran general of about 7,000 to 9,000 square agent with the Schoonoover, and West Coast Shows, joined to work

Plans for permanent construc- with W. Lee Brandon, general tion of fair buildings at the plant agent in Northern California. Ken decision was made by the zoning Amusements, which plays comover to the board of county com- Herb Skinner and Jim Fay were missioners. Some opposition was added to the staff to concentrate made to permanent buildings by on the sponsored functions. The

PLENTY WORK NIXES NEED

U. S. Attraction Turns Dim For Foreign Novelty Acts

acts have taken off the rose-colored ings possibilities, Wathon said. glasses thru which they have at various times viewed prospects of working in the United States. The tanbark artists in England and in Europe have all the work they can use, and many of the better turns are obligated as far ahead as the early months of 1957, Stanley happy position and work in this Wathon reported this week on returning from an 11-week trek thru the area.

With business good and work plentiful and the development of new acts continuing slow, a number of important circus owners told Wathon they found it necessary to book needed key talent a year ahead to keep pace with their competitors and insure the kind of program they wanted.

Since most of the acts are and proving territory is now held ceeding \$500,000. by the Russians, and so lost to the

NEW YORK, Jan. 14.—Foreign this has greatly curtailed their earn

Circus Business Good

On the whole, however, circus business is and has been excellent both in England and on the Continent, and prospects are that it will continue in that direction. Vaudeville, however, is not in the same media for the circus-novelty act has been diminishing.

circuses with Smart's, Mills' and defective lamp mechanisms and Chipperfield's unit, and others. feed controls to Wendelken's New Wathon spent considerable time York shop for quick action and with Tom Arnold and Bernard Mills return. Work was done last year in England.

with Lorenz Hagenbeck who sold Carl Ferris, Gooding, L. J. Heth, his circus only a year ago to Span- 20th Century, Southern Valley, ish interests and now devotes his Cetlin and Wilson, and Gem City.

West. The loss of the territory has eral manager of Ringling Bros.' others.

Work Load Still Heavy has okayed the construction of a Crafts purchased a specially built \$160,000 National Guard Armory 80 by 400-foot blue top to be of-

NEW YORK. Jan. 14. - The ought to be good "for a few years, huge mechanical elephant owned at least."

" Publicity Searchlight Company A regular feature for the openwill earn a raft of publicity for ing of Playland at Rye, the searchthe firm during the next two lights have shown there for the last months, and possibly a \$10,000 four years, and have also been used plum as well, if the plan of Macy's at Indian Point Park near Peek- carnival and park operators will department store works out as en- skill. Their crowd-pulling value not have to build anything, such visioned.

Macy's gimmick campaign is to Bridgeport, Conn. advertise the gasoline-powered contraption as the world's largest and most expensive toy, with a \$10,000 price tag. A six-week program is charted, and any \$10,-000 bids received will go to owner George Wendelken, who has a second mechanical elephant if the first one is bought up.

The elephants are one of Wendelken's two publicity elements which he leases or sells as the oecasion demands (the market for mechanical elephants has been pretty slow in recent years). Backbone of the company is its fleet of 70 searchlights, of which 20 are truck-mounted and the rest trailer-mounted.

Thriving Repair Biz

Wendelken also does a thriving business in servicing aerial searchlights, many of which are owned by traveling shows and park in-England is well blanketed with stallations, which air express their for many shows including Happy-In Germany he visited at length land, W. G. Wade, John Marks, Frank McCloskey, former gen- Amusements of Alabama, and secretary-treasurer.

tions.

has also been recognized and em- as a wooden or asphalt track," Wilployed by the Barnum Festivals at son pointed out. "Using our standard straight and curved sections, It is intended that when the an operator can fit his track into

Square Garden this month for a Wilson added that the cars have 'Hollywood Ice Revue" show and a sleek, modern look and are roomy fund-raising gathering. 20 of Wen- enough for two children. Each delken's lights will ring the arena. car comes with two steering wheels Wendelken started eight years with horns, two headlights, a tailago with one government surplus light and medallion. They are insearchlight on a converted beer dividually powered and automatitruck. His present work force cally guided. The 32-volt current, varies to as many as 60 people he said, is picked up directly from the track.

Pomona Names Shepherd To Asst. Manager Post

dent, C. B. (Jack) Afflerbaugh.

during peak periods.

Shepherd joined the fair in 1952 treasurer. assistant secretary - treasurer 45 when his father, B. Chaffey Shep- a graduate of the high school here herd, relinquished many of the ac- and University of California: Los tivities of that office. In this posi- Angeles campus, where he graduschooled on the Continent, the war time to the famed Hagenbeck Zoo Other customers included Playland tion, Shepherd gradually assumed ated in 1936. After graduation he depletion of talent is still felt. In in Hamburg. The zoo had an ex- Park. San Antonio; Bill Harris many of the duties. Along with joined the Southern California Ediaddition large hunks of schooling cellent season with revenues ex- Amusements, Herman Berry, Bill the duties of assistant manager, he son Company in its local office. Gehren, King Amusements, Ranch will continue to serve as assistant

POMONA, Calif., Jan. 14.-Ap-10a the grounds assisting in preparapointment of Philip D. Shepherd to tions. He later assumed more imhe newly created office of assistant portant tasks, being named supermanager of the Los Angeles County | intendent of the department of ad-Fair was approved here by the ex- missions in 1950, after serving as position's board of directors upon an assistant. He continued in the the recommendation of the presi- superintendent's post until his appointment s assistant secretary-

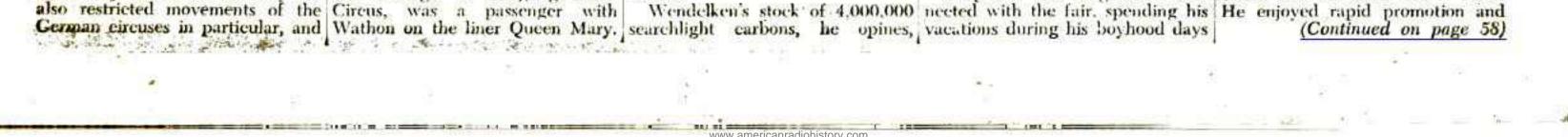
A native of Pomona, Shepherd is

During his university days, he was active in R.O.T.C. and was Shepherd has long been con- called into active service in 1940.

NORTH TONAWANDA, N. Y., Jan. 14.-A new Highway Ride, under development for more than a year, this week was announced by Allan Herschell Company, Inc., ride manufacturer. Tentative plans for the ride were discussed with the company's customers during the Chicago outdoor conven-

Lyndon Wilson, Allan Herschell president, said the main feature of the ride is a portable track which is complete when it leaves the factory and has a 32-volt electric system which minimizes the hazard of shock.

"The complete track means that GOP committees buy out Madison any location."



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Optimism Keynote At Ohio Meeting

Jr. Org, School Promotion to Hypo Kids' Interest in '57; Laud Management Course

down the curtain on an interest- in county fairs by Betsch. "Visision in the main ballroom of the mobile exhibits," Betsch explained. day night. Nearly 1,500 fair men, butter making, quilting, weaving, their wives and friends jammed hobby shows and the like. the huge ballroom for the closing event.

The over-all registration for the events at many small fairs are still 1956 gathering was announced as a handicap rather than an asset, 1,011, some four score and ten Betsch said. Of his own annual, under the registration of the last the Ross County Fair, of which he several years, but never were the is secretary, Betsch said that the program sessions better attended fair spent more than it made on or more enthusiastically received. horse racing. He stated that the Drop in attendance could be at- auto races outdrew the harness tributed in a measure to weather events and so the board is on the conditions which made the roads point of dropping the harness leading to Columbus hazardous for races. driving.

Ohio Fairs Prosper

The Ohio fair meet, long known for its well-planned sessions and its promptness in running them off, again played to its usual big attendance at the various forums, clinics and discussions. President Charles Betsch set the theme of the convention with his optimistic. At Ohio Meet opening-day statement to the local press. "Country fairs, believed to be on the wane a few years back, bore tales of better crowds and Hotel.

COLUMBUS, O., Jan. 14.-Op-| better-balanced books in 1955 than timism was the keynote of 31st ever before, said Betsch. Diversiannual convention of the Ohio Fair fication in exhibits was credited Managers' Association, which rung with much of the renewed interest ing three-day meeting with a gala tors are more interested in 'people banquet and entertainment ses- doing things' than in general im-Deshler-Hilton Hotel here Thurs- He cited demonstrations of apple-

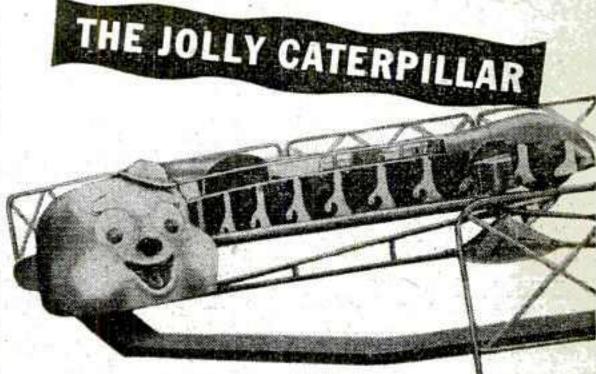
> Betsch's one pessimistic note concerned horse-racing. Harness

> The Ohio fair group, realizing the value of junior fairs and the (Continued on page 58)



COLUMBUS, O., Jan. 14.-Carnival showmen, supply house reps had one of their biggest years in and attraction bookers converged 1955," said Betsch, "and they on Columbus in numbers this week should maintain even greater inter- for the 31st annual convention of est and attract larger crowds in the Ohio Fair Managers' Associa-1956." Most of the Ohio annuals tion held at the Deshler-Hilton

With the hotel slapping a ban on show banners and paper, the Deshler-Hilton lobby lost some of the flash usually associated with the gathering of the clan. Most of the old standbys who have made this event for years were on deck on this occasion, and while the over-all crowd seemed a bit off from the last several years, business complaints were few. Most of those present, especially the carnival men and attraction people, expressed satisfaction with the business chalked on the Ohio fairs in (Continued on page 58)



4 TOP OPERATORS PRAISE JOLLY CAT

W. A. SCHAFER, DALLAS, TEXAS SCHAFER'S JUST-FOR-FUN SHOWS

"One of the best drawing cards I have ever had. The Jolly Caterpillar stays right up there with the Sky Fighter. I like it because it's a fast loader and unloader and it caters to all ages: children, teen-agers and adults. I can recommend it heartily."

FLOYD E. GOODING, COLUMBUS, O. GOODING AMUSEMENT CO.

"We are entirely satisfied with the Jolly Caterpillar and have observed that it easily outgrossed two kiddle rides of another manufacturer."

HARRY SUHREN, HURON, O. HURON KIDDIELAND

"The Allan Herschell Jolly Caterpillar has consistently been one of my top rides and I have 14. No maintenance! I haven't ever had to pump up the tires! Kids love it and their parents seem to like to ride with them, too."

J. W. (PATTY) CONKLIN, BRANTFORD, ONT. CONKLIN SHOWS

"The first time out it was among the leaders. I have great hopes for this new Allan Herschell ride. It's simple to operate, requires little or no maintenance, and has an excellent capacity."

MERRY-CO-ROUNDS . BOAT RIDE . KIDDIE AUTO RIDE . PORTABLE ROLLER COASTER . JOLLY CATERPILLAR . SKY FIGHTER . TANK RIDE . BUGGY RIDE GASOLINE SPORT CARS . TWISTER . RECORD PLAYERS . MERRY-CO-ROUND RECORDS . TAPES . RIDE TIMERS . CANVAS TOPS . SIDE WALL AND COVERS PARTS AND ACCESSORIES FOR ALLAN HERSCHELL AND SPILLMAN RIDES



COLUMBUS, O., Jan. 14. -Greater Ohio Showmen's Association, meeting here Tuesday (10) at the Deshler-Hilton Hotel in conjunction with the 31st annual convention of the Ohio Fair Managers' Association, elected John T. Mere, of Hilliards, O., as president for his third term. Bob Abrams, Columbus, was elected to the vicepresidency.

Named trustees for the ensuing year were Mrs. Nellie DeBelle and Carl Rasor, both of Columbus. Nathan H. Cohen was elected secretary-treasurer for his seventh term.

The association, made up of concessionaires who operate at Ohio fairs, is currently negotiating for its own clubrooms here. New quarters are expected to be ready early in February, Cohen said.











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Bookers, Carnivals Report Action at Kansas Fair Meet

TOPEKA, Kan., Jan. 14.-Book-ers of grandstand attractions and carnival representatives reported D. J. Gill concessions: Charles L. Harts considerable contract signing at the D. J. Gill, concessions; Charles L. Hark-ness, Harkness Insurance Agency; Fred annual meeting of Kansas fair ex- Herrin Jr., Paramount Fireworks Comecutives here Tuesday and Wednes- and Larry Holden thrill show; Mr. and day (10-11).

repped here for the first time. Alamo Exposition Shows signed to play Kansas fairs at Salina, Herington and Columbus. Central States Shows pocketed contracts Moore's Modern Show; Malcolnt M. Moser, for fairs at Norton, Abilene and Phillipsburg, while Holiday Amuse-George W. Nelson and Gil Tuve, George ment Company walked off with pacts for Williamburg, Girard, M. Pierson, Station WIBA Novelty Boys Attractions: Frank M. Prystas, Fair Pub-Burden, Osage City, Gardner, Sedan and Washington in addition to Raines Amusements; Frank Sharp and signing the Peabody July 4 cele- John J. Willis, Regalia Manufacturing Company; Ty Tyson, Gunier Agency; Jay bration and the Labor Day doings at Chapman. Hugo Novelty Exposition Shows booked fairs at Eudora, Oskaloosa, Effingham, Richmond and North Topeka.

Bookers of grandstand attractions reported more than usual activity with most contracts signed the day prior to the formal opening of the meeting.

Attraction, carnival and fair supply reps on hand included:

Leo Overland, Tournament of Thrills; Jack Ruback, Alamo Exposition Shows: Pete Bailey, Hollywood Thrill Show; Ron Bales, Ron Bales Sales Agency; B. M. (Brownie) Bishop and Jack Turner, American Midway Shows; DeForrest Kuhns and Charles Bodkin, DeForrest Attractions; ized by the Prince Albert Agricul-Mr. and Mrs. Fred C. Bogle, P. C. Bogle Shows; N. L. Neighbors and Cy Barnville, Hutchinson Tent & Awning Company; Glen B. Boyd, M. L. Lines and Keith McCabe, E. G. Staats & Company; Mrs. Ruth Brodbeck, Brodbeck Shows; E. S. (Ted) Webb, concessions; Happy Bruno, Bruno Thrill Show; Mr. and Mrs. William G. Catlett and W. F. (Frankie) Culver, Catlett Greater Shows; Jack Colvin, Jack Collins Theatrical Productions; Johnny Coon and Johnny Howard, Johnny Coon Agency; V. F. Crain, Crain's Rides; Clifford Davis, Dixie Amusements; Bill Dillard. Sonny Myer's Amusements; Tom Drake and Hazel Randall, Tom Drake Agency.

D. S. Dudley and A. L. Stafford, D. S. Dudley Shows: H. L. Wallace, concessions; Mrs. Pearl Evans, William E. Evans, Don-

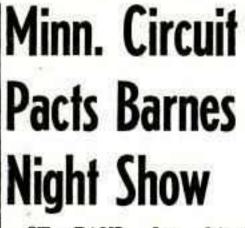
Mrs. William Wheeler, Wheeler-Pittman, Agency: Capt. E. H. Hugo and George A number of midway shows were Carpenter, Hugo Novelty Exposition Shows Gust Karras, Gust Karras Shows; Paul Long, Paul Long Rodeo; W. T. Maddox, Maddex Bros.' Shows; Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Company; C. Michaels Sr. and J. C. Michaels Jr. J. C. Michaels Attractions; Jack B. Moore, W. Nelson Shows; Ben C. Truex and Harry Peebles, Truex-Peebles Attractions; Dana lishing House; Mr. and Mrs. A. E. Raines, Burke and Elaine Williams, Grand Ole Opry; Mr. and Mrs. Red Brunk, Tivoli Exposition Shows; Owen Jones, Hills Greater Shows; Harry C. Sommerville, Central Canvas Company; E. L. Winrod, Imperial Shows; Thomas H. McEnany, Shamrock Booking Agency, and C. K. Carter, Ted Cory, Sammy Anscher and George Howk.

Prince Albert Net Hits \$63,809 To Top '54 by 15G

PRINCE ALBERT, Sask., Jan. 14.-Revenue of \$63,908 was realannual meeting of directors. Thefigure is \$15,528 ahead of 1954.

compared with \$3,134 in 1954.

amounted to \$11,446, up nearly For the first time this year, all



ST. PAUL, Jan. 14.-Barnes-Carruthers Theatrical Enterprises, Jan. 14.-Alberta Slim (E. C.) Ed-Inc., of Chicago, was this week wards, owner of Alberta Slim Westawarded the contract for the night ern Shows & Circus, has signed grandstand show at the Red River to take his one-ring show with the Valley Fair Circuit. The contract Royal American Shows next season. was awarded Sam J. Levy Jr., of His is one of the few circuses ever the B-C office, at the annual meet- organized in Canada and it has ing of Minnesota fair executives been with carnivals most of the here this week.

nuals at Barnesville, Fertile, Warren, Rosseau and Mahnomen.



CHICAGO, Jan. 14.-The 48th annual Chicago Automobile Show, thru Thursday (12), sixth day of its nine-day run, was running close to last year attendance-wise. Officials reported the total attendance tural Society during the year ended to that point was 323,200, a mere September 30, according to the 3 per cent under the same time Show Pacts

The show scored a new one-day record on Sunday (8) when 76,000 Expenditures totaled \$56,772, people came into the big Internaagainst \$45,146 in 1954, leaving tional Amphitheater on Chicago's an operational gain of \$7,036, South Side. This compared with the previous record of 72,000 set tured attraction at the 1956 Den-Exhibition gate receipts on the same day last year.

\$2,000, and grandstand receipts passenger cars are being displayed

Alberta Slim Show Joining **Royal American**

NEW WESTMINSTER, B. C., time. In 1955 he was with Royal The five-fair loop includes an- American for its Canadian dates only. He also was in Eastern Canada.

> Next summer his show will join Royal American as it starts its Canadian tour at Winnipeg, and he will stay with the show for not only the Canadian stands but also the remaining stands in the U.S. After working 14 seasons in Canada, this will be Edwards' first business junket into the States.

> His show will include his elephant, a horse act, his trained dogs, a clown, and his Western orchestra, the Bar X Ranch Boys, RCA Victor recording artists. Eric Winchester will work press for him.

Denver Auto 'Waters' Unit

DENVER, Jan. 14. - "Dancing Waters" has been booked as a feaver Auto Show that opens February 6 for a five-day run.

For the first time in five years, were \$11,398, against \$8,187 in in the building's new south addi- the Auto Show will be held in the



THE BILLBOARD

GENERAL OUTDOOR

57

ARENAS-AUDITORIUMS

Indiana Coliseum's TV **Experiment Gets Started**

By TOM PARKINSON

On Saturday (14) the Indiana Coliseum and WFBM-TV will be conducting their first experiment in joint operation of the arena and television medium. That is when the station's regular show, "Indiana Hoedown," will be staged in the 7,800seat Coliseum behind an admission charge.

It was about two months ago that the television station acquired control of the company which leases and runs the Coliseum except in the fair season. Melvin T. Ross, manager of the Coliseum and a stockholder in the new operating company, puts the situation this way:

"There are few attractions on the road and we want to develop some of our own."

He describes the Saturday show as a gamble. If it clicks, another one will be given January 28 and several others could be presented in this season. There is good reason to think it will prove out. "Hoedown" has made appearances in a number of smaller cities surrounding Indianapolis, and these were successful. Saturday's bigger show will be aimed in part at this same field, with advertisements in 60 territory newspapers.

Another good sign, Ross points out, is that 200 advance sale orders had been received by midweek. In an area where patrons are not accustomed to ordering tickets ahead of time, this is a strong start.

If the show makes its mark and becomes a regular monthly feature, the arena's next step will be to concentrate on building ice attractions. The building plays "Holiday on Ice" in October to fill that need. Ross would like to increase hockey action and to hype the use of ice in any way. If the local hockey team develops adequately, its games might be televised in another year.

Ross promotes a sports show in the building and has a food show he may move into the Coliseum. In view of the fact that he handles these shows himself and because there is a problem in the rental scale and in replacing ice, the building is not used by a large number of other shows or producers. However, Ross points out that in other situations, a TV-arena combination probably could result in advantageous bidding for rentals. For one thing, the tenant might look for publicity breaks. Ross must buy his time on the TV station, but breaks still are possible. Incidentally, his upcoming sports and food shows will use more TV at the expense of outdoor ads.

So far at least there has been no mention at Indianapolis Coliseum about using the arena as a huge TV studio for types of shows demanding great space. This is differentiated from cases in which the Coliseum is being used for its seating capacity rather than its show space.

The Billboard's 2nd Annual



(Outdoor Amusement Recreation Centers)

SPECIAL

Dated February 18 will uncover more

bare facts!

about the fast-growing Amusement-Recreation Centers Market than any other issue during the entire year.

NEW DEVELOPMENTS:

Griddle, Deep Fryer Now Being Marketed

griddle has been introduced here Flavors this is said to provide controls for all frying requirements. Unit has a one-inch thick polished steel plate and a heavy duty grill that enables uniform heat to be maintaine with no temperature drop, the manufacturer claims. Other features include exclusive radiant system that autohigh raised edges to prevent grease matically converts gas to infra red splash, constant pilot for automatic heat. The flame is hooded and the lighting and high-speed burners, adjustable grid drops fat between The griddle surface is 24 inches the radiants to control vaporization. deep, 18 inches high and can be It comes in two units, as a floor or purchased in lengths up to six feet. Wolf Range & Manufacturing Company, 5731 South Alameda Street, Los Angeles 58.

Deep Fryer

Has Capacity . . .

MILWAUKEE - A twin-basket deep fryer that has a large output is being manufactured here. According to the maker, the unit has a new type of embedded heating said to automatically heat its own element and a thermostat that is said to be extremely sensitive to insure constant, even temperature. The fryer has a one-piece aluminum well and a pad in the bottom to deflect heat.-Nesco, Box 2043, Milwaukee, Wis.

Coated

Paper Cup . . .

NEW YORK-Latest in plasticcoated paper cups for hot drinks is the China-Cote, introduced recently here. According to the maker, coffee served in the cups shows no change in flavor. The manufacturer says that in addition to the taste-free quality, the cup has a china-like "feel" and a rigidity glass doors that open for access. and strength that is new in the cup An exclusive drive mechanism perbusiness. Cups have a rolled, plastic-coated rim for easy dispensing ually. The manufacturer claims that and all have interlocking bottoms up to 12 chickens can be barbecued to assure non-tip landings. The new in 30 minutes. Measurements are

LOS ANGELES, Jan. 14. -A gold.-Lily-Tulip Cup Corporation, n e w thermostatically controlled 122 East 42d Street, New York 17.

Broiled Food . . .

SOUTH BEND, Ind.-A broiler that is said to impart a broiled flavor to food has been introduced here. The heart of the unit is an counter model and both are said to be compact and fit into almost any arrangement.-Malleable Steel Range Manufacturing Company, South Bend, Ind.

110-Volt Coffee Maker . . .

CHICAGO-A coffee maker that operates automatically on 110-volt current is being marketed here. Called the Brewmatic, the unit is water, brew the coffee, fill the decanter and then shut off automatically. Maker says the brewing time is 31/2 minutes. Brewer has a capacity of five gallons per hour on a cold water line.-Hill-Shaw Company, 311 North Desplaines, Chicago 6.

New Model Rotisserie . . .

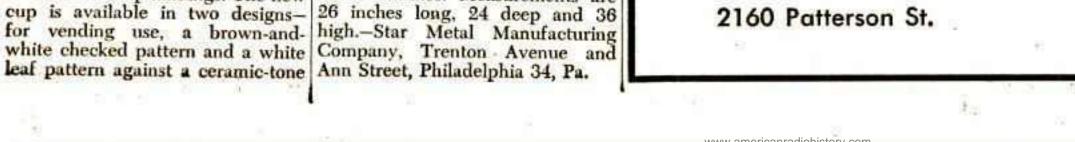
PHILADELPHIA-A new rotisserie, called the window model, has been added to a manufacturer's line here. Designed to attract attention, the broiler has a full-width picture window. The back, on the operator's side has two heat-temperated mits four spits to rotate individEvery manufacturer, distributor and jobber of equipment, supplies or services used by this rapidly expanding field of active buyers should make this big Special Issue an ADVERTISING "MUST."

For more details write



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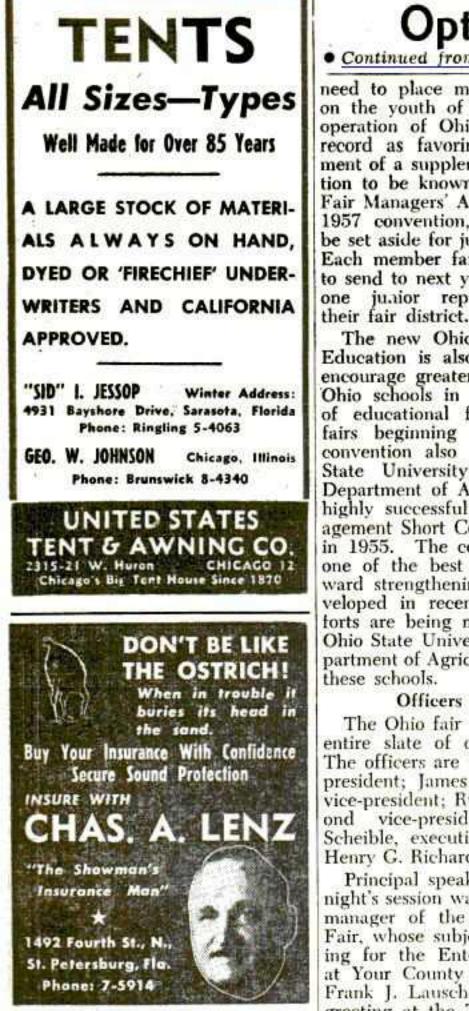




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GENERAL OUTDOOR

58



Optimism at Ohio Meeting

Continued from page 55

need to place more responsibility Thursday. Mrs. Lausche also lent on the youth of the State in the her presence to the ladies tea held operation of Ohio fairs, went on Wednesday afternoon.

record as favoring the establishment of a supplementary organization to be known as the Jr. Ohio principal speakers at the banquet Fair Managers' Association. At the 1957 convention, a full day will be set aside for junior fair activity. Each member fair will be invited orable John W. Bricker, Ohio's to send to next year's fair meeting senior United States Senator and one junior representative from their fair district.

The new Ohio State Board of Education is also being asked to encourage greater participation by of educational features of Ohio fairs beginning this year. The convention also lauded the Ohio State University and the State Department of Agriculture for the highly successful Ohio Fair Management Short Course inaugurated in 1955. The course was termed one of the best advancement toward strengthening Ohio fairs developed in recent years, and efforts are being made to have the Ohio State University and the Department of Agriculture to continue

Officers Retained

The Ohio fair group retained its entire slate of officers for 1956. The officers are Charles J. Betsch. president; James D. Murray, first vice-president; Russell W. Alt, second vice-president; Goldie V Scheible, executive secretary, and Henry G. Richards, treasurer.

Principal speaker at Wednesday night's session was C. H. Harnden, manager of the Saginaw (Mich.) Fair, whose subject was "Competing for the Entertainment Dollar at Your County Fair." Governor last year was \$74,097." Frank J. Lausche spoke words of greeting at the Thursday morning session, and returned as one of the honored guests at the banquet

With Ex-Governor Myers Y. Cooper serving as toastmaster, the Thursday night were Countess Sugar State: Cade, La. Maria Pulaski (?), who spoke on "My Life as a Spy," and the Honformer governor of Ohio. His subject was "The Federal Government's Relation to the Farmer." The acts who showed their wares at the banquet were the Ohio schools in the advancement Willis Brothers, the Evans Family, the Kramers, Bob Wagner, Walton and Sina, the Platzeks, and the Gold Dust Twins.

Urbana Top Annual

The Myers Y. Cooper Award for the 1955 Blue Ribbon Fair, Hitler's Personal Armored Car, Jack W. which amounts to being the best managed and most aggressive fair group in the State, went to the Champaign County Fair at Urbana, O., of which Mrs. Howard Doddard is secretary. The award was made by Ex-Governor Cooper at the banquet Thursday night.

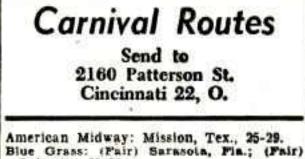
Minn. State Fair

Continued from page 54

it is advisable to keep general admissions at 50 cents, Swenson said "it may be well to consider increasing the fee for automobile parking (now 50 cents)."

"We need some extra source of revenue to meet increased costs," he said. "Our electric power bill. for example, has more than doubled since the first postwar fair and

Gov. O ville Freeman, in his address Tuesday, told the society our State." · Re-elected were Robert R. Andrews, of Minneapolis, first vicepresident; C. A. Moore, of Hutchinson, second district manager, and D. T. Grussendorf, of Duluth, eighth district manager. Other officers are Norris K. week, escaped possible suffocation Carnes, of St. Paul, second vicepresident; R. C. Sorenson, of Minwhen furnishings in his room at neapolis, treasurer, and Baldwin, of St. Paul, secretary, Holdover members of the board Smith was awakened at 6:40 of managers are Stan Muckle, of



Palmetto 23-28, Glades Am. Co.: (Fair) Lake Wales, Fia.; (Fair) Clewiston 23-29.

Stephens, C. A .: (Fair) Brookaville, Fia.; (Fair) Punta Gorda 23-28.

Circus Routes

Davenport, Orrin: Saginaw, Mich., 17-22. Miller Bros.' Circus: Mount Airy, N. C., 17; Elkin 18; Durham 19-21; Shelby 23; Lancaster, S. C., 24-25. Polack Bros. Western: Flint, Mich., 17-21 Hammond, Ind., 25-29; Fort Wayne, Feb. 3-5.

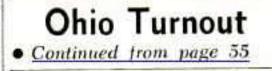
Miscellaneous

Burke, Mgr.: (Stock Show) Fort Worth, Tex., 27-Feb.5.

Ice Shows

Holiday on Ice No. 1: Milwaukee, Wis., 17-22; Louisville, Ky., 24-Feb. 1; Chattanogga, Tenn., 3-7.

- Holiday on Ice (European): Frankfurt, Germany, 17-29; Copenhagen, Denmark, 31-Feb. 29.
- Holiday on Ice (Far East): Hong Kong, China, 17-20. Hollywood Ice Revue: New York, 17-29.
- Ice Capades International: Victoria, B. C. 17-21; Vancouver, B. C., 23-28; Calgary,
- Alta., 30-Feb. 4. Ice Capades of 1956; Providence, R. I., 17-24; New Haven, Conn., 25-Feb. 1; Wash-
- ington, D. C., 2-13. Shipstads & Johnson's Ice Pollies of 1956; Cleveland, O., 17-19; Toronto, Ont., 30-Feb. 3; Montreal, Que., 5-12,



1955, and were confident that 1956 would repeat in that respect.

Among those in attendance at the meetmembers Minnesotans should get and Bob Weems, GAC-Hamid; Will Quer- monton. The arena, 140 by 208 as cocky 's Texans" about the ad- ner. Bert Somson and Earl Haput, WLW vantages of "living a our State" Promotions, Inc.; Mr. and Mrs. Earl Co-burn and John J. Anderson, Enquirer feet which is claimed to be the and maintained that fairs can do Printing Company: Mr. and Mrs. Bob Mcmuch to help "our people get rid of Kinley. McKinley Rodeo; Jack Lindahl, largest enclosed surface north of Boyle Woolfolk Agency; Bob Chew and Edmonton. The building has seatinferiority complex they have about Tom Powell, R. D. Chew Enterprises, Inc.; Roy B. Jones and Jack Repko, Pepsi-Cola Company; Kenny Smith, Joie Chitwood's were raised during the past year Auto Daredevils; Mercier Attractions; Bob Kelley and Ray Padgett, Bob Kelley's Auto Crash Kings; C. T. Lowery and Rod Link, World of Pleasure Shows; A. D. Michele, Hudson Pireworks Company; Jack Kaplan; Ray Peltstring, Chev-Craft, Ward Beam, J. (Cap) Ramsey and Gene Holter, Ward Beam Attractions; Bill Reed and Bud Fischer, Jimmie Lynch Death Dodgers; Maurice R. Levy; Dan Fleenor, Cavalcade of Canadian Hell Drivers; Bob and Mayme Shaw, Mitch Robinson, Gus Sun Jr., Robert Steele and Geneva Mapes, Gus Sun Booking Exchange; Floyd E. Gooding, Mr. and Mrs. John Enright, Hal Eifort, Mrs. Lee Frantz, Joe Kemper and Joe Gaskill, Gooding Amusement Company; Nelson Breeze, Breeze's Rides; Howdie Reed, Reed's Concessions; J. J. Fredrick, Charles Krekeler, Clyde Butler and Wingie Schnefer, Motor State Shows; Mr. and Mrs Loyd Schermerhorn, Indian River Rodco; Mr. and Mrs. Lee Becht Becht Amusement Company. D. Bruce Evans, Gold Medal Products; Mr. and Mrs. Ray Howard, Chester Howard and Louis Howard, Howard Bros. Shows; Fred Nolan, Nolan Amusements; John H. Foster, Foster Trophies; Harry Shannon, Photo-Finish Service; Cherokee Hammons, Hammans' Rodeo; Bob Otto and Billy Scott, Bob Otto Attractions; Mr. and Mrs. Joseph Caccavello, Columbus Fireworks Company; Byres Bros.' Rides & Concessions: Mr. and Mrs. Leonard Powelson and Homer Snedeker, Happy Attractions; V. S. Scott, V. S. Scott & Sons; Rodger M. Work, Playland Amusements; Jack Lampton, Mr. and Mrs. Buck Saunders. Mr. and Mrs. Carl Bradford and Carl Bradford Jr., Bradford's Border Collies; Paul Young, Young's Starting Gate; Al Del Flore, Del Flore Amusements; Lou Rosenberg, Triangle Poster; Paul Black, Anchor Supply Company; Billy Senior, Barnes-Carruthers; Gene Holter, Holter's Wild Animal Show; Henry A. Theodor, Henry A. Theodor & Company; Circus Sortman, Sortman Trophles; Lipp's Ponies; Charles F. Connolly, Race Track Lighting Company: John Kochman and Bob Conto, Jack Kochman's Hell Drivers; A. J. Sunny, Sunny Amusements; Margaret Klein, Bob Kaltenbach, Peggy Kaltenbach and Joe Smiley, Klein Attractions. Jimmy Chanos, Jimmy Chanos Shows; Harry S. Wigton and Kurt Kuehn, Re-galia Manufacturing Company; Coreen

Denver Aud Job Moves Slowly

DENVER, Jan. 14.-Remodeling of the aged city auditorium is moving along at a snail's pace and at the present rate, it may be late next fall before the final work is complete. Mike Livota, manager says that some changes have been made in the original plan and the seating capacity will be upped to approximately 2,300 instead of 1,200 as first planned.

Tentative plans for a face lifting to the outside of the building have been shelved until the interior work is completed or at least nearly thru but work will still go ahead on improving the entrances, addition of a marquee and alterations of box offices.

Since the auditorium has been out of use since early last summer, the arena annex next to the auditorium is getting a big play. Basketball games, boxing matches, weekly wrestling matches and other activities keep the 7,000-seat arena in use most nights of the week.

Most big shows have moved to the Coliseum, with legit productions and musicals, finding a home in the local theaters. The National Western Stock Show moves into the Coliseum on January 13 for nine days. Following the stock show will be the auto show, home shows and other exhibitions that are usually held in the auditorium.

New Arena Opened At Grimshaw, Alta.

GRIMSHAW, Alta., Jan. 14.-A new \$50,000 arena has been opened in this town of 800 populatica, 330 miles northwest of Edfeet, has an ice surface 90 by 190 largest enclosed surface north of ing facilities for 2,000. Funds by a committee of local businessmen.

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Phone: Harrison 3026 HARRY SOMMERVILLE



Ken Smith Has **Tight Squeek in Firemen's Role**

COLUMBUS, O., Jan. 14 .-Kenny Smith, who represented Joie Chitwood, auto thrill show promoter, at the Ohio fair managers' annual meeting here this and serious burns early Friday the Hilton-Deshler Hotel here caught fire while he was sleeping.

a.m. when flames singed his hair. Owatonna; Fred S. Lammers, of He succeeded in putting out the Stillwater, whose terms expire in blaze, but not until a guest across 1957; A. E. Thompson, of Spicer, the hall had summoned the fire and Charles Christianson, of Rodepartment. Smith says the fire seau, who serve until 1958. started when a lighted eigaret fell from an ash tray.

Charged with a violation of a city fire ordinance, Smith pleaded • Continued from page 54 guilty to negligence and was fined \$25. The hotel also slapped Smith came out as a lieutenant colonel. with a bill for \$150 for damage His military service included 18 done to furnishings in the room.

Smith, before joining the Chitwood organization five weeks ago, was for a number of years head of WLW Promotions, Inc., Cincinnati. ir-law, Paul E. Conner, as manager

Name Shepherd

months overseas on the staff of General Omar Bradley. Upon eceiving his discharge, he was associated in business with his fatherof the Conner Electric Appliance Company.

Shepherd is active in local eivie and charitable bodies. He is a member of the Chamber of Commerce and chairman of its public works committee. He is also a director of Pomona Rotary, serving as chairman of its progra committee.

Gordon S. Lyman, known in show business as Clough (Hilo Jack) Hammacker, is eager to hear from friends and can be reached thru the Veterans' Administration, Muskogee, Okla., or thru his lawyer, L. H. Chastain, in Fort Smith, Ark.

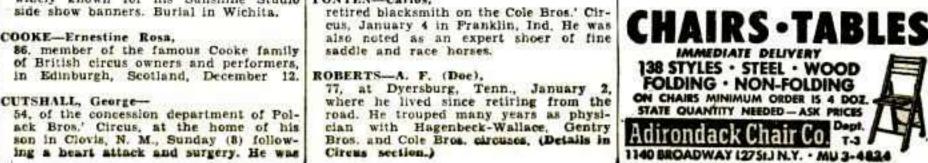
Harry Lind, Jamestown, N. Y., maker of juggling apparatus, was saluted recently by Echo, European show paper, on the occasion of his 76th birthday and 35th year in the business.

Lueders, Lueders Grandstand Attractions; Hagler-Nash Sound Equipment; Morvatz Sound & Photo Company; Walter Keating, Keating's Racing Mules; A. P. Powers, Mr. and Mrs. A. H. Sutton and H. M. Smith, R. B. Powers Company; W. S. Myers, Maurice Myers and Ray and Joanne Prowant, Myers Concessions; Gettus and Garnet Pugh, Pugh's Concessions; Frank A. Conway, Atlas Fireworks, Dot and Dick Richards, Richards' Jewelry; Bechdolt's Sound Equipment Company.



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(Phone: PRospect 2-8900)



AYRES, Gilbert-67, carnival and circus man for about 50 years, at Oswego, N. Y., December 31.

THE FINAL CURTAIN

BELLIS, George P.-90, January 7 at Wichita, Kan., where he operated a studio in which he painted side show banners, stage scenery and other show art. At one time he was associated with a firm that turned out mummified curiosities, but he was most widely known for his Sunshine Studio

with Polack about 10 years and earlier had been the superintendent of tickets with Sells-Floto, Hagenbeck-Wallace, John Robinson and Cole Bros. circuses, Survived by his widow, Ruby, and his son, Jack.

McCABE-James, 76, railroad man and circus fan, at Lyons, N. Y., December 31.

PONTEN-Carlos,

PARKS-RESORTS-POOLS

JANUARY 21, 1956

'Hard Sell' Campaign Launched by Rosenthal

of rock and roll selling campaign park is included in the price. was launched this week by Irving Rosenthal points to the bargain sades (N. J.) Amusement Park, cost of only 21 cents per day. one of the nation's best promoted funspots.

is the answer, Rosenthal prepared partment. to flood the metropolitan area with gimmick available and ranging from poster printing and match-books to cut-rate tickets and cou-pon deals. pon deals.

lion" units in the past, this year he will use "ten million." What is meant simply is the bigger the promotional effort the bigger return since the best of such patronage lures will pay off in what appear to be relatively small percentages. Added together they promise big attendance.

Distribution Dates Set

The matchbooks, which run into the millions, are being set up for distribution a full month prior to the March 31 opening. Yesterday a contract was signed for a painted bulletin board on Broadway at 49th Street, an expensive but eyecatching device that Rosenthal has used much in the past. The board will be painted two weeks prior to opening. Samples of new paper have been received. It features a brilliant yellow background with lettering in day-glo.

completed. They include 150,000 circulars describing the refurbish-ing of the pool and offering the full use of its facilities for \$25 for

NEW YORK, Jan. 14 .- A kind the full season. Admission to the Rosenthal in behalf of his Pali- aspect of this offering-an average

Bert Nevins, park publicist, is back from an extended European Convinced that hard selling tour and already setting up plans based on the appeal of bargains for the full functioning of his de-

If Rosenthal has used "five mil-Dies; Managed Long Beach Park PALM SPRINGS, Calif., Jan. 14.

-Funeral services for H. A. (Pop) Ludwig, 63, former manager of Street and extend westward. Virginia Park in Long Beach, were held here Thursday (5). He died suddenly at his home December 31.

Ludwig, a native of New York, had lived on the West Coast for a number of years. When the park was built in Long Beach by the Pacific Insurance Company, he was named as its manager and held the post for 15 years. During the time

Plans for extensive mailings are agency. His widow survives him. each year.



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

THE BILLBOARD

STORES SAVED Surf Ave. to Lose 100 Feet For Project

NEW YORK, Jan. 14.-A re vision has been made in plans for the proposed \$23,000,000 public housing project on the location of old Luna Park (The Billboard, December 17). The Board of Estimate ruled this week that the property should not include all the frontage on Surf Avenue, which would have forced many concession operators off valuable property.

city to condemn 800 frontage feet Surf Avenue. Now the plan is to leave it all intact, except for 100 feet as a corridor for access to the project. The 100 feet would begin on the corner of West Eighth

Representing the Coney Island interests was Borough President John Cashmore, who said Surf Avenue should not lose any part of its reputation as a main amusement thoroughfare of Coney Island.

Chamber Objects

to the City Housing Authority, but Greenspoon and himself, the T-A that he was there he was active met, the plan failed to satisfy busi- Park. Inc., had to absorb the bulk many committees and as chaplain. Park be converted instead into a mate \$50,000 At the time of his death Ludwig huge parking field for the 50,000,-

Kister, Julian A. Bergoffen, I. H. glass building. Measuring 122 feet meetings and exposition of the Na-

Seaside Beginning \$1,000,000 Project

14.-Nearly \$1,000,000 in improve- a like amount. Albert Miller, who ments and other work will be manages Ocean View Amusement undertaken at Seaside Park during Park at Norfolk during the summer, the next two years as the burned- is supervising the site-clearing for out installation takes on a new ap- Seaside and will also direct the new pearance, according to manager installations as they develop. Dudley Cooper. Three-fourths of the expense will be devoted to an ultra-modern motel with swimming pool, and about \$200,000 will go into park construction and the purchase of new rides and replacement units.

A severe blaze last fall caused damage estimated at some \$175,-000 (The Billboard, October 22), The original plan was for the altho first estimates ran as high as a quarter-million dollars. Fire destroyed the north section buildings of the park completely, including most of the rides and game equipment. The South end was also damaged, and the Merry-Goround and its building were severely burned.

The destroyed section, containing most of the rides, included many which had been dismantled and placed in storage after the Labor Day closing. With insurance on the park being only \$80,000, The revised plan now goes back | Cooper reported, owners Jack L. while Cashmore's objections were Greenco Corporation and Seaside in Pacific Coast Showmen's As- nessmen and the Coney Chamber of the loss. It is estimated that the sociation activities, serving on of Commerce. They held that Luna insurance settlement will approxi-

The site is in the process of was associated with a local auto 000 people who visit Coney Island being cleared of fire debris, and better than \$35,000,000," says Stetcontracts have reportedly been let son. The 1956 season will start John Ward, president of the for restoring the north end of the January 15, when the Canners' chamber, spoke, as did Frank A. park with a steel, concrete and convention opens. The week-long

VIRGINIA BEACH, Va., Jan. part to be added in 1957 will cost

59

Atlantic City **Bookings Up**

ATLANTIC CITY, Jan. 14 .- Atlantic City took in more than 34 million convention dollars in 1955. And the outlook for 1956 is even brighter, according to Wayne Stetson, manager of the Convention Bureau.

Altho business was sluggish early last year-very little in January and February-the resort entertained an impressive number of convention visitors during the other months. Records show that 323 conventions and trade shows were held during the year, with a total attendance of 275,150. Based on a survey of what the average visitor spends, Stetson estimates the 1955 total at some \$34,390,000.

For 1956, "we anticipate at least 330 conventions and expositions, which will attract approximately 300,000 persons who will spend



WANTED

For one of the finest amusement parks in Western New York

PORTABLE SCOOTER RIDE Will buy or install on percentage basis. WILLOW POINT PARK 51 Ridge Rd., E. Rochester 21, N.Y. Culver 4002

WANTED

4 to 8 Kiddy Rides; Merry-Go-Round a MUST. Have concrete tank for Boat Ride. Want clean, good Rides. (No drunka.) Low percentage. Park new in '55—had good season. Will give good contract for the future. Also want Bingo Game. B. & L. AMUSEMENT PARK, La Porte, Ind. Write to 3035 Oakwood, Michigan City, Ind.

WANTED

For Midwest amusement park, all-round Maintenance Man; must know Coaster work.

BOX D-172 Cincinnati 22, O. c/o The Billboard

FOR SALE **Or PARTNER WANTED** One large Coaster, perfect shape, ready to run. Located in a fine park. Inquiries

LAKE COASTER CORP. 56 Park View Drive Searington, L. I., N. Y.

WILL SELL MINIATURE (MTCO) TRAIN 16" 3 car, 36/48 pass. "Streamliner," 3,000 ml. mileage, 2,500 ft. track; LITTLE DIPPER; Little TUG-BOAT (7 boats, DIPPER; Little Ride, All good condition,

Back in Action

CHICAGO, Jan. 14.-Paul H. Huedepohl, secretary of the National Association of Amusement and back to Neptune Avenue. The Parks, Pools and Beaches, returned strip of Surf Avenue amusements is to his office duties here Wednesday not included and the city was ex-(11).- He had been hospitalized pected to condemn it and erect several days following an accident modern retail stores in place of the in which he was knocked down by present game, food and ride cona trolley bus in Chicago's loop. cessions.

Klein, Frank Sindell and Samuel by 150, it will contain various tional Canners' Association Na-Holzman.

Some 1,500 families will be accommodated by the project. Property assembled by realtor Fred C. restaurant, custard, candy apples, bring some 16,000 members of the Trump for conveyance to the city floss and peanuts, new offices, food industry to the resort. extends behind Surf Avenue from West Eighth to West 12th streets

amusement operations such as tional Food Brokers' Association, Scooter cars, Darto, Skee Ball Al- and Canning Machinery and Suplevs, shooting gallery, Rendezvous plies Association is expected to manager's apartment, lavatories and other elements.

The park is also planning to purchase for the south end a new School Administrators, with antici-Ferris Wheel, battery of kiddie rides, and kiddie coaster, and to improvements and replacements will involve expenditure of some \$200,000.

Architects are Lublin-McGaughy and Associates of Norfolk and elsewhere, who are also drawing plans for the first section of a motel on Greenco Corporation property which will contain 42 units, reception office and manager's office.

Next year Greenco plans to add 42 additional motel units and a swimming pool to finish the project. Exclusive the land, which is valued at \$300,000, it is said, the first section of the motel building will cost about \$375,000, and the

Topping the convention list in February will be the convention of the American Association of pated attendance of some 18,000.

April will bring American repair the Merry-Go-Round and its Management Association's Packagbuilding. It is expected that these ing Exposition and some 8,000 visitors; American Society for Experimental Biology meeting, with an attendance of approximately 6,000, and the Masonic Grand Lodge of New Jersey, 3,000. All will be held in Convention Hall. Scores of other meetings will be held in beachfront hotels.

> WANT Pop Corn, Candy Apple. Carmel Corn and Peanut Concessionaire. Have new, up-to-date building for same. You must have up-to-date equipment for the above. For full details write **Rolling Green Park**

P. O. Box 344, Sunbury, Pa. P.S.: A real chance for a live conces-



Contact. EDGEWATER AMUSEMENT PARK

2d Season Fair for Gotham Kiddie City

NEW YORK, Jan. 14.-The end | The only concession operation at of its second season of operation the park is the food, of the better Queens, still shy of its potential parkway, includes in its rear a

weekends, Manager Bob Black re- die Arcade play. called this week. There were no Concessions are the only elestepped-up promotional activities, ments which are missing which and the million-dollar 22-ride park would classify the operation as a retained its physical shape and size. major park. Confining it to ride No changes are contemplated for presentations, the owners feel, next season, except the possibility minimizes any criticism and helps of an additional 19th hole being build good will in the neighborconstructed on the miniature golf hood. course and the likelihood that Cook will take over operation of the park's archery unit.

Black said it has been decided not to acquire a Round-Up ride British Schedule from the Frank Hrubetz Company, altho discussions were held on the subject. Major and intermediate rides at the park were felt sufficient for the coming season. They are a Skooter, Big Eli Wheel, Roto-Jet, Whip, Carrousel, Tilt-a-Whirl and National's Century Flier train and Comet Junior Coaster. In addition to these units there

are 14 kiddie rides. **Group Rate Offered**

Kiddie City is low pressure on ticultural Hall here March 6-8. Expromotions, breaking its 15-cent hibits will cover all aspects of and 25-cent ticket prices for parks, fairs and outdoor shows.

finds Kiddie City, mammoth op- counter refreshments variety. The eration on Northern Boulevard in food building, facing on the main earning power. Having passed the large glassed-in Arcade which has first-year break-in season, the park all nickel-play pieces. On cold in 1955 was beset by the same weather weekends, when eating weather woes which hampered out is common among automobilemost Eastern outdoor amusements. owning families in New York, the Weather turned poor on many building wins big money from kid-



FF WRAINEFF

FAIRS-EXPOSITIONS

THE BILLBOARD

13

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

JANUARY 21, 1956

Minn. County Events FLA. FEATURES Gross \$1,614,246

96 Annuals Draw Million at Gate; Anderson Re-Elected President

ST. PAUL, Jan. 14.-Minnesota's service, and all concessions blank-96 county and district fairs were eted in without individual cost. a million-dollar business in 1955.

lights of the annual meeting of the a church, organization or private Minnesota Federation of County stand operator, will need to apply Fairs in Hotel St. Paul here Mon- for an individual permit from the day and Tuesday (9-10). Harold C. State board of health at a cost of Pederson, secretary, said 1955 \$3.50 each. business reached \$1,614,246, an increase in receipts of \$118,400 over 1954.

Other highlights were:

department that each food concessionaire at county and district fairs will need individual licenses starting this year.

Pederson's announcement that more than a million persons saw the State's county fairs last year.

A request by farm youth for a larger role in such fairs.

A proposal that county fairs seek to educate city folks about the problems of agriculture.

Re-election of all Federation officers and directors whose terms expired.

Premiums Up

In his report, Secretary Peder- 1954 than in 1949. son said Minnesota fairs last year spent \$1,238,368, with the State contributing \$178,209 for premium payments and individual counties adding another \$376,351.

Largest county fair in Minnesota in 1955 was the Mower

Starting this year, however, he That report was one of the high- said, every concessionaire, whether

More Active Role

organizations in the State told the Federation meeting they would like a more active role in the county ex-Report from the State health a more active role in the county expositions. In a panel discussion, 4-H and Future Farmers of America For First Run members also asked the fairs be made more educational. Two panel speakers proposed the county fair boards consider taking in young people as junior members and assign club members to such jobs as assistant supervisors, assistants to judges and as clerks.

> Byron Allen, State agriculture commissioner, told the meeting that with a declining rural population, county fairs should do more to educate city people about the problems of agriculture. He said Minnesota had 13,500 fewer farms in

With only 131/2 per cent of the draw from, Swan pointed out. Atnation's population living on farms, tractions call for regular fair exthe commissioner said, the political hibits, free acts, fireworks and a (Continued on page 61) horse show.

TAMPA EVENT NATIONALLY

NEW YORK, Jan. 14.-A one-column State of Florida promotional ad in the current issue of The Saturday Evening Post features the Florida State Fair, Tampa, as a prime tourist objective. The various features, including the midway, are listed in general terms. The costly promotion in one of the nation's largest journals is believed unique in that practically 100 per cent of the space is devoted to the fair.

Representatives of farm youth El Paso, Tex.,

EL PASO, Tex., Jan. 14. - The maiden run of the El Paso County Annual Fair & International Exposition will be held here August 29-September 3, C. W. (Chuck) Swan, managing director, announced. Swan is also manager of the El Paso County Recreation Board, which is sponsoring the tair.

W. T. (Shorty) Jenkins, of the local Chamber of Commerce is head of the exhibits division.

The fair has a population area of more than 500,000 people to

KANSAS MEET PULLS **RECORD TURNOUTS**

Drought Cuts Into Gates, Receipts; **Noble Bradbury Elected President**

By FRANK JOERLING

TOPEKA, Kan., Jan. 14.-A record number of the State's fair executives turned out for the 33d annual meeting of the Kansas Fairs' Association held Tuesday and Wednesday (10-11) in the Jayhawk Hotel.

Despite a 12 per cent decrease in attendance at the State's annuals in '55, stemming from an almost Statewide drought, most of the delegates were optimistic about the coming fair season.

The association's business sessions were well attended as the executives from thruout the State gathered to exchange ideas on the improvement of their operations. Earl Simmonds, Liberal, who was elevated to the presidency when C. S. Peck, Abilene, moved out of the State, presided at all meetings.

The Tuesday morning session was devoted to the reading of the 55 minutes by veteran secretarytreasurer Everett E. Erhart, of Stafford. The president made his annual report and the various other officers and committees made reports.

Freeland Greetings

Roy Freeland, secretary of the State Board of Agriculture, welcomed the delegates. This was followed by a panel discussion on "My Fair" led by Carl Beyer, Belleville; Dr. W. M. Theis, Hills-Belleville; Dr. W. M. Theis, Hills-boro, and Jack R. Turman, Newton. Much pro and con discussion was generated during the discussion on

Raymond Ely, Dighton; "The Last Thousand Dollars," Art Harzman, Stafford, Harold Rife, LaCrosse, and John Keas; "Exhibits" by Virgil Miller, secretary of the Kansas State Fair, Hutchinson, and a question box, moderated by John Morse, Mound City.

Elect Bradbury

Noble Bradbury, Winfield, was elected president of the association to succeed Earl Simmonds. Other officers included Carl W. Beyer, Abilene, vice-president; Everett E. Erhart, secretary-treasurer, and Mike Burns, Topeka, publicity director. Directors elected for this year were John Keas, Effingham; D. Linn Livers, Barnes; John Morse, Mound City; Kenneth Cunningham, Richmond; Dr. V. L. Partridge, Coffeyville; Llovd Hittle, Winfield; Fred Arnold, Cottonwood Falls; Dr. W. M. Theis, Hillsboro; Virgil Miller, Hutchinson; Earl Simmonds, Liberal; Carl H. Beyer, Belleville, and Dale W. Olson, Wakeenv.

The annual banquet, held Tuesday evening in the hotel's roof garden, drew a capacity crowd. Governor Fred Hall, of Kansas, was the main speaker and Lew Galloway, Wakeenv, again served as emsee. Following dinner, a program of acts was presented by the





tries, receipts of \$53,078 and expenditures of \$14,087 for prize money.

Pederson told the meetings that well over a million persons flocked thru county fair gates last year. He said total expenditures of fairs in 1955 was \$1,238,368, of which nearly \$300,000 went for premiums, including \$100,000 prize money for livestock and crops and nearly \$350,000 for entertainment. The balance was made up by about \$700,000 in State, county and municipal aid, dues, donations and miscellaneous receipts.

R. E. Hunt, chief of the State hotel and restaurant division of the Minnesota health department, told the Federation members about the new requirement for individual licensing of fair food concessionaires. He said that under "an extremely lenient" interpretation of the State law, county fair boards in the past were permitted to take out a license for food preparation and

Kochman Dog, Auto Dates Up In Ind., Ohio

NEW YORK, Jan. 14.-A sizable increase in bookings for his Lucky Dogs, a greyhound racing unit, and automobile Hell Drivers, in both

Bob Conto, announced they had increased the automobile thrill dates in Indiana from eight last year to 13 for 1956. The same number of dates, 11, have been set for the dogs.

been 19 thrill and 18 dog dates meeting here this week. set for the upcoming season.

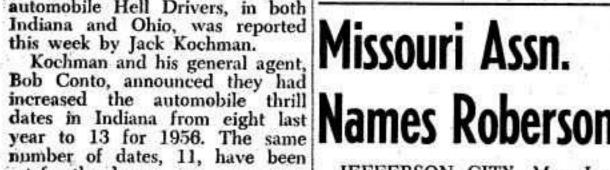
creased bookings would mean an bella; Marvin Chapman, Kirksearlier opening. The dogs, which ville; William Heimer, Taylor; Al

Steadily Increasing

JEFFERSON CITY, Mo., Jan. | John S. Williamson, Columbia; 14.-Despite an increase in the Joe Knollmeyer, Linn; Ed Robernumber of fairs operating in Mis- son, Columbia, and Bud Moore, souri in the past 10 years, State aid Lamar, headed up a panel on genpayments have kept pace. This eral subjects. Louis Rochers, chief record of progress was illustrated of police of Jefferson City, pinchto fair executives of the State who hit in welcoming the delegates gathered here Wednesday thru due to the illness of Mayor Arthur Friday (11-13) for the 11th annual W. Ellis. Joe Knollmeyer, Linn, convention of the Missouri Asso- president of the association, reciation of Fairs and Agricultural ported on the meeting of the In-Exhibitions.

L. C. Carpenter, State commissioner of agriculture, showed that vember, and Gene McElyea, of in 1946 a total of 141 fairs received total State aid of \$47,181.73 or an average of \$280.84 each. During the past year 143 fairs received a total of \$63,473.73 which Roe Bartle, mayor of Kansas City, averaged out to \$464.85 per fair, also spoke. he pointed out.

The well-attended convention was highpointed by a broad variety of subjects discussed at the business sessions. Open panels featured the Wednesday program which included a secretaries' forum, led by Francis Knollmeyer, Linn, who was assisted by Leslie Ailsworth, West show problems were another subject studied by Lon Cox, Salina, Kan., manager of the American Hamid this week announced the lest shows in the East to date. Be-Royal Horse Show and Mitchell White, Mexico, and Fred Schell, Eastern fair dates. Liberty.



JEFFERSCN CITY, Mo., Jan. The gains were more significant 14.-Ed Roberson, Columbia, was in Ohio. While only four thrill elected president of the Missouri dates and three dog dates were Association of Fairs and Agriculplayed there last year, there have tural Exhibitions at its annual

Five vice-presidents named for Conto explained that the in- the year were Marvin Daggo, Ar-

ternational Association of Fairs and Expositions in Chicago last Nothe department of health, spoke on health regulations at fairs. The woman's view was given by Mrs. For Topsfield Viola Smith, California, Mo., and

the Friday session, and H. Dean nounces.

GAC-Hamid Signs Big Plains; Elmo Kreisler, Clinton, and Clyde Bachtel, of Hamilton. Horse String of Eastern Dates

NEW YORK, Jan. 14.-GAC-| Ottawa has set one of the heavsigning of an impressive string of sides using the big revue plus acts

Topping the recent signings are Kiddie Kapers, TV Discoveries the Eastern States Exposition, and the Jack Kochman Hell Driv-Springfield, Mass.; Quebec City ers. The major revue, plus acts and and Reading, Pa., fairs.

Spokesman George A. Hamid Rutland (Vt.) Fair. Neighboring said Eastern States would have Essex Junction, Vt., will play the Phil Spitalny, with name stars add- Fantasies Revue plus acts and ed for each of two four-day periods Kiddie Kapers. and some 11 acts for the planned 2-hour, 15-minute Coliseum show. N. Y., which has scheduled Mid-In addition the firm is supplying western Hay Ride and Rock and five acts for grandstand appear-ances. Roll, Barton, Vt., will have Mid-western Hay Ride, TV Discoveries,

Quebec City will have virtually three acts and the Kochman unit. the same show for its Coliseum Cobleskill, N. Y., signed TV Diswith the Spitalny all-girl group coveries, an ice show and Kiddie featured. Hamid said the open Kapers. competitive bidding for this date was spirited.

Features for Reading

youth participation which was led by Harold Shull, St. Francis, and Floyd Bacon, El Dorado. Warden E. Noe, assistant attorney general of Kansas, advised the fairmen on how to get recognition from the State Board of Agriculture, while D. Linn Livers, Barnes, and John Morse, Mound City, headed up an exchange of ideas on legislation.

Horse racing was the subject of an address by Lawrence Smith, Coffeyville, at Wednesday's meeting. Also on the program were "A Boost With Quarter Horses," by

Midway Signed

TOPSFIELD, Mass., Jan, 14.-Playtime Amusements will provide Jim Evans, Columbia, spoke on the rides at next season's Topsfield the "Value of County Fairs" at Fair, Secretary Paul Corson an-

the event has booked the Mariners,

the Mariners, are also set for the

Other dates include Morris,

Specials for London

revue, TV Discoveries, the Mar-

Elmira, N. Y., will have the big

Black, Webster Groves, addressed | Other midway elements will be (Continued on page 69) handled by Eugene Dean.

All Officers **Re-Elected by**

READING, Pa., Jan. 14. - All officers and directors of the Agricultural and Horticultural Association .of Berks County, which operates the Reading Fair, were re-elected without opposition at the annual meeting here Saturday (7).

Officers are John S. Giles, president; Harry J. Schad, first vice-president; Heber Ermentrout, second vice-president; Charles W. Swoyer, secretary; W. Arthur Morris, assistant secretary, and Albert L. Swoyer, treasurer.

The re-elected board consists of the six officers and Newton W. Geiss, Alvin F. Kemp, C. Paul Lied, Jacob H. Mays, Thomas J. Merkel, Horace W. Miller, Russ Moyer, George L. Roller, H. B.

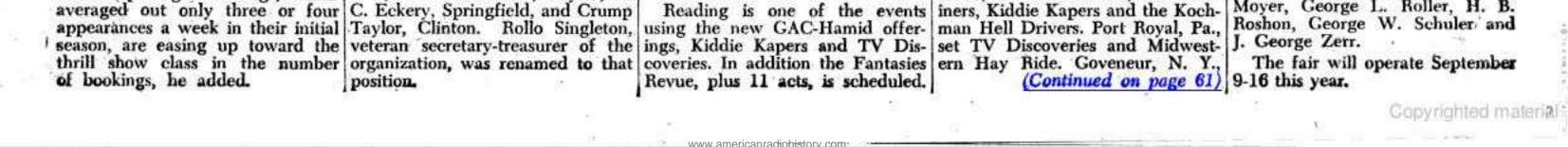
Race Contract

ATLANTA, Jan. 14.-George A. Marshman was this week awarded the auto race contract at the fairgrounds of the Southeastern Fair, E. Lee Carteron, general manager, announced.

Concurrently with the announcement, Carteron said a number of improvements would be made this year to the annual's mile oval. Metal guard rails will be installed and traffic signal lights as safety measures. The press box, located atop the grandstand, will be refurbished with plush theater seats and all auto entrances are being widened to solve a traffic problem. Carteron also reported that the fair has tentative plans to increase

the grandstand capacity an additional 7,000 seats.

Reading Fair



THE BILLBOARD .

Vollmann Out

FAIRS-EXPOSITIONS

FAIR ASSN. MEETINGS

troit, January 15-17. Harry B. retary. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, sec- secretary. retary.

Association of Colorado Fairs, Albany Hotel, Denver, January 16. Forrest F. Hammes, 108 E. Main St., Littleton, secretary.

South Carolina State Association of Fairs, Jefferson Hotel, Columbia, January 17-18. Paul Black, tary treasurer. 408 East Main Street, Spartanburg, president.

Noel Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 19-20. Corbin Green, Hickory, secretary.

Virginia Association of Fairs, Patrick Henry Hotel, Roanoke, January 22-23. William E. Finch, Fairgrounds, Riverside Drive, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel Springfield, January 22-24. Clifford C. Hunter, Taylorsville, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-25. H. C. Mc-Clellan, Arlington, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 23-25. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricul- and Pederson, of Minneapolis, sectural Fairs, Eastland Hotel, Portland, January 25-26. Roy E. Sym- Hubert Ransom, St. James; Joseph ons, Skowhegan, secretary.

County Fairs, Lycoming Hotel, Mullins, Grand Rapids. Williamsport, January 25-27. Holdover directors whose terms Charles W. Swoyer 522 Court expire next year are Merle Almo, Street, Reading, secretary. Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

Michigan Association of Fairs & partment of Agriculture & Markets, Exhibitions, Fort Shelby Hotel, De- State Office Building, Albany, sec-

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 1. J. M. Dean, Jackson, Miss., executive

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 6-7. Leonard T. Barnes, P. O. Box 907, Little Rock, secre-

Middle West Fair Circuit, Hotel President, Kansas City, Mo., Feb-Tennessee State Fair Association, ruary 24. Virgil C. Miller, Hutchinson, Kan., president.

> Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

majority now has more of a "con-

sumer" than farmer viewpoint. He

said county fairs should do a pub-

lic relations job for agriculture by

showing more exhibits depicting

economic and social problems fac-

youth who expressed a willingness

to take more active roles in man-

Re-Elect Officers

were C. A. Anderson, of Littlefork,

St. Charles, vice-president; Clyde

E. Kelsey, of Wadena, treasurer,

retary. Directors renamed were

G. Germann, St. Paul; Logan O.

president; Murray Jessen,

Federation officers re-elected

of

Allen lauded requests of rural

Continued from page 60

ing rural America.

agement of county fairs.

Minnesota Events

As Manager At Stockton

STOCKTON, Calif., Jan. 14 .-E. G. Vollmann was relieved of his duties as secretary-manager of the San Joaquin County Fair here, a post he had held since 1919, when the exposition's management this week was transferred from the San Joaquin County Fair Association to that of the Second District Fair Association. Vollmann also served as president of Western Fairs' Association for 20 years.

The switch in management also removed C. C. Moorehead as president of the San Joaquin County Fair Association, which was incorporated in 1920.

Fred Links, deputy State director of finance, said the change was brought about because the State did not want any third party involved." A. E. Snider, chief, department of fairs and expositions, could not be reached for a statement at press time.

the grounds in August from the Second District Fair Association and staged the exposition. Under this set-up, a source said, contracts were signed at the discretion of the San Joaquin County Fair Association.

Employment of Vollmann as a consultant was discussed by the members of the Second District Fair Association. However, he can not serve in this capacity because he has passed the retirement age of 70.

Vollmann assumed direction of the fair in 1919 when it had collapsed because of financial diffi-Pennsylvania State Association of Scow, Long Prairie, and Francis culties and had been inoperative for several years. Vollmann was

MASS. TURNOUT LARGE; TUTKO NEW PRESIDENT

-Massachusetts Fairs will decide while more awards would be disfor themselves this year whether tributed, the individual worth of to adopt the so-called Danish sys- each would be lessened, and that tem of awards for 4-H members. this would weaken initiative among A panel discussion at this week's potential exhibitors, On the panel annual State meeting referred the were Horace M. Jones, State 4-H item to the executive board.

the Weldon Hotel saw 150 persocial hour, and more than 300 at County extension director. the banquet. High spots of the John Tutko, president of the Tops-

Edward Dwyer, of the Marchfield Fair; Richard S. Sagendorph, of the Spencer Fair, and Harry Storin, of small fairs. the Barrington Fair. Paul Corson, of the Topsfield Fair, was re-elect-Jack Reynolds, Eastern States Exons, could not be reached for a atement at press time. In prior years the fair has leased ton Larson, Brockton; Willard 4-H Club Foundation and its aim Pease, Littleville; Charles J. Thayer, Cummington; Alfred Lombard, carry out the 4-H program. Barrington.

Awards Discussion Held

Proponents of the Danish system one prize for each place in the president's luncheon.



GREENFIELD, Mass., Jan. 14. | standings. Opponents held that. leader; Albert Healey, 4-H Club A very encouraging turnout at agent for Norfolk County; Byron Colby, University of Massachusons attend the opening session, a setts, and Albert Fuller, Hampden

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Prof. Clarence Parsons, Univermeeting included the election of sity of Massachusetts dairyman, expressed a plea for individual field Fair, as association president. judging for individual livestock Vice-presidents for 1956 are breeds, rather than the use of a general judge for all breeds, as has been the case with several

In other talks, Charles Shelmut represented Commissioner of Agried to his fifth term as secretary. culture Hawes, and Leo Doherty, treasurer. Executive board mem- director of fairs for the State, told bers and their fairs, with immedi- of monies expended from the Agriate Past President Richard Camp- cultural Purposes Fund for 1955 bell of Greenfield as chairman, are fair premiums. The money is obtained from pari-mutuel racing at position; John Banner, Northamp- fairs, and last season's outlay was

to raise \$500,000 with which to

Campbell's address of welcome was also a program item, as was Corson's report on the Internafavored giving prizes on a group tional Association of Fairs and Exbasis, with several first, seconds, positions meeting in Chicago. Jack and so on, rather than have only Reynolds was chairman of the past

> Campbell was toastmaster at the banquet, heavily attended and entertained by talent provided by the GAC-Hamid and Al Martin agencies. The show was the best in recent memory for most of those present, and music was provided by the Vince Ferdinando orchestra. Paul Corson said a request

North Dakota Association of Minnesota Legislature to appro-Fairs, Clarence Parker Hotel, Minot, January 26-28. A. D. Scott, reimburse the county fairs for all Box 68, r'argo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, legislative committee chairman, May Cancel kin, P. O. Box 3898, Oklahoma City, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, February 4. James T. Hetzer, 307 Bank Arcade, Huntington, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vanderhoef, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, De-

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FAIRS & CELEBRATIONS

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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

Holdover directors whose terms Caledonia; M. W. Zipoy, Hopkins; George Rerat, Minneapolis; Robert Wells, Clinton, and O. M. Mattson, Warren.

One of the resolutions adopted by the Federation asked the

priate sufficient funds in 1957 to premiums paid.

Allen J. Doran, of Grand Rapids, told the meeting many of the county fairs are hard pressed to pay attractive premiums and that larger State appropriations are the answer to a successful rural fair program thruout the State.



Arizona

Mesa-Maricopa County Fair, March 21-25.

California

Imperial - Mid-Winter Pair, Peb. 24-March 4. Indio-Riverside Co. Fair and National Date Festival, Feb. 16-22. San Bernardino-National Orange Show March 8-18.

Florida

Bowling Green-Strawberry Festival, Feb. 6-11. J. D. O'Haver. Brooksville-Hernando Co. Pair, Jan. 18-21 Clewiston-Sugarland Exposition, Jan. 24-28. Doug Pearcy. Dade City-Pasco Co. Fair Assn., March 1-10, H. A. Gructzmacher, Box 248. De Land-Volusia County Pair, March 5-

10. Lee Maxwell. Deiray Beach-Florida Giadloli Festival & Fair, Feb. 20-25. R. C. Lawson. Eustis-Lake County Fair & Flower Show,

March 12-17. Karl Lehmann. Fannin Springs-Suwanne River Pair & Livestock Assn., Jan. 18-20, L. C. Cobb.

Fort Myers-Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.

Fort Pierce-Indian River Area Youth Show, Jan. 20. M. B. Jordan. Fort Pierce-Legion Fair, Feb. 20-25. Wally

Owens. Largo-Pinellas County Fair, Feb. 28-March

3. J. H. Logan. Lake Wales-Lake Wales Pair, Jan. 16-21. Phil Hoyt. Miami-S.E. Florida & Dade County Youth

Show, Jan. 25-29. P. K. Price. Orlando-Central Florida Fair, Feb. 20-25.

C. T. Bickford. Palmetto-Manatee County Fair, Jan. 23-

28. W. H. Kendrick. Punta Gorda-Charlotte County Fair, Jan. 16-21. Harry Jack. Sanford-Sanford Fair and Exposition, Feb.

13-18, E. O. Mayberry.

Sarasota-Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter. Sebring-Highland County Fair, Feb. 28-

March 3. B. J. Harris. Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.

West Palm Beach-Palm Beach Co. Expo.,

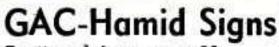
employed by a group of local For 27th Year Joaquin County Fair Association to stage the annual. He was instrumental in introducing California's pari-mutuel system of race horse betting, a portion of which goes to the support of fairs.

Flood Damage Yuba City Run,

YUBA CITY, Calif., Jan. 14. -A decision is yet to be made regarding the staging of the 1956 Yuba-Sutter Fair, the site of which was in the direct path of the destructive Christmas week flood, Roy Welch, secretary - manager, said.

Welch declared that a meeting is soon to be held in Sacramento with the Department of Fairs & Expositions to discuss the problem. At the same time, several buildings sued in time for the work to be race secretary. done and preparations made for the fair in July.

The fairgrounds were almost entirely under water, ranging from about 2 to 12 feet except for a strip 150 by 400 feet in the east end.



Continued from page 60

will play its regular show, revue plus acts. London, Ont., set Midwestern Hay Ride and Kiddie Kapers along with its regular revue and acts.

Indiana, Pa., will have Midwestern Hay Ride, TV Discoveries and Kiddie Kapers. Nashville and Louisburg, W. Va., are in for revues with acts.

Other dates set with programs previously an nounced include Chattanooga, Tenn.; Deerfield,

YORK, Pa., Jan. 14.-Samuel S. Lewis was elected president of the York Inter-State Fair for his 27th term at this week's reorganization meeting. Other officers were also re-elected, and 13 new life members of the York County Agricul-ural Society were named to fill vacancies caused by deaths during the past year.

It was decided to name the new exhibition building, built at a cost of \$300,000 last year, Memorial Hall, and that the 1957 fair dates will be September 10-14.

Also re-elected were Horace B. Faber, vice-president; Catherine O. Morgart, secretary, and I. Dan Weiser, treasurer. Lewis was one of four managers re-elected to three-year terms. The others were Dr. F. H. Hartenstein, Harry D. Immel, and Frank H. Wogan. Lewis has been on the board since 1915.

Other positions for the year will be: Concessions and machinery were washed onto the fairgrounds manager, Harry D. Immel; gates, and the Department of Civil De- Horace B. Faber; police, Walter fense is yet to issue orders for their F. Grove; tickets, John A. Dempremoval or demolishing. Welch wolf; attractions committee, I. D. said that it was problematical Weiser, Stuart Lafean and Dr. F. whether the orders would be is- H. Hartenstein; D. Philip Young,

> The 1956 grandstand performances will be held at 1:30 and 7:30 p.m., it was voted. It was also decided to continue the policy of giving as special prize to the outstanding 4-H boy or girl in the county, an all-expense trip to the national convention of their organization. Also to be retained will be the outside gate prices of 60 cents for adults and 30 cents for children.

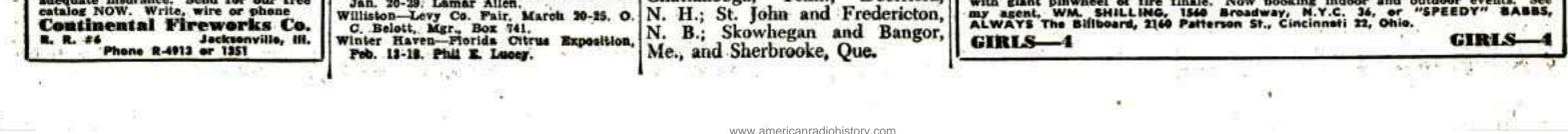
Easter Sunrise services will be held at the grandstand on Sunday, April 1, by the Rev. Ralph E. Boyer of the York Cospel Tabernacle.





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GIRLS-4 The CYCLE-WHIRL GIRLS-The newest, most unusual circus or vaudeville-type act. For over 25 years engineers The newest, most unusual circus or vaudeville-type act. For over 25 years engineers told me it would never work. THEY know engineering but not circus performers, or for that matter "SPEEDY" Babbs. The act that has been an immediate success can show contracts for "You Asked for IL," Big-Top, Super Circus, Western Varieties TV shows; Theaters; Million-Dollar Theater, Los Angeles; THE PALACE, New York City; Amusement Parks, Indoor Shows and Promotions. 4 beautiful girls, 2 motor-cycles, 2 perches, looping the loop forward and BACKWARD inside a rapidly revolving Ferris Wheel. Spectacular, crowd appealing, done partly in STROBLITE with giant pinwheel of fire finale. Now booking indoor and outdoor events. See my agent, WM. SHILLING, 1560 Broadway, N.Y.C. 36, or "SPEEDY" BABBS, ALWAYS The Billboard, 2160 Patterson St., Cincinneti 22, Ohio.



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2. AVIUSAS

THE BILLBOARD

W. Coast Showmen Install Officers

200 Turn Out for Joint Rites; **Outgoing Officers Receive Gifts**

26th annual installation of the of- included J. Frank Warren Jr., presificers of both the Pacific Coast dent; Edward J. Harris, vice-presi-Showmen's Association and its dent; Harry Phillips, treasurer, and Ladies' Auxiliary held here Satur- Joe Mead, secretary. day night (7) in the Rodger Young Auditorium. The event was at- Herman and Steffin. tended by nearly 200.

Ann Doolan presided, with Opal Manly, a past president of the Auxiliary, and Sam Steffin serving as the installing officers. Julia Smith delivered the invocation as the chaplain of the distaff organization.

New officers inducted into their respective Auxiliary posts were Marosa Herman, president; Mabel Brown, first vice-president; Mary Bacigalupi, second vice-president; Madison Hopes, third vice-president; Peggy Forstall, secretary, and Mary Taylor, treasurer.

The PCSA officers inducted included Edward J. Harris, president; Robert Downie, vice-president; Harry Phillips, treasurer, and Bob Matthews, secretary.

Outgoing officers who were honored included Clara Andersen, president; Emilie Bailey, first vicepresident; Mae Mortensen, second vice-president; Ruth Ostrove, third vice-president; Madison Hopes,

PCSA Names

LOS ANGELES, Jan. 14.-Im- secretary, and Ruth Wolff Wood, pressive ceremonies marked the treasurer. The 1955 PCSA officers

The affair was arranged by Mrs.

Many Wires

Congratulatory telegrams were read from Auxiliary of the Heart of America Showmen's Association, Babe and Mike Herman, Mike Krekos, E. S. Fitzgerald, Show Folks of America president; Tillie

(Continued on page 63)

COMMITTEES NAMED Snellens Takes Office, **Vows Banner NSA Year**

NEW YORK, Jan. 14.-The new the club. Among the wires was slate of officers of the National one from Frank Bergen, pledging Showmen's Association was in- the whole-hearted support of the stalled Wednesday night (11), with World of Mirth Shows. President Gerald Snellens flying up Other meeting highlights in-

from the fair at Ciudad Trujillo to cluded Dave Brown's report on the take office and name his commit- successful New Year's Eve party. tees for the coming year.

A goodly crowd attended the surprising percentage of non-memceremonies, which were the high bers, putting actual members and spot of the meeting. On the dais their family in the minority. It was

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

CARNIVALS

JANUARY 21, 1956

FREE CONES FREEZE OUT CUSTARD OPS

CIUDAD TRUJILLO, D. R., Jan. 14. - Professional purveyors of frozen custard had their bonanza bubble blow up in their faces this week at the Dominican World's Fair when dairy interests in the newly opened United States Building began giving away soft ice cream free. The natives, who were gobbling up the custard just about as fast as it could be handed out in the early days of the fair, were attracted both by the no cost policy and the fact that the dairymen had a 14 per cent butterfat product. Also attracted, reports say, were many of the midway personnel.

GOLD CARDS GIVEN 500 Enjoy Miami's **Gala Annual Ball**

Showmen's Association held an- Greater Tampa Showmen's Assoother of its glittering yearly ban- ciation; Lloyd I. Thomas, SLA; quets Monday (9) with a large at- Marvin Keyes, first vice-president tendance crowding the ballroom of of the Michigan Showmen's Asthe DiLido Hotel on Miami Beach. sociation; Phil Isser, past president Some 500 persons were present, of the National Showmen's Ascoming from many parts of the sociation; Charles Walper, vicecountry and Canada, and a delegation flew in from Tampa.

Highlights were many, including a fine meal and entertainment, and the presentation of gold life membership cards. Sam Prell was from dais guests, Endy called atgiven a solid gold card as an out- tention to the many other showmen going gift, and cards for obtaining seated in the hall, and also called 50 members during the past year for Mrs. Ada Cowan, president of were received by Morris Vivona, the Ladies' Auxiliary, and all that Rod Link, Willie Lish, Rhody Rid- group's past presidents to take a ings, Rip Weinkle, Mac Prell, bow. James Stabile, Wallace N. Maer, and Pud Hartman. The cards were tendered by toastmaster Dave 600 Turn Ouf Endy.

Acts arranged by banquet chairmen Robet K. Parker and Dave Endy were handled in a brisk and pleasing manner by Miss Judy For Tampa Club Talbot, mistress of ceremonies. Included were comic Phil Foster, Rock Hudson, melody and rhythm; Rivieros, adagio dancers; Eliza Jane, dancer; Chas Chase, pantomime; the Novelites, and the Ralph Foster 16-piece band, which backed the show and played for dancing until the wee hours.

Dais Guests

At the dais, which contained many floral pieces, were Sam Prell, Martin M. Weiss, executive secre- mayr. nors reconsidered an earlier vote tary; John Vivona, third vice-presiof the winter and reversed itself, dent-elect; Ep Glosser, secretary, High, city commissioner. Showmer's League of America: to C. Levere's orchestra.

MIAMI, Jan. 14.-The Miami O. C. Weiss, president of the president of the Pacific Coast Showmen's Association, and Louis (Stretch) Rice, Hot Springs Showmen's Association.

In addition to eliciting talks

TAMPA, Jan. 14 .- Upward of 600 members and guests attended the 8th annual barbecue of the Greater Tampa Showmen's Association held at the clubhouse here Sunday (8).

The event, which was under the president; Dave Endy, toastmaster; supervision of Doc Hartwicke, with Snellens, general representa- urged that the great entertainment Oscar C. Buck, first vice-president; started out with the dinner, which tive of the World of Mirth Shows, bargains offered by and for the Ross Manning, second vice-presi- was followed by a showing of a dent; Ben Weiss, third vice-presi- film of the TV show "This Is Your dent; Mel G. Dodson, treasurer; Life" which featured C. J. Sedl-Sol Fleishman, announcer for radio station WDAE, served as and Paul Prell, assistant secretary- toastmaster and introduced the many guests. Included were Sena-There were many noted guests tor Kickliter, Judge Sanders, Judge and speakers, including Mayor Grayson, County Tax Collector A. Randy Christmas, State's Attorney Schleman, City Tax Collector Pel-George Brautigam, Circuit Judge hank, State's Attorney Red Mc-Robert Floyd, Father Edward Sul- Ewen, Police Inspector G. Lattuce, livan, circus chaplain; Wallace N. Police Captain H. Locke and Lee Maer, club counselor, and James Duncan and Jimmie Minardi, city representatives. Also on the dais were Robert Entertainment was furnished by K. Parker, past president of the the local niteries and dancing was

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Robt. Matthews To Secy. Post

LOS ANGELES, Jan. 14.-Robert Matthews was appointed secretary of the Pacific Coast Showmen's Association by the board of governors to fill the vacancy caused by the resignation of Ted LeFors. LeFors was to have been installed in the office Monday night (2) when Matthew's appointment was announced here.

Arthur Andersen was named to the cemetery board to fill the unexpired five-year term for which LeFors was appointed three years ago.

LeFors, who was elected on the regular nominating ticket without opposition, told The Billboard that he would continue to work in the interest of the club. He said that his resignation was prompted by the fact that he had served on the cemetery board for 13 years. He was also a member of the finance committee and often served as chaplain.

At the meeting Monday night, J. Frank Warren, retiring president, was on the rostrum with Edward Harris, who was installed as president, moving up from his vicepresidency post, and Joe Mead, retiring secretary. Al Weber, treasurer for years, was proxy for Harry Phillips, who was re-elected to the post for his second term. Warren

(Continued on page 67)

Mich. Club Awards Cards

DETROIT, Jan. 14. – Lifetime gold membership cards were midway zone, tagged Coney Island five past-presidents of the Michi- by the natives, has been doing exgan Showmen's Association at the Wednesday (11) installation banin the Hotel Fort Shelby.

Recipients were Harry Stahl, were especially popular. Jack Dickstein, Ben Morrison, Wil-

vice-president; Jeff Harris, new members, in the future. second vice-president; Al McKee, third vice-president; Harry Rosen, treasurer, and Dr. Jacob Cohen, physician. Other officers for 1956 will be Is Trebish, secretary, and Harry Eddels, assistant treasurer.

Also installed was the 50-member board of governors. Snellens' first official act was the appointment of Louis (Dada) King and Ike Weinberg as chaplain and sergeant at arms, respectively.

Success Pledged

Visibly moved by the remarks of Past President Joe McKee, the installing officer, and by the applause and many telegrams of congratulation received, Snellens had to forego many of the statements he would have preferred to make. With the help of the membership,

he promised, the coming financial year would be the best ever for

Dominican Event Continues Good, **Snellens Says**

NEW YORK, Jan. 14.-Gerald Snellens returned this week from the Dominican Republic after nearly a month of participation in the World's Fair there. The showman, who has seen many faircarnival operations in more than 50 years of activity, described the Dominican event as simply "fabulous.

to date apparently are small in comparison to many of the annual events staged in this country, the cellent business.

Snellens agreed with earlier requet of the Ladies' Auxiliary here ports from other sources which noted that the concession units

The World of Mirth represen- William and Don. The Evans famliam H. Green and Dr. L. H. Fire- tative reported the completion of ily will provide all rides and shows

were Morris Batalsky, new first club be taken advantage of by its

A door check, he said, indicated a

The outgoing board of goverby refusing to shut down the clubrooms during part of next summer. elect. Delegations representing both sides

(Continued on page 67)

Patty Conklin Sets 25G Goal For SLA Fund

CHICAGO, Jan. 14.-A \$25,000 goal has been set for the 1956 Showmen's League of America's Hospital, Cemetery and Welfare Fund by J. W. (Patty) Conklin, chairman of the league's ways and means committee.

Five Cadillac cars will be given away at the '56 Chicago outdoor convention to climax the drive, Conklin said, with all of the money derived from the fund-raising effort to be earmarked exclusively for the Hospital, Cemetery and Welfare Fund.

In announcing the goal, Conklin also named members of his committee. They are Bernie Mendelson, treasurer; Paul Olson, Mickey Doolan, Andy Markham, I. P. Sullivan and John Gallagan.

Evans United Set For 12 Weeks in While the daily crowds attracted Omaha, Kansas City

TOPEKA, Kan., Jan. 14.--Evans United Shows completed negotiations here this week for the show to play 12 weeks on metropolitan lots in Kansas City and Omaha, with the jaunt to start April 1.

The deal was clored with Ted Cory, Kansas City showman, by Mrs. Pearl Evans and her two sons,

Detroit Club Elects Morrison, Laura Baker

DETROIT, Jan. 14. - Robert (Bob) Morrison, a past president of the Michigan Showmen's Association, was again named president of the organization at the annual Monday (9) election. Laura Baker was elected president of the Ladies' Auxiliary.

Officers named to assist Morrivice-president; C. A. Lovejoy, second vice-president; A. Kelly Dear, third vice-president; Max Kahn, treasurer, and Jack Dickstein, secretary. The latter two were reelected.

Elected to the board of directors were John Balog, Irving Borker, Sam Burd, Edor Burge, Sam Ginsberg, Edward Horwitz, Oscar Margolis, Ed McMillen, John Moran, Irving Quist, Irving Rubin, Fred Silber, Charles Stapleton, Hymie Stone and Jack Zeman. Appointed were J. W. (Patty) Conklin, Joe Fredericks, Floyd E. Gooding, Eph Glosser, George Kane, William John F. Reid, Henry Shelby, Charles Schimmel, Eugene Skerbeck, Ned Torti, W. G. Wade and John Wilson.

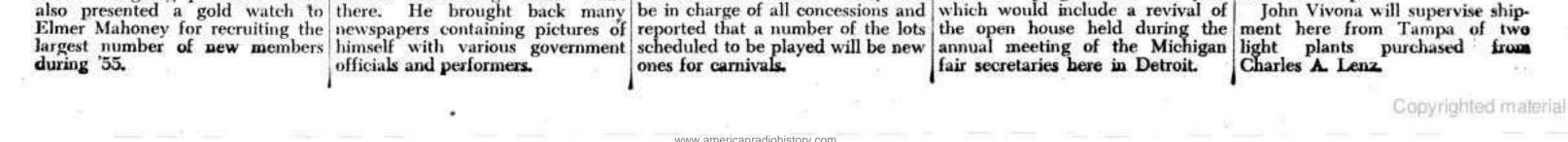
stone. Outgoing president Green several advertising deals while and some concessions. Cory will lined his program for the year drome in shape.

Named to serve with Auxiliary President Baker was Ann Stone, first vice-president; Tina Winer, second vice-president; Helen Cook, third vice-president; Betty Greeley, treasurer, and Gertrude Quist, secretary. Elected to the board of directors were Jean Briggs, Carrie Dear, LaVerna Taylor, Viola Lippa, Marion Fodal, Edith Schultz, son included Marvin Keys, first Clara Silber, Pat Crognale, Bobby Schultz and Maisie Pense.

Vivona Show Work Speeded

SUMTER, S. C., Jan. 14. -Quarters work for Amusements of America will begin the first week in February, when a 15-man crew working under John (Tiny) Dempsey will take over for repainting and overhauling work. Babe to the board by President Morrison Vivona will be in charge of the operations.

The Marshals, Senior and Junior, have been working on the kiddle Moore, John Mulder, Pete Norman, rides and report painting on them coming along nicely. The new minstrel show front has been moved here from St. Petersburg, Fla. Art Fay and Art Lundquist Upon his election, Morrison out- are also here, getting the motor-



MIDWAY CONFAB

Town Hospital for a series of tests and X-rays. Doolan, who spends the winter in California, is prominent in Kiddieland operation, having a large one in Oak Lawn, Ill. . . . Peggy and Joe Steinberg, who troupe with the Siebrand Bros.' Shows, are back in Los Angeles for the remainder of the winter. The Steinbergs spent a month in Hot Springs and several weeks in New York where they visited relatives. . . . Harry Myers, manager of the West Coast Shows, is back at his home in Modesto, Calif., following a trip to Greece. He and his wife, Isabel, visited San Francisco to attend both the memorial services and the banquet and ball of the Show Folks of polishing up in Florida. America.

Buffet lunch served during the recent election meeting of the Michigan Showmen's Association won acclaim from those attending, according to Paul Greeley, recording secretary. The committee headed by Edward Horwitz included Max Kahn, treasurer.

Bob Ayers postals that on a recent stop-off in Ozark, Ala., he found Harry Harris, of big snake note, hospitalized and in an oxygen after attending the funeral of her tent. Harris is in the Dale County Hospital. . . . Norman C. Wolf, former backend show operator, is currently in Ward 6, Room 209, Calif.

Members of the Show Folks of America in San Francisco who are marking birthdays this month include Teddy Texiera, Sam Landesman, Ed Kennedy, Theresa and Oscar Mattley, Fred Bodah, Joe at Gibsonton, Fla., last week. . . Doris Monette and Nathan Cohn. dren are regular breakfast jackpot-

Ann and M. J. (Mike) Doolan | remained in Birmingham last year, left their home in Altadena, Calif., will return to the road in 1956 Wednesday night (11) for Chicago with a Side Show and Girl Show. where Doolan will enter the South The Hannigans plan on taking in the Tampa fair.

> Bingo operator Harry Weiss was up from Florida last week to purchase stock from Cuttler and Company in New York. He is awaiting the February 5 marriage of his niece, Barbara Pincus, to Al Gold, at the Riverside Plaza Hotel in New York. Weiss will be back with the John Marks Shows this year and looks for the 1956 fair season to be a big one.

Evelyn Currie, Rockaways' Playland (N. Y.) concession operator, was back on the Steve Allen video show Tuesday night (10) with a lion and leopard act she has been

Jack Carter of Burlington, Vt., has been asking around New York for wrestler Vangel Balam. . . Bull Smith is busy taking care of his property in Norfolk, Va.

Clarence and Madge Thames recently visited Bill and Evelyn Spitzengel in Los Angeles. The Thameses will again tour with the 20th Century Shows. . . . Vie Shirkey, photo concessionaire, is back at her home in Houma, La., sister, Lillian Leffler, who died in Topeka, Kan. . . J. B. Graham, Side Show operator with Amusements of America, is confined to Veterans Hospital, San Fernando, a hospital in Talihina, Okla. Graham, who is slated to undergo a lung operation, will remain in the hospital several months. He'd like to hear from friends.

Doc Hartwick was chairman of the Tampa club's annual barbeque Richards, Nellie Baker Ramsey, Mr. and Mrs. Al Moody and chil-

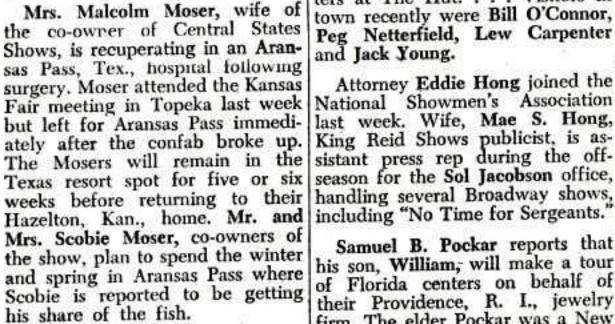


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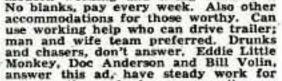
7415 STATE LINE



ters at The Hut. . . . Visitors in town recently were Bill O'Connor, Peg Netterfield, Lew Carpenter and Jack Young.

Attorney Eddie Hong joined the last week. Wife, Mae S. Hong, King Reid Shows publicist, is ashandling several Broadway shows, including "No Time for Sergeants."

Samuel B. Pockar reports that his son, William, will make a tour of Florida centers on behalf of their Providence, R. I., jewelry firm. The elder Pockar was a New



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1377, Fort Worth, Tex. We open at Fort Worth Jan. 27 to Feb. 5; then San

BUCKLEY DIGGERS

Antonio.

Jim and Madlyn Hannigan, who York visitor this week.

W. Coast Club Installs

Continued from pai 62

Ann B. Stewart, Minnie Ford; Showmen's Association; Peggy Charlotte Porter, SFA retiring Steinberg, Arizona Showmen's president, and Evelyn and Jimmy Association; Ruth Wolff Wood, Lantz.

Mrs. Doolan honored the past presidents of the local Auxiliary with the following on hand to take bows: Nell Ziv, Martha Levine, Peggy Forstall, Marlo LeFors, Nina Rodgers, Margaret Farmer, Edith Hargraves, Marie Tait, Betty Coe, Trudie DiSanti, Jessie Loomis, Mary Taylor, Lillian Schue, Opal Manly, Lucille Dolman, Grace Merkel, Peggy Steinberg and Clara Andersen.

were Orville N. Crafts, J. Ed graves, Joe Glacy, Ted LeFors, E. W. Coe, M. J. Doolan, Moe Levine, Hunter Farmer and Warren.

Candle Lighting

The lighting of the candles honoring other clubs, was a highlight, with Warren and Mrs. Andersen representing the PCSA and Auxiliary respectively. Mrs. Doolan called upon Myrtle Hutt to represent the Showmen's League of America; Ruth Martone, Heart of America Showmen's Association; May Snobar, National Showmen's Association Auxiliary; Raie Banard, Michigan Showmen's Association; Thora Ricard, Miami Showmen's come a yearly event.

Palmeteer, Missouri Show Women, | ciation; Sally Hargass, Missouri Show Folks of America; Margaret Doolan, Hot Springs Showmen's Association; Emily Bailey, Caravans, and Helen Vaughn, Regular Associated Troupers.

Retiring President Warren presented Sam Dolman with an inscribed watch as a token of appreciation for his work in bringing more members than any one else into the PCSA during the past year.

Gifts from the Auxiliary were presented by Mrs. Hargraves to PCSA past presidents attending Mesdames Andersen, Hopes and Wood. Mrs. Andersen in turn feted Brown, Theo. Forstall, Harry Har- her staff with tokens of appreciation and presented her gavel to her successor, Mrs Herman.

> The Auxiliary officers were presented with bouquets by Mrs. Schue, and Mrs. Andersen was given her gold life membership card. After the presentation Mrs. Andersen was invited by Mrs. Tait to become a member of the Past President's Club organized this past year.

The 1956 presidents of both the PCSA and Auxiliary read their committee appointments. Harris was cheered when he suggested that the installation ceremonies be-

rides. You are assured of a long and pleasant season. All Showmen and Ride Men, contact Evans United Shows. Dave Reese, call me immediately. Ted Cory. EVANS UNITED SHOWS, PLATTSBURG, MO. TED CORY (Phone: Fairfax 1-9040), KANSAS CITY, MO. FOR SALE 2 sets of 12; 1 in Canada, 1 in Maine. Contact P. RAZZANO 2563 W. 16th St. Brooklyn 14, N. Y. OPENING EARLY IN MAY, KANSAS CITY AND SUBURBS UNTIL JULY 1st, THEN BARGAIN FOR CASH-\$2,775.00 CONCESSIONS: Balloon Darts, Milk Bottle, Pan Game, Popcorn, Snow Cone, Floss, No deals, Cook House Kitchen complete No deals, Cook House Kitchen complete with dishes, deep freeze, dish tubs, re-frigerator, coffee urn, steam table, 5 kw. light plant, all in 20-ft. lowboy van trailer; 2-ton Chevrolet tractor with new motor, good rubber all around. All in very good condition, ready to go. Arcade. RIDES: Can use capable Foremen for Merry-Go-Round, Wheel, Octopus, Tilt and Rollo-Plane. SHOWS: Can use Athletic Show, Mechanical and Animal Shows. Address:

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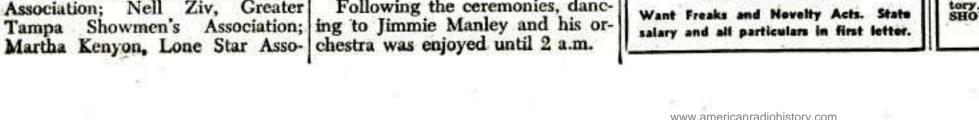
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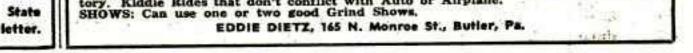
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CARNIVALS

64



GIRLS

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CLUB ACTIVITIES

Association **1235 South Hope Street**

LOS ANGELES, Jan. 14.-Newly installed President Edward 1. Harris presided over the regular into the organization. weekly meeting Monday night (9), it being his first on his own. On the rostrum with him were Bob son. Matthews, secretary; A! Flint, executive secretary, and Harry Phillips, treasurer.

Chaplain Harry Seber, who is also a member of the cemetery board, reported that James Spurgeon, a former member and a show man, was buried in the Showmen's Rest plot in Evergreen Cemetery Friday (6). He died in General Hospital following a long illness.

Members and welfare committeemen reported on several who are sick. Bert Fisher is recovering in Community Hospital, Long Beach, and Clyde Gooding, Hunter Farmer said, is convalescing in a Glendale sanitarium. Dave Friedenheim reported on the condition or his brother-in-law, Andy Carson, who is in General Hospital here. Carson was to have undergone surgery Monday. As a special type blood was needed and was supplied by the club, Carson made asked for suggestions on fund raisa donation to the Blood Bank ing. Claudette Estafan, who has Fund. Al Cohn said that he had visited Harold Mook in North Hol- comed to the meeting. lywood. Mook suffered a broken hip early in 1955.

passed away.

several members contributing.

Pacific Coast Showmen's several members to take bows. more; Jack Rose, Veterans' Hos-They included Pete Sutton, Irish pital, Coral Gables, Fla.; Francis Whalen, Elmer Hanscom, Theo J. McDonald, Bergen Pine Hospi-Forstall, Steinberg and Al (Moxie) tal, Paramus, N. J. Miller.

Application of Lloyd Hillagast death of Sam Kaminsky's mother, was approved and he was inducted and sympathy is extended to him and his family.

Otto Fictum introduced his guests, Cliff Barber and Al Bertch- cluded Harry Weiss, Ben Levine,

Ladies' Auxiliary

The Monday (9) meeting was called to order by President Morosa Herman with all the new officers present. These included Mabel Brown, Mary Bacigalupi and Madison Hopes, first, second and third vice-presidents respectively; Mary V. Taylor, treasurer, and Peggy Forstall, secretary.

Emily Bailey reported for the sick committee. Said Maxine Ellison and Dorothy Enfield were improving. Charley Goss has entered a hospital for surgery.

Blanche Henderson introduced Amanda Combs, of the Ladies Auxiliary of the National Showmen's Club. Grace Merkel, finance chairman, read a year-end financial report. Rose Rosard spoke on the coming bazaar and the ways and means committee been ill for some time, was wel-

Four members volunteered to serve bru: ch at the next four meet-Jimmy Dunn brought it to the ings, Madison Hopes, Elsie Shelattention of the club that a former don, Emily Bailey and Mary Bacimember, Lobert Eastman, had galupi. Door prizes, donated by Roman, secretary; Lois Weiss, Jessie Loomis, Blanche Henderson, treasurer, and Rea Carson, cor-Eddie Roth made a pitch for Clara Anderson, Ann Doolan, the Booster Club plaques behind Mabel Brown and Opal Manley, tendants were Eleanor Miller, the rostrum. Joe Steinberg, who were taken by Clara Little, Peggy Hazel Castle and Irene Holman. originated the idea, also spoke with Forstall, Mabel Brown, Estell In charge of hostesses was Jewel Rosenthal, Peggy Steinberg, Clara Sarama, assisted by Lil Sylvester, President Harris called upon Anderson and Lee Sturm. Bank Kitty Brown, Pearl Ridings, Norma night was taken by Marie Tait Adel, Evelyn Taylor and Ann Wiland Emily Bailey. Called on for liams. Mrs. Dave Endy was embrief talks were Margaret Farmer, see; Rozita Dell, installing officer, Amanda Combs, Inez Alton, and Joan Prell, flower bearer. Mrs. Claudette Estefan and Peggy Steinberg. A total of 59 members was present.

Word has been received of the

Recent visitors to the club in-Bill Urann, Bennie Herman, Al Howard, Sam Peterson, D. D. Simmons, Tom A Wolfe, Nunzio J. Blando, Eddie Hong, Max Hummel, Allen A. Travers, Sam Wertheimer, Reuben Lippman, Joe Prell, Milton Nathan, Larry Neumann, Sam Weisser, Jack Schenck, George Bovino, Edward and Leo Nacht, Harry Sandler, Harry Horner, Harry Levine, Al Crane, Frank Schillizi and many others. Next regular meeting, at which the new board of governors will gather, will be Wednesday, January 25.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

Ladies' Auxiliary

Mrs. Agness Grosso was installed as 12th p-esident of the Auxiliary in the Starlite Room of the Biscayne Terrace Hotel. Instal'd with her were Kitty Glosser, first vice-president; Frances Deemer, second vice-president, and Ann Whitehead, third vice-president. Their attendants were Zelda Travers, Jeene Lampell and Caesara Buzzella. Also installed were Hilda responding secretary. Their at-

M. (Whitey) Monette reported all preparations completed for Sunday's banque and ball. Memorial services were also scheduled for the same day.

Included among those at the meeting were Jimmy Ross, Lester Hart, Mr. and Mrs. Harry Baker, John Stilanos, Ivan Gilligan, Mr. and Mrs. James McCaffery, Fred Bodah and Mr. and Mrs. Jack Brooks.



Kingsport, Tennessee, American Legion Shows want used Kiddie and Major Rides. Must be in good condition.

HIGH FREE ACT for last of June and first of July.

Contact

KELLY GOAD Feb. 4, Hillsboro Hotel Tampa, Florida



One set of Erie Diggers consisting of 14 machines, 12 machines mounted in trailer, plus two spare machines. These machines are perfect in every way, with plenty of spare parts for them. The trailer and cabinets are all lighted with trailer and cabinets are all lighted with fluorescent lights. Trailer was built by the King Amusement Co. in 1950 and is in perfect condition with very good tires and a Tour-Aid trailer hitch. The outfit opens on all four sides, is ready to go to work. Just come and get it. Good reason for selling. Price \$2,500.00 cash. Contact

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WANTS FOR CLEWISTON SUGARLAND EXPOSITION, CLEWISTON, FLA., JAN. 23-28, AND TEN CONSECUTIVE FAIRS IN FLORIDA TO FOLLOW, INCLUDING FORT PIERCE. BOWLING GREEN, SANFORD, OCALA AND SEBRING.

Hanky Panks of all kinds, Grab, Photos, Scales, Bumpers, Ponds and Strings and any stock concessions. Also Pitch and Gadgets. Positively no flats or racket any time. Will book well framed Shows. Call us or wire LAKE WALES, FLA., FAIR this week.

JERRY SADDLEMIRE Owner

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PALMETTO, FLA., MANATEE COUNTY FAIR

WEEK OF JANUARY 23

FOLLOWED BY SOUTHWEST FLORIDA FAIR, FORT MYERS, WEEK OF JANUARY 30

CONCESSIONS—Hanky Panks and prize-every-time games of all kinds. Positively no flats.

SHOWS-Grind or Bally Shows with own outfits. Must be capable of getting money. All wires to

M. G. STOKES, Secy., BLUE GRASS SHOWS

Sarasota, Fla., all this week. No phone calls, please.

BOOKING NOW

For second season of Sunset Lake Park, Deep Creek, Va. Seven miles from Portsmouth, eight miles from Norfolk, ten miles from Suffolk. Also drawing power from Carolinas, Opening on or about May 15,

Want Major Rides not conflicting. Also Kiddle Rides of all kinds. Can also use Colored Minstrel Show. All Rides, Shows and Concessions work on a percentage basis. Write, wire

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P.S.; Will buy, lease or book Merry-Go-Round. No junk.

J. A. GENTSCH SHOWS

Want for opening date, March 12, Forest, Miss., State Stock Show, followed by Port Gibson and two more celebrations

Want Fly-o-Plane, Rock-o-Plane, Scrambler and Dark Ride. Good proposition for Shows with own outfit: 10-in-1, Snake, Illusion, Fun House or any worth-while Show. Want Hanky Panks of all kinds, Mug Outfits, Hoop-La, Scales, or what have you? Want Ride Men, Foremen and Second Men for Ferris Wheel, Spitfire, Tilt and Roll-o-Plane. All answers to

J. A. GENTSCH

Greater Tampa Showmen's Association Willow at Carmen, Tampa, Fla.

TAMPA, Jan. 14.-In the absence of President O. J. Weiss, the regular Monday meeting was opened by First Vice-President Sam Gordon.

George Ringlin reported that the sick list included Jack Halstead, Johnnie Johnson and C. C. Groscurth. Also said that Tommy Arger was up and around but still ailing. A rising vote of thanks was given

the barbecue committee for the Sunday (8) party which was attended by upward of 600 members and guests. Following dinner a ta, Dora Piers n, Helen Eulie, show was presented by local night club operators and dancing followed. Dock Harwicke was chairman of the event.

Total membership was reported as 775 paid-up members. Blood bank announced the balance was at 447 pints, the largest bank of its kind in Tampa.

Plaques were ready to be presented to members who have done outstanding work during the year. Harry Hauck leads in the race for a gold life membership card with 33 members signed up this year. Bill Stophel is running a close second.

National Showmen's Association

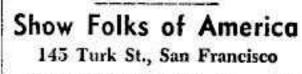
317 W. 56th Street, New York

NEW YORK, Jan. 14 .- Telegrams congratulating new President Gerald Snellens at his installation last week came from Paul Isser and John S. Weisman, both vacationing in Miami; Harry

Anna Volpee, a friend of Mrs. Grosso, was guest of honor. Among the 350 who attended ceremonies were these past presidents: Betty Endy, Leona Parker, Raynell Golden, Louise Endy, Hilda Roman, Martha Weiss, Dolly Young, Mae Levine, Ruth Schreiber, Sydney Thomas and Ada Cowan. Candle lighters were Nan Rankin, representing Chicago; Edith Wolpert, Pacific Coast; Elizabeth Brauton, Caravans; Dolly Young, Tampa; Marjorie Peugh, Dallas; Leone Parker, Kansas City; Bea Prell, New York; Judith Solomon, St. Louis; Rebecca Castle, Hot Springs; Lenora Goldstein, Detroit, and Ada Cowan, Miami. Gold cards went to Elizabeth Murphy, Mollie Strauss, Jewel Sarama and Nancy Whitehead.

Awards were given to Edna Fes-Nancy Whiteside, Babs Geffin, Mae Nelson, Elsie Keeler, Agnes Grosso, Eva Daniels, Mollie Strauss, Charlotte Wright, Estelle Bell, Sue Walters, Barbara Brofeld, Ruth Schreiber, Kitty Glosser, Sidney Thomas, Letha Fleeman, Onlee Jones, Freda Wilson, Ann Tara, Irene Moore, Dorothy Miller Cohen, Elizabeth Murphy, Pearl Ridings and Ada Cowan. Dinner was served after which Mary Ellen Orear sang.

The men's club presented the Auxiliary with a banner in Auxiliary colors of green and gold and a large silk flag and standard. The installation was highlighted by flower arrangements by Lola Kochenour. Flowers were received from all sister auxiliaries plus a basket from the Miami men's club. Made Harris and Estelle Bell-had charge of the attractive Year Book.

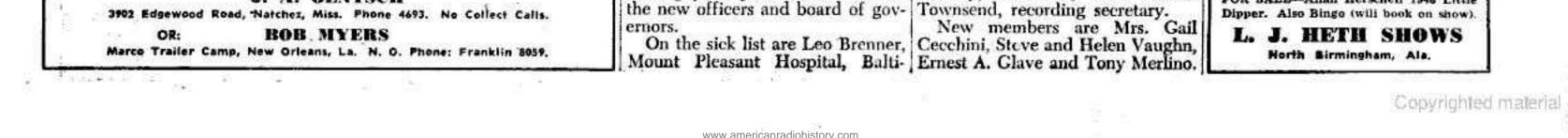


SAN FRANCISCO, Jan. 14,-Eddels, who is in St. Petersburg, The regular meeting was called to Fla., and Frank Bergen, who order by President Charlotte Porpledged complete support of the ter. Also present were E. S. Fitz-World of Mirth Shows for the gerald, third vice-president; Oscar coming year. Joe McKee installed Mattley, treasurer, and Bonnie

SHOWS-RIDES-CONCESSIONS Want to Buy-Factory built Kid Rides. For Sale-14 ft. special built Long Range, 8 good guns. Reply to: BOX 277, TRUMANN, ARK.



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JANUARY 21, 1956

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RINKS & SKATERS

ROADSHOW REP

for the old run-down that rep shows drama." have handed out. The day of putting on Punch and Judy, etc., 'is gone because small towners watch TV and listen to radio, altho I must admit that some of the radio is worse than anything ever offered by a roadshow. I spent 12 years in showbiz and was with seven tent shows during that time. Most of them were looking for a single or a team who could do the whole show. Of course, this does not apply to Harley Sadler, Billy Young, Ted North, Ben Wilkes or Skippy Lamore. But it does go for some of the others I was with. Tent shows should never have died, and when a few managers pay for decent talent and buy some good plays they will start making money. Folks like Mackey show. He joined radio stato see a show under canvas, but it's got to be a show and not grift."

that Billy Young was as good as the Mich., for four years,

From Jackson, Miss., Leon Strout | next one in certain styles of Toby. writes: "I noted the item in a re- I remember one bill, "That Man cent issue about the lack of good From Chicago.' that he did parroadshows. This is quite true. First ticularly well. However, I do not of all, it is hard to get decent acts believe that any of the rep shows for roadshows nowadays. That is should be called corny. The chief one of the factors that put the tent fault with tent rep, in my opinion, rep business on the bum. People was that they did not charge Mount Vernon (N. Y.) Arena goes day Ladies' Nights as a regularly in small towns are getting wiser enough. Hence they could not get into competitions tonight at Capievery day about entertainment good plays. It was also a fact that tol Arena, Trenton, N. J., sporting Wagnon features a "stop the music" values. They will no longer stand some wanted more vaude and less a 22-point lead over its nearest

Word has just been received of the November 15 death of Harry B. Sherman, formerly well known in dramatic stock and repertoire. Sherman, who was 66 years old, died in Midland (Mich.) Hospital. He was believed to have been the victim of a heart attack, induced by an automobile accident in which he was involved. With his widow, Nellie, whom he married on the old Rosare Mason Stock Company, Sherman had been connected with such other old-timers as the Sherman-Kelly Stock Company, formerly well known thruout the Midwest; the Gordinier Stock Company, Fort Dodge, Ia.; the Mac Edwards Stock Company and the Murray & tion WMDN, Midland, in June, 1951, as announcer and salesman Tampa: "I got a kick out of the station since then. Previously he Pilots Fresno Arthur . Greeley writes from and had been connected with the old Toby shows. I always thought had been with WCAR, Pontiac,

Drivin' 'Round the Drive-Ins

Police in Corpus Christi, fex., Redstone Management Comhave filed charges against three pany, operator of a chain of driveary, 1954, of F. O. Nance, man- ton home office plans for construcager of Hall Industries Theaters of tion of a drive-in theater in Sayer-Beeville, Tex., for 25 years. They ville, N. J., and acquisition of anconfessed to beating and robbing other drive-in in Syracuse, N. Y. Nance across the highway from Construction has begun in Sayerthe Corpus Christi Drive-In. The ville of a 1,300 car drive-in. The robbery netted only \$12. One of new link will be the last word in the men- is said to also have con- modern construction. A series of fessed to last year's bombing of innovations will be introduced at two local theaters.

men in the fatal beating in Febru- in theaters, announced from its Bos- include a segment of roller skatthe Salina drive-in. The Redstone management operates drive-ins on the Eastern Seaboard. Last spring, the biggest of its theaters, the Newark (N. J.) Drive-In, was opened. The 2,000-car theater becomes the first drive-in in New Jersev to remain open all winter. The Newark is equipped with in-car heaters. The Whitestone Bridge Drive-In, the Bronx, N. Y., and Sunrise Drive-In, Valley Stream, L. L. are also part of the Redstone operation.

Mt. Vernon, Nat'l Lead AOW Racing

ELIZABETH, N. J., Jan. 14 .competitor, Twin City Arena, Elizabeth, in the America on Wheels chain's inter-rink racing league, Northern division.

Tied-for the third slot, with 56 points each, are Boulevard Arena, Bayonne, N. J., and Paterson (N. J.) Arena. Trailing them are Florham Park (N. J.) Rink, 46 points; Capitol Arena. 38; Hackensack (N. J.) Arena, 38, and Levittown (L. I.) Arena, 6.

It's nip and tuck in the chain's Southern racing division, with National Arena, Washington, in the lead with 104 points, followed by Bladensburg (Md.) Arena, 102, and Alexandria (Va.) Arena, 100. Competitions resume January 21 at Alexandria.

Gilbert Again Polio Offering

FRESNO, Calif., Jan. 14.-Paul J. Gilbert, manager of Skateland here, will again direct the March of Dimes show to be held January 27 in Memorial Auditorium. An amateur talent show, which will

Wagnon Takes RSROA Signs Over Skatel'd **13 More Spots** At Henderson

HENDERSON, N. C., Jan. 14.-Tom B. Wagnon, who is in his 17th year as a rink operator-manager, recently leased Skateland here and got off to a good start with Monscheduled feature. On these nights game, awarding prizes to winners, and has also set up auto tire races and speed racing as a lure for male patronage.

Wagnon, who also handles sales and rental of H&J Rhythm Tapes for commercial uses, offers a complete skating equipment service for his trade, and is utilizing space in the local press to advertise the rink's availability to church, school and fraternal organizations for private fund-raising skating parties. He has also instituted Friday night skating-dancing parties for teenagers. For a 50-cent admission the rink on that night offers skating from 7:30 to 10 p.m. and dancing to orchestra music from 10 to 12.

At one time Wagnon managed the Biltmore Rollerdrome, Asheville, N. C., and for the past three years managed the Brooks Recreation Arena, Raleigh, N. C.

Mich. RSROA Sets Biz Meet

DETROIT, Jan. 14.-A social meeting was held Monday by members of the Michigan Chapter, Roller Skating Rink Operators'

DETROIT, Jan. 14. - Thirteen rinks have been added to the membership roll of the Roller Skating Rink Operators' Association, it was announced this week by Secretary-Treasurer Robert D. Martin at association headquarters here.

THE BILLSOARD

The rinks and their operators are: Merilark, Fullerton, Calif., William M. and Marie E. Flaherty; Redwood City (Calif.) Roller Rink M. M. Shattuck and Joseph Nazarro; Carlin's Rink, Baltimore, William and Elizabeth C. Fischer and S. Eleanor C. Beers: Winter Palace, Holyoke, Mass., William F. Figgie; Skateland, Bay City, Mich., Mr. and Mrs. Don Wilson: Rollhaven Arena, Flint, Mich., Merle and Gerald Gillie, Jay Elsworth and Lirold Eastwood; Nolan Roller Rink, Lake Orion, Mich., Eddy # and Vernice A. Nolan; Pine Island Park Roller Rink, Manchester, N. H., Arthur J. Caron; Berea (O.) Roller Bowl, Benjamin W. and William Lemischuk: Center Roller Rink, Gresham, Ore., Mr. and Mrs. Fred Flesher: Skateland, Butler, Pa., Bernard, Ruth and Joseph Levin and Is Fiam; Erie (Pa.) Arena, Walter V. and Maurice R. McGill and Richard W. Deverell, and Fairgrounds Roller Rink, Lubbock, Tex., Thomas E. Lawson.



They're true and easy with a wide

range of action. TRY THEM!

CHICAGO ROLLER SKATE CO.

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John Blocker's new 1,000-car Brodertown Twin Drive-In Theater at Laredo, Tex., has installed RCA widescreen and CinemaScope... Only six days were required for remodeling the MacArthur Drive-In at Orange, Tex., during which period a 50x100-foot aluminum screen was installed. W. L. Rooks, manager, following the installation, held a post-midnight preview of the screen for company officials, technicians and workers who installed the screen.... Installation of 500 in-car heaters has been completed at the Don Drive-In at Port Arthur, Tex., according to Wayne Horton, manager. Attached to the speaker posts, the heaters can be placed on the floorboard of the car to give needed heat. . . A Manley Serv-O-Matic stainless the January 20 annual Western steel concession bar has been installed at the Post Oak Drive-In Theater at Houston, Tex., which is operated by Jack Groves Jr.... A blaze which firemen said followed an explosion of a butane fered during the night will be a stove destroyed the Rustic Drive-In at Brownfield, Tex. The stove on hand to make arrests, was in an apartment under the screen of the theater, where the body of a retired farmer was discovered following the fire. Damage to the drive-in was estimated at \$20,000.

Joe Bronstein, general manager for Bronstein Drive-In Enterprises, Hartford, Conn., and Mrs. Bronstein have returned from a twomonth vacation in Arizona.

JACK BRONSTEIN, president, Bronstein Drive-In Enterprises, Hartford, Conn., has returned there from Scranton, Pa., and Trenton, N. J., supervisory conferences.

AT LOW COST

\$1,595. Time payment available to respon-The group, headed by Adam from 7:30 p.m. to 2 a.m.

Mineola Western Party **To Offer Watch Prizes**

MINEOLA, N. Y., Jan. 14. -Four gold watches, two for men and two for women wearing the best costumes, will be awarded at party to be held at Earl Van Horn's Mineola Roller Rink. Participants may dress in cowboy, Indian or comedy garb.

Among Western attractions ofjailhouse, with a judge and sheriffs

Midtown, San Antonio, **Stages Orphan Benefit**

SAN ANTONIO, Jan. 14. - All persons who brought gifts for the town's orphans to the Midtown Roller Drome, operated by Dick Landsman, were rewarded this week with free skating tickets. The toys were collected and turned over to agencies for proper distribution to the youngsters.

Lehighton Speed Team

LEHIGHTON, Pa., Jan. 14.-

ing, it is being sponsored by the International Association of Machinists, District 87, Fresno.

To run two hours and 15 minutes, the show will open with Skateland skaters doing a quarterhour Walt Disney "Mouseketeers" routine, Disney Productions and Wonderland Music having granted Gilbert permission to use the music. Careful screening of acts has been under way for two months. Altho the show is not a strictly be awarded to the five best acts, Boyers Named competitive project, trophies will said Gilbert.

Several important publicity promotions have been arranged. Monday thru Friday (9-13) Skateland campaign for the show.

ets to the show.

will be a big parade the afternoon style and speed skating. of January 21. Skaters will again take part in street selling of tick- tion of the managerial duties carets. The unions, with combined ried out by Jimmy Lorello, who left membership of 75,000, are furnish- Mammoth last month. Booth will ing a large truck, which will have assist Sigman in general operation a Masonite floor on which the of the rink. acts will appear. Skateland Club ing Rink Operators' Association.

Bargain Matinees At H'ford Palace

HARTFORD, Conn., Jan. 14 .-Hartford Skating Palace conducted bargain matinees, with youngsters admitted for 35 cents, during the holiday school vacation.

Servicemen were guests of the management (Harry Neckes and Irving Richland) at the rink's traditional Christmas skating party Form Skating Team, a 15-member Sunday night (25). The rink's ansquad of racers, has been organ- nual New Year's Eve program will ized at LaRose's Skating Rink here, be held tonight, with skating, New and guaranteed rebuilt equipment from according to owner Morris LaRose. games and distribution of souvenirs

Association, at Paul's Restaurant, at which time members arranged a special business session for February.

The next meeting will be at the Roller Skating Club Arena, operated by Edwin Locke. At that time members will discuss plans for the State meet and arrangements for the drawing up of a code of ethics for operators.

Mammoth Pros

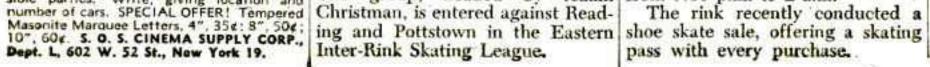
DENVER, Jan. 14.-Jack and Club members made 15-minute ap- Irene Boyer are the new profespearances on KVVG-TV, Tulare, sionals at Irving Sigman's Mam-Calif., 6:45-7 p.m., to offer skating moth Rink here. They came from routines as part of the publicity New York where they had been associated with several RSROA In another promotion for the rinks. The Bovers have been show the unions are putting an teaching for more than 10 years, iron lung in a J. C. Penney win- having turned pro after winning dow at Fulton and Tulare streets, the national senior dance crown. Fresno's busiest corner. Promi- They have been credited with nent citizens will each spend two originating the Southland Swing, hours in the device while skaters now part of national contest reskate about the streets selling tick- quirements for contenders for the dance crown. They are considered Topping off the publicity drive among the top authorities on free

Bill Booth has assumed a por-

He reported that double sesparticipation in the campaign has sions were held daily during the been sanctioned by the Roller Skat- holidays, with near capacity crowds jamming the rink almost every night.



Newly built Melody Skating Rink held its initial New Year's Eve party with \$1 admission charge. The 9 p.m. to 1 a.m. program featured games.





CIRCUSES

THE BILLBOARD 66 -

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

Eastern and Western, circus

business continues to take new

Polack Bros. has had East-

ern and Western units for

about 10 years. Earlier this

winter Tom Packs Circus an-

nounced it would open a sec-

ond unit and designate the

two with East-West tags. Now

have steered clear of the idea.

So far the North brothers

comes King Bros.

direction.

JANUARY 21, 1956

Ringling Policy Talks EAST IS EAST, WEST IS, ETC. **Await North's Return** CHICAGO, Jan. 14 .- With King Bros. joining the ranks of shows that operate two units and designate them as

No Action Yet on Band, Bulls, Wagon; Eagles, Burke, North Set Friday Talk

Ringling North and his executive ments were no different. director, Michael Burke.

show president and Burke. There firmed immediately. have been additional reports that North confirmed that John Staley the session would kick off a series had been named steward of the in which many other topics would Ringling-Barnum cookhouse. Staley be discussed.

be answered are who will be shows in recent seasons. Some cuses, died at his home here Janter, elephant superintendent and cookhouse on R-B, and prior to Dyersburg. treasurer on the show.

action on these matters and others steward on a Ringling yacht. awaited the return of his brother from the Cuban run. He said he on the show.

First Days Okay

He also said that he had no upto-date word on the business being done in Cuba, but that a report that the show had been doing well.

He confirmed that John Ringling North had been contacted earlier by AGVA, but said that

SARASOTA, Fla., Jan. 14. - that an abnormal number of work-Action on policy and personnel ingmen had been laid off for the problems facing Ringling Bros, and winter. He said that it was cus-Barnum & Bailey Circus is await- tomary to reduce the crew in wining the return from Cuba of John ter and that this year's arrange-

Meanwhile from Cuba there Henry Ringling North said in were unofficial reports of dissatisquarters here Friday (13) that a faction among employees said to meeting planned for January 20 be paid in Cuban money. There was expected to be devoted largely was a report that Ed Knoblaugh, to routing plans. General Agent Ringling press agent who has been Paul Eagles is coming from Cali- vacationing in Cuba, had been fornia to huddle then with the taken ill, but it could not be con-

has been with Clyde Beatty, Kelly- physician with Hagenbeck-Wallace, Among personnel questions to Miller, Royal American and other Gentry Bros. and Cole Bros. cir-

that he had the private dining tent

Doc Roberts Dies; Was M.D. on Shows DYERSBURG, Tenn., Jan. 14. -A. F. (Doc) Roberts, who was

Roberts, 77, had been in retire-Henry Ringling North said that of the Ringlings. He also was ment several years. He was a cousin of Floyd and Howard King.

switches in several other positions Hugo Schmitt's New Act Joining Leonard Bros.

SARASO'1 A, Fla., Jan. 14 -- ing built in Columbus, with the foron the first nine days indicated Hugo Schmitt has resigned as head mer Fred J. Maek Circus equipelephant trainer ? r Ringling-Bar- ment as a nucleus. Leonard said num and has signed to go with the his agent, whom he did not identinew Leonard Bros.' Circus it was fy, is contracting Ohio stands now. confirmed here Thursday (12). Arthur Leonard, owner-manager

Schmitt has been with Ringling

King to Go Out With East and West Units

MACON, Ga., Jan. 14.-King is spending a few weeks at her Bros.' Circus is rapidly adjusting Chicago home. legal woes here, and the acquistion

of new financial aid has given concrete assurance that the organization will go out next season. Furthermore, the co-owners,

two units in 1956. Each will be Smith, Ora O. Parks, Charles Ununder the King title, with Maley derwood and Red Vinton. heading up one and King in charge of the other. They will continue as partners. The units will be identified as King Bros.' Eastern and King Bros.' Western.

King announced that contracts have been signed with Macon Po-lice for the auspices of the opening day, April 7, of one unit. The other day, April 7, of one unit. The other is expected to open in a nearby city at the same time.

It was learned that several claims against the show have been named to such posts as bandmas- years ago he had the workingmen's uary 2. Funeral services were in settled. The winter quarters are open and cookhouse is serving. Robert Watley has a force of 30 men building seats and other equipment. Charles Luckey is building three cross cages; Richard Roberts is his assistant. John Smith and assistants are working the 84 head of ring stock daily. Five elephants were taken to Saginaw, Mich., to make Orrin Davenport winter dates. Bert Pettus is in charge of them. William Gheen and Jack Hoover, with Thomas Cook, are mechanics at work on the rolling stock.

Promotion Crews Open

Several promotion crews are at work in various cities. Bob Allen is to open an office in Macon for promotion of the opening date. Co-Owners Floyd King Arnold Maley spent several days in Sarasota last week.

Red Larkin, superintendent of concessions, is wintering at Sarasota and was a recent visitor at quarters. Other visitors included Lucio and Mugador Cristiani, Eva Arnold Maley and Floyd King, this and Ben Davenport, George Penny, week announced they would have Doug and Bessie Brown, C. C.

Denver Rodeo **Big Advance**

DENVER, Jan. 14 .- The 50th annual Western Stock Show and Rodeo opened its run here Friday (13) with a big cushion provided by advance seat sales. Officials reported that the 8,500-seat Coliseum has been sold out for all evening performances for more than two weeks and that 80 per cent of the matinee performance seats were disposed of before the opening.

More than 100 rodeo hands were here to vie for \$100,000 in prizes. Verne Elliott is producing the show. George Duey Concession Company was awarded the concessions contract.

he was not aware of any development.

Henry North minimized reports

Texas Stalls Two Elephants At Rio Grande

LAREDO, Tex., Jan. 14. - Two elephants from the Kelly-Miller Indoor Shows Circus were idling at Union Stockyards here this week while their new owners tried to figure a way Start Season;

City. The Kelly-Miller truck left them here, and the plun was for the Mexican show to pick up the themselves at odds with a Texas day (15). license law and stiff rates.

Meanwhile, the Mexican show Mich. truck waits at Nuevo Laredo.

No one mentioned the possibility of walking the elephants to their new homeland.

ator.

of the new show, said that Schmitt will work a new act, comprised of an elephant, zebra and guanaco, for Leonard Bros. He said the new

turn is being broken here now. Leonard has been here some time to sign acts and staffers for his show. He said Thursday that he new has contracted for all of his performance. The show is be-

to get them across the Rio Grande. The bulls, Lucy and Dixie, are 2 in Michigan

CHICAGO, Jan. 14.-The indoor circus season will swing into high gear this weekend, with two of animals. However, they found the majors set to start on Sun-

Orrin Davenport's production Customs brokers had not been will get under way at Saginaw, able to locate a Texas truck to Mich. Polack Bros.' Circus will untake the elephants over the bridge. veil its Western unit at Flint,

> Others will follow in short or-Eastern unit opens February 3 at only.

der. Hamid-Morton Circus starts in Memphis in February. Polack's Madison, Wis. Clyde Bros.' Cir- resident for nearly 30 years. Jim Stutz writes that Mobile, cus starts its season in Texas in Ala., visitors have included Mar- the same month. Meanwhile, othshall Hunt, agent; Bill Hunt, pub- er producers will be staging indoor Coast Showmen's Association licity man; Fingers Levitt, conces- shows elsewhere, some of them Ladies' Auxiliary activities. She is

Sullivan's Circus Hall of Fame Opens to 4,700 at Sarasota

for later.

Ella Bradna clipped a ribbon equestrian director. on trapeze rigging to open the as well as Sullivan.

ances by Renee Pape and her dogs, A. Selby and Paul Thielen.

John L. Sullivan's Circus Hall of with a trampoline number, and joined K. G. Barkoot. During the Fame opened here Sunday (8), Shirley Merideth and Barbara times Forstall was with these or-Keen, high trapeze. Some of the ganizations, they were, perhaps, with 4,700 persons touring the performers formerly were with the the largest railroad shows of their grounds and buildings. Sullivan Sarasota High School's Sailor Cir- kind. said a formal opening is scheduled cus, with which Sullivan has been associated. Frank Gucksey is J. W. (Patty) Conklin, who had

hall. She was accompanied by the State's Museum of the Ameri- Gentry-Patterson. From this tan-

several seasons this time and was with it earlier also, Between Ringling stints he was with Mills Bros., where he became acquainted with Leonard. Leonard then was with Mills as electrician.

Kelly-Morris Changes Name Benson Bros. **Io**

NEW SMYRNA BEACH, Fla., Jan. 14.-Kelly-Morris Circus will drop its old identification and take a new name in 1956, it was learned here.

New title for the truck show is reported to be Benson Bros.' Circus. The circus, managed by Bill Morris, is in quarters here.

Forstall Quits

• Continued from Tage 54

He spent the winters here with his wife, Peggy, well known in Pacific sionaire, and Jim Reed, ride oper- with shows booked for single cities a past president and was elected to serve as secretary this year.

A native of Newark, N. J., Forstall entered outdoor show business in 1917 when he became a ticket seller for an attraction on the Harry Polack Rutherford Greater Shows. Leaving this show, he joined Hort Campbell as the secretary of the SARASOTA, Fla., Jan. 14.- | Wayne Whittle and Duane Jones Campbell's United Shows and later bury, local theatrical booker.

> In 1924, after two seasons with concessions only, Forstall entered Sullivan, formerly in charge of the circus field as treasurer for he was treasurer of the Al G. Golub is scheduled to present the breakaway; Cy's flaming wreck,

James Hirschberg, auditor-secretary, and his wife, Sylvia Gregory, arrived from their Charlotte, N. C., home. Carl Albright and Napoleon Reed have returned from Hot Springs. Geoffry Taylor's troupe of English aerialists is in Cuba with the Gran Circo Gaby Fofo Miliki. Leona Teodora, wardrobe mistress,

Cuthbert Back **On Kelly-Miller**

HUGO, Okla., Jan. 14 .- Charles F. Cuthbert will be back next season as bandmaster of the Al G. Kelly & Miller Bros.' Circus, it was announced here this week. He also will have the local banner under R. O. (Dick) Scatterday's department.

Cuthbert was Kelly-Miller bandmaster for six season but in 1954 and 1955 he was with the Clyde Beatty Circus side show and also usual amount of editorial matter, handled banners.

and New Ringling **Route Book Off Press**

> SARASOTA, Jan. 14.-The 1955 Ringling Bros. and Barnum & Bailey Circus route book, featuring a departure from the usual format, has just been published. It is dedicated to Pat Valdo, veteran performance director.

> With 119 numbered pages the book runs to several more pages than last year's edition and contains about 20 pages more than most earlier editions.

Principal change this year was the elimination of all routes, with the exception of the 1955 tour, and the use of one or more photographs, including many of individual acts, on virtually every page. The photographs are generally excellent.

Prepared by Edward Knoblaugh, the book contains more than the including numerous anecdotes.

Honolulu Shrine Signs Program For Feb. Opening; Yee Assists

HOLLYWOOD, Jan. 14.-Contract for the staging of the Aloha February 3, with the animals to Shrine Temple Three-Ring Circus follow by boat on February 10. in Honolulu for 16 days, with an option for 10 more in Hilo, was negotiated here this week between fly to the Islands February 13. Frank Webster and Wally Yee for the organization, and John Bills-

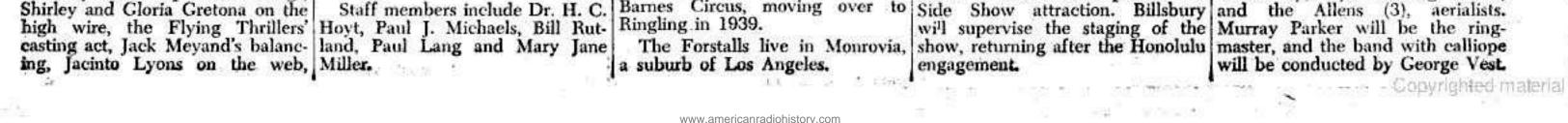
The show will open in Honolulu eight-girl ballet, clown numbers on February 17 and close March produced and directed by Count 4. If the option for Hilo is picked Popo de Bathe and Roy Barrett; up, the show will open there Jorgen Christiansen and his horse March 9. A full-dress rehearsal of Marquet; Willy Keo, dry-land divthe show will be presented Feb- ing; Hap Henry, wire turn; the ruary 16 in Honolulu for the crip- Vesses, perch; Pat and Willa Lepled children, Billsbury said.

The contract was negotiated wire; Bombo, elephant; Miss Florafter Webster, representing the ette, swinging ladder; Lucy and Sally Marlowe and Gloria Gretona, can Circus in Sarasota, is president bark organization he went to John Shrine, and Yee, Hawaiian carni- brother, aerial display; Christianof the new enterprise. Associated Robinson, where he remained for val owner and theatrical promoter, sen's mixed animal act; Hawthorn The attraction included perform- with him are Herbert J. Horn, C. three years. From 1929 to 1933, spent three weeks here. Harry Bears; Linda, traps; Lucy Gillette,

Props will be shipped by boat The performers and Billsbury will

Reppeto Lion Act

The show line-up will include Stafano Reppeto and his lions, vol, wire; the Great Veno, high



Rex Americo, who has been with many Side Shows, is busy with club dates and kids' parties in the Kansas City area, where he is working vent and magic.

Alberto Zoppe writes that a November accident injured his leg and this forced him to cancel a Mexico City contract and TV ap- School Assembly organization, of oidest living clown, is in a churchpearances as well as turn down a Austin, Tex. He will work South- operated home at Albany. European project. He expects to be ern States for them, playing 35 in top shape again, however, by February, when he'll take his riding act to Minneapolis for the Noel Van Tilburg date. This will be followed by dates with Shrine circuses, fairs, parks and sports shows.

weeks yearly for three years.

Adolph Delbosgs and the Parley

Bob Stevens is supervising construction of ring curbs and other

Cristiani, George W. Cole, Kelly-

Fort Worth Shrine, Henry Bros.,

Spencer Stine writes that The

Washington Sunday Star for De-

cember 25 carried a yarn about

calliopes. . . . Ringling-Barnum

Sundays. . . . The Ed Lesters, West

Palm Beach, Fla., fans, vacationed

The Tom Hannefords were in

Chicago Friday en route to Sagi-

naw, Mich., where Orrin Daven-

port's show is assembling for its

opening. Strupti Hanneford, one

of the Luvas Sisters, is to be with

the Davenport show. Tom will

hop from there to Madison, Wis.,

later to open with the George Han-

neford Family on the Polack East-

Alexander's cat act and Linz's Box-

Norman C. Wolf, who has been

with Beatty for several years, is in

the veterans' hospital at San Fer-

Bruce Heaton reports that he

circus on display in Greenville,

S. C. . . . Billy Hoffman, Los An-

geles, writes that he caught the

Mickey Mouse Club Circus at Dis-

neyland and visited with fellow

clowns. He reports that heating of

J. H. Mustard reports from Al-

nando, Calif., for surgery. . .

ern show.

out well.

SARASOTA, FLA.

CRISTIANI BROS.' CIRCUS

in Chicago over the holidays.

and Don Franklin Circus.

Bears.

Earl Shipley will be with the Orrin Davenport show for its full route thru May and then he expects to be with Earl Newberry's thrill



Permanent connection for clean-cut type.

BUANEMEN WAMEN

THE BILLBOARD

0.0200509

UNDER THE MARQUEE

By TOM PARKINSON

show again. Starting in September, any, Ga., that Don Cavilla, who Shipley will be with the United figures he is 107 and the world's

144.

Irv Romig completed his TV show contract in Detroit December Prof. George Keller, playing the 23 after two years and two months, Mickey Mouse Circus, Disneyland, and he will play Shrine circus dates

was host at dinner in the new Dis- starting with Detro": January 30. neyland Hotel to Louis Stern, T. . . . V. D. Powers is adding posing Dwight Pepple and Chester Stan- dogs to his act, which he will call ley, all of Polack Western; Gil Woodford's Posing Dogs. It will Gray, of the Gil Gray Circus; the include tour white English setters.

Beverly Allen, of Allen's Bears, writes from Paul Kelly's Peru, Ind., Jay Jaxon, stilts and vent, writes circus quarters that Mac McDonthat he made Christmas events ald, Polack Western elephant trainwith one of the Jimmy Hetzer yule er, ander yent an operation but will

units. Also on the unit were the t on hand for the opening of the Luvas Sisters, Captain Leslie's Sea show in Flint, Mich. . . . Bert Pettus and family will leave the Peru quarters soon with elephants for the Orrin Davenport show, opening at Saginaw, Mich. . . . Pink Madison will take the Polack Eastern elephants from Peru to Madison, Wis., for the opening early in February. . . . Peru quarters visitors included the Cal Townsends, the Raymond Dukes, the Melvin Ol-R. O. (Dick) Scatterday was in sens, Jack La Pearl, Mrs. Paul Chicago Friday (6) in connection Kelly, John Cuneo Jr., L. N Fleckles, William Horstman, Jules Miller. He also visited with Red Jacot, the Bobby Hodgsons and Sonnenberg and Frank Davis at the Ben and Eva Davenport.

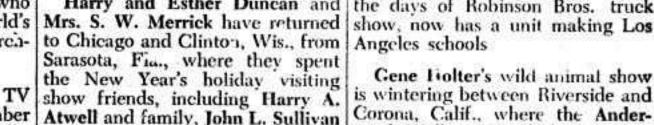
> W. A. Sadler, Florida chairman of CFA, announces that March 15-18 are the dates for a big circus conclave of CFA members in Sarasota.

> > **NSA** Activity

of the argument stated their case.

Committees Listed

• Continued from page 62



and Bob Parker.

husband, Charles (Rube) Kline, duties with the Clyde Beatty Cirformed the Kline Duo, will do a cus. He will be in the wagon again single this season for the Ernie this year. . . . Cliff and Marie Young office, according to Vic H. Henry, last year with Siebrand plans to remain in Houston until the midway of the Pan Pacific spring. She would like to hear Amusement Company this season. from friends who may write to her at 6908 Avenue Q.

Boswell circus of South Africa opened a three-week run in Johannesburg recently. . . . Jack and Gladys Smukler, clowns, are vacationing in London, Ky., on their way back to Detroit from Florida. where Jack's sister has beer. ill.

George Penny is with Cristiani Bros. . . . C. C. Smith is with King Bros. . . . The Troy Scruggs are back in Tampa, having made a stop-over at Peru, Ind., where 'he spotted 20 old Cole wagons and a ew King trucks. They also visited John Swann in Portland, Tenn.

Byron Gosh, who has his All-American Circus trouping Mississippi for the March of Dimes campaign, presented Thelma Gosh with a new car. That couple and the Bob Morrises visited the property of the late George Geddis near Jackson, Miss.

CIRCUSES 67

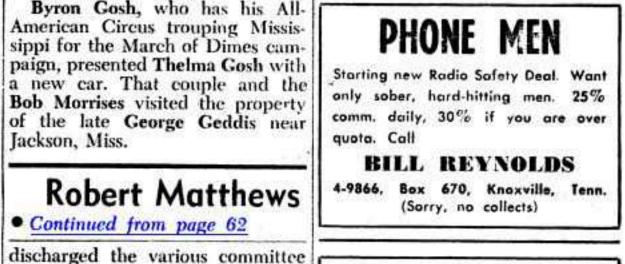
The Seve Ashtons just completed a -un at the Rivers'de Casino. Reno, where Lott' Brunn now is juggling. Marjorie Towson and Jear. Erica are wintering in Los Angeles. . Penny Parke, who has been with Western shows since Harry and Esther Duncan and the days of Robinson Bros. truck

Gene Holter's wild animal show is wintering between Riverside and Corona, Calif., where the Andersons' Wallace & Clark Circus is stored. . . . Bill Petty is returning to Peggy Kline, who with her late Deming, N M., to take up his Oweiss, of Houston. Mrs. Kline Bros. Circus, will have a circus on



Can use 7 Phone Men for Dayton, Ohio, annual Shrine Circus. Room will open Wednesday, Jan. 25. Only those who can produce and are seeking full-time employment need opply. Prefer Chicogo men. Contact

Ralph Rubenstein Shrine Circus Office, 211 N. Washington. Phone: Saginaw 5-6515, Saginaw, Michigan, before Jan. 21. No collects.



Top safety

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For Greenville, S. C.

Contact

ED NOLAND

Phone 2-7011 or 5-0391-no collects.

=1 E. McBee, Room 113, Greenville, S. C.

TWO PHONEMEN

Book and tickets, strong sponsor for

building fund. Call

Olympic 4-8435

Room 207, Orpheum Bldg., Kenosha, Wis.

No collects.

-PHONEMEN

New deal ready to open. Book and

tickets. 25% off the top. Year round work in Omaha and near-by cities.

Room 304, Merchants National Bldg.

Regent 9175

Omaha, Nebraska

PHONE MEN

Police and Elks' Deal. Offices ready to

go. No drunks. Les Brown, contact.

Birmingham, Ala., 59-6403 for place-

ment.

WANTED

deal. Collect pay daily.

PHUNEMEN-WUMEN Start work immediately. Attractive proposition. Charleston, W. Va., area. BOX 64 Bluefield, W. Va. P.S.: Ed Campbell and Doug Gooslin, contact me.

GIRLS WANTED

With some experience to join High Act. Send particulars. Also want Flying Act for Honolulu. Write or

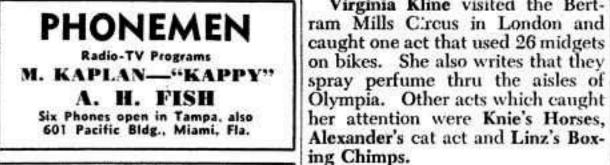
STANLEY WATHON 1564 Broadway New York, N. Y.



RAY BEAUDET 15 E. 48th Street New York, N. Y.

PHONEMEN 6

Must sell clean, \$1.00 to \$300.00 daily. Strong sponsor, solidly set. **Call JOHN SADLER** Phone 7-0740, Baton Rouge, La. Clark, Les Smith, Les Brown, call or come in.



* WANTED * PHONEMEN

FOR GROTTO CIRCUS Top sponsors, season's work on U.P.C.'s and Banners. Can place good sober Producers; no drunks. Collect pay daily John Almond, get in touch. No collect calls, please.

Grotto Circus Director Masonic Temple, Steubenville, Ohio



Who can ask for money on a good deal Drunks, stay away. Pay daily. Call Roanoke, Va., 3-9982: evenings call 4-1697

J. B. Productions P.S.: Bill Marcus, call me.

equipment for the Tom Packs New NSA committees, with Western unit in Gainesville, Tex. chairmen listed first, are as fol-. . A. Morton Smith, past presi- lows: dent of CFA, reports his best BANQUET-Joe McKee, Frank circus season, having caught 12 Capell and Jeff Harris.

shows, some of them several times. BINGO - H. William Jones, Included were Ringling, Clyde Harry Agne, Morris Batalsky, Al Bros., Ward-Bell, Gil Gray, Bailey-Dorso and Bennie Weiss.

BY-LAWS - Sidney H. Levine, Arthur Campfield, Herman Cohen, Miller, Hagen Bros., Gainesville, Jeff Harris and Michael Wynn.

> CEMETERY - Joe McKee, Al MeKee, Herman Malek and Moe Silberman.

ELIGIBILITY - Dave Brown. Arthur Campfield, Maurice Elk, Al McKee and Max Tubis.

winter quarters are open daily, FINANCE - Joe McKee, Harry with performances scheduled on Eddels and John S. Weisman.

GRIEVANCE - Harry Rosen, Dave Brown, Arthur Campfield, Herman Cohen and John McCormick.

ENTERTAINMENT – Charles Davenport and Dave Brown; cochairmen, Joe Gilbert, Henry Kaufman, Larry Neumann, Jack Stern, Charles Young and Morris Brown. SICK AND SHUT-IN - Dr. Jacob Cohen, Sam Rothstein, Ike Weinberg and Harry Weinraub.

HOUSE-Frank Capell, Charles Davenport, John McCormick, Larry Neumann and Frank Rappa-Virginia Kline visited the Bertport.

ram Mills Circus in London and JAMBOREE-George A. Hamid caught one act that used 26 midgets | Sr. and all officers and past presion bikes. She also writes that they | dents.

MEMBERSHIP - Max Tubis, Olympia. Other acts which caught Morris Brown, Oscar C. Buck, Norman Y. Chambliss Sr., Charles Davenport, Harry Eddels, Richard Geist, Al McKee, Joe McKee, William B. Moore, Joseph Prell, Louis Reiben, Frank Rappaport, Abe Rapps, George Ross, George Sollenberger, James E. Strates, Morris

Vivona, Sam Wertheimer. NEW HOME-Morris Batalsky, caught Harold Dunn's miniature Vincent Anderson, John Christopher, Louis D. King and Al McKee.

> PUBLICITY-Irwin Kirby, Richard Geist and Jim McHugh.

> TICKETS - Dave Brown, Jack Alfred and Henry Kaufman.

the big top and padroom worked WAYS AND MEANS - Max Tubis, Vincent Anderson, David Baker, Issy Cetlin, Al McKee, Joe McKee, Sam Prell and John S. Weisman.

YEAR BOOK - Harry Rosen, Louis D. King and John McCor-

mick.

chairmen and asked that they discharge their workers. He also thanked the body for their co-operation during his term and urged that it be continued for his successor.

Dan Dix reported on the success of the New Year's Eve party of which he was the chairman.

Sam Dolman, chairman of the membership committee, was awarded the watch offered by Warren for the member obtaining the most members. Dolman brought 13 new applicants into the organization. Sixty-five members were inducted during 1955. This brings the membership roster to 501 members.

Joe Glacy acted as the installing officer, also inducting the new board of governors. Orville N. Crafts represented Robe. Downie, new vice-president, who was unable to be present. Following the brief ceremony, which will again be held by proxy tonight at the Rodger Young Auditorium in cooperation with the services of the Ladies' Auxiliary. Harris took over the gavel and conducted the remaining portion of the meeting. Matthews read the minutes of the previous board of governors and membership meetings.

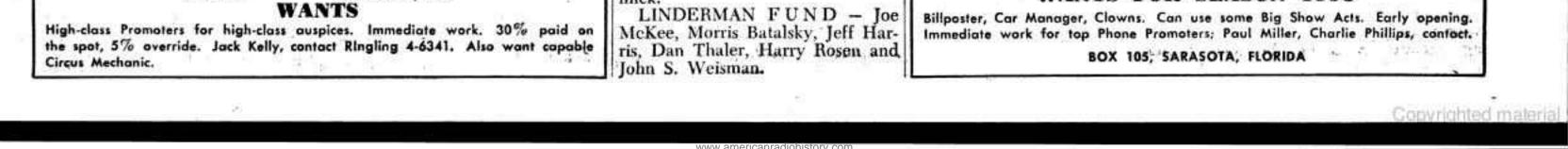
The application of Jimmy Ross, who was sponsored by Dolman and Harry Merkel, was accepted. Harry Simonds and Silent O'Brien attended the session and were called upon by President

Harris.

CANDY BUTCHERS For long season with POLACK BROS." CIRCUS (Eastern Unit). Opening Feb. 3, Madison, Wis. Contact: F. C. PROPER 203 No. Wabash, Suite 1908 Chicago, Illinois



BOX 105



MERCHANDISE

68 THE BILLBOARD

Communications to 2160 Patterson St., Cincinnati 22, 0,

ANUARY 21, 1956





MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Salesmen, crew managers and as a premium, Meinhardt reports. in lots of 5,000, or 100 towels for ders be sent in immediately. only \$4.50 from Towel Shop, Department 741, 510 St. Charles towels in a few weeks.

carnival and concession numbers per dozen and requests that all interested parties send \$2 for a postpaid sample.

Guaranteed Sales, 8 West 29th Street, New York, has announced a complete line of butterfly jewelry which it claims is beautiful, popular and fast moving. Butterfly wing jewelry is made of butterfly wings, and comes individually boxed in a wide variety of styles. Butterfly rings range in prices from \$3 a dozen; necklaces, \$6.75 a dozen; bracelets, \$6.75: earrings, \$6; brooches, \$6; compacts, \$7.20. and tie pins and cufr links, \$7.20. Guaranteed Sales requests that interested parties send \$16 fo a minimum sample order. If not satisfied, the money will be returned to you within five days.

wholesalers are making big money Customers will buy again and again selling towels to retail stores, spe- in order to get a complete set, the cialty shops, filling stations, restau- firm points out. The silverware rants, etc. These towels may be comes packed in tarnish-proof purchased for as little as 3 cents packette. Meinhardt urges that or-

M. K. Brody, 1116 South Hal-Street, St. Louis. The firm re- sted Street, Chicago, has introports one man having ordered 10,- duced a new style plush and rub-000 towels in two weeks and an- ber monkey. The firm claims that other one selling over 20,000 this item will be one of the top sellers in the coming fair and carnival seasons. In addition, the Tee Jay Toys, Inc., 48 West 20th firm's new catalog will be available Street, New York, is manufacturing soon. It will feature a great vaa new all-plush, cotton-stuffed 30- riety of dolls, plush, appliances, inch standing bear which the firm giftware, plastic goods, horses, carpredicts will be one of the hottest nival goods, assorted novelties, watches, clocks, glassware, premiof the new season. Tee Jay offers um goods, lamps, aluminum ware, the bear at the low price of \$16.75 toys and hundreds of other fastselling items. Brody urges that you write for the catalog today.

> Star Sales Company, 1391 Milwaukee Avenue, Chicago, recently announced that it is now equipped to handle jobbers, and urges that you stop in its new showrooms to see the large selection of nationally advertised merchandise. Star points out that its purchase of merchandise is so vast that enormous savings can be passed on to you. Jack Tickman, of Star, states that the firm's policy of never being undersold has paid off so well that the firm was unable to fill many lastminute Christmas orders. However, since then the problem has been corrected, he reported. Now you can receive all your needs, whether it be toys or diamonds, in one location.





H. Meinhardt & Company, 4333 North Pulaski Road, Chicago, reports demand increasing rapidly for fine quality Rogers silverware. The ir this field, you should write to firm offers the reinforced lifetime silverware in 24-piece sets as well Toronto. He is an experienced as four-piece place settings. Re- writer with 30 years' background tailers, wholesalers, filling stations as an astrologer who can write and stores increase sales and prof- personal, national or international its by offering Rogers silverware material.

If you are pitching astrology and would like a brand new approach Jackson, 7 St. Claire Avenue, W.,





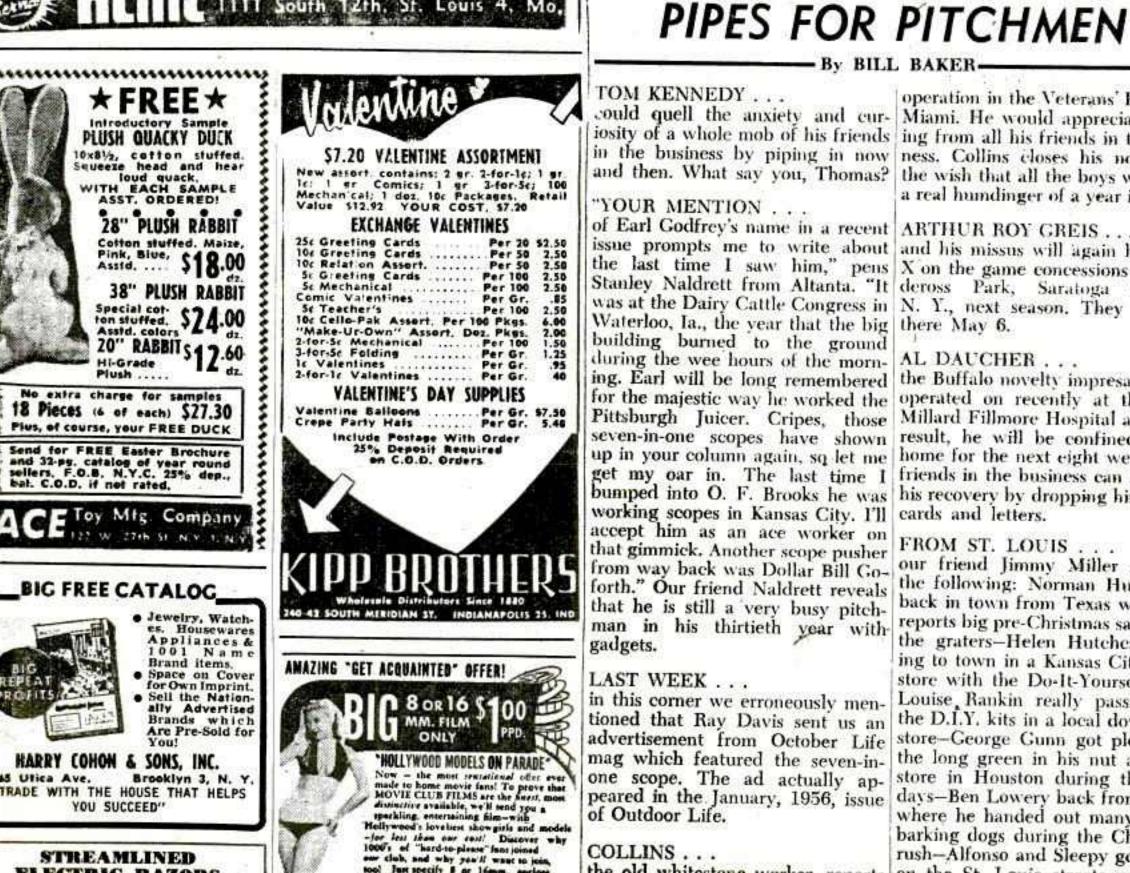
\$18 an hour right in your nome! Eig profits guaranteed laminating CARDS of all kinds, Business Cards, Social Security Cards, Credit Cards, photos, passes, driver's licenses. newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Demand for such services is staggering. Price complete (illus.) \$35 plus postage. FREE sample and litera-



lure.

O

Dept. LM-406 6612 N. Clark St. Chicago 26, III.



South 12th, St. Louis 4, Mo.

By BILL BAKER

"YOUR MENTION . . .

of Earl Godfrey's name in a recent ARTHUR ROY GREIS . . . issue prompts me to write about and his missus will again have the the last time I saw him," pens X on the game concessions at Kay-Stanley Naldrett from Altanta. "It deross Park, Saratoga Springs, was at the Dairy Cattle Congress in N. Y., next season. They bow in Waterloo, Ia., the year that the big there May 6. building burned to the ground during the wee hours of the morn- AL DAUCHER . . .

Pittsburgh Juicer. Cripes, those working scopes in Kansas City. I'll accept him as an ace worker on that gimmick. Another scope pusher from way back was Dollar Bill Goforth." Our friend Naldrett reveals that he is still a very busy pitchman in his thirtieth year with

LAST WEEK . . .

in this corner we erroneously mentioned that Ray Davis sent us an

COLLINS . . .

operation in the Veterans' Hospital, could quell the anxiety and cur- Miami. He would appreciate heariosity of a whole mob of his friends ing from all his friends in the busiin the business by piping in now ness. Collins closes his note with and then. What say you, Thomas? the wish that all the boys will have a real humdinger of a year in '56.

ing. Earl will be long remembered the Buffalo novelty impresario, was for the majestic way he worked the operated on recently at the local Millard Fillmore Hospital and, as a seven-in-one scopes have shown result, he will be confined to his up in your column again, sq let me home for the next eight weeks. His get my oar in. The last time I friends in the business can soup up bumped into O. F. Brooks he was his recovery by dropping him a few cards and letters.

FROM ST. LOUIS . . .

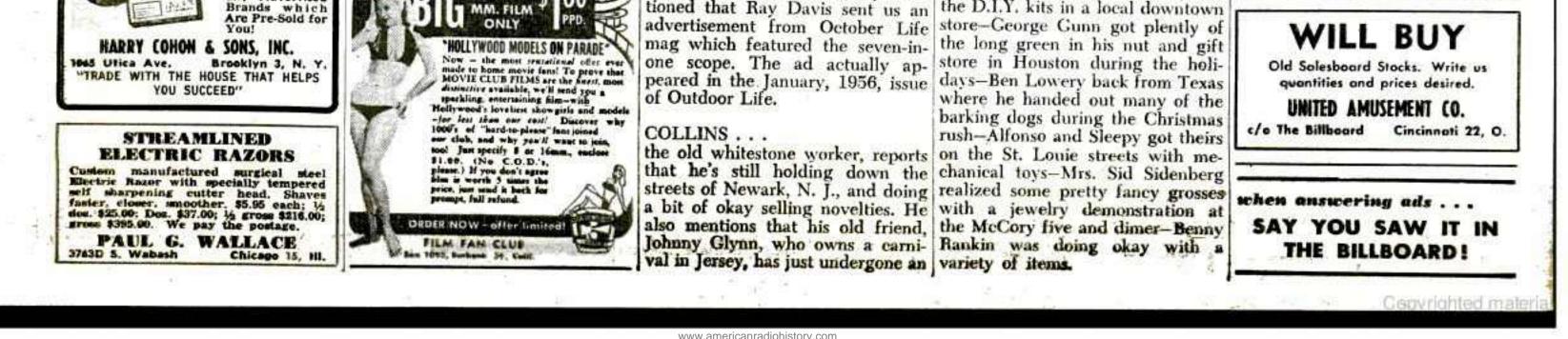
our friend Jimmy Miller slips us the following: Norman Hutcheraft back in town from Texas where he reports big pre-Christmas sales with the graters-Helen Hutchcraft going to town in a Kansas City chain store with the Do-It-Yourself Kit-Louise Rankin really passing out the D.I.Y. kits in a local downtown the long green in his nut and gift



Slum Variety, Novelties, Toys, Games, Pens, Knives. Largest selection of Salt and Pepper Shakers in lown.

Write for FREE listing

1180 Milwaukee G Sales Chicago 22, III.



MERCHANDISE

Letter List

Letters and packages addressed to persons in care of The Billboard will ce 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.



Shaw, Bill Sheedy, Cornelius Smith, Buck & Mrs. Smith, Curly (Gypsy) & Ruby Smith, Harold Clark Smith, Jerry Smith, Joe F. Smith, Leon (Dane Circus)

COMING EVENTS

Arizona

Chandler-Southside Sheriff's Posse Rodeo, March 29.

Mesa-Junior Rodeo, Jan. 26-29. Mesa-Rawhide Round-Up, March 21-25. Phoenix-Western Saddle Club Stampede, Feb. 11-12.

Dallas-Garden Center Flower Show, March 10-18. J. B. Rucker Jr., State Fair of Texas.

Dallas-Southwest Sports, Boat & Vacation Show, March 31-April 8. Martin P. Kelly, United Spirts & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn. El Paso-Southwestern Livestock Show &

Company; Frank M. Prystas, Fair Publishing House; W. E. Mahaffey, Mahaffey Bros.' Tent & Awning Company; William Garrett, Garrett Sound Systems; Al Sweeney, National Speedways, Inc.; G. A. Wald, Harold Lloyd, Wald Fireworks Company; G. B. Boyd, M. L. Lines, Keeth McCabe, E. G. Staats & Company; Bill Tatham, Tatham Bros.' Shows; Charles Oliver, Bob Alsobrook, Mound City Shows; Bessie Eck, Lorraine Casady, Eck Agency; Billie Veach, Veach Rodeo; Ted Tillman, Ed Gromacki, Ted Tillman Enterprises; Mrs, Pearl Evans, William Evans, Evans United Shows; Lou Black, Ozark Jubilee; E J. Corbett, Delta Tent & Awning Company; Earnest D. Campbell, Campbell Tent

69









Buy for 74, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy cance center piece or juicy wrap-ping for certain foods! "Ti" logs grow - by themselves - into

ping for certain foods! "Ti" logs grow — by themselves — into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.



#3052 3-piece rhinestone set, dz. 45.00 #3670 3-piece rhinestone set, dz. 51.00 W-17-piece Watch set, each 6.95 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.

ATTENTION-HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction mustanteed or meters. and satisfaction guaranteed or money re-funded S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tena. fell

BIG PROFITS SELLING BEAUTIFUL FLOR-ida Cypress Tree "knees." Sample dem-onstrator, \$1 postpaid, particulars. Gripple's Giftwares, Dept. B-1, DeLeon Springs, Fla.

CIGARETTE LIGHTER, SOLID GOLD AND sterling silver jewelry, trout fly kit, safety ash tray; wholesale prices on re-quest. Art Meters, Imports, 543 W. Chestnut St., Lancaster, Pa.

DESK SIGNS, NAMEPLATES - EASIEST sales, best deal. Fast service. Displays for retailers. Free sample. Dept. B-6, Whitney Sign Co., West Springfield, Mass.

DOOR - TO - DOOR. FOOT - LIFT REMEDY. Fast \$1 seller. cost 24¢, good repeater. Hydeman Co., Piqua, O.

EARRINGS — ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jeweiry, Dept B. 124 Empire St., Providence, R. I. ja28 ELITE CIGARETTE LIGHTERS-A COPY of Ronson in design and mechanism. 11 styles and patterns. The perfect gift, pre-mium or give-away. \$7.20 to \$19 per dozen. Write for special price list in larger quanti-ties, Allan Distributors, 618 Roscoe, Chicago, Ill. Phone Lincoln 9-6896. ja28

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings.....\$2.00 dz. Charm & Link Bracelets, asst..... 2.50 dz. Lord's Prayer Necklace, boxed.... 3.00 dz. Cufflinks, carded..... 1.95 dz

SAMUEL SILVERMAN & CO.

1820 Westminster St. Providence, R. I.

FAMOUS CELLINI BANGLE BRACELETS-All colors, \$6 per gross plus postage, c.o.d. For adults and children. New England Jew-elry, Dept. B, 124 Empire St., Providence, Rhode Island.

JOKERS FUN SHOPS-FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. fe25

MONEY IN MINUTES!

MONEY IN MINUTES! Even beginners scoop up big earnings with Elmira—the greeting line so beautiful, it sells by itself! Friends, neighbors—even perfect strangers want to see and buy from Elmira's exciting array of all-occasion greet-ing cards, personalized stationery, napkins and gift wraps. Look no further—Elmira gives you everything to make your extra-money dream come true! Send today for free samples, catalog, assortments on apfree samples, catalog, assortments on ap-proval. Request Elmira's fund-rasing plan for churches and clubs! Elmira Greeting Card Co., Dept. 103, Elmira, N. Y.

NEW LOW PRICES. LIGHT REFLECTING signs, red hot and sensible, 7"x11", illus-trated color blended; 2,000 varieties, 10¢ for sample, Koehler, 335 Goetz, St. Louis 23, Missouri. ja28

OVERSTOCKED JEWELRY CLOSEOUTS, Earrings, Bracelets, Necklaces, Pins, Ropes: large variety, \$45 per gross, Send \$2.25 for special 3 dozen sample assortment, balance c.o.d.; all orders 20% deposit. Shubkin-Retchin, Inc., 225 West 4th St., Charlotte, N. C.

vitamins, flavors, spices, cosmetics, clean-ers. Ward-York Products, Dept. B-156, Madrid, Iowa. We'll Start You in Your Own

STAMPING BUSINESS

Big year round business; steady income; big profits stamping Social Security Plates. Start at home in spare time. Send 50¢ for sample plate with your own name and Social Security number. Catalog free. GENERAL PRODUCTS

188 State St., Dep. BB-11, Albany, N. Y. YOU CAN SELL A NEW NON POISONOUS roach destroyer, good profit, repeater. Goldwyn Smith Co., Box 11242, Tampa 10, Florida.

ANIMALS, BIRDS, PETS

AFRICAN LION CUBS, \$150 EACH: TAME Himalayan Bear, \$200: Squirrel Monkeys, \$15: Spider Monkeys, \$25. McClung Snake Farm, Laplace, La.

CALIFORNIA SEALS, SEA LIONS-WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

DOG, PONY, MONKEY ACT FOR SALE. twelve animals; also truck. Write Dan Moriarty, 1135 Commonwealth Ave., Boston 34, Mass.

SHOWMEN: ORDER \$25 DENS NOW FOR best selection; don't wait for March rush. Plenty of large Boas and Indigos on hand. Flenty of large Boas and Indigos on hand, 50% deposit required on all orders. Write for free photos of our mounted poisonous snakes, the crowd catchers that you have been looking for. Make extra money selling our dried rattlesnake head and tail sets or our dried half heads mounted on mahorany our dried half heads mounted on mahogany plaques. Wire Ross Allen's, Miami, Fla., or call Franklin 34806. Visit Ross Allen's Reptile Institute at Silver Springs, Fla.

YOU CAN FEED THEM: RACCOONS, RED Fox. Porcupines, Horned Owls, Red Tail Hawks, Opossums, \$5 each. Altenburg, Route 1, Escanaba, Mich.

YOUNG CHIMPANZEES, YOUNG CHIMPANZEES, ABSOLUTELY tame, males or females, \$700 each; size from 12 to 15 pounds up; now is the time to work younger animals into your act. Educated Chimps, Box 4883, Pensacola, Fla.

BUSINESS OPPORTUNITIES

AMAZING PROFITS RAISING JUMBO bull frogs, fish, crayfish; send 10¢ for information. Vol Brashears, Berryville, Ark.

CLOSE OUT: DOZEN 3 25 PLUSH: 160 20 in one beaters; dozen 22" cloth doll; 2 gross fish bowls; 9 3'x6' Japanese rugs. Make an offer. William Rodgers, East Orwell, O.

EXHIBITORS AND PROMOTERS, ATTENtion. Available for all exhibition purposes, fights, wrestling, social affairs, etc., 14,000 square feet, capacity about 2,000; centrally located in Suffolk Co., profit-sharing basis; no guarantee required; phone for details. IVanhoe 3-8988, or write Mr. Ritt, 51 South Franklin St., Hempstead, L. I.

LIST OF FOREIGN FIRMS SEEKING agents for their products, \$2. Max Saltz-man, Dept. Billboard, 7635 Hinds Ave., North Hollywood, Calif. mh3

USED MUTOSCOPE VOICE-O-GRAPH MAchines, in good condition, f.o.b., \$450 per. Francis G. Rodgers, 5 Washington Ave., Old Orchard, Me.

COSTUMES, UNIFORMS, WARDROBES

DERBIES, \$2; CLOWN BUNDLES, \$6; GIRL Show, Strip, Bally Costumes, white Or-chestra Coats, Tuxedos, Tails, Top Hats, Rhinestones, Plumes; free list. Leroy Car-penter, 4618 Park Ave., Weehawken, N. J. Phone UNion 3-9509.

FOR SALE

plete with steel posts and gates, six feet high with brackets for three barb wires, \$1 per ft., ready to load; 87 large Flood Lights with pyrex covered lense, Rouse-Hines make, cost over sevently five dollars, will sell for \$25 each. All kinds of conession equipment from race track; one Allis Chalmers Motor Patrol, \$500; one Sheep Foot Roller, \$200; 2 Hammond B 40 Speak-ers, \$200 each. Don McElhinney, Box 207, Marion, Iowa. Phone 3-5693.

FOR SALE-RIDES, ROLLO PLANE, \$3,500; Moon Rocket, \$4,000; Flying Scooter, \$4,000; Rocket Ships, \$3,500; Kiddle Merry-Go-Round, \$2,500; Century Flyer Train, engine and 4 coaches less track, \$2,500 J. E. Gooding, 19500 Puritas Ave., Cleve-land 11, Ohio. Clearwater 1-1909. fe4 FOR SALE-TEN SEAT KID MIX-UP RIDE. good anchor top, up and running, first \$200 gets it. Berry Lankston, Mathews, La.

G-12 MINIATURE TRAIN, EXCELLENT condition, complete, \$1,800 cash; Bulgy, new, fused three months), \$3,000 cash Happyland, 709 DeSoto Dr., Palo Alto, ia21

California. DA 2-0974. ja21 KIDDIE TROLLEY RIDE READY TO GO. trailer included, \$300. Fred Smith, 20 Savannah, Rochester, N. Y.

MANUFACTURER, REPAIR, TRADE ANY-thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. ja21

MINIATURE RAIL, 20 FT. LONG. 7 LBS per yd., 55 each. Rail Master, 136 North-ampton Street, Buffalo, N. Y. ja28 ja28

OTTOWAY STEAM TRAIN, 3 COACHES. rail complete or just engine. 14 Stanely, Burlingame, Calif.

RUSSIAN MOSKVITCH AUTOMOBILE from Russia; entirely different show for a showman; genuine late model car. 20'x30' tent. 3 8x10 banners, painted; amplifying system, extra equipment, complete show all set to go now, \$2,500. Joe Felak, 510 East 24 Street, Minneapolis, Minn.

SOFT ICE CREAM MACHINE IN TRAILER. complete: must be in good condition and stand inspection. Jim Murphy, 1850 E. Van Buren, Phoenix, Ariz.

SUPER ROLL O PLANE FOR SALE OR trade, perfect condition, \$2,900 cash with transportation; will take in trade Chair Swing with tower that jumps, Tub O Fun, Train or any major or kid rides mounted on trailer. Will be at Springfield, III., meet-ing. Jack Lindle, Beardstown, III. Phone 1090.

TENT, USED THREE MONTHS, PERFECT condition. size 22x50, with poles. Harry Norrison, Box 691, Butler, Pa.

TO MAKE ROOM FOR NEW EQUIPMENT, we have the on Scenery, Flat Scenery, Stage Lights and rubber Carnival Cable. Write Leslie Grove, Newark, Ohio. fe4 TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins, Photographs, details, \$1 bill (refundable). Miniature Trains, 33R Winthrop, Rehoboth, Mass. fe18

36 MACHINE ARCADE ON TANDEM wheel, factory trailer, electric brakes. One Electric waterless Boat Ride. Lee Borchert, 621 S. 8th Street, Petersburg, Ill.

INSTRUCTIONS BOOKS & CARTOONS

READ BRAD LEE'S PAMPHLET ON "COR-poration Sociology" and "Pluto's Ring." 25r at Dept. B, Box 8, Forest Hills 75, N. Y.

MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG-MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, O. ja21

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢ Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2.

BUY, SELL NEW, USED MAGIC TRICKS,

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THE SILVERLOID CO.

Dice and Dominoes

risloid plastics inc.

THE SILVERLOID CO.

A SUBSIDIARY









FROM K. C. WAREHOUSE No. 4613-27" Bear ... \$21.50 per dox. No. 4615-30" Bear ... 25.60 per doz. No. 4652-16" Sitting Poodle Dog with hat and chain 17.25 per dox. No. 4719-16" Dalmatian, same as 4652 17.25 per dox. FROM EASTERN WAREHOUSE

THE BILLBOARD

All and a second

SUB MINIATURE RADIOPHONE FOR MEN-talists. Easily concealed. Write for bro-chure, prices. Nelson Enterprises, 336 S. High St., Columbus, O. ja21 THAYER VANISHING DOVES WITH TAY-lor trunk, Thayer substitution trunk with heavy velour cabinet, nickel plated frame.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others; all popular miracle fabrics. Nylon, Dacron, Orlon; exclusive styles, top quality; big cash income now, real future, equipment free. Hoover, Dept. A-109, New York 11, N. Y. mh24-np

FLAVORS, COSMETICS, MEDICINES, VITamins and other household products. Famous for quality, lowest wholesale prices. Bleecker Company, Dept. B, Madrid, Iowa.

SALESMEN (\$20,000-\$35,000 CALIBER), TOP flight "one call closers." Experienced franchise selling of sparetime business to small investors. Three hot deals to choose from with tremendous earnings break-down. Must finance yourself for 10 days down. Must finance yourself for 10 days and be willing to do some traveling. U.S.A.-Canadian Industries Corp., 1170 Broadway, N. Y. C. Mu 6-0242.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif. fell

NEW TYPE TATTOOING MACHINES-Money making designs, outfits, colors, concentrated Pelican, #12 sharps. Write Milt Zeis, 728 Lesley, Rockford, Ill. fell

WANTED TO BUY

SONG SLIDES, 314X4 EARLY POP. COMIC, sentimental; advise titles, condition pic-tures, color, number slides each set. J. Ripley, 120 E. 2d, Topeka, Kan.

TRAINED ORGAN GRINDER MONKEY and organ, give full information about both, R. E. Swain, Box 532, Lubbock, Tex.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS ... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS ... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line-\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

GORGEOUS MODELS IN FASCINATING poses; 6 different girl model photos, \$1. D. Davis, 707 Bathurst St., Toronto, Canada. chandise in your spare time, car helpful, choose your own hours, Brooklyn Res. Phone IN 2-6946. ch WANTED TO BOOK FERRIS WHEEL AND Merry-Go-Round for stationary park, year around operation in Southern California;

lor trunk, Thayer substitution trunk with heavy velour cabinet, nickel plated frame. William Kopp, Hopkins, Minn.

MISCELLANEOUS

AUDITION RECORDS - HIGH FIDELITY discs cut from your tape recordings, from \$1.49; details free. Sound Service Engineer-ing, East Meadow, N. Y.

BANNERS, PENNANTS, STREAMERS; specify your wants; literature on request. M. R. Levy, 316 Melwood Ave., Pittsburgh,

BECOME A HYPNOTIST! JUST ABOUT

anyone can learn in a few days; earn big money; entertain, help doctors and dentists; a thousand uses. Mail \$2 for easy instruction booklet. Alberte, P. O. Box 668, South Miami 43, Fla. fe4

DREAMS-THE KEY TO YOUR LIFE. True interpretation is the answer. "The Psychic Mind" has made a study of dreams for many years, and will give true inter-

for many years, and whit give true inter-pretation to those puzzling, probing, re-occuring dreams. Explain your dream fully, and receive the answer promptly. All questions kept with strictest confidence. Send \$1, cash or M.O., with a self-addressed, stamped envelope, to "The Psychic Mind." Box 7826, Lakewood, Colo. ja21

FOR SALE- LEVITATION, THAYER SUB-stitution Trunk, Phantasmo Illusions; com-

plete file Annemans Jinx; large assortment magic and books; 16mm. road show feature movies. Theatrical baggage and wardrobe trunks; enclose six cents in stamps for large lists. Ed Myhre, Grand Meadow, Minn.

GENUINE DIAMOND CUT ZIRCONS, ONE carat, white or blue, \$5 value, special price \$2 each; money order or check; limit two. Field Bros., 6 East Monroe St., Chi-cago 3. ch-ja28

M. P. FILMS & ACCESSORIES

PANORAM FILMS FOR SALE. PIN-UPS &

Burlesque; treated for continuous pro-jection; silent or sound; send for complete list. Box C-346, c/o Billboard, Cincinnati 22, O. fell

16MM. 5,000 SOUND REELS, DIRT CHEAP.

PERSONAL

WHAT IS YOUR "I. Q.?" TAKE RELIABLE

intelligence test; approved, scientific, confidential report by mall, free informa-tion. University Test Bureau, Desk B-2, Box 401, Palo Alto, Calif. ch-ja21

PHOTO SUPPLIES

DEVELOPING-PRINTING

Pennsylvania.

AT ONCE—TRUMPET, TENOR DOUBLING Clary for commercial band; good salary, Southern territory; also need girl dancers, singers, for show. Contact Ray Bradshaw, 421 Fairfield, Lake Charles, La. 30,000 population, no competition. C. B. Harlin, 401 El Cerrito Rd., Corona, Calif. Phone 746-R.

COUNTRY-WESTERN DJ-MUSICIAN. PRESently employed announcer-DJ; sincere progressive radio, TV stations, agencles, write; top experienced man. Musician, 287 South Oakland, Sharon, Pa. ja21

DRUMMER, VOCALIST, SOLID BEAT, TWO or four commercial, jazz, dixie, or west-ern swing: 14 years' experience in dance field, 27 years old, no habits; prefer loca-tion, will travel if work is steady. Frank Bruno, Gen. Del., Ellinwood, Kan. Ph. 441R. New list Features, Westerns, Serials, War films. Sell, rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

MEDICINE SHOW OPENING GEORGIA early May, 20 to 25 week season; 2 and 4 week stands: salary guaranteed, wants versatile talented people in all lines. T. C. Jacobs, P. O. Box, 1366, Sarasota, Fla. fe4

MIDGETS, MALE, UNDER 40 YEARS, under 48 inches and under 65 pounds; able or willing to learn to ride Shetland type ponies as jockeys. Write Miniature Horse Racing Ass'n, 643 Exmoor Road, Keniiworth III. Kenilworth, Ill.

MUSICIANS FOR TRAVELING BANDS, combos, singles: state all, photos. Dave Brumitt Agency, Bona Allen Bldg., Atlanta, Georgia.

AMBITIOUS MEN (3), ADD TO YOUR MUSICIANS - EXPERIENCED. ALL present income; take orders, deliver mer- chairs, year-around guarantee, traveling chairs, year-around guarantee, traveling Midwest orchestra; one-nighters, sleeper bus, include telephone. Box 1460, Edgewater, Colorado.

> MUSICIANS EXPERIENCED ALL CHAIRS, guarantee salary, deluxe sleeper bus, cut or no notice. Dick Mango Orchestra, 1640 Clarkson, Fremoul, Neb. ja28

> PHONE SALESMEN—ATTRACTIVE PROP-osition, start work immediately. Box 64, Bluefield, W. Va. Ed Campbell & Doug Gooslin, contact me. ja28

TRUMPET AND DRUMMER THAT DOES vocal, reads and fakes: steady work: 6 days a week. off on Sunday; salary, union scale, Club Trianon, Owensboro, Ky. Ikey Small, mgr., address R. R. No. 4, Phone Mu 3-9233.

TWO BOYS WANTED-ROLLER SKATING instructor and skate boy: shoe skates furnished, good salary: also chance to travel with portable rink. Write full qual-ifications to Box C-360, c.o Billboard, Cin-cinnati 22, Ohio.

WANTED FOR LARGE OHIO CHAIN, ENtertainers, single act, girl pianist or vocal and risque; also single girl who can work with pianist. Guaranteed work all year round, other acts needed. duo or trio. Write, wire or phone Latin Lounge, Dayton, Ohio, 7418 ask for Ralph Taylor.

WANTED FOR THE '56 SEASON, TROUPE ave of Indians, state lowest salary, also want nta, good show painter. Al G. Kelly & Miller fe4 Bros.' Circus, Hugo, Okla. ja21



MERCHANDISE



This beautifully colored sample personalized door mat puts you in business. You send just \$1 for

postage and handling! Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names-any names up to 13 letters Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Redbook-over 115.000,000 readers every

RUBBER MATS

You pocket all the cash You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative-but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for weddings, birthdays, showers and parties. It increased my sales by 20%."

Coupon brings simple, clear instructions that show you how to get started right away-PLUS the actual fullsize sample.

MITCHELL RUBBER PRODUCTS, INC.

Att'n: Mr Raymond Mitchell 2120 San Fernando Rd., Dept. 39

Los Angeles 65. California

Please send me the money-making facts about your Rubber Mat exclusive territory offer

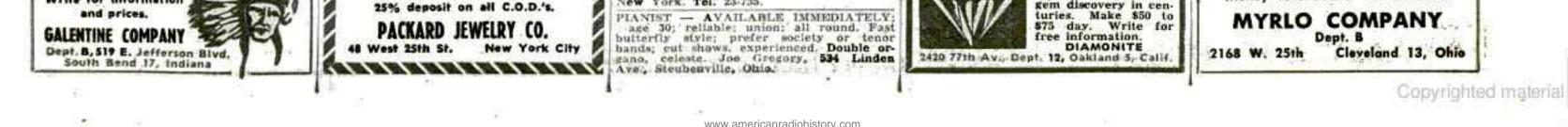
Also send me FREE SAMPLE fuil-size demonstrator, order book, and complete information. I am enclosing \$1 to cover postage and handling.

MONEY BACK CUARANTEE IF NOT COMPLETELY SATISFIED

Name

Address





THE BILLBOARD

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

MUSIC MACHINES

JANUARY 21, 1956

Wurlitzer Distribs Unveil Model 1900, Centennial Line

NORTH TONAWANDA, N. Y., | Days."

as the Centennial Model 1900, fea- designs. The number buttons, 1 to graph, playing 45 r.p.n. disks ex- tion is still made by pressing one clusively, and equipped with the number button and one letter but-Wurlitzer "Carousel" record mechanism.

New Cabinets

The cabinet design clearly distinguishes the 1900 from previous Wurlitzer models. The back of the cabinet has been curved forward near the top forming a semi-roof. A one-piece, wrap-around window extends from the roof down over the program panel to the selector buttons. The wrap-around window swings out and upward providing ample service accessibility to the record mechanism and the title strip panels.

Size of the new cabinet is 55% inches high, 33 11/16 inches wide and 27% inches deep. Net weight is 323 pounds.

Color Choice

turquoise. All color finishes are to discuss MOA's proposed entry way.

The front dress grille was also Centennial line. The model fea-Jan. 14.-Wurlitzer's 1956 phono- redesigned. The two glass pilasters tures three 12-inch bass speakers graph line goes on display in dis- were moved to the sides of the and two twin 4-inch treble speakers. tributor showrooms thruout the 48 front grille and a contoured stain-States, Canada and Mexico begin- less steel kickplate was added at ism, introduced two year, ago, has

The new phonograph, designated departs from previous Wurlitzer duction in the number of coils in tures an all new cabinet design, an 26, have been div.ded into two the number of solder points by 300; improved sound system, new color rows and stacked at the center of combinations, a revamped selector the panel. The letter buttons, A, button panel, and a long list of new B, C and D, have also been reloengineering developments. It is a cated, divided and placed on each lation on the rear of the selector 104-selection high-fidelity phono- side of the number buttons. Selecton.

Sound System

to improve the sound system of the

The "Carousel" record mechanning tomorrow (15), formally the base. The grille itself is made been retained. Improvements in launching "Wurlitzer Centennial of a rigidized metal mesh. the mechanism this year include The selector button panel also elimination of group relays, a rethe selector drum, thus reducing further simplication in the selector button switch assembly and an easily located service switch instaldrum.

Automatic Playmeter

The chassis shelf, made of "Masonite," is colored off-white and trimmed in gold. "Record Now A fifth speaker has been added Playing" indicators are located on (Continued on page 76)

MOA Advisory Meet Memphis Ops To Set 1956 Plans Copyright Legislation, New Disk Firm, **Op Convention Set to Dominate Confab**

OAKLAND, Calif., Jan. 14.-A right organization and record commeeting of the six-man executive pany into motion.

advisory board of Music Operators Gwirtz, who announced his tieof America has been called to pre- in with MOA last week, needs only pare MOA's course of action on the advisory board's nod of ap-The four colors available on the 1956 anti-juke box copyright legis- proval to get Paragon Records, the month extension on the newly douphonograph are deser haze, glacier lation, to outline plans for the as- tentative name for the operator bled State and county license taxes. white, Chinese black and Persian sociation's 1956 convention, and owned diskery, officially under

ANTI-TRUST QUIZ DRAGS ON IN JUKE INDUSTRY

CHICAGO, Jan. 14. - The 37-week-old anti-trust investigation into the automatic phonograph industry continued to grind away this week as representatives of their firms appeared before the Federal grand jury here Friday to testify. It marked the second week of hearings this month.

Earl Jinkinson, local antitrust division chief, said that hearings were also scheduled for next Friday (20).

The investigation is an outgrowth of charges of monopolistic practices, including restraint of trade and price fixing. To-date, representatives of juke box operating companies, phonograph manufacturers and distributors, unions, taverns and other establishments sporting a juke box have appeared before the grand



MEMPHIS, Jan. 14.-Juke box operators in Memphis and Shelby County have been granted a three-

License taxes on all phonograph equipment operating prior to Jan-

CLEAR VIEW **Plastic Cards** Help Op Pull **New Locations**

DETROIT, Jan. 14.-Edward A. Grodzicki, head of E & A Music Company, believes that a certain percentage of new locations will come to operators via recommendations from regular customers.

He also believes in making it as easy as possible for location owners and other customers to remember the operator's firm name.

Consequently, Grodzicki recently hit upon the idea of using a distinctive business calling card, and, as a result, started using a transparent plastic card.

Because the card is unusual location owners hang on to it rather than filing it with a couple hundred others in a hard-to-get-at drawer, Grodzicki said. The card is colored dark blue with silver lettering and is as transparent as celluloid.

Effectiveness of the card, Grodzicki said, is reflected in the large number of comments that are received when passing them out.

E & A Music operates thruout Detroit and Dearborn.



impregnated into the hardwood of into the record business. the cabinet sides.

'Memories' Is Still Tops on MOA Session

NEW YORK, Jan. 14. – Dean Martin's Capitol recording of "Memories Are Made of This" again was named the nation's most popular juke box disk tonight (14) on the ABC radio show, "National Juke Box." The show is prepared by the Music Operators of New York.

Regional favorites on the program were "Teen-Age Prayer," with Gale Storm on Dot; "Dungaree Doll," with Eddie Fisher on Victor, and "Lisbon Antigua," with Nelson Riddle on Capitol.

Selected as the most promising disks were "See You Later, Alligator," with Bill Haley and the Comets on Decca, and "A Good Brewer on Coral.

Appearing on the program were George A. Miller, MOA president, and Lewis Ptacek and John A. Wallace, both MOA directors.

Juke Box License Takes Dip in '55 **Nashville Reports**

NASHVILLE, Jan. 14.-Privilege licenses and fees for juke boxes declined sharply here last year. So did the fees for amusement machines and vending machines (see separate stories in their respective departments).

Twenty per cent fewer machines were licensed in 1955 than during the previous 12-month period," declared Tom Price, chief of operations, Davidson County Court Clerk's office, in speaking of coinoperated equipment generally.

County and State receipts showed a \$6,700 drop.

Night Spots

off," Price said. "Night clubs mainly are responsible.

Hotel in Chicago, February 5-6. by MOA. Sidney Levine, legal counsel of MOA and a member of the advi-

sory board, will lead the discussion on MOA's course of action regarding anti-juke box legislation. Main 1955 HIGHLIGHTS objective of the group: Set up a defense against all bills hoppered in Congress which are aimed at removing the juke box exemption from the 1909 Copyright Act.

In announcing the meeting, Miller stated that early action to remove the juke box exemption was expected on Capitol Hill.

The advisory group will also be concerned with the association's coming convention, May 6-8, and will probably set up committees to handle such details as hotel reservations, exhibit space reservations, entertainment, programs, the annual banquet and panel discussions during operator meetings.

Barney Young, head of National Man Is Hard to Find," with Teresa Juke Box Music, a publishing and third performance rights society versation among operators at the sponsored by MOA, and Irving beginning of 1955, probably scored Gwritz, who is expected to head as much or more headway during a new diskery to be owned and the past 12 months than in all operated by the nation's music operators, will attend portions of the Chicago confab.

> Both Young and Gwirtz are expected to be instrumental in getting MOA's proposed third copy-

Minthorne Stages **Op Service School**, **4 More Scheduled**

LOS ANGELES, Jan. 14.-The first in a series of five operator service schools on the new Seeburg phonograph line was held by Minthorne Music Company here Wednesday evening.

four sessions is as follows: Long forts pulled considerable civic were mailed to every operator in Dimes Campaign. Beach, January 17; San Diego, Jan- praise thruout the country. uary 19; San Bernardino, January 24, and Bakersfield, February 16. forged ahead, background music tors back the campaign by placing West Coast were already backing

The meeting was called by operators with a hedge in the event county, in addition to the \$10 fed-George A. Miller, MOA president the juke box exemption is ever re- eral and \$10 city tax on each maand general manager. It is sched- moved from the 1909 Copyright chine per year. Operators outside uled to be held at the Morrison Act, has already been sanctioned the Memphis city limits are not re-

> Other members of the advisory (Continued on page 92)

An Impressive Yr. For Juke Industry

automatic phonograph business looks brighter on all three juke box levels-operator, distributor and manufacturer-than it has for years, but it's really going to have to fire up to top the accomplishments made in 1955.

Dime play, chief topic of conprevious years put together.

Cities like New York, Boston, Hartford, Detroit, Memphis, Omaha, Providence, Philadelphia and Cleveland were added to the dimeplay move, as were entire territories such as Northeastern Ohio, State of West Virginia, counties in Iowa and much of the entire Eastern Seaboard.

Public Relations

Operators also chalked up impressive gains in juke box public this week. relations. Thru local associations and Music Operators of America, radio and television tie-ins were accomplished, press releases on op-

Diversification by operators

NJBM, formed to provide music uary 1 was \$5 each for State and quired to pay city taxes.

The last Legislature doubled the (Continued on page 76)

CHICAGO, Jan. 14 .- The out- a national health insurance plan look for the next 12 months in the for their employees, and prepared to launch their own record com-

Distributors also chalked up an operator buying transactions. excellent year, increased sales from 10 to 25 per cent compared with title strips on all record purchases 1954.

The reactivation of the National the Shaffer Music Company build-Coin Machine Distributors' Asso- ing, but is owned and operated (Continued on page 81) separately.

of the United Music Operators of Michigan re-elected Roy Small conciliator Monday (9) at a meeting in the Fort Shelby Hotel.

Following the election, operators cited Small for his successful achievements in promoting local juke box public relations, particularly in regard to youth entertainment programs.

Small has served as conciliator since UMO was reactivated a year and a half ago and held a similar post in the original UMO in the early '40's.

Remodel Quarters At Elite One-Stop

COLUMBUS, O., Jan. 14 .- The Elite One-Stop Record Shop, headed by Paul Lang, is undergoing extensive remodeling here to gain needed space and speed up

Elite furnishes operators with and offers same - day shipping Another distributor achievement: service. Its offices are located in

W. Va. Ops, Chi Assn., **MOA Push Polio Drive**

music operator associations-The placed on juke boxes were pre-Central and Western Illinois, the West Virginia Music Operators' pared. At a meeting later this Association, Chicago's Recorded month, the decals will be distrib-Music Service Association and uted to all association members. Music Operators of America- As in West Virginia, Chicago assoadded their full support to the ciation members will back the 1956 March of Dimes campaign campaign via both suggested

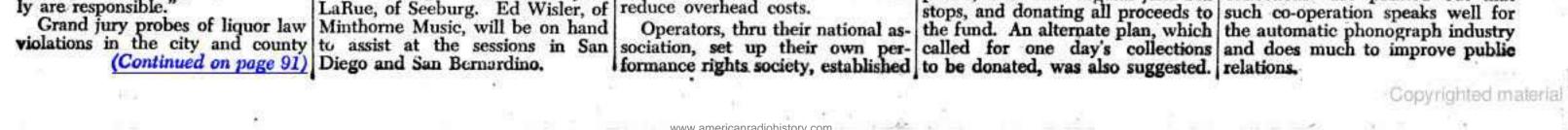
In West Virginia, officers and directors of the State association MOA, this week mailed a letter to agreed to give the polio campaign all members and to all associations their fullest support. Letters from erator activities began finding their the association secretary, Dana M. banks, theater lobbies, hotel lobway to newspaper editors and disk Hicks, and from the West Virginia bies and other public places, with The schedule for the remaining jockey-music operator teen-age ef- March of Dimes headquarters, the State.

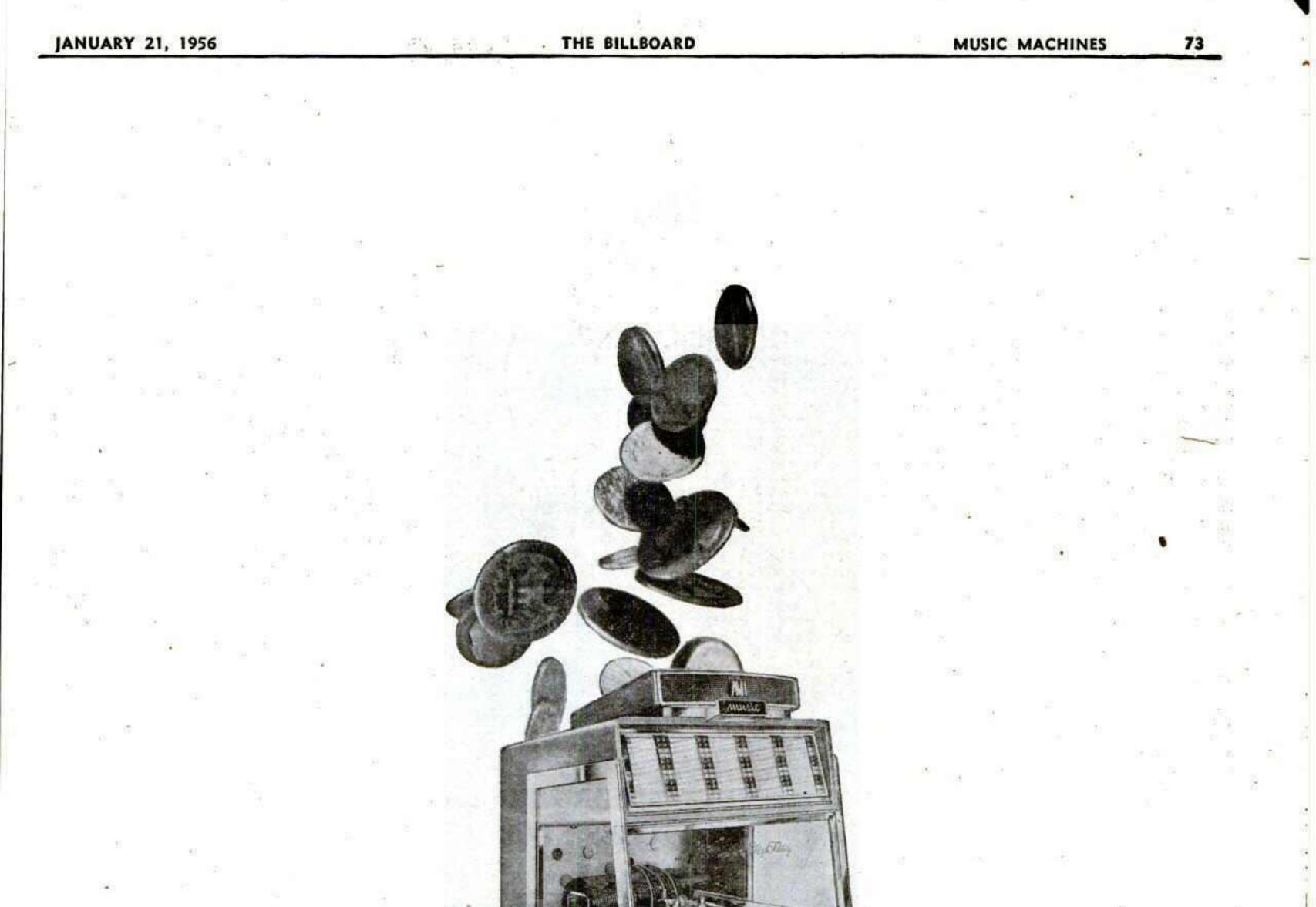
"Inspectors tell us business is All classes are held from 7:30 to 10. and vending machine installations juke boxes in public meeting the drive by donating one day's Conducting the classes are Jack aided many operators check and places, other than regular juke box collections. He pointed out that

CHICAGO, Jan. 14. - Three | In Chicago, special decals to be methods.

> George A. Miller, president of urging juke boxes be placed in all proceeds going to the March of

The MOA president reported The letters suggested that opera- that several associations on the







This is a COIN-CATCHER...not a dust-catcher

No dust-catching, space-wasting ornamentation here! Just clean-lined simplicity of style and superior, high-fidelity tonal reproduction to catch the eyes and ears of people who put coins in your cashbox.

There's a reason why AMI "G" keeps that new look in spite of all the rush from customers...It's Rel-Var color guard—a clear, tough protective film over the extra-durable finish of the AMI "G"...protects your coin-catcher against the hazards of lighted cigarettes carelessly placed, spilled beverages, coin-scratching. Now's the time to let AMI "G" start catching more coins in your cashbox...for you!



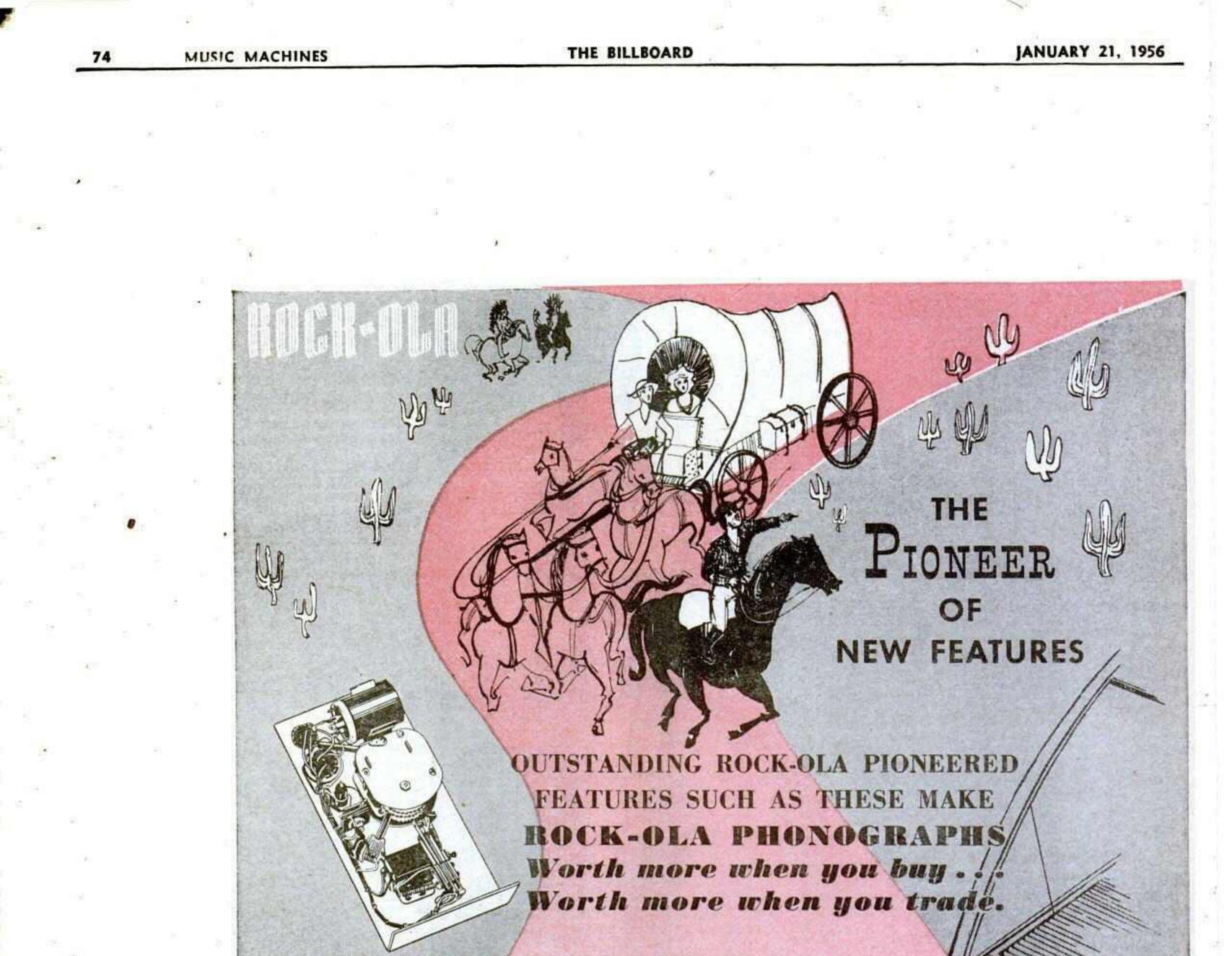
Incorporated

General Offices and Factory; 1500 Union Avenue, S.E., Grand Rapids 2, Michigan

(originator of the automatic selective juke box in 1927) Model "G"-120, 80, 40 selections for more plays in less time.

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



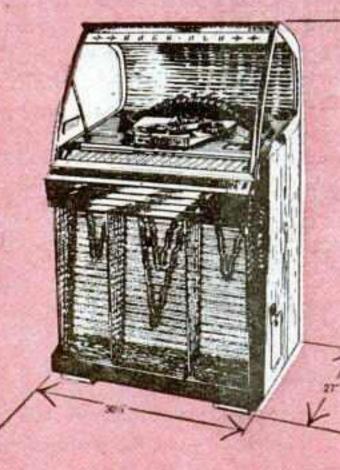


The ROCK-OLA PLAY-PROVEN Accumulator

Can Be Set To Your Own Requirements—for any combination such as 10¢, 4 for a quarter, 10¢, 3 for a quarter, etc. Permits players to deposit as many coins as they wish up to 24 credits with complete assurance that all selections will be played.

The ORIGINAL REVOLVING SELECTION PANELfor Multi-Play Phonographs-The ROCK-OLA HI-SPEED SELECTOR

... displays 40 selections on standard, easy-to-read title strips on a single row. No Blurring, a light touch of the glowing red program



selection button and "PRESTO"-40 new titles appear to choose from. NO LOST TIME, to play, simply push button directly under the song title selected.

A CONTRACTOR

ROCK-OLA... the smallest, most compact of all Coin-operated Phonographs

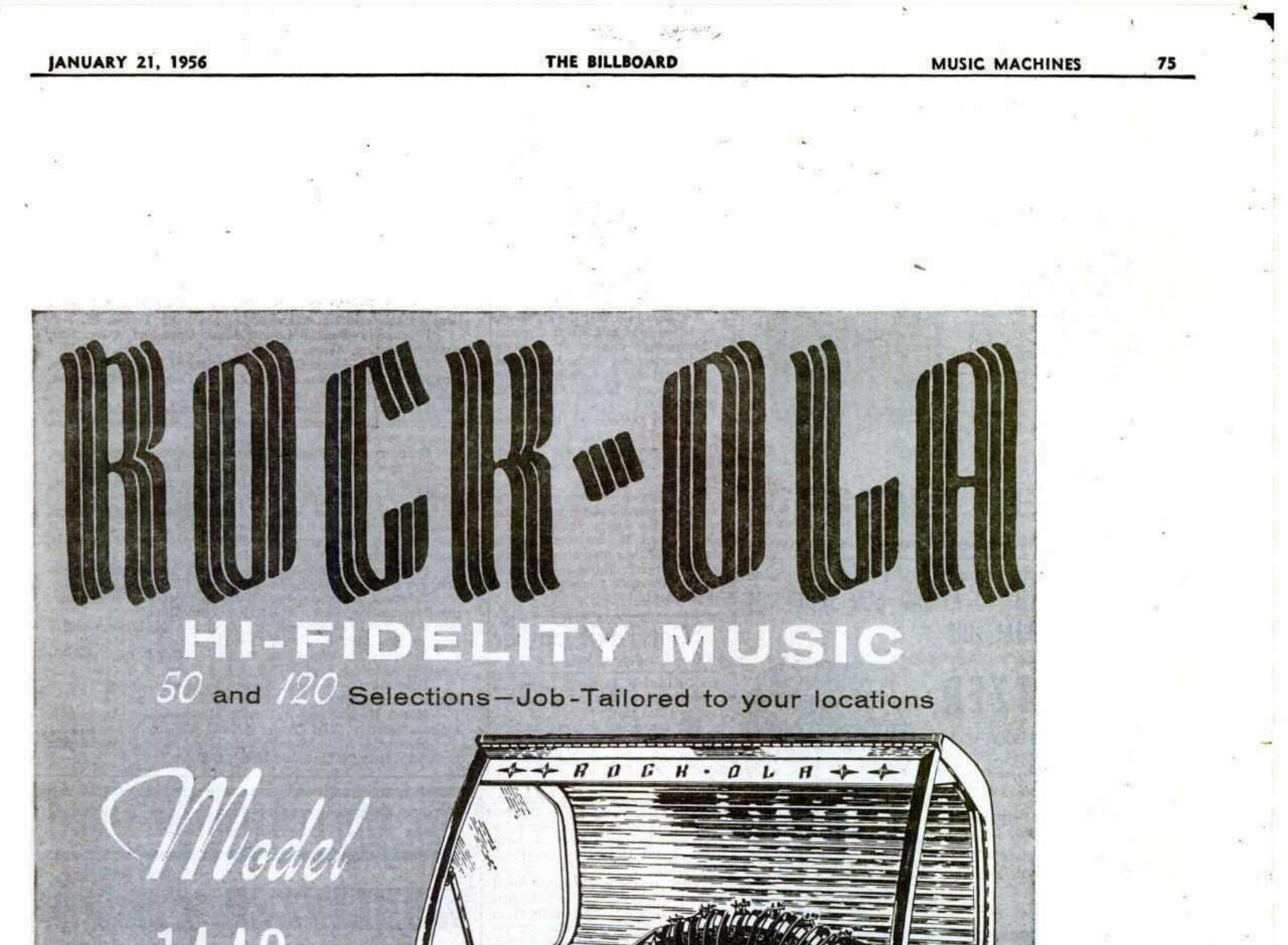
Eliminates problems with: Modern Interiors Narrow Doorways Limited Wall Space

ROCK-OLA Phonographs are designed to fit almost everywhere.

ROCK-OLA Manufacturing Confr. 800 N. KEDZIE AVE., CHICAGO, ILL.







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MELDICE DILLENELDILLENELDINE



EXCELLING IN ENGINEERING DESIGN STYLING

Send for our fur illustrated brochure



ROCK-OLA Manufacturing Confr. 800 N. KEDZIE AVE., CHICAGO, ILL.

THE BILLBOARD

difference and the time to

tanta de l'estado A **JANUARY 21, 1956**

UNITED, INC.

Reality and the

MUSIC MACHINES

IS PROUD TO PRESENT The Centennial Line WURLITZER

MODEL 1900

104-Selection

100

76

High Fidelity Phonograph.

Be sure to drop in and see it.

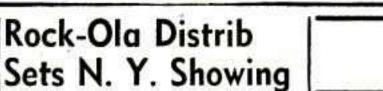
UNITED, INC. 4227 W. Vliet St Milwaukee 8, Wisc. Phone: WEst 3-3224

................

YOU ARE INVITED TO ATTEND OUR SHOWINGS OF THE CENTENNIAL LINE



At our Showrooms **Fairmount Hotel** Fairmount, W. Va., Jan. 22 McClure Hotel Wheeling, W. Va., Jan. 29



CHICAGO, Jan. 14.-Herman Distributing Company, newly appointed Rock-Ola distributor in New York (The Billboard, January 14), will hold informal trade showings of the entire Rock-Ola line during the remainder of this month and thruout February, Wayne Bradfield, advertising and sales promotion manager, announced this v. eek.

Bradfield said that the showings would be held at both of Herman Distributing's offices: At its main headquarters on 10th Avenue at 42d Street and its branch office at 1505 Coney Island Avenue in Brooklyn.

Herman Distributing, headed by Arthur and Albert Herman, was the H. C. Evans outlet in this territory until the Evans firm dissolved early last year.

The firm features a complete service department, which can be used by all operator-customers who do not have the necessary service facilities at their own headquarters; cabinet refinishing department, showrooms and a complete parts department.

Get Tax Breather

- Continued from page 72
- tax, effective January 1, on all phonograph equipment set to operate on dime play.
- The tax extension was brought about thru the efforts of Allen
- Dixon, co-owner of the S & M Amusement Company and presi-
- dent of the Memphis Restaurant
- - tion officials.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

January 17-Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

January 17-New York music operators, distributors, dime play discussion, Henry Hudson Hotel, New York.

January 28-29-Kansas Music Association, monthly meeting, Salina, Kan.

January 30-Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

February 1-Summit County Music Operators' Association, monthly meeting, Akron.

February 1-Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.

February 2-California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

February 7-Automatic. Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

February 7-Washington Music Merchants' Association, monthly meeting, Seattle.

February 7-West Virginia Music Operators' Association, monthly meeting, place to be announced.

February 7-Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

February 10-Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

February 10-Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline. February 13–United Music Operators of Michigan, monthly

meeting, Fort Wayne Hotel, Detroit.

February 20-Worchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

February 25-National Automatic Merchandising Association, regional meeting (IV), Biltmore Hotel, Atlanta.

March 10-National Automatic Merchandising Association, regional meeting (VI), Congress Hotel, Chicago.

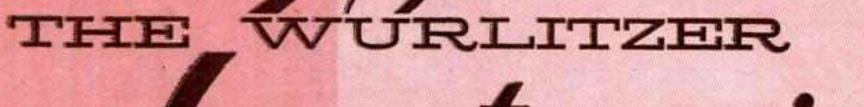
March 24-National Automatic Merchandising Association, regional meeting (IX), Baker Hotel, Dallas.



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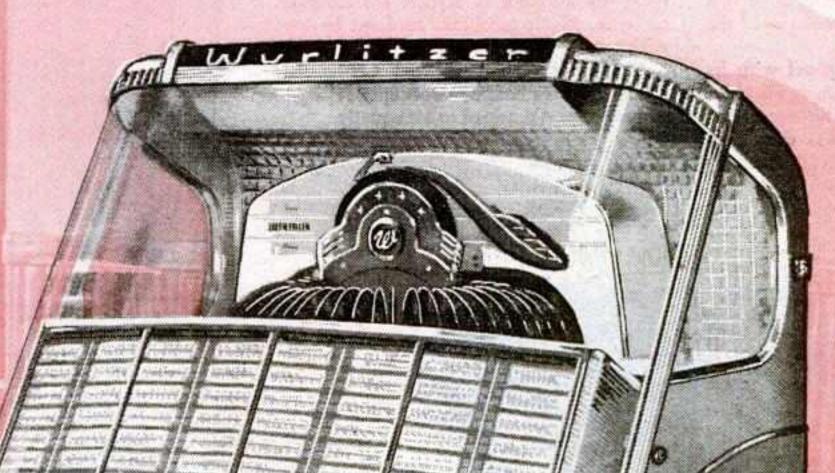
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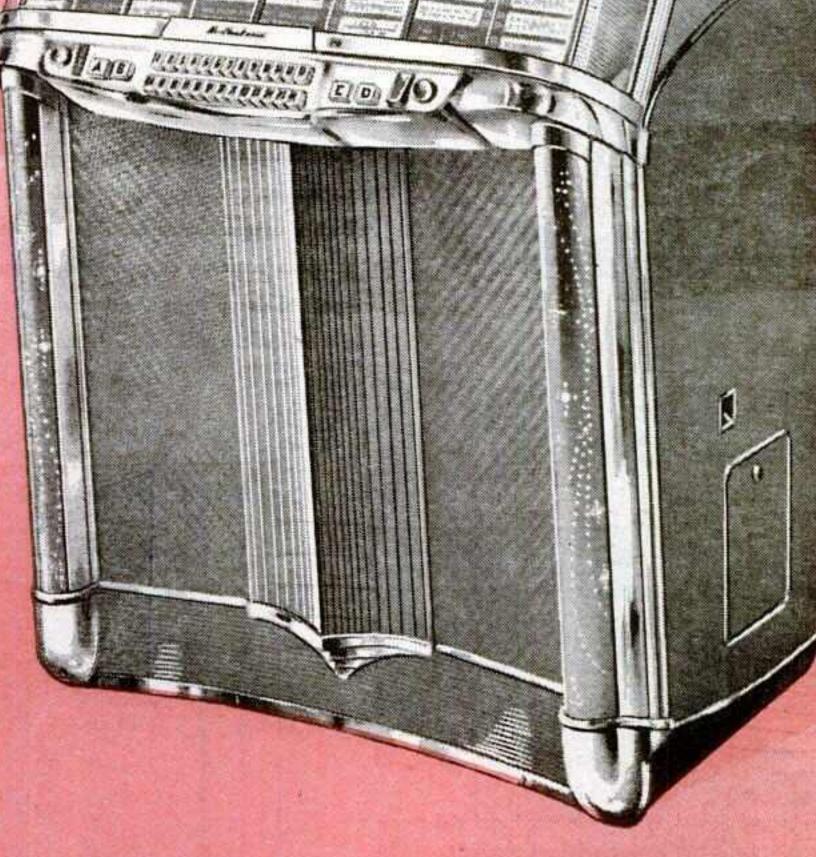




MODEL 1900



HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT





hounom

WUBLITZER

entennia MODEL 1900

In celebration of a century of musical leadership, Wurlitzer introduces the breathtaking new Wurlitzer Centennial Model 1900. Alive with engineering innovoations, the Centennial takes a long, style-wise step into the future. The daringly designed, chrome-trimmed dome houses the most dramatically fashioned, exquisitely colored record changer compartment ever introduced . . . puts it on view through a spectacular one-piece panoramic Super-Vu window that extends clear down over the program holder.

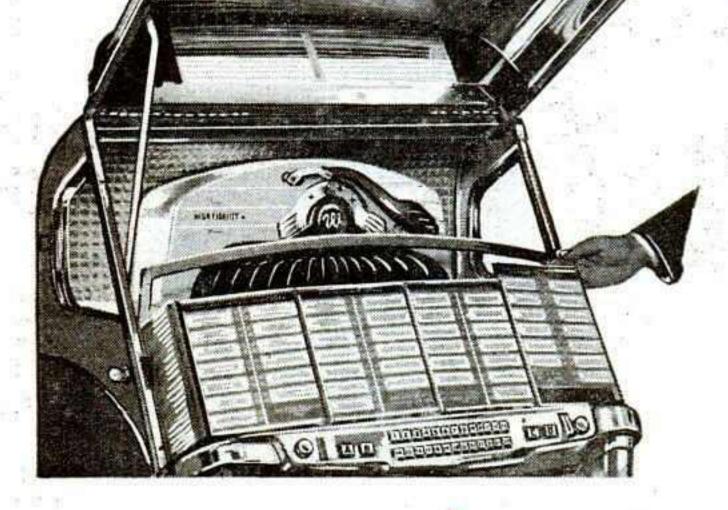
The all-chromed selector panel with its glowing Lucite-capped buttons is a masterpiece of superb styling. The same fine functional designing marks the rich, rigidized metal grille. It is flanked by

double strength glass pilasters of Swedish Modern design that cast a colorful pink and blue pastel glow over the gleaming metal. A gracefully contoured stainless steel kickplate completes the Centennial's stunningly distinctive new front styling.

Side cabinetry offers another Wurlitzer exclusive. A luxurious combination of finest American hardwoods and embossed metalized DuPont Mylar. Highly favored today by automotive stylists for interior car trim, Mylar combines brilliant beauty with amazing wear.

Altogether, the Wurlitzer Centennial Model 1900 is a bold new concept of eye and ear appeal destined to hit equally new highs in location preference.

1856-1956



Program changing is easier than ever on the Centennial. Lift the Super-Vu window to position on its solidly fastened fall support. Flip up the chromed-trim lock rail. Each program holder slides up and out with ease. Moulded transparent backing prevents jamming or crumpling of strips. Another innovation is the distinctive louvered dome light. An integral part of the Super-Vu window, it beautifully illuminates the entire record changer compartment.

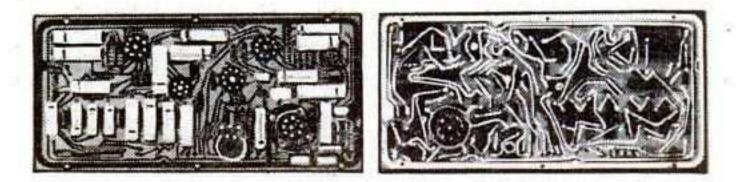
Wurlitzer

Oleo minima oo lo

From its inception, Wurlitzer's Dynatone Sound System has produced the truest high fidelity ever achieved on any automatic phonograph. The Centennial Model introduces tonal advancements far beyond the triumphs of the past. Three 12-inch bass woofers and twin 4-inch treble tweeters not only offer more speaker cone area than any other juke box, but the purposely varied resonances of the five speakers produce startling new tonal clarity.

The powerful new Wurlitzer Dynatone Amplifier is the first amplifier in coin-operated phonograph history to incorporate printed wiring circuits. Assures uniformity of vital wiring connections and eliminates over 200 hand soldering operations. Pre-amp tubes are shock mounted for longer tube life. All of which means cost-clipping reductions in sound system maintenance. Built-in volume level control insures pleasant listening to every record.

Again - and to a greater degree than ever before - the Wurlitzer Centennial takes the mask off the music to produce tone so lifelike that you could close your



Copyrighted material

eyes and believe that the living artists were performing in the room!

AL 18335

The state of the

The Carousel Record Changer is a proven triumph of highspeed, trouble-free operation. Plays vertically, both sides of fifty-two 45 RPM records without grabbing or turning them over.

Record-Now-Playing Indicators pop up, stay up until tune is played. One at each base of the Carousel arch indicating which side of record is playing. New, beautifully restyled Carousel arch adds greatly to the eye-appealing elegance of the richly colored record changer compartment.

True

HIGH FIDELITY

Music

New, contoured, single low inertia tone arm with Zenith Cobra Stylus glamorously graceful in appearance with all adjustment mechanism out of sight.

> Single direction turntable is flywheel-balanced to assure accurate record speed. Selfcentering chuck gently holds the record in playing position.

New Cancellation Lever automatically clears all playmeter readings to zero after they have been checked for play popularity.

The time-proven record changer / mechanism, located directly below the record carrier consists of a single cam and two New chassis shelf of warpproof masonite has stainresistant surface in off-white with gold trim and features the Wurlitzer Centennial Medallion signifying 100 years of musical achievement.

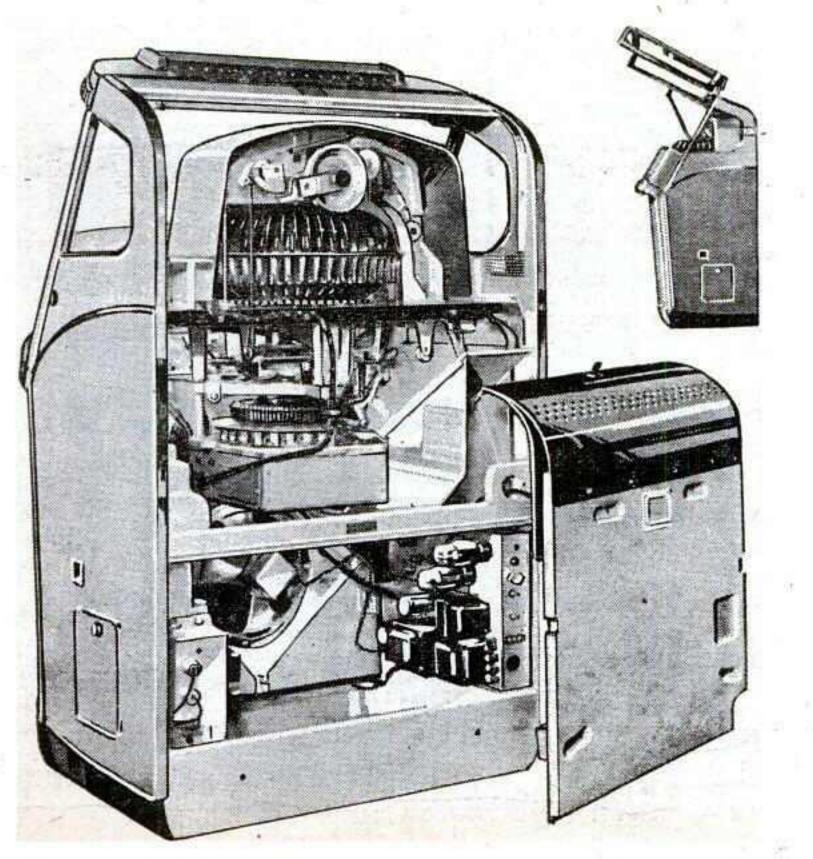
clutches which operate the record lift arms.

New, simplified selector mechanism has no group relays and only 26 coils. Over 300 soldered connections are thereby eliminated. Faster, surer, more positive than ever before.



automannan and a star

Easily reached Service Switch located on rear of selector drum enables mechanism to be stopped at any point in the cycle of operation.



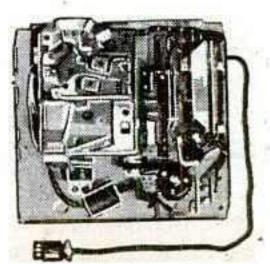
Wide open, fast action operator service accessibility is another important feature of the Wurlitzer Centennial Model. The one-piece Super-Vu dome simplifies record and title strip changing. Four deep, ample hand holes, easy rolling casters and low weight combine to give the Centennial marvelous mobility.

Two removable rear doors give complete access to the cabinet interior, permitting easy service of all components. Top section is tamper-proof and double walled for ventilation. Remove four screws, loosen two cables and the entire top casting lifts out. Remove four more and out comes the junction box and selector drum. Remove one "C" washer and the record carrier lifts out.

Coin mechanism combines slug rejector with coin register.

Entire mechanism may be removed from cabinet, inserted into depression in divider bar on rear of phonograph and any necessary adjustments made while still energized.

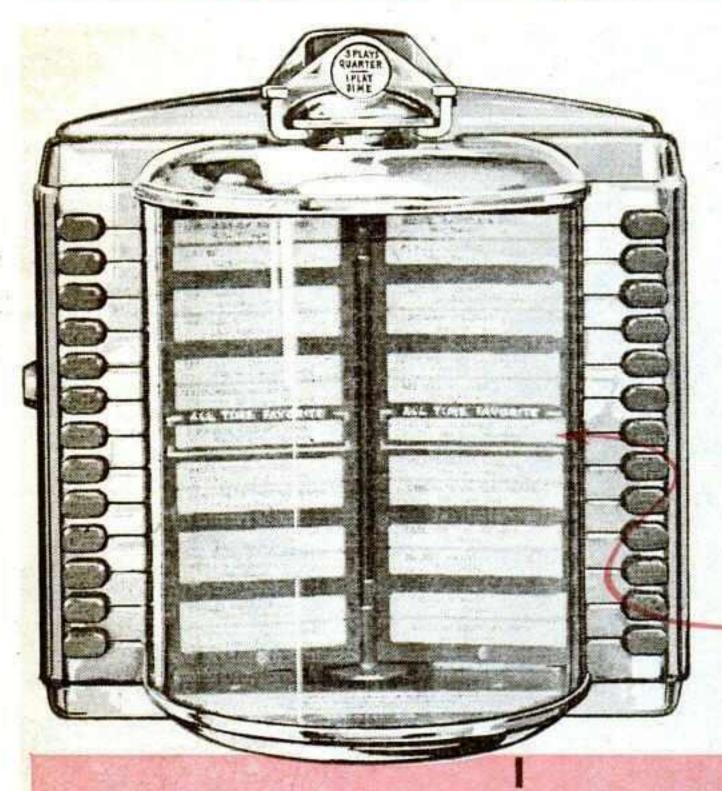
Cash box door has separate lock, opens into metal lined casing holding fabric bag which cannot be reached from inside phonograph. Sturdy metal trim-guard discourages tampering.





80

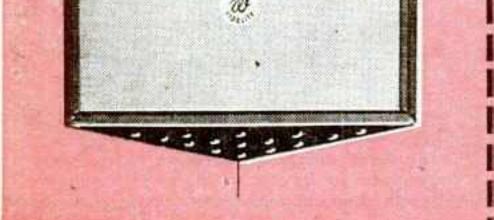
WURLITZER REMOTE CONTROL EQUIPMENT



MODEL 5207 WALL BOX 3-WIRE, 104-SELECTION

Highly chromed die-cast case of single piece construction is easily removed. Features glass window, red selector buttons and panels. Make Selection Light at top indicates coins inserted but selections not made. Single 5-10-25c coin entry has magnetic slug rejector. Four rotating panels, each featuring 12 double title strips and one single hit tune strip. Program holders easily removed for service. Single lock on side. Size — $12\frac{12}{2}$ " high, $11\frac{3}{4}$ " wide, $7\frac{3}{8}$ " deep.

Center title strip gives added emphasis to mostplayed tunes. ALL TIME PAVORITE -INDIAN SUMMER Ray Charles Singers







MODEL 5115 CORNER SPEAKER

Beautifully finished in neutral grey with harmonizing grille cloth and handsome Wurlitzer HiFidelity medallion. Four 5-inch speakers offer uniform frequency response from 55 to 11,000 cycles and high acoustical efficiency. May be used on ceiling or side wall. Includes heavy duty matching transformer and volume control switch. Size - 13" high, 19" wide, 10" deep.

MODEL 5116 CORNER SPEAKER

Handsomely finished in soft grey with Sand Gold grille cloth and Wurlitzer HiFidelity medallion. Contains 8-inch coaxial speaker. Assures uniform frequency response from 50 to 13,000 cycles and high acoustical efficiency. Mounts on ceiling or side wall. Features heavy duty matching transformer and volume control switch. Size — 21¾" high, 16" wide, depth at top, 135%" depth at bottom, 10½".

MODEL 5117 WALL SPEAKER

Strikingly designed in attractive grey with Sand Gold grille cloth and Wurlitzer HiFidelity medallion. Has 12-inch coaxial speaker with high capacity, high fidelity range. Gives uniform frequency response from 45 to 13,000 cycles. Has heavy duty matching transformer and volume control switch. Size — 18" high, 24¼" wide, depth at top, 14" — depth at bottom, 8¾".

WURLITZER MODEL 1900 SPECIFICATIONS

DIMENSIONS:

Height — 55 % " Width — 33-11/16" Depth — 27 % " Weight — 323 lbs. Packed for shipment — 393 lbs. approx.

COIN EQUIPMENT:

Single coin entry 5-10-25c. Three-in-one magnetic slug rejector. New simplified coin register mechanism. On-off automatic coin return.

RECORD CHANGER:

Provides 104 selections from 52 seveninch 45 RPM records. Playmeter included.

SOUND SYSTEM:

includes pre-amp automatic level control, and volume, dual tone and fader controls.

TONE ARM:

Single, low pressure tone arm with Zenith Cobra Cartridge. Plays both record sides.

WATTAGE:

Complete phonograph, 300. Standby, 135 watts.

LIGHTING:

Four 20-watt fluorescents.

NUMBER OF SELECTIONS: 104

TYPE OF RECORD PLAYED: Seven-inch 45 RPM.

CABINET FINISH:

Persion Turquoise Glacier White

Chinese Black Desert Hoze

REMOTE:

104-selection wall box, Model 5207, available. Any Wurlitzer 3- or 4-wire or 48-selection wall box is usable with adapter.

AUXILIARY SPEAKERS: Will use ony present Wurlitzer Speaker.

TUBE COMPLEMENT:

1 type 5U4GA (or 5U4GB) 1 type 12AU7A 2 type 12AX7 1 type 6AU6 1 type 6AN8 2 type 6L6GB

THE RUDOLPH WURLITZER COMPANY - NORTH TONAWANDA, NEW YORK

Established 1856



THE BILLBOARD

Juke Highlights of 1955

Continued from page 72

ciation. Its purpose: To co-ordinate | Juke box manufacturers agree to the thinking of the manufacturers, exhibit at MOA convention for first distributors and operators.

New distributor locations, thus new operator service facilities, were set up thruout the year.

production totals by 2,000, produced 63,000 phonographs during operators schedule giant youth the year.

Giant strides in equipment improvements also pushed the juke box industry up for one of its best years. Leading equipment inno-vations included new styling, improved sound systems, a 200-selection phonograph and dual pricing, two-tone color combinations on cabinets and more trouble-free parts.

All in all, 1955 was one of the phonograph industry's best years. Following are the news highlights as they developed:

JANUARY

Music operators thruout the country predict juke gains in 1955 thru better programming, more dime play, background music and improved operating procedures and phonograph equipment. . . . Bob Dietmeier named coin machine editor of The Billboard. . . . First price increase in 78 r.p.m. disksup to 98 cents-announced by RCA planning for convention. . . . New record prices favor 45's. . . . Hart- juke box industry on upswing. ford ops look to dime play wrapup in three months, . . . Des Moines ops begin rapid dime play converand Miami bowling leagues in full via top talent and name labels. .

time. . . . Juke box copyright legislation hoppered in both the House of Representatives and in the Senate. . . . Sentinel Radio introduces Manufacturers topped 1954's its combination juke box cabinet and television set. . . . Michigan rally.

FEBRUARY

measure. . . . Juke box manufac- completed for MOA convention. Bill. . . . Merchants' Acceptance to build play appeal, Star Titles Company expands its service to include coin machine financing. . . . Urge EP's for 10-cent play on Wur- turers ready low-priced EP packlitzer phonographs. . . . Operators ages. . . . Bay State operators convert to dime play in Richmond, launch drive to aid Cerebral Palsy Va. . . . MOA optimistic that name fund, set goal of \$15,000. . . . MOA artists may appear on NJB label. adopts new constitution and by-

Dime play interest picks up in Bos- operators crowd biggest conventon. . . . Senate Judiciary Subcom- tion in MOA's history. . . . Rockmittee on Copyrights, Patents and Ola Manufacturing Company intro-Trade-Marks to probe need of Kil- duces its 1955 line, Model 1448. gore Bill hearings. . . . Juke box . . . AMI appoints C. R. Burgess operators eye vending operations. vice-president in charge of market-. . . Distributors meet with New ing. . . . Hilmer Stark, general Jersey operators on ethics code, manager of The Billboard, talks ... Juke box output at H. C. Evans at MOA convention, presents The & Company discontinued. . . . New Billboard's stand in proposing fact-York quietly shifts to dime play on finding. . . . Four speakers air block-by-block basis. . . . MOA- copyright problem at MOA conven-Victor. . . . MOA executives begin RCA set up rules for first "Miss tion. Juke Box" contest. . . . England's

MARCH

H. C. Evans & Company shuts sions. . . . Bow new Wurlitzer line, down. . . . Chances better for hear-Model 1800. . . . Detroit gears for ings on copyright revision bills. dime play. . . . Philadelphia skeds . . . MOA prepares for changes in dime play "dry run." . . . Chicago NJBM; major diskeries hold key swing. . . . U. S. Department of London Amusements Trades Exhi-Commerce announces 1954 phono- bition marks big gains for England's graph exports over \$10 million.... juke box industry. . . . Eastern

ers may 1955 UJA drive. . . . NYU professor suggests fact-finding organization like anti-trust committee. . . . Sen. William Langer hoppers a bill identical to Rep. Frank J. Thompson's. . . . Business agent post in Cincinnati union considered Young Distributing Corporation, a hot seat. . . . Operator survey local Wurlitzer outlet, will open (series of three articles) discuss dime play across the nation, point (21) at 240 East Merrick Road, out that the question is not how it can be done but when. . . . Boston ops sked dime push May 1. . Senator Langer suspends fact-find-Slow action seen on Kilgore ing bill. . . . Last-minute details turers, operators oppose Kilgore . . . Title strips and artists pictures Strip Company shows new strips at convention. . . . Record manufac-. . . MOA blasts Kilgore Bill. . . . laws. . . . Three thousand music

APRIL

H. C. Evans & Company sold to Jose Tabachnik and Abraham Grinberg, of Mexico, for \$200,000. . AMI and Wurlitzer move to all-dime play production. . . . National operator insurance plan, sponsored by MOA, mulled by operators. . . . Rodney Pantages presents advertising program. . . . New England operators report EP's a strong weapon in going dime play. . . . Rock-Ola distributors unveil 1448 line thruout the coun-

Massachusetts operators consider N. Y. Wurlitzer Distrib To Open L. I. Branch

NEW YORK, Jan. 14. - The have that firm act as New Jersey its second branch office Saturday Freeport, L. I.

In charge of the Long Island branch will be Hank Walton, who had been with Atlantic-New York, Seeburg distributor for eight years and head of Brookhaven Amusements, Long Island game and music operating firm.

The outlet will be known as the metropolitan area will be invited Young Distributing Long Island to attend an open house at Free-Corporation. Last month, Young port Saturday (21), at which time completed arrangements with Joe the Wurlitzer Centennial model Fishman, who had recently bought will be shown in Long Island for the R & Y Novelties, Newark, to the first time.

sales agent for the Wurlitzer outlet in New York. Like Walton, Fishman was a veteran with Atlantic-New York.

1.1

81

Walton will be assisted in the Freeport office by Nathan Monath, who will sell to Nassau and Suffolk County operators. Monath was formerly associated with Sandy Moore's Suffolk-Nassau Amusement Corporation, largest music operator on Long Island.

Operators from the New York



549 Pine Street

911 Gervais Street

MUSIC MACHINES

MUSIC AS WRITTEN

Continued from page 24

dence LP album, "Jazz at the Grandview Inn," which hit the music racks January 4. Erwin cut the album on a month-long stay at Grandview Inn some months back. Bob Thomas, deejay on WBNS-TV, Columbus, became interested in the Dixieland waxing and sold Bleyer in releasing it under his Cadence label.

New York

Miriam Abramson, vice-president o' Atlantic Records, returned last week from a three-week business trip to Europe. Her stops included London, Paris and Milan. . . . The Rover Boys, who record for ABC-Paramount, open January 23 at the El Morocco, Montreal. Booking is for two weeks. . . . On Thursday (19), Eartha Kitt begins a two-week stanza at the Nacionale Hotel, Havana, Cuba.

Joni James plays the Rustic Cabin, Englewood, N. J., February More than 1,000 names from the 10, 11 and 12. . . . Johnny Oliver music business, motion pictures is visiting New England jockeys, and allied entertainment fields atplugging his new M-G-M disk. . . Sil Siegel, Seeco Records prexy, takes off Friday (20) on a business trip to Latin America. His stops include Buenos Aires, Rio de Janeiro; Lima, Peru, and Sanitago, Chile. . . . Betty Madigan opens a stint at Hotel Seville, Miami Beach, January 24. . . . Art Mooney plays the Municipal Auditorium, Norfolk, February 8.

Decca Records and Paramount Pictures are doing a joint promotion on the film "The Court Jester," starring Decca artist Danny Kaye. The LP album of songs from the film is being shipped to several hundred deejays. Two singles have already been shipped to 2,000 deejays, and kiddie sets from the film are also being made available. Three color window posters for dealers, albums for theater lobby display, film screenings for dealers, deejays, juke box operators, etc., are included in the promotion.

"Sweet Georgia Brown" and "One Too Many Loves." . . . Decca a.&r. chief Milt Gabler will go to the Coast for two weeks, and country a.&r. chief Paul Cohen is back from Florida where he cut sides with Lenny Dee.

Hollywood

Songwriter Phil Moody celebrates a milestone in his life when he becomes a citizen this week. . Yma Sumac in town to cut a new Capitol album, following which she heads for Las Vegas and a two-week date there. . . Lena Home bows at the Cocoanut Grove January 25. . . . Maurice Chevalier has set Earl Hagen and Herb Spencer to write arrangements of two songs penned for him by Sylvia Fine. French star will use the material in his April date at Ciro's. . . . Si Waronker, president of Liberty Records, is currently negotiating for the services of Gloria Wood, who recently secured her release from Coral. . . tended the fete for Dot Record President Randy Wood here last week. . . . Leonard Chess, Chess & Checker Records, in town for a series of recording sessions and huddles with distributors. . . Decca's Sonny Burke off on a quick three-day rest to Pebble Beach for the annual Bing Crosby golf tournament. . . . Nelson Riddle will conduct and score Frank Sinatra's music in "High Society," M-G-M film with Crosby and ten contracts. . . . Anti-trust ac-Grace Kelly. . . . King Cole goes tivity continues. . . . Report AMI into Ciro's next week (19) in his sales up 21 per cent in three last night club appearance before months. . . . Waldorf restaurant embarking on his Australian tour chain opens doors to juke box inin February. . . . Mercury Records' stallations. . . . NCMDA announces thrush Thelma Gracen back in policies, adds new members. . . town after visiting with disk jock- Comax, Inc., bows background disk eys in the Midwest. . . . George unit using Ristaucrat mechanism. Duning has been assigned to write the background music for "Storm Center," new Columbia flicker starring Bette Davis. . . . Dootone ings and net sales up over previous Records are contributing a share year. . . . Dime play move sparks

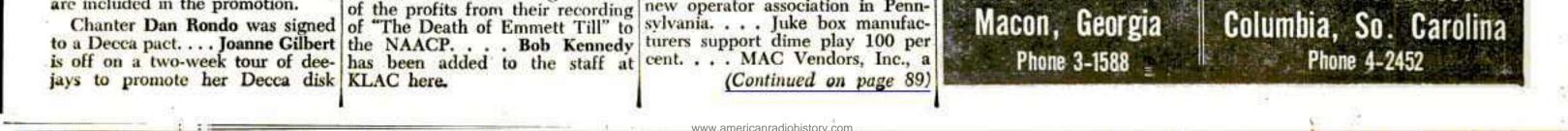
try. ... Ray Cunliffe, president of the Chicago operators' association and treasurer of MOA, dies suddenly. . . . Survey shows 11 per cent of nation's music operators using some form of background music. . . . The National Coin Machine Distributors' Association is reactivated by Al Schlesinger, . The federal government opens formal investigation of possible antitrust activities in the juke box industry. . . . Dime play gets start in Memphis. . . . Chicago operators and radio Station WAAF work out co-operative tie-in. . . . New York reported 40 per cent coverted to dime play.... Sidney Levine, MOA legal counsel, and John Shulman, representing ASCAP, lock horns in debate on Steve Allen's TV show. . . Providence joins Eastern Seaboard move to dime play. . . Omaha moves to dime-a-disk successfully.

MAY

Release second NJBM disk. . . . Martin Britz elected MOA treasurer. . . . New Orleans ops air dime play proposal. . . . Rock-Ola distributors report record crowds at showings of new Rock-Ola line. . New flurry of action on dime play as 35 cities begin pushing conversions. . . . Westchester operators hold fourth annual dinner. . . CMMA schedules 22d annual fete. . . . Billboard survey reveals divided reaction among operators on proposal to put advertising disks on phonographs. . . . Newsweek magazine reports impressive 1954 phonograph export totals. . . . Distributor association sets membership goal at 80. . . . Nationwide spot check reveals 40 per cent of all operators use some form of writ-

JUNE

Rock-Ola announces 1954 earnof the profits from their recording new operator association in Penn-



VENDING MACHINES

THE BILLBOARD

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

JANUARY 21, 1956

Profit Fails to Keep Up With Volume in Cig Vending Sales

Dark Clouds Are Pending Price Boosts, Single-Price Venders, Conversion Cost

By AARON STERNFIELD

NEW YORK, Jan. 14. - With cigarette vending machine sales at an all-time high, cigarette operators should be looking forward to the most prosperous year in their history. But a good many of them feel the whopping figure in the gross volume column of the ledger will not be reflected in the net profit column.

Prime reason for the pessimism is the imminent increase in cigarette prices, the small percentage of equipment that can be converted to dual pricing at nominal cost, and the cost of converting older machines, which constitute the bulk of most operators' equipment.

The problem of Connecticut operators may be considered typical of what they are up against. Effective February 1, the State tax will be increased from 3 cents to 4 cents. Currently, most Connecticut machines are dispensing regullars, kings and filters for 25 cents across the board. They aren't sure what they will do when the new tax goes into effect, but they do know they must do something.

Spot Checks

So members of the Connecticut Cigarette Merchandisers' Association met in New Haven this week to hear the deputy tax collector explain the new tax. The opera-tors will have until the end of the

machines.

The problems facing cigarette have to convert anyway. operators include the feasibility of converting and, if they do convert, tax will be extended at the end of the price structure for regulars, the nine-month period, nobody kings and filters.

The additional tax was put on the books to pay for the recent flood damage, and expires after nine months. This poses a problem which has been bothering a lot of operators. If the additional tax is not renewed at the end of nine ties were presented at the meeting: months, the operators may go back 25 cents for regulars, 27 cents for to their old price structure at the kings and 28 cents for filters; 27 end of the period.

In that case, at \$20 a machine, 30 cents for filters. the cost of conversion would hardly be justified. But, if the op-

month to get the new stamp on, erator goes ahead on the premise and after that spot checks will be that the additional tax will die a made of machines on location, and normal death-and fails to convert of supplies in wholesalers' ware- -he may discover that the tax has houses. Some 50 agents will be been extended. In this event, he sent in the field to inspect vending will have passed up the extra revenue for nine months, and he may

Whether or not the additional knows. One operator at the meeting voiced his doubts this way: "The only thing we can assume at the end of nine months is that a woman will give birth, and we're not even sure of that."

Three price structure possibilicents for regulars and kings and

Chances are that all three of (Continued on page 85)

N. Y. SUBWAYS **MOVE AGAINST** SLUG PASSERS

NEW YORK, Jan. 14 .- The Transit Authority has a secret weapon who drop slugs in subway turnstiles, but it's so secret that the TA will release no information about its operation.

According to Charles L. Patterson, TA chairman, several persons have been arrested for passing slugs since the device was installed. All he would say about the de-vice-which has interested vending and coin machine operators in this area-is that it is employed wherever a high concentration of slugs occurs.

For the fiscal year ended June 30, some 433,807 disks other than authorized tokens have been used in the subways. Of these, 125,359 were tokens of less value for other transit systems and 36,080 were of the same 15-cent value as the New York tokens.

All tokens were redeemed by the issuing transit systems. The remaining metal was melted down.

Nashville Theater **Owners See '56 Record Vending**

NASHVILLE, Jan. 14.-Vending machines are reaping excellent results in Nashville theaters.

That is the finding of a survey conducted at the close of 1955 business.

Loew's-which for years had a three-drink dispensing machine in its outer lobby-has installed an eight-drink unit.

Buford Cranch, manager, said sales are on the increase and prospects are "fine" for 1956.

The new machine serves Cokes from two levers, and dispense orange punch, lemon-lime, cherry, "tootie-fruitie," grape and burgun-dy (not the wine) also.

Sales Up

"Our sales are way up," commented Ben Garrett, manager of Nashville's Paramount Theater.

He was referring to receipts from the theater's three-drink unit, located in the lower lobby. It has been in use for the past two years. It now serves Coke, Dr. Pepper and orange crush.

Paramount anticipates a record soft drink year in 1956, what with Hollywood promising excellent film releases, and the public generally here turning from television back to the movie houses.

Since the outstanding showplace of Nashville caters to smokers in its lounge, it installed the machines, and brings in a profit.

These are serviced by Colonial Sales.

Vender Licenses

NASHVILLE, Jan. 14. - Fewer

THE 64,000% QUESTION Are Bulk Ops Commissioning **Themselves Out of Business?**

By BILL MASLOWE

The thorn, they freely admitted, ers use larger globes, fewer and Down in Nashville CHICAGO, Jan. 14.-Bulk vend- is the competitive situation here, smaller trinkets, provide less serv-

PM Names J. R. O'Connor Sales Head

NEW YORK, Jan. 14.-John R O'Connor this week was appointed national sales manager of Philip Morris, Inc. He will direct the firm's field sales force and the sales promotion and sales administration departments.

O'Connor had supervised the field sales force during the introduction of Marlboro as the company's entry into the popular priced filter-tip cigarette field last jority being part-time operators year and during the Philip Morris who want to increase their regular being about 20 per cent. brand package change later on.

He joined PM as a salesman in 1936, later was sectional sales manager, regional manager, assistant to the vice-president in charge of sales and assistant national sales manager.

According to the company, in the organization to recognize the as a retail outlet.

ing operators are taking a second look at rising commissions in the Midwest, and those in Chicago are especially concerned.

Like over-all operational costs and merchandise, the payments are at an all-time high, veteran operators informed The Billboard. This is particularly true in the Chicago area where they claimed location prevails in the bulk vending field. commissions are the highest in the nation.

Payments, operators contacted by The Billboard reported, have past the 30 per cent mark and are the 20 per cent on peanuts, can- operators. still rising with no prospects in dies, tab gum, ball gum and charm sight to halt the spiraling trend.

Higher costs, established operators asserted, are being forced upon them by new, inexperienced men entering the field-the maincome and have absolutely no conception or business know-how of the industry.

It was the general consensus of veterans servicing routes within a 100-mile radius of Chicago that to maintain fair commission, espea fair and reasonable commission should be about 20 per cent.

However, the majority reported O'Connor was one of the first men they were paying up to and over 30 per cent commissions to hold operators that they, as well as esimportance of the vending machine onto average or better than average locations.

and while all would rather pay a ice, and offer no over-all insurance 20 per cent, and feel most loca- protection. tions would accept the lower fig-

ure, if it was the best offer they could get, none wants to be a trail blazer.

Several hundred miles south and southwest of Chicago, and eastward an entirely different situation Bernard K. Bitterman, one of the leading bulk operators in Kansas City, Mo., reports commissions in that area have been held under locations, and that 25 per cent

is tops on mixed nuts. To the east-in Michigan for example-operators disclosed the prevailing payments ranged from 15 to 25 per cent, with the average

As in Kansas City, Henry C. Lemke of Detroit, explained the cost of operations and merchandise is placed squarely before location owners, and that facts are cited cially in view of the rising cost of labor and materials.

In the Kansas and Michigan areas, it is impressed upon new tablished operators, will suffer should they attempt to jump a location thru offering greater commissions, and that neither could make a decent return upon their investment.

Location Hold

Chicago area veterans reported they have been forced to jump commissions during the past several years to hold locations from newcomers, and as result many are operating bulk routes on too narrow a margin for safety.

In lashing out against the bumping of an operator from a location, they pointed out the location jump-

Lorillard to Shut **Jersey City Plant**

NEW YORK, Jan. 14.-The P. In October, 1954, Jacobs bought Lorillard Company announced this week that it would close its Jersey

commissions, Bob Kantor, head of earlier by 611. Confection Specialties and one of the largest bulk operators in Chicago, stated:

"Many operators, including veterans, do not have the psychology or philosophy of sound business principles, and are content to prac- high. tically work for their own wage. And this is particularly true of the part time as well as full time new

"In general they do not take into the decrease. consideration the return they are | Tom Price, Davidson County

licenses for vending machines were Discussing the rising costs of issued here last year than a year

> Of all coin-operated equipment, collections from privilege licenses and fees showed the greatest decline.

Last year just 1,241 licenses were issued-611 below the 1954

These fees brought in \$7,013, compared with \$10,779 the previous year.

No explanation was offered for

entitled to on the money they have Clerk's office, believes 1956 should (Continued on page 84) be a good tax year, tho.

Dairy Industry to Mull Milk Vending **Relationship of Diversified Operator and** Dairymen to Be Studied at NDC Meeting

NEW YORK, Jan. 14.-More | On the other hand, the diversithan 400 dairy industry leaders will fied operator, by the very nature of gather here at the 41st annual his diversification, can offer the meeting of the National Dairy industrial or institutional location Council January 30 thru February a package the dairy could never 1 to discuss methods of boosting match. milk_and ice cream sales.

According to William McKinney, NDC executive, quart and half-pint men who won't accept this seem-milk vending will play a prominent ingly natural market allocation. role in the deliberations, and ice Here's how they reason: cream vending will also be discussed.

Almost sure to be thrashed out is the relationship between the dairyman and the diversified vending would normally have been made operator - or who will operate in the nearby supermarket or deliwhat? And therein lies a paradox.

Mutual Feeling

Most industry leaders-in both industries-feel that quart and outdoor milk sales fall in the natural province of the dairyman, while half-pint and third-quart sales in industrials, offices and institution can be handled best by the diversified vending operator.

The reasoning behind this premise is elementary. Because dairies quarts and concentrate on half are set up to handle large-volume pints. Company officials said that pro- sales, they can service outdoor

Reason Why

However, there are many dairy-

Any sales which are picked up cn outdoor gas station stops, or in quart machines placed in apartment house lobbies are sales which catessen. Therefore, quart vending sales do not enlarge the market, appreciably, they merely alter the distribution pattern.

On the other hand, any sales which are picked up in half-pint machines or factory, school or office locations might be sales which would not have been made. Therefore, if the dairyman is looking for plus sales, he had better forget

Holes in Theory

Of course, dairymen with quart

Big Industry Courts Automatic Selling

Continued from page 1

field, once thought of manufacturing machines.

Up Dairy Sales

Ex-Cell-O, which became exclusive sales agent for a giant outdoor milk vender last summer thru its Pure-Pak Division, had a two-fold purpose in taking on the project. As explained by George D. Scott, Pure-Pak vice-president in charge of sales, it is:

1. To increase sales and profits for the dairy industry, especially after store hours, and

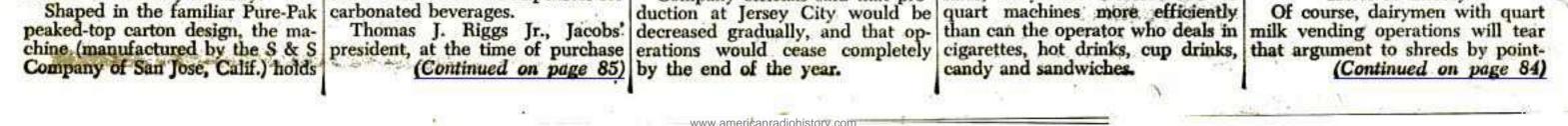
cartons to the dairy industry.

400 half-gallon or 500 quart cartons, looms 19 feet high, weighs 4,300 pounds and lists at \$3,600 f.o.b. San Jose.

Different Routes

Two firms-Heinz and Jacobsentered vending via different routes but thru the same vending machine manufacturer, Mills Industries, Inc., Chicago.

Mills which it operates as independent subsidiary. At the same City cigarette plant as soon as the time, it bought Selmix Dispensers, new factory in Greensboro, N. C., 2. Promote the sale of Pure-Pak Inc., Long Island City, N. Y., man- goes into operation. ufacturers of manual dispensers for Shaped in the familiar Pure-Pak carbonated beverages.



VENDING MACHINES



THE BILLBOARD





2.25

1c

Victor's

5-STAR

BABY

GRAND

INSTANT

CHANG-

ING . .

RIGHT ON

OCATION



Foolproof -- guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall with plate glass mirror). Double-(5' coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors, \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

Two machines

tells fortunes

n one-weighs,

Dept. B	CAN SCALE est. n.w., wa	MFG. CO. ashington 7, D. C.
	e details 🔲 at enclosed 🔲	Send scale 🔲
10000000		
NAME		
ADDRESS		The second second

face-up well in Globes. Twentyfour Sassy Sayings for Variety, carefully selected to appeal to children. Picture Buttons are worn; are seen. As soon as a few children wear 'em—most children will want to wear 'em. Very good Gimmick Series to feature.

FUNNIER

Snappy, Sassy

Sayings

BETTER

No More Stuck Fingers

\$10.25 per 1,000

f.o.b. Jamaica, N. Y.

Or: At Your Distributor

Other Advantages: Flat, so they

BIGGER

They're 1/2"

NICER

In 3 Colors

CAN

ICU

HOME

However, the requirement was lifted for packages or a third quart or smaller. This means that service costs on indoor locations are pared, as these stops need not be

serviced daily, and milk not sold at the expiration of the dating period need not be removed. Altho some dairy opera'ors in

after the date on the container.

Costs Pared

sales. And, until they are con-

the New York area are getting their feet wet in industrial locations, most of them are shying away be- boost the sale of its quart milk cause they feel it would require a machine. New York State depends package operation to get most of on a lega' battle which is currently the fat industrials. And rather than being waged. go into a new field-automatic merchandising-they would prefer meet will be the school milk pro-

Important in the dairy-vs.-operator problem in quart sales are the two different outlooks. For the inced otherwise, they will either dairyman, vending sales may be a eschew vending, or else attempt to painless method of getting rid of get indoor locations for half pints. the surplus. He is in a position to In New York, the lifting of the operate vending machines at small dating requirement of half pints profit margins because if he doesn't and third quarts has made indussell the milk in automatic merchantrial vending look a mite rosier disers, he doesn't sell t at al. And for the dairyman. Until October a small profit is better than a dead 26, all milk had to be dated, with loss. a time limitation placed on sales

The vending operator doesn't have that option. If he handles quart sales, he must make a fair profit. If he doesn't, the game isn't worth the candle.

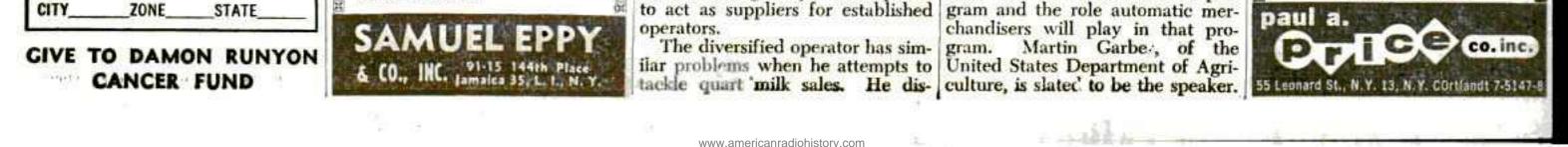
Indications as to how fast the dairymen intend to move in quart milk may be given at the meeting. In New Jersey, where outside interest are fighting quart milk vending tooth and nail, new installations are coming along at a fairly rapid rate.

Also indications are that Rowe is making a push in Connecticut to

To be discussed at the NDC

The kids will adore these clever little charms—they can hang their socks, clip ties, popers, etc. - so many uses! Brilliantly vacuum plated in assorted colors at only \$8.00 per M For All Types of Vending IMMEDIATE DELIVERY! ORDER TODAY! Stickers available . . . contact your local distributor or:

CLOTHES PIN



THE BILLBOARD

VENDING MACHINES

SUPPLIES IN BRIEF

Sugar Deliveries Up

months of 1955 totaled 7,809,000 capita per day, slightly above a tons, an increase of 3.6 per cent from the same period of 1954, according to Agriculture Department. Raw sugar, duty paid in New York, averaged 5.97 cents per pound during the month of November, a decrease of .09 cent from October. During the third quarter of 1955, major sugar-using groups received more sugar from primary distributors than in the corresponding period of 1954. The beverage industry (principally soft drinks) received 17 per cent, confectionery and related products received 6.6 per cent and ice cream and dairy products received 12.7 per cent. Sugar ufacturer-retailers' estimated sales quotas for 1956 amounting to in November increased 31 per cent 8,350,000 tons have been announced by the secretary of agriculture.

Milk Supply Heavy

milk is estimated at 9,023 million pounds, a 2 per cent increase above 1954. Poundage sales of bar goods, December, 1954, and 12 per cent however, were up 2 per cent and above the 1944-'53 average. Sea- poundage sales of packages goods sonally, production increased 3 per retailing above 50 cents per pound cent from November to December, were up 4 per cent compared to as compared with an average gain 1954.

of 4 per cent. Relative to population, December, 1955, production Sugar deliveries for the first 11 was at the rate of 1.75 pounds per year earlier and the 10-year average per capita for the month.

Confectionery Sales Up

Manufacturers' sales of confectionery and competitive products increased 8 per cent in November, 1955, over the October total, according to Census Bureau. The total is estimated at \$115,316,000, virtually the same as November, 1954. Sales of manufacturerwholesalers at \$90,121,000 were 7 per cent-above October, but 1 per cent below November, 1954. Mancompared to October, and 7 per cent compared to November, 1954. Reports from a selected group of large manufacturers indicate that for the first 11 months of 1955 December farm production of both poundage and dollar sales were 1 per cent higher than in

Big Indusry Courts Automatic Selling

Continued from page 82

said "The purchase will provide lo ation's management-must be both firms with additional capital drastically reduced or in some cases and will give their customers the eliminated altogether in order to advantage of the engineering and provide the comprehensive service manufacturing know-how of our required to provide complete company."

One year later, Mills and Heinz of plant employees. jointly announced a new hot food The increasing interest in vendchine they had spent two years sell or develop new equipment. developing.

As new equipment is introduced to automatically dispense new products, and better equipment brought out to vend products already vended, new interest is ignited among manufacturers and investors interested in diversifying operated bottle drink vendir.; maand expanding who see in automatic selling growth potential.

What It Means

vending industry?

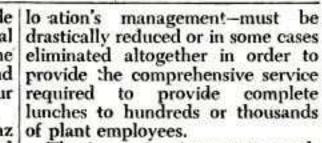
ated clip.

Exploration into the vending of a greater variety of products; more milk vending in increasing numcapital for research and develop- bers. ment of new types of vended equipment.

facilities for employees in large around the clock. industrial plants.

the usual growing pains.

elsewhere. And because of the matically vending bread. nature of the business, operators can absorb only so much expansion urban Chicago, has done a great



vender, capable of dispensing six ing is by 10 means limited to large varieties of foods or soups, a ma- firms who wish to manufacture or

New Activity

It extends into firms actually outside the vending field who operate equipment and who plan to operate still more. A good example of this expansion are many of the nation's bottling companies who have long chines. New types of machines developed last year called "premix" machine. give the bottler an What does it all mean for the opportunity to compete with vending specialist in vending cup drinks. Growth, of course-at an acceler- And already greatly increased activity has resulted.

Dairies are entering the outdoor

And organizations such as the Independent Grocers' Alliance Specifically, with several of the (IGA), boasting a 6,000 retail store firms named, it means stepped-up membership, have given their ofgrowth of automatic feeding-in ficial stamp of approval to vending which batteries of machines are as a means of keeping stores open used to provide complete feeding for certain staple grocery products

Finally, many small manufactur-But growth will not be without ing or supplying firms-unrelated in any way to vending-have shown Development must be based a great interest in vending. Petersquarely on sound operating man- son Oven Company, suburban Chiagement-on the seasoned vending cago manufacturer of bakery ovens operators who own, service and and equipment, last year introplace the equipment in plants and duced a new machine for auto-

Fearns Foods, Inc., also of sub-Time will solve a lot of these in a given amount of time. deal of pioneer work in developing full-strength soup vending. Despite the problems-and the growing pains surely to be encountered, there's little doubt about it: Industry has caught up with automatic selling.



85

HIGI

WIDE

WEIGHT 165 LBS.

Cig Net Lags Behind Volume

Continued from page 82

these structures will be used, de-| as well have converted five years bility of a uniform price pattern they like to think about. for the State is considered remote.

factured in the last three years can cents to pay for flood damage. either be converted to dual pricing Most Pennsylvania operators are without much trouble, or has been still vending for a straight 25 cents, made for dual pricing. The trouble with the extra cent coming out of is that at least two-thirds of the their hides. cigarette machines on location are of more ancient vintage.

pending on the locality. But within ago as far as cost is concerned. As a given locality, most operators far as revenue is concerned, they feel pricing will be uniform. Possi- will be behind more dollars than

In Pennsylvania, the tax was re-Virtually all equipment manu- cently jumped from 3 cents to 4

Replacements Slow

One large operator, with a 2,000machine route, will have to convert 1,600 machines when the new tax goes into effect. At \$20 a machine, that's \$32,000.

Lot of Money

does convert, and he probably will, another five years. he will have to go in hock for the \$32,000. Then, if the tax expires at the end of the nine months, he with other locations unchanged. As will have received only part of his investment.

operators will come out ahead by converting. But many operators are worried about working capital, with immediate problems more pressing than long-range prospects.

Another thing strapping operators is the growing tendency to pay out advance commissions. One operator, with about 350 machines in a city of 40,000, has shelled out \$20,000 in advance commissions and bonuses since January 1,

Bay State Picture

In neighboring Massachusetts, given as the reason. the price situation is acute. There, the State tax is 5 cents, but operators are getting only 25 cents a profit margin is paper-thin, and, no matter how much volume they do, they are always skating on thin increase. ice.

The ironic part is that had the Massachusetts operators converted right now. As things stand, they

the turkey.

for the fetes of the Thanksgiving and Yuletide seasons, it will be available in the not too distant future in vending machines.

That bit of forecasting was

problems, if there is enough of that commodity. New cigarette venders are coming out with multiple-pricing as standard equipment, and as older machines are replaced, the late models will take over. But, He's a big operator, but he's according to the current replacenot so big that he has \$32,000 to ment rate, multiple-price machines spend for conversion work. If he won't be in the majority for at least

The pattern in Pennsylvania has been conversion of better stops, a rule of thumb, a better stop may be classified as one doing a mini-Of course, in the long range, the mum of 150 packs a week.

In New York, the local cigarette merchandisers' association - which is currently having its troub:es with the anti-trust division of the Justice Department-last year proposed a price structure of 25 cents for regulars, 28 cents for kings and 30 cents for filters.

Short Trial

A couple of the larger operators gave it a whirl, but after a few months went back to a straight 25-cent vend, with "competition"

To complicate the picture further, it seems almost a lead pipe cinch that eigarette prices in general will pack in vending machines. The go up this year. Tobacco company spokesmen have hinted that broadly, and most jobbers are set for the

Any increase in wholesale prices would probably write finis to the 25-cent vend in 4 and 5-cent five years ago, they'd be doing all tax States. In that case, conversion and new equipment sales would

for this world.

New Problems

This fact is best illustrated by the fact that, with some big operating firms already making headway into automatic feeding, setting up large battery installations in some of the country's largest plants, a host of new problems - and costs - have cropped up.

For example, the most important lesson of those who've entered plants with automatic feeding setups is that commissions-the fees or rent paid by the operator to the

\$10.00

BOX D-176

USED MACHINES

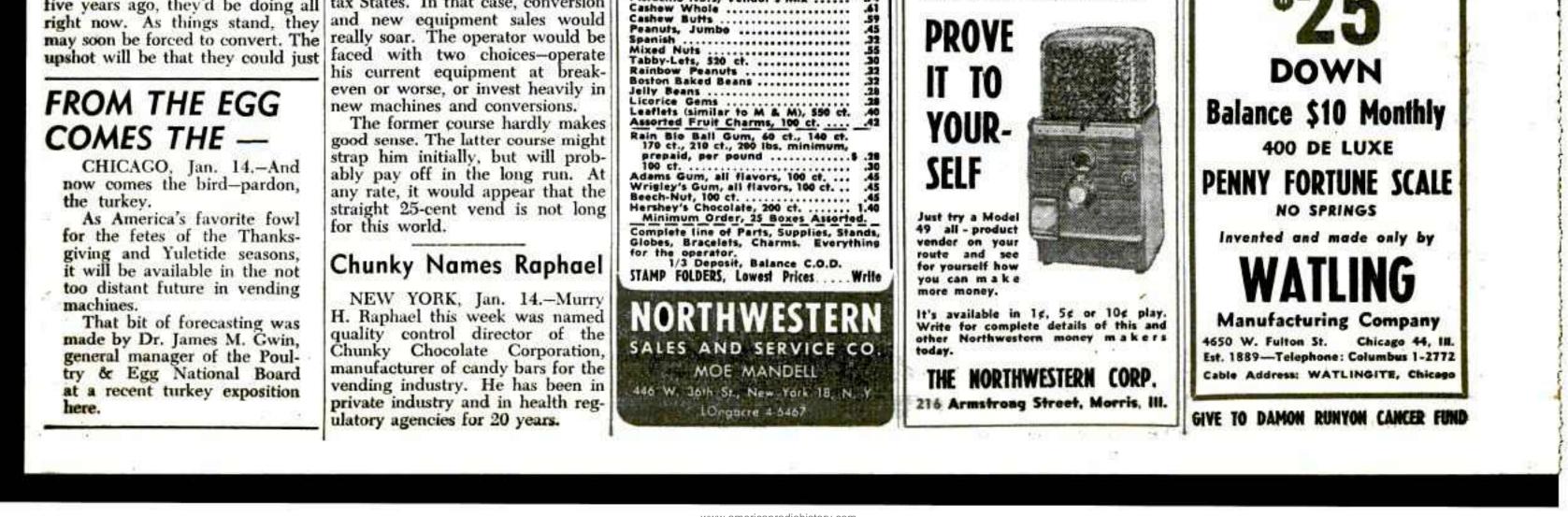
c/o The Billboard

6 Rowe Imperials

CHARLESTON, W. Va., Jan. 14.-The State Tax Department reports cigarette sales taxes for the first half of the present fiscal year totaled \$3,588,672, an increase of \$460,152 over the \$3,182,510 collected in the preceding fiscal pe-



today.



AMUSEMENT MACHINES

THE BILLBOARD

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

Game Market Spins—Pool Ups Sales; Bingos, Bowlers Lag

By KEN KNAUF

86

CHICAGO, Jan. 14.-The market for coin-operated amusement games has gone thru some unusual gyrations over the past month and has left game sales in an unsettled state.

With bingo pinball games moved out of locations in many areas of the country, shuffle bowlers moved in, and pool games, in turn, cutting into the shuffle market, there exists a seemingly incompatible sales triangle.

Manufacturers are currently concentrating on output of pool games. New bingo pinballs are in producsmaller proportions than months managed to survive. ago.

New Unit Sales

There is no doubt that the industry is depending on the pool games for the bulk of their new machine sales. Operators in many receipts.

Perhaps the new turn of events has left the game distributors with the least to be happy about. They must depend on volume sales to realize a worthwhile profit on pool models. Due to the relatively lowselling price of a pool game, the margin for the distributor is only from \$15 to \$25 per unit.

pool games as he did pinball or public places in Memphis. shuffle games to come out ahead.

largely on a cash basis-either full 40 different models of pool games payment or time payments.

turers have not yet counted out the to the bone. game which has been a standard location piece since 1949. They say and shuffle bowler market in the that altho pool is currently in the spotlight, they expect bowlers to bounce back in one form or another in the future.

Bingos Still Up

favorable sales markets in many Advertised prices of 30 bingo sections of the country and are as models and 41 shuffle bowler always a strong export favorite. While legal moves have hit hard at tion. tion, and new shuffle models are bingo games in past months, they being marketed, but in much have been hit hard before and have

> Manufacturers agree that the They are able to buy new pool market would be in better shape if games at a much smaller investment there was less competition in the than they had to make for shuffles Named Genco there was less competition in the than they had to make for shuffles pool game field. With more than

The pool games are being sold 15 manufacturers marketing over in the past four months, prices on Shuffle bowling game manufac- pool models have had to be clipped

> The drop in the bingo pinball past month is reflected in The Billboard's Price Index.

Advertised prices on bingo pinballs have dipped 8.3 per cent over the past month; shuffle bowlers Bingo pinballs, too, still enjoy dropped in price about 9 per cent. models were used in the deduc-

Op Affect

For most operators the market changes have been easier to face. (Continued on page 88)

areas are likewise finding these Memphis Ruling Hits receipts. **Coin Pool Operation**

Termed 'Billiard Tables,' Games Can Be Spotted Only in Pool Halls, Clubs

As one Chicago distributor the most unique coin machine legal be placed i. public places except pointed out, this is a fair profit Lioves on record, Police Chief billiard halls. when the low price of the game is James C. MacDonald this week considered, but volume must be ruled that coin operated pool games picked up. Operators here kept at a high rate. The distributor games are "billiard tables," and in have always co-operated 100 per

MEMPHIS, Jan. 14.-In one of As such, under the law, it cannot

The chief ordered the coin pool must sell about three times as many effect banned the new games from cent with the police in the interest Distillers in Chicago. of public relations and getting Warren has been at Genco for They asked for a little more time with all phases of the coin ma-(Continued on name 95) chine business (Continued on page 95) chine business.



Al Warren Sales Mgr.

CHICAGO, Jan. 14.-Al Warren has been appointed sales manager of Genco Manufacturing & Sales Company, Ralph Sheffield, directors of sales, announced this week.

Warren will occupy offices at 2621 N. Ashland Avenue, Chicago, and will spend a great deal of his time visiting and calling on distributors thruout the country.

formerly sales manager for the Champagne Beverage Company in Wisconsin. He also spent a number of years as sales promotion and merchandising manager for Calvert with its pool games.

Tim-Buc-Tu **New Williams** 5-Ball Game

JANUARY 21, 1956

CHICAGO, Jan. 14. - Williams Manufacturing Company shipped to its distributors this week Tim-Buc-Tu, a new five-ball pin game.

The game features competition in getting high card hands registered in light-up playing cards on the backglass, and in getting high scores.

Light-up playing cards on the backglass correspond to playfield ball holes, lighting up as these holes are made. Three rows of four cards each are on the backglass, including rows of aces, kings and queens.

The playfield has six ball kickers, four ball pumpers and a special - score - when - lighted button. Two roll-over lanes at mid-playfield light up backglass cards for scores. Two lanes at the bottom also light up cards for scores.

Aces, kings and queens are represented in all four card suits on backglass and playfield.

A single-player game, Tim-Buc-Tu is equipped for nickel or dime play. It has newly designed cabinet.

In addition to the new five-ball game, Williams is currently shipping three different models of coin pool games. This includes Deluxe Bank Pool, the regular bumper pool game, Deluxe Senior Bank A native of Chicago, Warren was Pool, with the longer 18-inch playfield, and Score Pool, with electric scoreboard and plexiglass backglass. Williams furnishes score sheets for tourney play to operators

Inventories Up

Distributors are generally over- the nation. stocked on shuffle bowler and bingo for a new pool unit.

Keeney Names New Distribs In Ohio, Pa.

CHICAGO, Jan. 14. - J. H. Keeney & Company appointed new distributors this week in Ohio and Pennsylvania.

Roth Novelty Company, Wilkes-Barre, Pa., will handle the Keeney ing of operators. He took the poproducts in that area. The firm Marvin.

Royal Distributing Company, Cincinnati, is the new distributor they can be located is billiard halls. in Ohio. Harold Hoffman is general manager of the firm.

sales manager, said the new dis- it was coin-operated. tributors would handle both the chine lines.

It is believed to be the only ban- along with all. ning of the game by a large city in

The new games are sweeping the pinball games. Most of them do country and many industry men not readily accept a trade in from believe they are the best game in an operator of one of these games the business since shuffle games, with a chance of several years of popularity.

in private clubs, and are in a number here, such as the Variety Club and VFW Club, but they are banned in public places.

Here's how the banning came about:

The games were put in several restaurants six weeks ago. Operators here regarded them in the same classification as pinball games and got these licenses.

Chief MacDonald called a meetsition the games were pool tables is headed by Max Roth and his son, and could not be placed in beer parlors. Law here bans pool tables i beer parlors. The only place

The operators took the position the table was a game in the classi-Paul Huebsch, Keeney general fication of a pinball game because fine west of the Hudson. They will

City Attorney Frank B. Gianotti amusement game and vending ma- Jr. upheld the chief in his stand will give any new game a whirl. that the game was a pool table.

Pool Fails to Make The pool games can be placed private clubs, and are in a num-er here, such as the Variety Club Headway in Gotham

Special \$50 License Fee, Space Lack Thwarts Growth of New Coin Game

NEW YORK, Jan. 14.-Coin- wants two pool tables on the same operated pool tables may be sweep- stop the tab is \$100. ing the nation, but game operators

The special license is not transin New York's five boroughs aren't ferable, which means that if the operator wants to move the piece operation of the games under an Current estimates are that only from one stop to another, he gets or 3 per cent of all games in hit for an extra \$50, or if he wishes Gotham are pool devices, and most to yank a shuffle and substitute a suit for review. of them are installed on a "let's pool table, he must pay an additional license fee.

Space Problem

The big obstacles, according to Spot Over 35,000

But license fees aren't the only problem. Most operators here com- Bell held that pinball games were (Continued on page 88)

To Face High **Court Ruling**

CINCINNATI, Jan. 14.-Whether pinball games will be considered gambling devices in Ohio will be ruled on by the State Supreme Court, it was announced this week. Cincinnati currently bans the

games as gambling devices. Westerhaus, Inc., Cheviot, O., pinball distributing company, attacked the right of the city to ban anti-gambling ordinance. The high court has admitted the Westerhaus

Lower courts previously had ruled on the issue.

Grants Injunction

Common Pleas Judge Charles (Continued on page 88)

Chi Op Association Sets Platform, Skeds Meeting

CHICAGO, Jan. 14.-The Chi-|operated amusement game operaplatform, and has scheduled another operator meeting this week.

Main points of the program are reported as follows:

public relations program.

2. Development of better relationship among members.

surance program.

amusement games on locations.

the Congress Hotel, Chicago.

cago Independent Amusement As- tors, is reported to have a membersociation has drawn up a group ship of about 46. Members estimate there are about 200 eligible members in the city area. Initiation fees are set at \$5. The present members represent approximately 1. Establishment of a proper half of the amusement game installations in the city.

The association was organized show category in New York. in December. Officers, elected late 3. Development of a group in- that month, are Sam Greenberg, decal for identification of members' vice-president; Donald Mitchell, Thus, if an operator has a stop The meeting was to be held Edwin H. Moehill, financial secre- to add another one, no extra li-Tuesday (17) in the Pine Room of tary, and Harry Salat, sergeant at cense fee is required. arms. Paul M. Smith, Jr., Chicago But, if he wants to add a pool pool games, and are thus concen- Sam Lewis, president, Exhibit

tions. Shuffle alleys get the big play here, with gun games doing fair in some locations. Pioballs are illegal here, as the License Bureau has ruled that coin games must be predominently skill contests, and the pins don't fall into that cate-

riding in on the wave.

see what happens" basis.

Most operators here will agree,

tho, that the fault is not with the

games, which apparently are going

also maintain that the fault is not

with their lack of enterprise-they

most local operators, is with the

New York City license fees and with the lack of space on loca-

gory, according to the officials. The location is taxed \$50 a year for shuffle alleys, whether there are one or a dozen on the stop. Shuffles fall under the common

Special License

However, the License Bureau president; Joseph M. Stella, vice- has created a special game license 4. Establishing an association president; William Knapp, second for coin pool tables-\$50 a table.

ated amusement game operators minor production roles, or temhave over 35,000 pool games on porarily cutting off such produclocations in the U. S., according tion. to the latest figures received this week.

of coin chutes sold to be used on where between 100,000 and these games since September 1.

Chutes for the pool games are manufactured primarily by two firms, A.B.T. Manufacturing Corporation, Chicago, and Monarch ecutive vice-president, estimated Tool & Manufacturing Company, that "not half of the pool game lo-Cincinnati.

other sources indicated there were requests Williams has received in about 20,000 pool games on loca- past weeks. "Our distributors say secretary; David Brody, treasurer; with one shuffle alley and wants tions (The Billboard, December 17). only from 35 to 40 per cent of their Manufacturers meanwhile, con- locations are covered with pool

tinue to report steady orders for units," he said.

Manufacturers' interviewed this week estimated that the potential 350,000.

Commenting on the potential pool game market, Sam Stern, Williams Manufacturing Company excations are yet supplied." His esti-A month ago, estimates from mate was based on the reports and

CHICAGO, Jan. 14.-Coin-oper- bowler or pinball production to

Pool Games in U.

Totals are based on the number market for pool games was some-





THE BILLBOARD

COIN CHUTE MFRS. PUSH HEAVY OUTPUT FOR POOL

CHICAGO, Jan. 14 .- The country's two leading producers of coin chutes for coin-operated pool games are finding their task of no small proportion.

A.B.T. Manufacturing Corporation, Chicago, and Monarch Tool & Manufacturing Company, Cincinnati, together have furnished more than 35,000 coin chutes to pool game manufacturers.

George Kozy, A.B.T. sales manager, estimated that his firm had shipped about 34,000 chutes to pool game manufacturers since September 1.

"There is no sign now of a let-up," said Kozy, "and we don't expect any before March or April."

Kozy said A.B.T. is working six days a week in order to meet coin chute demand from pool producers. Except for a shortage of nickel which was only recently overcome, the firm would be on a nine-hour-a-day schedule, according to Kozy.

"For some time," said Kozy, "we couldn't get our coin chutes plated fast enough. Nickel was selling for \$5 a pound.

"Some of the coin machine manufacturers came to" our rescue, finding us a supply of nickel that could be purchased at only 96 cents a pound."

Ed Heath, Heath Distributing Company, Macon, Ga., distributor of pool game coin chutes for Monarch Tool & Manufacturing Company, said coin chutes for pool games are presently a bottleneck in pool game output.

Heath estimated that he had distributed up to 5,000 pool game coin chutes for Monarch since the move to pool games began. He said production on the chutes had been increased.

Idaho Officials Meet With Coin **Game Distribs**

BOISE, Idaho, Jan. 14.-State and city law enforcement officials met recently with 35 amusement game distributors from Central and Southern Idaho to discuss operation of games in the State,

Attorney General Graydon Smith, Earle Koehler, commissioner of law enforcement, and Warren Mills, director of liquor law enforcement, represented the State agencies. Police Chief J. E. Brandon represented Boise.

Koehler said the meeting was held at the suggestion of the distributors to clarify pinball and other game operations.

2 Generations Off

PHILADELPHIA, Jan. 14.-A story appearing in last week's issue of The Billboard incorrectly identified Harry Witsen as the son of Abe Witsen, head of International Amusement. Harry Witsen is Abe Witsen's father.

EDITORIAL

Why Public Relations?

An answer is provided this question in two separate stories which appear elsewhere in this section.

Coin-operated pool games are hit with discriminatory taxes in New York City: Altho an ordinary pool table is licensed at \$10, a coin pool game license is \$50.

In Memphis, the chief of police decrees that coin pool games were to be classified as billiard tables and, therefore, could be placed only in pool halls-a ruling which, in effect, bans the games.

Of course, these are just two examples of the injustices suffered by legitimate amusement game operators. There's no point in belaboring this here-it's old stuff to these operators.

What to Do.

But the operator can do something about it. It's not easy. It's not quick. And results are by no means guaranteed. But it has-and does-and will work.

That's public relations practiced where it counts most-in your own backyard.

By public relations here we mean just this: Telling people about yourseli and your business. Not once. Continually.

The facts are plain enough. In towns where operators (or a single operator) have both formally and socially told community leaders, civic officials-and anyone else who cared to listenabout the nature of their business and in general about gross and net and costs, people have listened. And they've understood.

But unless the operator can say to himself "I've done all I could do to tell my story" before unfavorable rulings are made or taxes voted, he can't blame anyone but himself.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL C	AMES					*	Л нісн	LOW	Mean Average
BALLY	LOW	Mean Average			VE EQUIPMEN		Domino Bowler (Keeney) 105.00 95.00 Double Score Bowler (Chicago Coin) (3/53) 75.00		95.00 85.00
Atlantic City (5/52)\$ 90.00	\$ 45.00	\$ 75.00	ARCADE EQUIPMENT	MUSIC MACHINES	SHUFFLE GAMES	VENDING MACHINES	Feature Frame 255.00 5th Inning Deluxe 395.00	150.00	255.00
Beach Club (2/53), 165.00 Beauty (11/52) 150.00 Big. Times 450.00 Bright Lights	95.00 75.00 295.00		1. GENCO—Rifie Galiery 2. SEEBURG—Shoot the Bear 2. EXHIBIT—Sportland	1. AMI-Model A 1. AMI-Model F-80 1. ROCK-DLA-Comet 1438	1. UNITED—Cascade Shuffle Alley, 6 player 1. CHICAGO COIN—Starlite Bowler		Fireball	275.00	325.00
(5/51)	50.00 50.00 35.00	65.00 85.00 45.00	3. SEEBURG—Coon Hust 4. EXHIBIT—Dale Gun 4. GENCO—Sky Rocket	1. WURLITZER-1500 2. SEEBURG-M-100-C	2. NOT LISTED—Capitol 2. UNITED—Imperial Shuffle Alley 2. UNITED—Leader Shuffle Alley		(9/54) 315.00 Gold Cup Bowler 135.00 Holiday Match	195.00 75.00	215.00 99.50
Dude Ranch (9/51). 185.00	110.00	140.00		DIND	III MACHINES		Bowler (Chicago		

87

Gayter 385.00 215.00 295.00 295.00 Gayter Image: Constraint of the second sec	b) 40.00 Bowler 80 ed) (1/54) 195.00 Shuffle Alley 200.00 9 ed)	350.00 124.59 350.00 40.00 150.00 275.00 295.00 325.00 225.00 99.00	375.00 150.00 350.00 40.00 175.00 185.00 325.00 350.00 350.00 295.00
Hi Hi (6/54)	I Shuffie Alley ed) (9/53) 200.00 - ed) (9/53) 200.00 - fler (Bally) 350.00 Bowler o)	124.50 350.00 40.00 150.00 275.00 295.00 325.00 225.00	150.00 350.00 40.00 175.00 185.00 325.00 350.00
Ice Frolics (1/54) 245.00 95.00 160.00 WILLIAMS Imperia Paim Beach (11/52) 105.00 49.50 65.00 1. Beach Club 1. Guys & Dolls 1. Havana 1. Dealer Imperia (11/52) 225.00 60.00 150.00 45.00 1. Dude Ranch 2. Stage Coach 2. Triple Play 1. Thunderbird (Unit Surf Club (3/54)	ed) (9/53) 200.00 - rler (Bally) 350.00 Bowler	350.00 40.00 150.00 275.00 295.00 325.00 225.00	350.00 40.00 175.00 185.00 325.00 350.00 350.00
Paim Beach (11/52) 105.00 49.50 65.00 Paim Springs 1. Guys & Dolls 1. Havana 1. Dealer (11/52) 70.00 35.00 45.00 150.00 150.00 1. Dude Ranch 2. Stage Coach 2. Triple Play 1. Tinunderbird 16/30 Surf Club (3/54) 215.00 120.00 139.50 200.00 275.00 1. Paim Springs 2. Twin Bill 2. Tropics 1. Times Square 16/30 Genco VENDING MACHINES Mean Arcrage HiGH LOW Average Standard Metal Typer, F. S	rier (Bally)	350.00 40.00 150.00 275.00 295.00 325.00 225.00	350.00 40.00 175.00 185.00 325.00 350.00 350.00
(11/52) 225.00 60.00 150.00 Stop Lite (1/52) 70.00 35.00 45.00 Stop Lite (1/52) 70.00 35.00 45.00 Surf Club (3/54) 215.00 120.00 139.50 Varieties 395.00 200.00 275.00 Varieties 395.00 60.00 85.09 Genco VENDING MACHINES ARCADE EQUIPMENT High Low Mean (2/53) 65.00 65.00 65.00 65.00 65.00 65.00 65.00 1	Bowler b)	40.00 150.00 150.00 275.00 295.00 325.00 225.00	40.00 175.00 185.00 325.00 350.00 350.00
Stop Lite (1/52) 70.00 Surf Club (3/54) 215.00 Vacieties	b) 40.00 Bowler 80 ed) (1/54) 195.00 Shuffle Alley 200.00 ed)	150.00 150.00 275.00 295.00 325.00 225.00	175.00 185.00 325.00 350.00 350.00
Surf Club (3/54) 215.00 Varieties 120.00 200.00 139.50 275.00 60.00 1. Paim Springs 2. Twin Bill 2. Tropics 1. Times Square League Unit League Unit League Unit League Unit Low Mean	Bowler ed) (1/54) 195.00 Shuffle Alley ed) 200.00 ig (United) 365.00 ig Deluxe 355.00 (Bally) 400.00 (Bally) 345.00 Pool (Genco) 3) 115.00 (United) 285.09	150.00 150.00 275.00 295.00 325.00 225.00	175.00 185.00 325.00 350.00 350.00
Varieties 395.00 200.00 275.00 200.00 85.00 200.00 85.00 60.00 85.00 Mean	ed) (1/54) 195.00 Shuffle Alley ed) 200.00 ng (United) 365.00 ng Deluxe 355.00 (Bally) 400.00 345.00 Pool (Genco) 1) 115.00 (United) 285.09	150.00 275.00 295.00 325.00 225.00	185.00 325.00 350.00 350.00
Yacht Clab 115.00 60.00 85.00 GENCO VENDING MACHINES ARCADE EQUIPMENT High Low Mean Lightnin Golden Nugget (2/53) Standard Metal Typer, F. S	Shuffle Alley 200.00 ed) 200.00 ng (United) 365.00 ng Deluxe 355.00 (Bally) 400.00 Pool (Genco) 415.00 (United) 285.09	150.00 275.00 295.00 325.00 225.00	185.00 325.00 350.00 350.00
GENCO VENDING MACHINES Golden Nugget (2/53) 85.00 65.00 105.00 105.00 105.00 105.00 105.00 105.00 165.00<	ed) 200.00 ng (United) 365.00 ng Deluxe 355.00 (Bally) 400.00 345.00 Pool (Genco) 1) 115.00 (United) 285.09	275.00 295.00 325.00 225.00	325.00 350.00 350.00
Generol VENDING MACHINES ARCADE EQUIPMENT High Low Average Lightnin Golden Nugget (2/53) 85.00 65.00 65.00 65.00 65.00 65.00 100 mark Mean Night Night Night Night Lightnin Lightnin Lightnin GOTTLIEB Four Belles 179.50 165.00 165.00 165.00 Electro (8 coi.) \$125.00 \$ 75.00 \$125.00 Auto Photo \$1,850.00 \$1,850.00 \$1,850.00 \$1,850.00 \$1,850.00 \$1,850.00 Super Home Run (Chicago Coin) 325.00 195.00 225.00 Mercury Gold Star (3/54) 165.00 145.00 145.00 145.00 145.00 195.00 225.00 Mercury Guiys & Dolls 79.50 79.50 90.00 8asketball, 2 player 205.00 185.00 195.00 225.00 Mercury Guiys & Dolls 79.50 79.50 90.00 79.50 6.95 6.95 6.95 6.95 8asketball, 2 player 1	rg (United) 365.00 rg Deluxe 355.00 (Bally) 400.00 	275.00 295.00 325.00 225.00	325.00 350.00 350.00
Golden Nugget (2/53) B5.00 65.00 65.00 65.00 65.00 Lightnin Mean GOTTLIEB MiGH LOW Mean HIGH LOW Average Mean Standard Metal Lightnin Gott LieB Four Belles 179.50 165.00 165.00 165.00 Electro (8 col.) \$125.00 \$ 75.00 \$125.00 Auto Photo \$1,850.00 \$1,800.00 \$1,800.00 \$1,850.00 Super Home Run (Chicago Coin) Super	g Deluxe 355.00 (Bally) 400.00 345.00 Pool (Genco) 1) 115.00 (United) 285.00	295.00 325.00 225.00	350.00 350.00
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GOTTLIEB HIGH LOW Average HIGH LOW Average Star Smoothing Gatery Star Smoothing Gatery Mars Four Belles 179.50 165.00 165.00 165.00 165.00 165.00 150.00 225.00 Match for (2/54) Gold Star (3/54) 169.50 145.00 145.00 145.00 145.00 150.00 225.00 Match for (2/54) Gold Star (3/54) 169.50 145.00 145.00 145.00 150.00 225.00 Mercury Guiys & Dells 99.50 79.50 90.00 Bulk 6.95 6.95 6.95 6.95 185.00 185.00 195.00 225.00 Mercury Guiys & Dells 99.50 79.50 90.00 Bulk 6.95 6.95 6.95 185.00 195.00 195.00 295.00 195.00 295.00 195.00	Pool (Genco))	85-3234	295.00
Four Belles 179.50 165.00 165.00 165.00 Electro (8 col.) \$125.00 \$ 75.00 \$125.00 \$1,800.	(United) 285.00	99.00	
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Guys & Dolls 99.50 79.50 90.00 Bulk 6.95 6.95 6.95 Basketball, 2 player Teleguiz 115.00 75.00 100.00 Mercury		285.00	285.00
10 a Jos on Treasure Care 495 00 305 00 305 00 105 00			
Gunsy Dapage 210.00 195.00 205.00 195.00 195.00 195.00 195.00 195.00 195.00 395.00 395.00 395.00 Shuff	le Alley	1000	2020385
Hawaiian Beauty National M-9A Big Inning Wild West (Genco), 450.00 195.00 350.00 11th	Frame 310.00	279.00	295.00
(4/54) 165.00 125.00 145.00 (9 col.) 125.00 95.00 125.00 (8ally) (47) 100.00 85.00 85.00 World Series 95.00 49.50 85.00 Mystic	Bowler 355.00	295.00	355.00
Jockey Club (5/54). 145.00 140.00 125.00 National 918 95.00 75.00 75.00 295.00 295.00 295.00 Name B	owler		
Charles (linited) (10/54) 275 00 225 00 265 00 (Chici	ago Coin)		
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Shindle (10/54) 115.00 109.50 110.00 Northwestern Jet 10.00 9.95 10.00 (2/54) 195.00 175.00 195.00	Shuffle Alley		120101000
Sluppin' Champ 210.00 200.00 205.00 PX (10 col.) 125.00 115.00 125.00 Dale Gun (Exhibit). 65.00 35.00 50.00	ed) (8/54) 95.00	75.00	85.00
Southern Beile 225.00 214.50 225.00 Rowe Crusader Pacemak	ter (Keeney), 115.00	100.00	115.00
Stage Coach 185.00 169.50 175.00 (8 col.) 65.00 60.00 65.00 Contra Color 175.00 135.00 175.00 Rainbow	Shuffle Alley		
Sweet Add-A-Line. 250.00 235.00 250.00 Rowe Diplomat	ed) (8/54) 235.00	135.00	225.00
Twin Bill (1/53). 195.00 175.00 185.00 Liectric (5/Col.). 65.00 40.00 65.00 Gan Patrol	huffle Alley	C-BSR-954	and a start of
Wishing Weit 205.00 245.00 245.00 (8 col) 57.50 (Exhibit) (5/51), 95.00 95.00 80nus Score Bowler, 425.00 150.00 385.00 (Unite	ed) (8/54) 170.00	135.00	145.00
Stoner Candy (8 col) 165:00 1000 165:00 Home Run, 6 player. 250:00 195:00 200:00 Bowler 190:00 95:00 Shuffle	Alley Delaxe		54
Uneeda Model E	yer (United		60.00
A B C	51) 65.00 (United)	45.00	60.00
Cabana (3/53) 115.00 65.00 75.00 (Scientific) 150.00 125.00 150.00 (Scientific) 150.00 125.00 150.00 (Scientific)	19 295.00	200.00	240.00
Pistal Pete 6 player (United). 85.00 60.00 75.00 ctar 5	player (United)		
Hawan (6/54) 125.00 110.00 110.00 110.00 210.00 250.00 (Chicago Coin) 75.00 45.00 50.00 Century (United) 265.00 210.00 250.00 (7)	(52) 95.00	45.00	60.00
Quizzer			
	225.00	175.00	225.00
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	rame Bowlet ago Coin)		
Singapore 195.00 100.00 185.00 Model C 175.00 165.00 125.00 Shooting Gallery 500 375.00 150.00 295.00 Clipper 425.00 300.00 345.00 (5/54	1) 200.00	150.00	195.00
Stars to/S21 65.00 40.00 60.00 Model F-80 695.00 625.00 630.00 Shooting Gallery Clipper Deluxe 425.00 300.00 350.00 Targette			101/52/12/20
Telat Play 445.00 305.00 100.00 (Units	ed) (8/54) 275.00	240.00	245.00
Transienes (1/53) 275 00 100 00 105 00 100 00 105 00 107 00	(United)., 250.00	225.00	225.00
Transfer 150.00 50.00 76.00 745.00 99.50 ct ct 10.00 745.00 99.50 ct 10.00 745.00 975.00 975.00 975.00 975.00		155.00	195.00
United and the second s	ed) (1/54) 250.00 Score Bowler	155.00	173.00
	ago Coin) 100.00	75.00	95.00
M.100.4 560.00 195.00 265.00 Sky Rocket (Genco). 450.00 365.00 375.00 (11/53) 235.00 175.00 235.00 Triple S	trike Bowler	120210	1984/900
Big Ben (9/54) 165.00 125.00 M-100-8 510.00 425.00 475.00 Space Gun 125.00 75.00 95.00 Criss Cross Target (Chica	ago Coin) 395.00	300.00	395.00
Thunder			005 00
Skywar (9/54) 149.50 135.00 135.00 135.00 1	ago Coin) 350.00	285.00	295.00
Thurderbird 149.50 115.00 125.00 WURLITZER Sportsman (11/54) 50.00 85.00 Venus U	eluxe 350.00	325.00	325.00
Times Square 79.50 64.50 75.00 1500 325.00 225.00 275.00 (Keeney) 245.00 199.50 Diamond (Keeney) 195.00 185.00 Viuns B	lowler 345.00	320.00	325.00

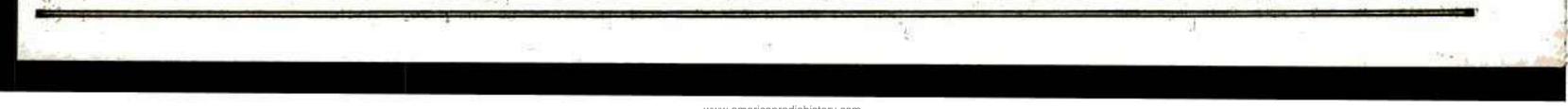
Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended be "standard," "national," "set," or offer authoritative reflection of what prices should 20 be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices fisted above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with the mean average listing.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.











THE BILLBOARD

singles.

COIN MACHINES

87

Juke Highlights of 1955

Continued from page 81

... MOA skeds Chicago branch of ing first eight months of year. fice. . . . Coin industry honors Joe Young at UJA fete. . . . Disneyland features Wurlitzer equipment. . . . Juke boy exports continue to soar. ... Survey shows one-stops getting growing share of operators' disk purchases. . . . AMI promotes factory service schools for operators and distributors. . . . Three-State truck strike in New England hits juke box operators, record outlets. . . . Western Massachusetts 85 per cent dime play.

JULY

York, some operators converting low Rose of Texas" picked as first back to nickel. . . . H. C. Evans' top song on national MOA radio juke box plant begins move from show. . . . Denver operators share Chicago to Mexico. . . . Two- in new business accompanying nickel play begins to get operator rapid city expansion. . . . Over approval. . . . Summer outlook 1,000 attend New York operator bright, report operators contacted banquet. . . . Lester Velie article Jimmy Hilliard to head Bally Reby The Billboard in a national sur-vey. . . . San Antonio 10-cent pears in Reader's Digest. . . . Transswitch hits snag. . . . Finicky U. S. World readies 45 r.p.m. phonopublic keeps operators hopping to graph for export. . . . Jack Cohen fill John Q. musical wants. . . Rapid op one-stop growth sparks ciation president for 11th consecudisk manufacturer promotion. . . . South Bend operators form association. . . . AMI adopts new service plan which puts men out in West Virginia annual confab and field contacting operators and dis- banquet. . . . Record competition tributors. . . . Copyright office proposed study draws MOA fire. . . . UMO launches teen-age hop, prepares campaign against smutty disks. . . . New England truck strike in sixth week. . . . Propose 30-second time limit on advertising disks to be used on juke boxes. . . . Coven Music unveils lowpriced speakers. . . . Wurlitzer launches new premium merchandising scheme: mink coats with juke purchases. . . . Rock-Ola introduces written guarantees on phono equipment.

vending and juke box operating phonograph lines. . . . Sentinel company, is formed in California. names seven distributors, begins . . . One-stops rank "something shipments of TV-juke box comdifferent" as No. 1 contender in bination. . . . Disk manufacturers operator disk sales. . . . Michigan report 78 r.p.m. records will con-operators stage third teen-age tinue to be pressed. . . . Bow home party. . . . New bill bowed in Hi-Fi unit at AMI. . . . Milwaukee House to end juke box exemption. operators report collections up dur-

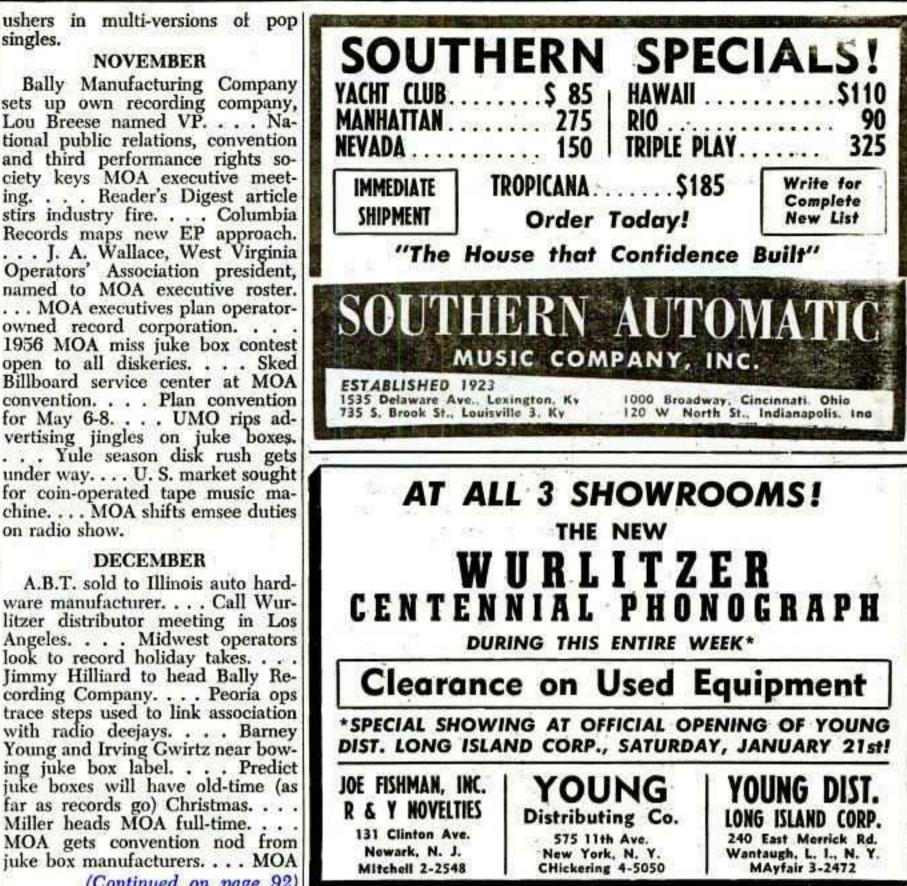
OCTOBER

Wurlitzer adds new sales and service representative in Europe. owned record corporation. AMI distributors pull the 1956 MOA miss juke box contest wraps from the Model G. . . . Tulsa, Okla., ops try for fourth time Billboard service center at MOA to go to dime play and report good results. . . . Rock-Ola bows new for May 6-8. . . . UMO rips ad-50-selection phonograph, Model vertising jingles on juke boxes. 1452. Price set at \$895.... Miami Yule season disk rush gets union boss fired. . . . Operators, manufacturers, associations for coin-operated tape music maacquaint the public with juke box chine. . . . MOA shifts emsee duties role via newspapers, radio, tele- on radio show. Dime play hits snag in New vision and other media. . . . "Yelre-elected Cleveland operator assotive year. . . . Used multi-selection phono prices hold steady dollar Miller heads MOA full-time. . . . level. . . . Two hundred throng MOA gets convention nod from

NOVEMBER **Bally Manufacturing Company** sets up own recording company, Lou Breese named VP. . . . National public relations, convention and third performance rights society keys MOA executive meeting. . . . Reader's Digest article stirs industry fire. . . . Columbia Records maps new EP approach. . . . J. A. Wallace, West Virginia Operators' Association president, named to MOA executive roster. ... MOA executives plan operatoropen to all diskeries. . . . Sked convention. . . . Plan convention under way. . . . U. S. market sought

DECEMBER

A.B.T. sold to Illinois auto hardware manufacturer. . . . Call Wurlitzer distributor meeting in Los Angeles. . . . Midwest operators look to record holiday takes. . . . cording Company. . . . Peoria ops trace steps used to link association with radio deejays. . . . Barney Young and Irving Gwirtz near bowing juke box label. . . . Predict juke boxes will have old-time (as far as records go) Christmas. . . . Miller heads MOA full-time. . . juke box manufacturers. . . . MOA (Continued on page 92)



ADVERTISING DEADLINE

JANUARY 26

ISSUE DATED

FEBRUARY 4

International Sales Edition

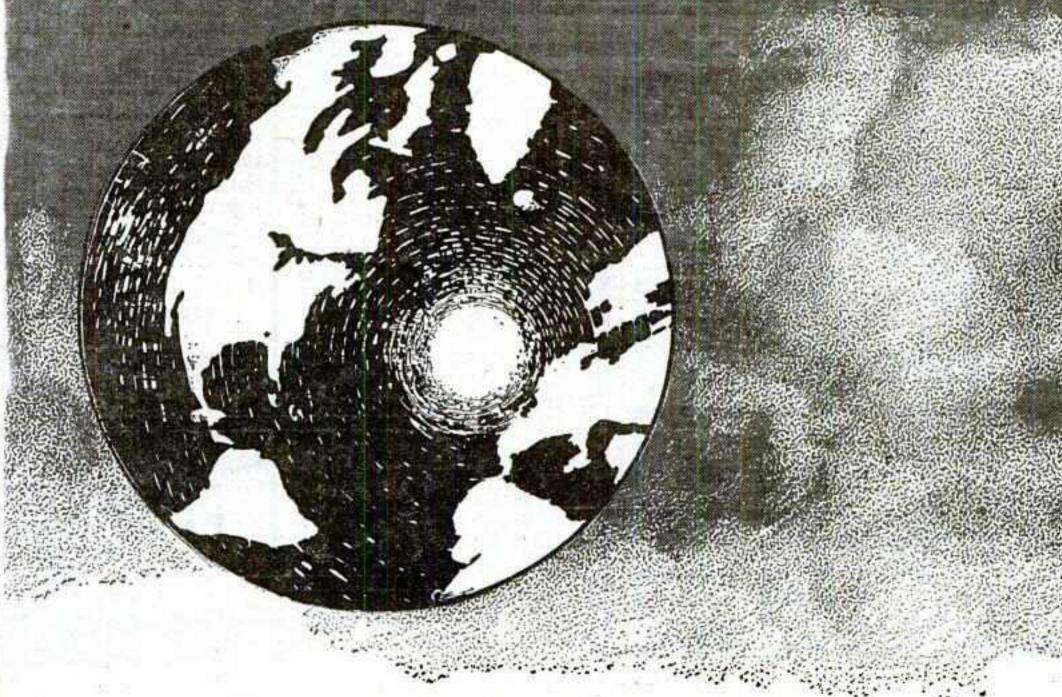
Dated February 4th

AUGUST

New tax laws threaten French juke box trade. . . . Used juke box prices hold steady dollar level during first six months. . . . Local associations support MOA. . . MOA executives okay 30-second advertising jingle. . . . Disk jockeys, Detroit operators pull 1,500 to teen-age rally. . . . Court rules front money binding in written contract. . . . End New England truck strike. . . . U. S. anti-trust quiz in juke box industry drags on. ... Hurricane Connie hits Eastern Seaboard. . . . Third NJBM disk released. . . . West Virginia operator schedule first annual banquet. . . . Hurricane Diane leaves tragic legacy for Northeastern coin operators, tens of millions of dollars worth of equipment damaged. . . . Operators find supermarket drugstores a new profitable juke box location. . . . Title strips sporting artists' pictures reported to have 260 pictures on file. . . . Blueprint costs, coverage of MOA insurance program. . . . Juke industry up for peak fall business.

SEPTEMBER

Seeburg Corporation introduces a 200-selection phonograph to its distributor organization. . . . Third copyright organizational plans sparks MOA executive meeting. . . . South Bend operator association sponsors weekly radio show. . . . Rock-Ola unveils two new speakers. . . . Continue anti-trust investigation. : . . Seeburg pulls the wraps from its new model, unit features dual pricing, memory unit, extensive EP programming. Price is set at \$1,195 for 200-selection model. . . . Operators find depreciation is a golden key to sound business procedure and increased profits. . . . Chicago op-erator fete pulls 600. . . . Officials of vending, juke box, bulk vending and distributor associations report on the fall coin machine outlook, all paint bright picture. . . . Installment buying at consumer levels found to be hurting juke box takes. . . . AMI introduces its Model G to distributors in Grand Rapids. . . . MOA launches a national radio show, "National Juke Box." . . . Seeburg distributors launch operator showings of new



delivers your advertising story to 2 BIG MARKETS: regular domestic market and the regular foreign market. You get both markets for the price of one because regular advertising rates apply.

Advertisers also get a BIG Bonus Circulation of 5,000 reprints of the International . Sales Section mailed to buyers of coin machines in dozens of countries.

Plan now to tap this multi-million-dollar international market. Advertise your new and used Music Machines, Amusement Games and Vending Equipment.

To get best results, word your copy so that it "invites" foreign inquiries and sales. Specify on your order that the ad should appear in the International Sales Edition.

Write or call your nearest Billboard office listed below

CHICAGO 1, ILLINOIS Jack Sloan NEW YORK 36, N. Y. CINCINNATI 22, OHIO Martin Toohey 2160 PATTERSON ST. Dick Ford 1564 Broadway Lou Schocher 188 W. RANDOLPH ST. Dick Wilson DUnbar 1-6450 CEntral 6-8761 PLaza 7-2800 ST. LOUIS 1, MO. HOLLYWOOD 28, CALIF. 390 ARCADE BLDG. Frank Joerling 6000 SUNSET BLVD. **George Kelley** CHestnut 1-0443 HOllywood 9-5931



5-Ball Output Steady

their production lines, D. Gottlieb output.



E80 E40 Model



20-Selection, 5 Cents (as is but ONES CO. 1263 Mission Street San Francisco 3, Calif. KLondike 2-3579

Sam Stern, Williams executive vice-president, said his firm is currently concentrating on pool game i troducing new five-ball models.

Tim-Buc-Tu, the first Williams five-ball .c be introduced in several months, was shipped to distributors this week (see separate story).

flow of new five-ball game models te distributors thru 1955, and bowed its latest game, Easy Aces, late in December.

five-ball games has continued to increase, and the firm plans to inc operate on dime play in the coming months.

model, Spot Pool.

good as ever.

present line of pool games, but undoubtedly will eventually get into variations of the game."

Asked about the chances for widespread tournament play on pool games, Lewis said this was a definite possibility. "But such a move is a stimulant-necessary only when called for," he asserted. "At present the pool game is taking in more money than any game we've had for years. Tournament play isn't necessary, but the time may come when it will be."

Paul Huebsch, J. H. Keeney & Company general manager, esti-





JANUARY 21 1956 JANUARY 21, 1956

THE BILLBOARD

23MIHOAM MIDO COIN MACHINES

91

COINMEN YOU KNOW

Chicago

By KEN KNAUF

OPERATORS TO BACK POLIO DRIVE. Joe Filitti, acting president of Recorded Music Service Association, reports Chicago music operatorwill hold a general meeting later this month and officially kick off the 1956 March of Dimes campaign. Filitti said that operators are going to place machines in railroad stations and neighborhood banks with all collections earmarked for the campaign.... Phil Levin, RMSA president, is recovering nicely from his recent illness.... Bob Bear, phonograph sales manager of Wurlitzer, North Tonawanda, is in town for showing at Coven Music next week.... Carl Green, Tower Music, says ops will soon be receiving new decals from radio station WAAF. Carl acts as go-between in RSMA-WAAF promotional tie-in.

Ben Coven, Coven Music, reports everything is ready for the Wurlitzer showing. Coven Music was burglarized last week.... Al Schlesinger busy calling distributors thruout the country, reports NCMDA running smoothly.... Nate Feinstein, Atlas Music Company, Seeburg outlet, is certain operators in Illinois will see big dime play increases in coming year via Seeburg's V-200.... Larry Marvin, Sacramento operator, may soon take up quarters here to handle MOA's convention plans. If so, he'll probably be at the Morrison Hotel for about two months.

Art Winand, Williams sales manager, was out on the road this week.... Sam Stern, Williams executive vice-president, announced a new five-ball game, Tim-Buc-Tu, shipped to distributors. . . . Paul Huebsch, Keeney general sales manager, says the firm is working on some new pool game ideas. . . . Bill Coan, of the Keency vending machine division, is busy with the new cookie vender recently shipped from the plant.

With a new building completed at Exhibit Supply, Sam Lewis, president, and Frank Mencuri, vice-president and director of sales, are on the move, with changes in the factory set-up and office remodeling under way and more changes coming up. . . . Herb Perkins, Purveyor Distributing Company, is planning a trip to California later in the month. Monte West, of Purveyor, is trying to shake off another dose of the flu.

Jack Burns, Empire Coin Machine Exchange traveling man, is up Michigan way this week. Jack is busy re-visiting the old customers and drumming up some new ones, according to Jerry Bremner of the sales staff. Joe Robbins, Empire sales manager, has been building up the used juke box trade, and selling more and more pool tables.

Alvin Gottlieb, D. Gottlieb & Company, is back from Florida with a glowing tan and pictures of a school of dolphins he landed... Isador Edelman, Detroit, was making the rounds of local commen this week. . . . George Kozy, sales manager, A.B.T. Manufacturing Corporation, trying to keep up with orders for coin chutes from pool game manufacturers. Kozy says Walter Tratsch, retired former A.B.T. owner, drops into the office for a visit now and then, and keeps occupied with mechanical experiments at his workshop at home.

Juke Box License

Continued from page 72

area have kept customers from visiting night spots, mixing bars and averns, he added.

While only a segment of this type business may be outside the law, authorities say sales slack off when raid talk hits the town.

50-50 Split

Fees from privilege licenses are split 50-50 with Davidson County and the state of Tennessee.

Mechanical machines-a classification for phonographs, radios and coin-operated television sets-netted \$6,371 in fees last year.

This compares with \$7,895 in 1954.

But Price declares there were more TV sets licensed in the 12month period just ending than at

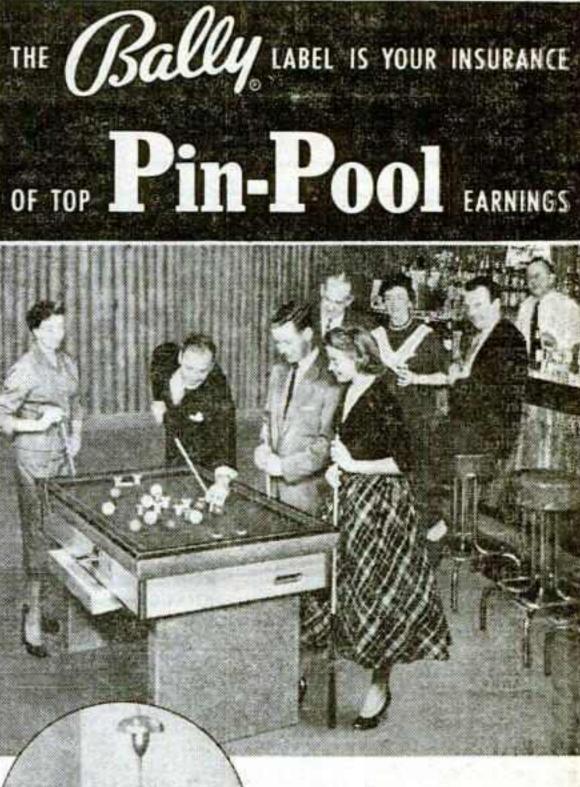


clerk's office.

of motels and tourist courts in the the previous year. area, and in general the emodeling of Nashville's downtown hotel "musical sets," and \$15 annually rooms.

any time in the history of the During 1955, a totar of 696 "mechanical" machines were li-This was indicated by the growth censed. This figure was 1,958

> Fee cost was \$10 on the various on other machines in that category.



Joe Kline and Wally Finke, First Coin Machine Exchange, are partners in every sense of the word. Both had their cars smashed up while parked in the city in the last few days, and both cars wound up at the same repair shop at the same time. Wally says that First's coffee room for operators has had a steady business, with more than twice as much coffee being served out than usual.

Rudy Kitt, Suburban Music Company, operator in Berwyn and Riverside, plans a vacation next month to Florida. Rudy intends taking his car to Cuba, also wants to tour the islands.... Ralph Sheffield, director of sales, Genco, announced the appointment of Al Warren as sales manager of the firm this week.

Columbus, O.

By JIM WICKMAN

SEE DIME PLAY GAINS IN OHIO. Bernie Flynn, manager of Shaffer Music Company, Seeburg outlet, reports V-200 phonographs doing well throut the territory. Bernie says it's helping operators considerably in their efforts to go to dime play.... Carl Brusidin has joined Shaffer Music. He'll assist Bernie in both the sales and service departments. . . . Sam Solomons, University Coin Machine Exchange, is back on the job after ice fishing. . . . Harry Stewart, also of University, is back in town. Stewart was traveling throout West Virginia.

Northern Music, Inc., Wurlitzer outlet headed by Herb Wedewen, was preparing this week for the unveiling of the new Wurlitzer line here. . . . Caryl Pugh takes over Shaffer Music's Eastern Ohio and West Virginia sales territory.... John Quaintance took the big step January 6 and is currently honeymooning in sunny Florida.

Washington

By DELORES NEWCOMB

EXPANDS SNACK BAR INSTALLATIONS. Meyer Gelfand, of G. B. Macke Corporation, reports that his company is going in more and more for large automatic snack bar installations. The installation of five snack bars at Maryland University has proved to be a big success. . . . Hirsh Machines continues to enjoy a steady business, good collections and friendly customer relations, says Roger Squitero. He adds that the holidays didn't cause a bad slump in collections.

Detroit

By HAL REVES

Jack Baine, formerly with Brilliant Music, is now recuperating from surgery for ulcers at Mount Carmel Mercy Hospital. Baine was a salesman for Brilliant Music. . . . Still awhirl and finding it hard to come down to earth to such practical matters as how to spend money is Louie Cali, of the Accurate Coin Machine Company. Cali, a freelance Detroit coin machine operator, earned himself about \$2,000 during his :ecent stay in Toledo. He visited Toledo's more lucrative entertainment places.

Mort Grass, an attorney well known in coin machine as well as theatrical circles, has been elected chairman of the board of the Business Men's Youth Club of Petoskey Precinct after serving a term as president.

Mrs. Mary Lemke, wife of Henry C. Lemke, veteran of some four decades of vending activity in the city, is in Saratoga Hospital convalescing following a heart attack. She is expected to be home in a few weeks. . . . Roy Small, conciliator of the United Music Operators, is scheduled to return this week with Mrs. Small from their vacation at Miami Springs, Fla. . . . Ed Carlson, past president





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THE BILLBOARD

JANUARY 21, 1956

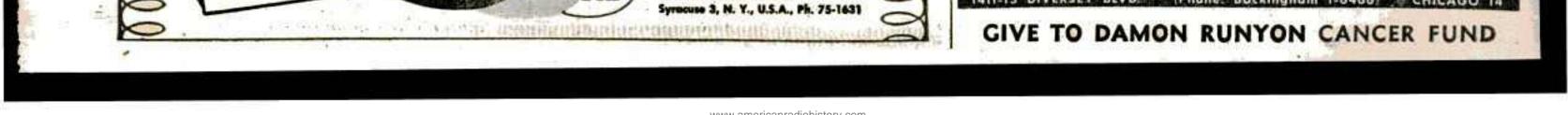




THERE'S NO BIZ LIKE DIME BIZ OPERATORS-Go 10c Play All The Way With DAVIS 6-POINT GUARANTEED EQUIPMENT

-			5
D D	OPERATORS-Go 10c P	lay All The Way With	000000000000000000000000000000000000000
>		RANTEED EQUIPMENT	X
5		CALLED EXCHANGE	X
20	To properly convert your route	es you need modern 45 R.P.M.	X
		knocking in '56, but you can't	9
000			3
>	open the door to bigger incom	e with out-of-date equipment.	\simeq
Write, wire or phone for these location ready money makers, available pre-set for 10c play		2	
2	available pre-s	et for 10c play	2
5	CERNING		Q
5	SEEBURG	WURLITZER	X
>	M100B\$465	1400-1450 \$250	\propto
0000	M100BL 489	1500-1550 295	X
>	M100C 589	1600-1650 375	S
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2	AMI	ROCK-OLA	Z
>	D-80\$319	1436 Fireball 120 \$259	R
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51	Duvis	Cable Address: "DAVDIS"	X
5	Suarantet	Λ	Q
5	- Mechanismi Steam Cleaned	WORLD EXPORT	Q
>	Steam Council Replaced - Worn Parts Replaced - Amplifier Reconditioned - Amplifier Reconditioned	WESTERN EXPORT	0
>	Amplitie Speaker inspected Tonehead Renewed Cabinet Professionality	DISTRIBUTING	2
>	• Cabinet Provention	Exclusive Seeburg Factory Distributors	

ALL	POOL GAMES	112
READY FO	R IMMEDIATE DEL	VERY
SHUFFLE VAPILS Un. C eeney Speedlane\$335 Gence ceney American250 C. C. ceney Century210 C. C. eeney Diamond185 C. C. eeney Domino95 C. C. eeney Carnival85 C. C. eeney 10 Player75 n. Targette250	Diympic \$ 80 ascade 75 o Match Pool 99 Star Lite 195 Criss Cross Target 175 Advance 140 Gold Cup 125 Triple Score 85 Double Score 75 MISCELLANEOUS	BINGOS Surt Club
n. Mars	American Bank of \$150 Rock-Ola Shuf- board 125 ey Sportsman n, match 210 ey Ranger, match 310	Ex. Gun Patrol 95
Your Dollar Buys	s More at 1	NATIONAL
	That Serve	S YOU Better!
The House The ARISTOCRAT of	L CHICAGO DELUXE C DELUXE C	S You Better ! CONDITIONED FFLE GAMES COIN HOLLYWOOD \$350 APITOL 395 LIPPER 395 IGHTNING 345 MERCURY 300 FFLE ALLEY 300 245 195
The ARISTOCRAT of POOL TABLES. GOTTLIEB'S SPOT POO Immediate Shipment	L	S You Better ! CONDITIONED FFLE GAMES COIN HOLLYWOOD \$350 APITOL \$395 LIPPER \$350 IGHTNING \$45 NERCURY \$300 FFLE ALLEY \$300 245 245



THE BILLBOARD

COIN MACHINES

COINMEN YOU KNOW

Continued from page 91

the UMO, is vacationing in nearby Miami, but not due to return ntil late spring.

The UMO furnished entertainment for a special party for youths ponsored by Detroit Masonic organizations, inaugurating the new ben-age recreation room being opened in the Masonic Temple, next oor to UMO headquarters. Acts sponsored by the UMO were idele Storm Trio from the Minute Show Bar and the Starlets, husical amateur trio who have appeared at several UMO-sponsored vents. Arrangements were made by the office secretary, Sonny Sears, a the absence of Roy Small, conciliator.

Los Angeles

By SAM ABBOTT

DPERATOR SETS URANIUM CLAIMS. Jimmy Jackson, of Palm springs, and his son are doing some uranium prospecting. They are coorted to have made some strikes and filed claims. . . . Nick Beaver, who is gradually enlarging his operation in Lancaster, was in town o get equipment and to see what was going on along coin row. . . . Fom Catania, Los Angeles operator, making coin row rounds and stopbing in at Paul A. Laymon, Inc.

Sheridan Thompson, Long Beach operator and Navy reserve flier, is spending his weekends and off time getting around in some of the atest designed jet planes. . . Johnny Nelsen, Inglewood operator, is back in town after a successful duck hunting trip in the Tule Lake area. . . William (Bud) Parr, who one-time had General Music, is in the city, having brought his family up from his ranch in LaPaze for the winter. . . Fred Ross, Pasadena operator, stopped in at the Simon Distributing Company to see about equipment. . . Jack Simon, of Simon Distributing, took off from Los Angeles Wednesday morning to spend a couple of days in San Francisco on business.

Ann Baron, of Riverside, and Harvey Mourlam, of Visalia, were visitors of Wayne Copeland at the Sierra Distributing Company. . . . Glenn Wolcott and Ben Korte, of the Glendale area, stopped off at Minthorne Music for a business talk with Hank Tronick. . . . Jess Herman, who is running the route for Glenn (Red) Catlin in Montrose, reports that Glenn is still enjoying his hunting and fishing in the Blythe area. . Walter Hemple, Ben Korte and Glenn Wolcott attended the annual Regular Associated Troupers' banquet and ball at the Larry Potter's Supper Club in North Hollywood.

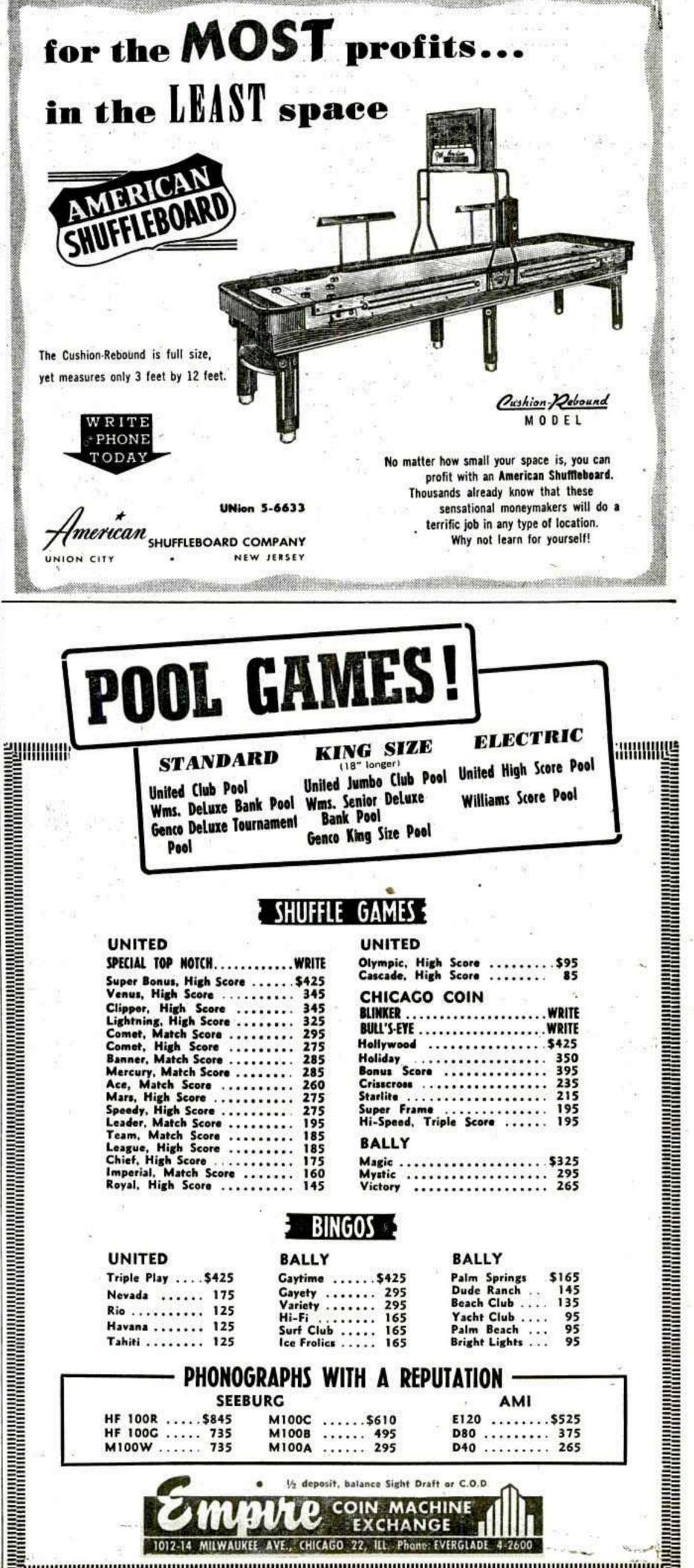
Atsie Stein, of Selbin & Stein, kiddie ride operators, is to be married February 5. He plans a honeymoon in Acapulco. However, the recent reports of devistating earthquakes in the region have made him not so sure this is the right spot. A series of parties are being planned for Stein with Mort Leeman helping on the arrangements. ... Jerry Jacobs, Glendale operator, is out of the hospital and back

on the job.

Heard from Jean Garcia, of Oscar Garcia Music Company in Key West. She reports business very good and, more important, Oscar feeling pretty good. Red Gurkin, of Belle Glade Music Company. In town this week looking kind of worried. Seems Mrs. Gurkin is ill, and Red sure looked upset. Another visitor in town this week was Jim Robbins, of Robbins Electric Company up in Okeechobee. Jim's very lovely wife made the trip with him. Jim reports business has been excellent.

Cleveland Coin Machine Exchange, Inc. American Shuffleboard Distributors 2029 Prospect Ave Cleveland, Ohio To: 1-6715 Write for prices:

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Boston

By CAMERON DEWAR

INVENTORIES ENGROSS INDUSTRY. Things were quieter this week along the coin machine rialto. Most distributors, were busy with inventories and had little time for more than a hurried "hello" and an expression of optimism for the year ahead. Operators were busy picking up, and in some cases doing double duty on routes that had run ahead during the holidays. Others were getting back in harness after a quick vacation in the sun.

At Trimount Automatic Sales Corporation, David S. Bond had his staff busy totaling things up for the year. He predicted 1956 would be the best in the industry's history, and "last year was by no means bad." . . . Ed Ravreby, of Associated Amusements, was back after a swing around the Southern New England territory. With a group of operators equipment hunting at the Allston headquarters, he was calling for operators and distributors to make this year one of unity and co-operation in the industry.

Louis Blatt, of Atlas Distributors, was off to the north for a few days while brother Barney tended to inventory chores in the office. He was of the opinion that, with the G AMI model catching on well, the year ahead would be one to remember. . . At Redd Distributors it was a busy week. Between a big "clearance" sale, which was attracting bargain-hunting operators, and the inventories, things were really humming. . . There was great rejoicing at Redd's when salesman Manny De Stefano, after four daughters, came up with a son.

Visiting operators hadn't quite gotten back into the swing and there were fewer in the Hub this week than is usual. Among those seen around were Stanley Cokas, of Lynn; Jim Polelski and Cgris Caragianis, of Fitchburg; Martin Ferrara, of New Bedford; Bert Thompson, of Quincy; Edgar Beales, of Needham, and Louis Zideman, of Portsmouth, N. H.

Miami

By RAOUL SHAPIRO

COIN POOL SALES CONTINUE TO GROW. Both Sam Taran, of Taran Distributing Company, and Ted Bush, of Bush Distributing Company, report that sales on coin-operated pool tables are picking up every week, as more and more operators of games and music are finding locations demanding the new amusement device. To accent this demand, Lucky Skolnick, of Music Makers, Inc., reports that one of his locations removed several tables from his bar just to make room for a pool table.

Ken Willis, of Bush Distributing Company, hosting relatives from up Wisconsin way. Ken says he gets a kick out of watching their Northern pallor turn to a healthy Southern tan. Another visitor just arrived is George Holzman. George has been an operator in Brooklyn for many years. He is also a brother-in-law to Morris Marder, of M&M Service. Also visiting Miami's sunny clime is Louis Rabkin, long-time Arcade operator from Seaside Heights, N. J. Rabkin is accompanied here by his wife, and intends to stay here until March, when he will return to Jersey and start preparations for reopening his Arcade.

"Gee, Dad, it's a Wurlitzer." The expression seems to be the password around Bush Distributing Company these days, as the entire organization is busily preparing for the showing of the new Wurlitzer 1900 January 15-16. Ted Bush says he honestly feels that this is the most beautiful machine Wurlitzer has ever produced. Even Budisco is busy preparing to greet the many out of town visitors expected



COIN MACHINES

THE BILLBOARD

JANUARY 21, 1956





SEE IT AT YOUR

as American as Baseball and Hot Dogs!

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS





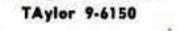
SAY YOU SAW IT IN THE BILLBOARD!

"There is no substitute

for quality"

1927-1956

29 Years of Leadership!



GIVE TO DAMON RUNYON CANCER FUND

Gottlieb Proudly Presents ... SPOT POOL

THE ARISTOCRAT OF POOL TABLES BUY THE BEST... WE DO...

GENUINE BRUNSWICK-BALKE-COLLENDER ACCESSORIES WITH ALL THE FEATURES AND EXTRAS

Hinged top and front door. Durable mechanism for minimum maintenance.

Metal ball tracks and quiet reset.

Cross-lined playfield.

Genuine Billiard components.

YOUR DISTRIBUTOR

NOW!

Distinctive cabinet built by craftsmen.

Optional lighting accessory. Colorful bumper protectors. **Precision dimensions for** accurate play. Inlaid rail markers.



CHICAGO 51, ILLINOIS



97





CENCO'S / DE LUXE TOURNAMENT

for 3 or 4 Sided Play (lined playfield)

- Hinged Playing Field
- Finest Quality Billiard
 Table Materials

FIRST WITH:

Playfield Light • Adjustable Levels • Mother-of-Pearl Rail Markers • Clog-Proof Ball Troughs • Steel-Sheathed Cash Box



SUPER BIG TOP STILL IN PRODUCTION (FINEST GUN GAME EVER)

NEW KING SIZE TOURNAMENT POOL GAME 18" LONGER than DE LUXE MODEL

GENCOS

(Same Width) 25% FASTER PLAY!

SEE them NOW at your GENCO Distributor

MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

POOL



Calderon



DINRALLS

United 6 Play Star 45.00	PINBALLS
Un. Deluxe Comet Targette 275.00	Bally Broadway Write
WHILE THEY LAST-LIKE NEW	Miami Beach Write
	Bally Beach Beauty Write
5 Chi Coin Criss Cross Target\$175.00	Gaytime\$445.00
MUSIC	Cayety 295.00
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Reck-Ola 1446 Hi-Fi, 120	Beach Club 125.00
Select	Yacht Club 95.00
Heck-Ola 1438 Comet, 120	Hi-Fi 145.00
Select	Atlantic City 75.00
	Surf Clubs 175.00
POOL TABLES	Ice Frolic 145.00
Chi Coin Champion Write	Beauty 125.00
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112	Dude Ranch 145.00

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9 Sentenced In Coin TV Fraud Case

THE BILLBOARD

CHICAGO, Jan. 14. - Charged with fraudulently promoting a device for coin-operated television service in motel rooms, nine persons were sentenced in U.S. District Court here to a total of more than 24 years in prison.

Defendants in the Preview Television Corporation mail fraud case, they drew sentences from Judge John P. Barnes Friday (7).

Evidence showed the device was never invented or produced, and that investors were defrauded of at least \$750,000. Defendants were officers, sales representatives or promoters of the scheme.

Sentenced were Earl C. Raphael, Chicago; William F. Robichaud, Washington, D. C.; Milton Severinghaus, Chicago; Eugene F. Flitcraft, Oak Park, Ill.; Lyman B. Jones, Pine Grove, Ill.; Blanchel Murrelle, Chicago; Nathan J. Elliott, Pine Grove; Bruce Hantover, Seattle.

Stiffest penalties were assessed Elliott, former president of the U. S. Sign Corporation, a Preview affiliate, and Hantover, president of Preview. Probation was given Edward McReady, Chicago.

The group filed appeals in the U. S. Court of Appeals, Justice Elmer J. Schnackenberg set appeal bonds at \$500.

Wurlitzer factory for helping us to do our part in making Wurlitzer the top phonograph in the business. DROP IN AND SEE **NEW MODEL 1900** WURLITZER

CENTENNIAL LINE



COIN MACHINES

104-SELECTION HIGH-FIDELITY PHONOGRAPH-YOU'LL BE GLAD YOU DID

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THE BILLBOARD

JANUARY 21, 195





IN EARNING

POWER *

101

chicago coin's CHAMPION POOL

The original . . . Official-Type Pool Game With The Exciting Center Hole Feature!

New Attractively Applied Designed Cabinet With "Interlock" Construction I



chicago coin's

AUTOMATIC

POOL

IT'S HOTTER THAN EVER!

RC

New Tantalizing Center Hole Feature Increases Play . . . Requires Even More Skill and Alertness!

New Type Ball Drop Mechanism . . . Simple . . . Postive Fool-Proof!

New Plastic Light-Up Bumper Posts!

New Super Sensative Rebound Rails!

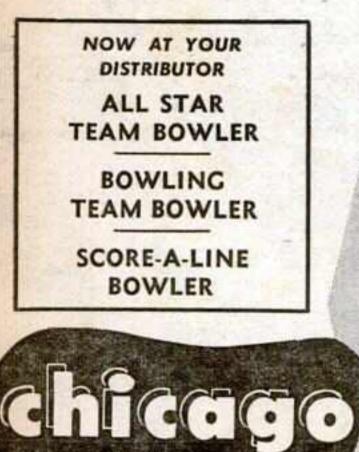
Built-in Accurate Spirit Levels!

Hinged Front Door and Playfield For Easy Servicing!

2 Color Grid Screened Playfield For 3 Sided Play!

2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

* EARNING POWER (By Actual Test Locations)



MACHINE COMPANY

Featuring ... AUTOMATIC

BACK RACK SCORING WITH

It's the FIRST Automatic Pool Game in the Industry! New Livelier Rebound Rails! Accurate Fool-Proof Scoring! New Ingenious Player Score Transfer Device | (Accurate Transfer Scoring From One Player to Another.)

1725 West Diversey Blvd., Chicago 14, III.





More money-making play-appea

19

4 MAGIC SQUARES

BIG bowlers BIG bowlers earn BIG money POPULAR OFFICIAL BOWLING SCORES

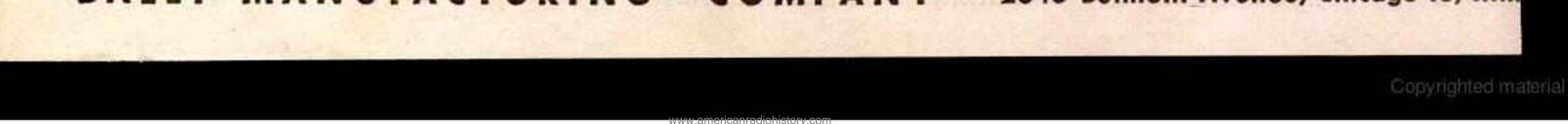
BOWLER earnings climb to a new sensational high...as 20,000,000 bowlers and their millions of non-bowling friends...discover the fun and fellowship...and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play...and continuous repeat-play...resulting in bigger bowler profits...get Bally ABC-BOWLER on location now ... or CONGRESS-BOWLER for added attraction of match-score features.

EXTRA

Player shifts Magic Squares before shooting fourth ball ... or before shooting fifth ball, if "5th BALL" panel is lit. Earning-power of the popular extra time feature proved in BEACH CLUB, VARIETY, BIG TIME and other great Ballygames. Arrow points to one of 4 Magic Squares – A – which may be shifted to player's choice of 4 different combinations illustrated above. Each Magic Square – A, B, C and D – may be shifted to choice of 4 different combinations. Separate button for each Magic Square permits player to shift only Square or Squares he desires to shift – without shifting other Squares. Maximum numbershift flexibility provided by 4 Magic Squares insures maximum play-appeal, maximum earning-power.



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UNITED'S HI-SCORE

Pool

6

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THE BILLBOARD

ONE OR TWO CAN PLAY

UNITED'S FAMOUS DROP CHUTE

Delivers 5 Balls for 1 Coin ... 10 Balls for 2 Coins

DOUBLE AND TRIPLE

SCORE POCKETS

103



Light Fixture (OPTIONAL)

SIZE 3 FT. BY 5 FT.

UNITED OPERATORS

ARE SUCCESSFUL OPERATORS

JUMBO **CLUB POOL** For 3 or 4 sided play **CLUB POOL** Size: 52" by 36" Size: 70" by 36"

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STARLET New In-Line Hit with **ROTO** Feature **TOP-NOTCH** Shuffle-Alley 6-Player Bowler

REGULATION Shuffle-Alley **6-Player Bowler**



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